

THE EVALUATION OF THE E-PAYMENT METHODS ACCORDING TO USER'S PERSPECTIVE

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Abstract

E-payment methods are becoming increasingly popular in Algeria, and even now it is still in the early stage of development. This research is about evaluating the e-payment method in relation to the customer's perspective. To achieve the objective of this study, we used a sample of users of BADR bank, to whom we distributed a questionnaire. We collected data and evaluated their satisfaction depending on 5 factors (price, speed, security, privacy, availability) and analysed the data visionally and statistically using SPSS and EXEL. The findings led to several conclusions, such as the satisfaction of e-card users being generally high, primarily influenced by the availability of payment support in shops. However, despite this satisfaction, users are aware of significant issues with e-payment methods in the BADR bank.

Keywords

E-payment, E-cards, satisfaction, payment support, e-payment methods

JEL Classification

G40, G35

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