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## **RETAILER BANKS INFORMATION TECHNOLOGY GOVERNANCE IMPACT ON CUSTOMERS SATISFACTION**

### **Abstract:**

Information technology IT has become essential component in retailer banks business model, by heavily investing in information technology assets banks are able to offer numerous e-services via new innovative channels. This development makes it imperative to adapt standard IT management framework to insure high investment return and customers satisfaction. This paper examines the relation between retailer banks IT governance practices and banks customers satisfaction. For this purpose, questionnaires developed using COBIT5 IT governance framework as benchmark and sent to 4 retailer Banks IT managers. another questionnaire filled up by 350 this bank's customers to assess their level of satisfaction. The results show that all banks understudy partially adapting Cobit5 framework process, it also indicates that some process such as services delivery and aligned planing and organization has higher impact on customers satisfaction level.

### **Keywords:**

IT governance, Cobit 5, IT Audit , Customers satisfaction

**JEL Classification:** L86