

# Perceptions of user experience and service quality based on online ratings of mobile banking applications

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Cite as:

Csordás Tamás, Alt Mónika, Mitev Ariel (2023), Perceptions of user experience and service quality based on online ratings of mobile banking applications. *Proceedings of the European Marketing Academy*, 52nd, (114487)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



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## **Abstract**

Mobile banking as a new service delivery platform is becoming of paramount importance for financial institutions. Yet, a precarious balance needs to be found between secure operations due to the peculiarity of financial services and seamless customer experience, a now basic consumer expectation. In our research, we investigated consumers' perceptions of mobile banking apps by content-analyzing textual consumer reviews (n=1000) of smartphone apps of leading Hungarian and Romanian banks with the aim of exploring the main dimensions of consumer satisfaction. Our results show that banking app reviews are relatively more negative and more emotionally engaged than other industries', hinting that such apps are tools of everyday importance but also that the sector is lagging behind. The most common complaints pertained to inoperability, bugs in various features and limited customer experience (missing features). The perceived quality of apps reflected through reviews can provide important feedback for financial institutions in the process of improving the quality of their mobile banking apps.

**Subject Areas:** *Consumer Behaviour, Electronic Commerce and Internet Marketing, Recommendation Systems, Service Quality, Service Marketing*

**Track:** Digital Marketing & Social Media