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THE LOYALTY OF INTERNET BANKING USERS IN SERBIA

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Abstract

The subject of this research is the loyalty of users of internet banking services. The aim of the research is to analyze the factors that determine the loyalty of users of internet banking services in Serbia. The research was conducted using a survey, in which a questionnaire was used with questions grouped into six groups according to the number of variables used in the research. The data collected by the survey were processed using descriptive statistical analysis, correlation analysis, and multivariate regression analysis. The research results show that the variables e-Satisfaction, Website Quality, Switching Barriers and Reputation have a statistically significant positive influence on the Loyalty of users of internet banking services, while the influence of e-Trust is not statistically significant.