

CUSTOMER PERCEPTION AND STATISFACTION TOWARDS E-BANKING SERVICES

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ABSTRACT:

E-banking is the application of electronic means in interaction between bankers and customer, and bankers and businesses, as well as in internal banking operations, to simplify and progress the banking services. Today, approximately all banks have adopted ICT as a mean of improving the service quality of banking services. An attempt has been made by evaluating the services rendered by banks through the e-banking services. The e- banking service brings lot of convinience, customer centricity, augmented service quality and cost effectiveness. E-Banking or Online Banking or Internet Banking, which is now replacing the traditional banking mechanism. E-Banking has a lot of benefits which add value to enhance customers' satisfaction in terms of better quality of service offerings and simultaneously enable the banks gain more competitive advantage over other competitors. This paper contains consumer perception toward the convenience and willingness to use E-banking services are identified and measured. Customer satisfaction level towards the E- Banking has been identified.

Keywords: ANOVA, ATM, Customer Perception, E-Banking, Information Technology, Customer Satisfaction.

INTRODUCTION

Customer satisfaction is considered as a necessary condition for customer retention, loyalty and service continuance intention. Identification and understanding of the perception of customers towards electronic service quality is essential in determining their satisfaction and ultimately service continuance intention. It is also important for the bankers for attracting new customers along with retaining existing customers. The level of this customer satisfaction, which is influenced by the electronic-service quality, will play a vital role in determining the continued usage intention towards electronic services of public and private sector banks. In all

over the world the past decades has a witness for the desperate change in the economic and banking environment. In India early 1990's has undergone the rapid change in the operation of the banking environment. Banking industry has been brought 360 degree change by the e-banking system. In that the customer facing the lot of difficulty in using the e-banking services and also they doesn't have a proper knowledge about it. Here we consider some of the factors as the challenges in e-banking. It is also important for the bankers for attracting new customers along with retaining existing customers. The level of this customer satisfaction, which is influenced by the electronic-service quality, will play a vital role in determining the continued usage intention towards electronic services of public and private sector banks.

STATEMENT OF THE PROBLEM:

Today, financial services particularly banking services are facing with fast changes in information technology, increased internet usage of smart phone for digital transactions, unbalanced economic environment, intensive competition among public, private and foreign sector banks, consolidation and merger of public sector banks, tech-savvy customers, etc. create more challenges in the banking industry in India. Financial service sector particularly banking sector is facing with those issues and experiences not seen in their history. The practical contributions of this research would assist the public and private sector banks to improve their electronic banking service quality, which will increase the level of satisfaction and service continuance intention towards electronic banking services. It is not surprising that in such a turbulent environment with increasingly changes, banking organizations are enforced to change their reactions to the market in order to sustain and grow. Presently, electronic banking is emerged as a competitive arena for future E-banking service

OBJECTIVES:

To check the factors that influence the customer perception into e-banking system

To study the reason customer preferring and the satisfaction E-banking services

REVIEW OF LITERATURE:

Saravanan, S., & Dharani, M.(2020) E-banking is a technique designed for the purpose of online banking that enables the customers for easy and safe access to their bank account. E-banking provides enormous benefits to customers interms of quick, simple and even large amount transaction at anytime anywhere through internet. The E-banking system is which enables banking transactions like transfer of funds, payment of loans and EMIs, deposit and withdrawal of cash virtually with the help of internet. But also the customer faces lot of challenges in e-banking due to lack of clear knowledge about the e-banking system.

Sivaprakasam, E-banking in india: challenges and opportunities(2020) this descriptive study is about the concept of internet banking has got attention in the Indian context. Most of the banks have already implemented the e-banking facilities, as these facilities are beneficial to both i.e. banks as well as consumers. The banks are facing many challenges and many opportunities are available with the banks. have completely changed the face of Indian banking.

Harikanth S, Gnanadhas ME (2020) Studies on e-banking service investigated different aspects related to the service. A number of studies investigated customers' perception of the e-banking service.

MH Qasabah, M., & Siddiq, A. (2021). Providing quality e-banking services helps banks to achieve customer satisfaction, which in turn affects banks' overall financial performance. Therefore, there is a need for banks to monitor the quality of the e-banking services they provide. The tool of data collection was questionnaire developed by the researchers. The study revealed that the level of customer perception and satisfactions towards e banking service in Yemen was moderate, and the overall e-banking service quality, as well as the quality of its dimensions (website design, reliability/fulfillment, privacy/security and customer service), was also moderate.

RESEARCH GAP

This study aims at bringing the attitude of Perception and Satisfaction Towards E-Banking Services and finding ways and means to solve if there are any problems. Hence, an exploratory study has been identified and the researcher has formulated the research problem as “Customer Perception and Satisfaction Towards E-Banking Services”.

STATISTICAL TOOLS USED IN THE RESEARCH

Analysis of variance (ANOVA)

ANOVA was employed to find out the influence of independent variables on dependent variables. The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of three or more independent (unrelated) groups. This guide will provide a brief introduction to the one-way ANOVA, including the assumptions of the test and when you should use this test. The one-way ANOVA compares the means between the groups you are interested in and determines whether any of those means are statistically significantly different from each other.

RESEARCH METHODOLOGY

The researcher took depositors of E-Banking Services belonging For choosing respondents, the stratified random sampling method was used for the purpose of the study. In his study information gathered can come from a range of sources. Likewise, there are a variety of techniques to use when gathering primary data. For this study, a well-structured and specially designed questionnaire was used to measure the customer's perceptions towards investment in the post office. Responses were analyzed with quantitative methods by assigning numerical values. Each respondent was asked to respond to the 22 questions. The secondary data are those which have already been collected and passed through a statistical process and were collected from websites. The sample sizes are 208.

SAMPLE SIZE

Raosoft Survey Tools database and file management of your survey data gathered with Raosoft online survey software. The sample size taken for the current study is 208 respondents

TABLE 1.1 SIGNIFICANCE DIFFERENCE FOR CUSTOMERS PERCEPTION IN E-BANKING SERVICES

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Bank has up to date equipment & technology	Between Groups	11.296	4	2.824	3.536	.008
	Within Groups	162.122	203	.799		
	Total	173.418	207			
Sufficient number of ATM machines	Between Groups	4.016	4	1.004	2.364	.050
	Within Groups	86.215	203	.425		
	Total	90.231	207			
The bank website does not freeze after customer put in all the information	Between Groups	2.549	4	.637	1.736	.143
	Within Groups	74.509	203	.367		
	Total	77.058	207			
Electronic Bills Payments	Between Groups	1.612	4	.403	.671	.612
	Within Groups	121.807	203	.600		
	Total	123.418	207			
Protection of banking transactions	Between Groups	9.071	4	2.268	2.797	.027
	Within Groups	164.602	203	.811		
	Total	173.673	207			
Easy and Convenient Banking	Between Groups	11.296	4	2.824	3.536	.008
	Within Groups	162.122	203	.799		
	Total	173.418	207			

Capable of solving complaints adequately	Between Groups	4.016	4	1.004	2.364	.050
	Within Groups	86.215	203	.425		
	Total	90.231	207			
Our request are handled promptly	Between Groups	2.549	4	.637	1.736	.143
	Within Groups	74.509	203	.367		
	Total	77.058	207			
Bank perform the services right the first time	Between Groups	1.612	4	.403	.671	.612
	Within Groups	121.807	203	.600		
	Total	123.418	207			
Transfer of Funds(NEFT,RTGS)	Between Groups	9.071	4	2.268	2.797	.027
	Within Groups	164.602	203	.811		
	Total	173.673	207			
Information provided on website	Between Groups	271.981	4	2.268	2.797	.027
	Within Groups	.000	203	.700		
	Total	271.981	207			
Our request are handled promptly	Between Groups	4.337	4	1.084	.740	.566
	Within Groups	297.336	203	1.465		
	Total	301.673	207			
Language and information content	Between Groups	11.582	4	2.895	1.601	.175
	Within Groups	367.183	203	1.809		
	Total	378.764	207			
Privacy / confidentiality of the bank	Between Groups	11.296	4	2.824	3.536	.008
	Within Groups	162.122	203	.799		
	Total	173.418	207			
	Between Groups	4.016	4	1.004	2.364	.050

Bank insists on error-free transactions records	Within Groups	86.215	203	.425		
	Total	90.231	207			
Clearing services (ECS-Credit/Debit)	Between Groups	2.549	4	.637	1.736	.143
	Within Groups	74.509	203	.367		
	Total	77.058	207			
Convenient hours of operations (24*7)	Between Groups	1.612	4	.403	.671	.612
	Within Groups	121.807	203	.600		
	Total	123.418	207			

INTERPERTATION: Table 1.1 determines the Status of using E-banking services and the Customers perception of E-Banking Services. Factors like Bank has up to date equipment & technology, Sufficient number of ATM machines, The bank website does not freeze after customer put in all the information, Electronic Bills Payment, Our request are handled promptly, Bank perform the services right the first time, Our request are handled promptly, Language and information content, Clearing services (ECS-Credit/Debit), Convenient hours of operations (24*7) these factors are does not permit the customers perception of E- banking services.

DATA ANALYSIS AND INTEPERTAION

TABLE 1.2 SIGNIFICANCE DIFFERENCE FOR SATISFACTION IN E-BANKING SERVICES

ANOVA						
		Sum Squares	of df	Mean Square	F	Sig.
Mobile Recharge	Between Groups	2.953	3	.984	1.667	.175
	Within Groups	120.465	204	.591		
	Total	123.418	207			
Online Shopping Payment	Between Groups	2.727	3	.909	1.085	.357
	Within Groups	170.946	204	.838		
	Total	173.673	207			

Ticket Booking	Between Groups	23.210	3	7.737	6.344	.000
	Within Groups	248.770	204	1.219		
	Total	271.981	207			
Utility Bill Payment	Between Groups	.412	3	.137	.093	.014
	Within Groups	301.261	204	1.477		
	Total	301.673	207			
Payment of fees	Between Groups	12.108	3	4.036	2.246	.044
	Within Groups	366.657	204	1.797		
	Total	378.764	207			

INTERPERTATION: Table 1.2 determines the Purpose for using E-banking services and the Satisfaction Level of Utilization of E-banking. Factors like Mobile Recharge, Online Shopping Payment, Ticket Booking, Utility Bill Payment, Payment of fees. Out of five factors, only three factors less than the sig value. Therefore, the proposition is rejected. Mobile Recharge, Online Shopping Payment two factors are accepted the hypothesis, so that the users purpose is less than the p value.

SUGGESTIONS

Technical issues in internet banking transactions must be minimized. The banks should try to strengthen the security measures in internet banking and make it highly safe. Awareness campaigns on internet banking are to be organized by Banks to educate their customers. The public sector bank should provide instruction on how to use the internet banking services on its bank website. banking for users. Recommends to improve and banks should work hand-in-hand to offer a high-quality service and can reach to customer satisfaction in security way. The banks should provide customers toll free numbers and also develop E-banking facilities to meet the needs of elderly and disabled people. The bank should provide proper security to the E-banking transactions. Need for expertise for training to the employees. Hence the bank has to provide sufficient training programmes on recent technology to the employees to update themselves. In adequacies of information on their respective bank websites. Hence it is suggested the banks should update information more in number to fulfil the needs of customer as well as their employees the banks have to provide necessary trainings and development programmes to make their employees learn about global technology.

CONCLUSION

Mobile technology is transforming the banking industry. Mobile banking is rapidly growing in finance sector for the transactions and payment settlement. RBI now taking more and more innovative steps and provide various guidelines to banks. The internet banking operations so far yielding the greater benefits to its customers. In near future all banking operations will be connected to safe electronic mode. But steps should be taken to prevent the recurrence of such problems. For that purpose, the RBI has also issued many guidelines to the commercial banks in adopting the above said issues. In Today's technology, many of the customers are using retail banking services but most of the customers are borrow more housing loan and car loan. New technology adoption with the defined rules and regulations by considering the technical restrictions will always provide the intended results.

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