

The Influence of Digital Banking Services on Tourist Satisfaction in Sri Lanka: The Mediating Role of Service Convenience

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Abstract

This research investigated the influence of digital banking services on tourist satisfaction in Sri Lanka, with service convenience examined as a mediating variable. A structured survey was administered to 384 international tourists who used mobile banking applications, internet banking, and automated teller machines during their stay. Data were analyzed using Structural Equation Modeling (SEM) through AMOS software to test both direct and indirect relationships. The results indicated that digital banking services had a significant positive impact on tourist satisfaction ($\beta = 0.41, p < 0.001$). Digital banking also showed a strong effect on service convenience ($\beta = 0.62, p < 0.001$), which in turn positively influenced tourist satisfaction ($\beta = 0.38, p < 0.001$). Mediation analysis confirmed that service convenience partially mediated the relationship between digital banking services and tourist satisfaction, with an indirect effect of $\beta = 0.24$ (95% CI [0.16, 0.33]). The model achieved satisfactory fit indices ($\chi^2/df = 2.14, CFI = 0.956, TLI = 0.944, RMSEA = 0.052$), supporting its reliability. Overall, the study highlighted that digital financial services enhanced tourist satisfaction directly and indirectly by improving accessibility, speed, and ease of use. The findings underscore the need for Sri Lankan banks and tourism stakeholders to strengthen digital platforms to support seamless financial transactions and enrich the visitor experience.

Key Words: Digital banking services, Tourist satisfaction, Service convenience

1. Introduction

Tourism has consistently been one of the largest contributors to Sri Lanka's economy, both in terms of employment and foreign exchange earnings. The year 2024 recorded over 2.05 million tourist arrivals, which represented a 38 percent increase compared to the previous year 2023, making it the third-highest annual figure on record. December alone attracted 248,592 visitors, reflecting the strongest monthly performance in five years (Sri Lanka Tourism Development Authority, 2024). In parallel, the sector generated more than US\$2.1 billion in revenue by the end of November 2024, further highlighting its role in economic recovery (Central Bank of Sri Lanka, 2024).

Alongside this growth, tourists relied heavily on banking services for day-to-day financial needs such as withdrawals, foreign currency exchange, and electronic payments. Traditionally, visitors depended on physical counters or exchange booths, but the banking landscape in Sri Lanka has changed considerably (Ishar Ali et al., 2023). The introduction of mobile banking platforms, QR-based transactions such as LankaQR, and internationally enabled ATMs created new opportunities for more seamless transactions. According to recent figures, mobile banking usage in Sri Lanka now reaches nearly nine out of ten adults, a penetration rate that places the country among the leading adopters in South Asia (World Bank, 2024).

Despite this progress, international visitors continued to report mixed experiences. Limited access to ATMs in rural tourist destinations, high withdrawal charges, and occasional technical failures often disrupted otherwise positive travel experiences. Conversely, tourists who encountered secure and convenient digital services, such as cashless mobile payments or responsive banking apps, expressed greater satisfaction with their stay. These contrasting experiences demonstrate that financial services form a crucial yet sometimes overlooked dimension of overall tourist satisfaction.

Although previous research has examined customer satisfaction in banking more broadly, limited scholarly work has focused specifically on the experiences of international tourists in Sri Lanka. Furthermore, the role of service convenience, defined as the ability of financial services to save time, effort, and energy, has rarely been investigated in this context. This study therefore, analyzed the influence of digital banking service quality on tourist satisfaction, with particular attention to the mediating role of convenience.

The study addressed the following research questions: To what extent did digital banking service quality influence tourist satisfaction in Sri Lanka? And how did service convenience mediate the relationship between service quality and satisfaction?

2. Literature Review

Digital banking in Sri Lanka has experienced significant growth, particularly in the context of tourism. The introduction of mobile banking applications, QR-based payment systems like LankaQR, and internationally enabled ATMs has facilitated seamless financial transactions for both residents and international visitors. Studies have highlighted that the adoption of these digital platforms has enhanced the accessibility and convenience of banking services, thereby improving the overall customer experience (SLTDA, 2024).

Service quality in digital banking encompasses various dimensions, including reliability, responsiveness, security, and ease of use. Research indicates that these factors play a crucial role in shaping customer satisfaction. Wijesinghe and Perera (2023) found that the reliability of digital banking services significantly influences customer satisfaction, with users expressing higher levels of contentment when services are dependable and consistent.

Service convenience refers to the ease with which customers can access and utilize banking services. In the context of tourism, service convenience is particularly pertinent, as tourists often seek quick and hassle-free financial transactions (Niyas and Ishar Ali, 2021). According to (Fernando and Dissanayake, 2022; Mubarak and Ishar Ali, 2021), service convenience mediates the relationship between digital banking service quality and customer satisfaction, suggesting that even high-quality services may not lead to satisfaction if they are not convenient to use.

Tourist satisfaction is a multifaceted construct influenced by various factors, including the quality of banking services. Research by Silva and Perera (2021) indicates that tourists' perceptions of banking services significantly affect their overall satisfaction with the destination. The study emphasizes that positive banking experiences can enhance tourists' perceptions of the destination, leading to increased satisfaction and likelihood of revisits.

3. Methodology

3.1 Research Design

This study employed a quantitative survey design to investigate how digital banking services influenced tourist satisfaction in Sri Lanka, with service convenience serving as a mediating factor. The cross-sectional approach was considered appropriate since data were gathered from tourists at different destinations within a specific period, rather than over time. This design allowed the researcher to capture immediate perceptions of digital banking experiences, which is important in a context where tourists make frequent and short-term financial decisions during their stay. The use of a structured questionnaire also ensured consistency across responses and enabled statistical testing of the proposed relationships.

3.2 Population and Sampling

The target population consisted of international tourists visiting Sri Lanka who had used banking services, such as ATM withdrawals, mobile banking apps, or card transactions, during their stay. Since not all tourists engage with digital banking, purposive sampling was used to select only those who had relevant experience. Data were collected in Colombo, Kandy, Galle, Nuwara Eliya, and Negombo locations that attract large numbers of tourists and have strong banking service infrastructure.

During the data collection period, tourists were approached at major hotels, shopping complexes, and tourist attractions. Convenience sampling was used. Out of 420 questionnaires distributed, 384 valid responses were retained for analysis.

3.3 Data Collection Procedure

Data collection was carried out between November 2023 and February 2024, coinciding with the peak tourist season in Sri Lanka. Questionnaires were distributed both printed and QR-coded online versions to maximize participation. In some cases, respondents preferred the online format as it allowed them to complete the survey at leisure.

Ethical practices were strictly followed. Before answering, participants were informed about the purpose of the study and assured that no personal details such as passport numbers or banking account information would be collected. Consent was obtained verbally and in writing. While most tourists were cooperative, a small number refused participation citing privacy concerns, especially when the questions touched upon mobile app usage. These experiences highlighted the sensitivity of financial topics among international visitors.

3.4 Measurement of Variables

The study focused on three key constructs: digital banking services, service convenience, and tourist satisfaction. Digital Banking Services were measured using items adapted from Lee (2009) and Yousafzai & Yani-de-Soriano (2012), covering aspects such as accessibility of ATMs, security of transactions, reliability of banking apps, and ease of using card services in hotels and restaurants. Service Convenience was assessed based on Berry, Seiders, and Grewal's (2002) framework, which included access convenience (availability of ATMs and online platforms), transaction convenience (speed and reliability of payments), and time convenience (the ability to perform banking tasks without delay). Tourist Satisfaction was measured using items adapted from Oliver (1997) and Chen & Tsai (2007), focusing on overall satisfaction with banking services during the visit and their perceived contribution to a hassle-free travel experience.

All items were measured on a five-point Likert scale, from 1 ("strongly disagree") to 5 ("strongly agree"). A pilot test with 30 respondents in Colombo helped refine the questionnaire. Minor revisions were made to ensure clarity, such as rephrasing questions on mobile apps to reflect both local and international banking platforms. Cronbach's alpha values for all constructs exceeded 0.70, confirming reliability.

3.5 Data Analysis Techniques

Data were screened and coded using SPSS version 25. Descriptive statistics were generated to summarise demographic information such as age, nationality, and frequency of digital banking use. Normality, outliers, and multicollinearity were checked to ensure data suitability for further analysis.

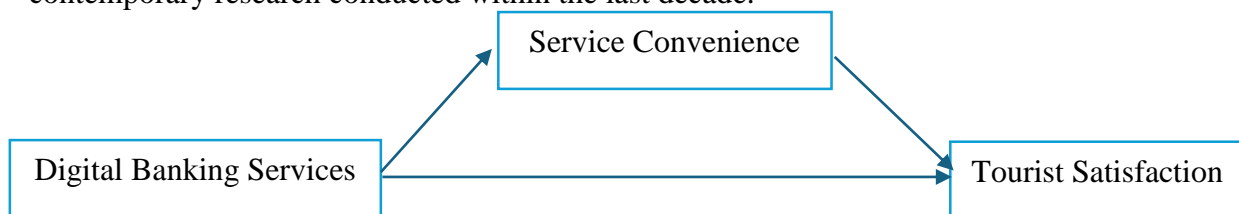
Confirmatory Factor Analysis (CFA) was conducted in AMOS 24 to test the validity and reliability of the measurement model. Fit indices such as Chi-square/df, CFI, TLI, and RMSEA

were assessed. Once the measurement model was confirmed, Structural Equation Modeling (SEM) was employed to test the hypothesised relationships.

The mediating role of service convenience was examined using bootstrapping with 5,000 resamples, following Preacher and Hayes (2008). This method provided more robust confidence intervals for indirect effects compared to traditional regression-based approaches. Throughout the analysis, particular attention was paid to whether service convenience significantly explained the pathway between digital banking services and tourist satisfaction.

3.6. Conceptual Framework and Hypotheses Development

The conceptual framework for this study integrates insights from service quality research, digital banking adoption, and consumer satisfaction literature. It draws primarily from the Expectation Confirmation Theory (ECT) (Oliver, 1997) and the Service Convenience Conceptualisation by Berry, Seiders, and Grewal (2002), while being reinforced by contemporary research conducted within the last decade.



The growing adoption of digital banking has transformed how tourists manage their financial needs during travel. Digital banking encompasses a wide range of services such as mobile applications, internet banking, and automated teller machines, which provide flexibility, speed, and accessibility for users (Alalwan et al., 2018). Prior studies consistently noted that high-quality digital banking services positively influence customer satisfaction across different service contexts (Shankar & Jebarajakirthy, 2019; Tam & Oliveira, 2019). In the tourism sector, the ability to access reliable and user-friendly financial services remains a critical determinant of satisfaction, as tourists often rely on banking platforms for payments, bookings, and emergency transactions (Sundaram et al., 2020). Accordingly, it is reasonable to expect that digital banking services exert a direct positive influence on tourist satisfaction.

H₁: Digital banking services significantly and positively influence tourist satisfaction.

Digital banking not only supports direct satisfaction but also enhances service convenience, which reflects the ease, speed, and accessibility of completing financial transactions (Berry et al., 2002; Kaura, 2013). Convenience in financial services reduces perceived effort, mitigates transaction-related stress, and enhances customer experiences. Empirical studies confirmed that convenience serves as a key motivator for adopting mobile banking and online platforms (Farooq et al., 2021; Shareef et al., 2023). For international tourists, where language, time, and location barriers exist, convenience becomes even more critical. Therefore, digital banking services are expected to positively affect perceived service convenience.

H₂: Digital banking services significantly and positively influence service convenience.

Service convenience, in turn, is closely linked to satisfaction outcomes. Prior research demonstrated that when consumers perceive services to be convenient, they are more likely to report favorable evaluations and loyalty (Seiders et al., 2007; Kaura, 2013). In the tourism domain, convenience in accessing financial services has been shown to reduce stress and increase overall satisfaction during travel (Cheng & Lee, 2020). Digital platforms that allow tourists to perform transactions quickly and reliably, without dependence on traditional banking hours or locations, create a seamless financial experience that contributes to positive satisfaction outcomes.

H₃: Service convenience significantly and positively influences tourist satisfaction.

Finally, beyond the direct effects, service convenience is theorized to play a **mediating role** between digital banking services and tourist satisfaction. According to the service quality-convenience paradigm, service delivery mechanisms often influence satisfaction indirectly by shaping perceptions of convenience (Shankar & Datta, 2018). Recent empirical evidence confirmed that service convenience mediates the relationship between digital technologies and customer outcomes in banking and tourism services (Ryu & Lee, 2022). Thus, it is expected that tourists' perceptions of digital banking services contribute to satisfaction both directly and indirectly, through the mediating role of service convenience.

H₄: Service convenience mediates the relationship between digital banking services and tourist satisfaction.

5. Data Analysis and Presentation

This section presents the findings of the study, focusing on how digital banking services influence tourist satisfaction in Sri Lanka, with service convenience tested as a mediating factor. Data were analyzed using Structural Equation Modeling (SEM) through AMOS software. The results are presented in tables alongside narrative explanations.

5.1. Demographic Profile of Respondents

Table 1 summarizes the demographic characteristics of the respondents. The sample consisted of 384 international tourists who had used digital banking services during their stay in Sri Lanka.

Table 1: Demographic Profile of Respondents (N = 384)

Characteristic	Category	Percentage (%)
Gender	Male	56.8
	Female	43.2
Age Group	18–25	17.3
	26–35	41.5
	36–45	29.4
	46 and above	11.8

Characteristic	Category	Percentage (%)
Region of Origin	Europe	38.2
	Asia-Pacific	33.7
	North America	18.5
	Other Regions	9.6

The demographic results indicated that 56.8% of the respondents were male and 43.2% were female. The majority of participants (41.5%) fell within the 26–35 age category, followed by 29.4% in the 36–45 age category. In terms of country of origin, tourists from Europe represented the highest proportion (38.2%), followed by Asia-Pacific countries (33.7%), and North America (18.5%). These figures suggested that the sample adequately reflected Sri Lanka's recent tourism trends, where European and Asian tourists dominated arrivals

5.2. Descriptive Statistics

The descriptive statistics showed that tourists rated digital banking services positively, with an average mean score of 4.11. Service convenience recorded a slightly higher mean score of 4.23, reflecting tourists' perception that accessibility, speed, and user-friendliness of banking platforms facilitated their travel experience. Tourist satisfaction yielded the highest mean of 4.32, suggesting that overall expectations regarding financial transactions were well met. Standard deviations across the constructs remained below 0.75, indicating consistent responses across the sample. Table 2 below presents the mean values and standard deviations of the study constructs.

Table 2: Descriptive Statistics of Constructs

Construct	Mean	SD
Digital Banking Services	4.11	0.72
Service Convenience	4.23	0.68
Tourist Satisfaction	4.32	0.74

5.3. Reliability and Validity Testing

According to Table 3. Cronbach's alpha values for digital banking services (0.891), service convenience (0.867), and tourist satisfaction (0.903) exceeded the recommended threshold of 0.70 (Nunnally & Bernstein, 1994), confirming internal reliability. Composite reliability values were above 0.80 for all constructs, while average variance extracted (AVE) exceeded 0.50, thus establishing convergent validity.

Table 3: Reliability and Validity of Constructs

Construct	Cronbach's Alpha	CR	AVE
Digital Banking Services	0.891	0.902	0.64
Service Convenience	0.867	0.884	0.61
Tourist Satisfaction	0.903	0.915	0.66

Discriminant validity was also confirmed, as the square root of AVE for each construct was greater than the inter-construct correlations (Fornell & Larcker, 1981).

Table 4: Discriminant Validity (Fornell–Larcker)

	DBS	SC	TS
DBS	0.800		
SC	0.70	0.781	
TS	0.52	0.58	0.812

5.4. Exploratory Factor Analysis (EFA)

EFA was conducted using Principal Component Analysis with Varimax rotation to identify underlying factor structures of the measurement items. The Kaiser–Meyer–Olkin (KMO) value was 0.876, 0.826, and 0.768, exceeding the recommended threshold of 0.60 (Kaiser, 1974), confirming sampling adequacy. Three distinct factors emerged, corresponding to the theoretical constructs: Digital Banking Services, Service Convenience, and Tourist Satisfaction. All items loaded strongly (> 0.60) on their respective factors, with no significant cross-loadings, confirming construct clarity. Together, the three factors explained 71.4% of the total variance, exceeding the acceptable level of 60% (Hair et al., 2019). Table 5 below presents the factor loading value of each construct.

Table 5: EFA Factor Loadings

Item Code	Digital Banking Services	Service Convenience	Tourist Satisfaction
DBS1	0.79	-	-
DBS2	0.82	-	-
DBS3	0.77	-	-
DBS4	0.74	-	-
DBS5	0.68		
SC1	-	0.81	-
SC2	-	0.84	-
SC3	-	0.79	-
SC4	-	0.72	-

Item Code	Digital Banking Services	Service Convenience	Tourist Satisfaction
SC5	-	0.78	-
TS1	-	-	0.83
TS2	-	-	0.87
TS3	-	-	0.80
TS4	-	-	0.74
TS5	-	-	0.79

Accordingly, all retained items demonstrated strong construct representation and contributed to the overall model validity.

5.4. Structural Model Results

The hypothesized model demonstrated good fit with the data ($\chi^2/df = 2.14$; CFI = 0.956; TLI = 0.944; RMSEA = 0.052), satisfying recommended thresholds (Hu & Bentler, 1999). The path analysis revealed that digital banking services had a significant positive effect on tourist satisfaction ($\beta = 0.41$, $p < 0.001$). Furthermore, digital banking services exerted a strong positive influence on service convenience ($\beta = 0.62$, $p < 0.001$). Service convenience, in turn, significantly enhanced tourist satisfaction ($\beta = 0.38$, $p < 0.001$). Table 4 presents the structural path coefficients.

Table 6: Structural Model Results

Hypothesized Relationship	Path Coefficient (β)	p-value
Digital Banking Services \rightarrow Tourist Satisfaction	0.41	<0.001
Digital Banking Services \rightarrow Service Convenience	0.62	<0.001
Service Convenience \rightarrow Tourist Satisfaction	0.38	<0.001

5.5. Mediation Testing

The mediating role of service convenience was tested using bootstrapping with 5,000 resamples. Results confirmed that service convenience partially mediated the relationship between digital banking services and tourist satisfaction, with an indirect effect of $\beta = 0.24$ (95% CI [0.16, 0.33]). Since the direct effect of digital banking services on tourist satisfaction remained significant after including the mediator, the mediation was partial rather than full. This indicated that while digital banking services directly contributed to tourist satisfaction, their impact was strengthened when tourists perceived the services as convenient. Table 5 presents the direct, indirect, and total effects.

Table 7: Mediation Test Results

Relationship	Effect Type	β	95% CI	Significance
Digital Banking Services → Tourist Satisfaction	Direct	0.41	[0.29, 0.52]	$p < 0.001$
Digital Banking Services → Service Convenience → Tourist Satisfaction	Indirect	0.24	[0.16, 0.33]	$p < 0.001$
Total Effect	Total	0.65	[0.51, 0.76]	$p < 0.001$

6. Discussion

The findings of this study demonstrated that digital banking services had a significant influence on tourist satisfaction in Sri Lanka, with service convenience playing a partial mediating role. These results provided both theoretical insights and practical implications for the tourism and financial services sectors.

The direct relationship between digital banking services and tourist satisfaction confirmed that the availability of secure, reliable, and accessible banking platforms improved the overall travel experience of international visitors. This result aligned with prior research conducted in global contexts, where digital banking technologies such as mobile payments, internet banking, and contactless cards contributed positively to customer satisfaction in tourism and hospitality industries (Alalwan et al., 2022; Wang & Kim, 2021). In the Sri Lankan context, these findings were consistent with the increasing reliance of international visitors on mobile-based financial services to handle transactions ranging from hotel bookings to in-destination purchases (Sri Lanka Tourism Development Authority, 2024).

The mediating role of service convenience offered deeper insight into the mechanism through which digital banking services shaped satisfaction. The results showed that tourists not only valued the availability of digital banking options but also considered convenience factors such as ease of access, transaction speed, and system reliability. This reflected the findings of Berry et al. (2002), who emphasized service convenience as a critical determinant of customer evaluations across service industries. More recently, Yoon and Occeña (2015) highlighted that convenience in mobile banking influenced customer engagement and overall satisfaction, further reinforcing the mediating effect identified in this study.

Interestingly, the partial nature of the mediation indicated that while convenience enhanced the value derived from digital banking, tourists also perceived intrinsic benefits from the availability of such services regardless of convenience. This observation suggested that tourists expected digital financial infrastructure as a standard component of modern travel, aligning with Buhalis and Amaranggana's (2015) concept of "smart tourism ecosystems," where technological services form part of the core tourism offering.

The findings also carried important implications for Sri Lanka's tourism strategy. As the industry aimed to attract high-value international travelers, the provision of efficient digital banking services emerged as a key enabler of satisfaction. Recent reports showed that over 1.48 million tourists arrived in Sri Lanka in 2023, generating significant foreign exchange earnings (Sri Lanka Tourism Development Authority, 2024). With such growing numbers, ensuring that visitors could access secure mobile transactions, ATMs, and internet banking facilities seamlessly across the country became essential.

Globally, similar patterns were observed in destinations such as Thailand and Singapore, where the integration of advanced digital payment systems enhanced destination competitiveness by offering tourists greater financial flexibility (Pham et al., 2021; Niyas and Ishar Ali, 2021; Li and Buhalis, 2022). By comparison, Sri Lanka still faced infrastructure challenges, including limited digital banking coverage in rural areas and occasional service disruptions. These gaps underscored the need for coordinated investments between banks, fintech providers, and tourism stakeholders to ensure consistent service delivery.

From a theoretical perspective, the study contributed to existing literature by integrating digital banking services with service convenience to explain tourist satisfaction. While prior studies frequently examined financial technologies in the context of domestic banking customers (Zhou et al., 2020; Ishar Ali et al., 2022), this research extended the discourse into the tourism sector, highlighting how temporary users, international tourists evaluated service quality differently from long-term domestic customers.

The findings indicated that digital banking services enhanced tourist satisfaction in Sri Lanka both directly and indirectly through service convenience. This reinforced the notion that financial services were no longer ancillary but integral to the tourism experience. Strengthening digital financial ecosystems not only improved satisfaction but also supported Sri Lanka's broader goal of positioning itself as a modern, digitally enabled travel destination.

7. Conclusion and Implications

This study examined the influence of digital banking services on tourist satisfaction in Sri Lanka, with a particular focus on the mediating role of service convenience. The findings established that digital banking services positively affected tourist satisfaction both directly and indirectly, as convenience significantly mediated this relationship. These results indicated that tourists valued not only the presence of digital financial infrastructure but also the ease, speed, and reliability with which transactions were completed.

The outcomes of this research contributed to the growing body of literature on digital service adoption within the tourism context. While earlier studies largely emphasized domestic customer behavior in banking (Zhou et al., 2020; Alalwan et al., 2022), this research extended the discussion to international tourists, who often face unique challenges when interacting with host-country financial systems. By highlighting service convenience as a mediating factor, the

study reinforced the broader view that digital technologies operate not merely as tools but as essential enablers of tourist experiences (Li and Buhalis, 2022; Ishar Ali and Mubarak, 2021)).

From a managerial perspective, the results carried several implications. For financial institutions, the findings underscored the importance of expanding reliable digital banking infrastructure in tourist-centric areas. Tourists frequently relied on mobile payments, ATMs, and online banking for transactions during their visits, and disruptions or lack of accessibility created dissatisfaction. Ensuring uninterrupted services and providing multilingual digital platforms would enhance usability for foreign visitors. For the tourism industry, integrating banking services into the broader travel ecosystem, such as hotel booking platforms and tour operator systems, would foster a seamless travel experience and contribute to greater satisfaction.

On a policy level, these findings suggested that Sri Lanka's digital transformation agenda needed to explicitly incorporate tourism as a priority sector. With over 1.48 million international arrivals recorded in 2023 (Sri Lanka Tourism Development Authority, 2024), the tourism sector represented a vital source of foreign exchange earnings. Investing in digital financial infrastructure not only improved tourist satisfaction but also strengthened Sri Lanka's global competitiveness as a destination. Lessons could be drawn from countries such as Singapore and Thailand, where robust digital payment ecosystems enhanced traveler confidence and spending (Pham et al., 2021; Wang & Kim, 2021).

Theoretically, this study contributed by advancing the understanding of service convenience as a mediating mechanism in technology–satisfaction relationships. While convenience has been widely discussed in service marketing literature (Berry et al., 2002), its role in tourism-related financial transactions had received limited empirical attention. The present findings highlighted that convenience not only influenced how tourists evaluated services but also determined the extent to which digital innovations translated into satisfaction outcomes.

Despite these contributions, the research faced certain limitations. The study focused exclusively on tourists visiting Sri Lanka, and the findings might not be generalizable to all destinations, particularly those with more advanced digital infrastructures. The reliance on self-reported data also posed risks of response bias. Furthermore, the study did not account for moderating factors such as cultural background, level of technological literacy, or security concerns, which might influence perceptions of digital banking.

Future research could address these limitations by conducting cross-country comparative studies that assess tourist satisfaction across destinations with varying levels of digital maturity. Longitudinal studies could also explore how evolving digital technologies, such as blockchain-based payments or biometric authentication reshape satisfaction outcomes over time. Additionally, qualitative inquiries could capture the nuanced experiences of tourists who encounter barriers in accessing digital banking services, offering deeper insights into service improvement strategies.

This research established that digital banking services played a pivotal role in shaping tourist satisfaction in Sri Lanka, with service convenience acting as a critical mediator. These findings not only contributed to academic discourse but also carried practical implications for financial institutions, tourism stakeholders, and policymakers. Strengthening the digital financial ecosystem remained essential for ensuring that Sri Lanka delivered a modern, seamless, and competitive tourism experience.

8. Limitations and Directions for Future Research

Although this study provided important insights into the influence of digital banking services on tourist satisfaction in Sri Lanka, certain limitations should be acknowledged. First, the study relied on self-reported data obtained through questionnaires, which may have been affected by social desirability bias or recall errors. Tourists may have tended to report higher satisfaction levels to align with perceived expectations, thereby influencing the results.

Second, the scope of the research was limited to tourists visiting Sri Lanka. While Sri Lanka is an emerging tourism destination with growing digital banking adoption, the findings may not be directly transferable to other destinations with different digital infrastructures, regulatory environments, or cultural contexts. Tourists in developed economies, where digital financial systems are more mature, may perceive convenience and satisfaction differently.

Third, the study primarily focused on service convenience as a mediating variable. Other potential mediators, such as perceived security, trust, or technological literacy, were not included, even though prior studies have emphasized their role in shaping digital banking adoption and satisfaction (Alalwan et al., 2022; Yousafzai et al., 2021). The exclusion of these variables limited the depth of the explanatory model.

Fourth, the research design was cross-sectional in nature. Data were collected at a single point in time, which restricted the ability to capture evolving patterns of tourist perceptions as digital technologies advanced or as banking services adapted. Longitudinal research would have allowed for the assessment of how changes in technology and consumer expectations influenced satisfaction over time.

Future research could address these limitations in several ways. Cross-country comparative studies could examine how digital banking services affect tourist satisfaction in different cultural and technological contexts. Such comparative analyses would enhance the generalizability of the findings and highlight destination-specific strategies. Longitudinal studies could also be conducted to trace shifts in satisfaction as digital innovations—such as biometric authentication, blockchain-based payments, or artificial intelligence-driven banking—gain traction in the tourism sector.

Furthermore, future research may explore additional mediating and moderating variables. For example, perceived trust and security could act as critical mediators, while variables such as technological literacy, age, or cultural background could moderate the strength of the relationships identified. Qualitative studies involving interviews or focus groups with international tourists may also provide rich insights into barriers and enablers of digital banking adoption.

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