

CHALLENGES FACED BY BANK EMPLOYEES WORKING WITH E-BANKING SERVICES

V.K. JEENS FRIRO

Assistant professor

Department of Business Studies and Centre for Research
Scott Christian College (Autonomous), Nagercoil.

ABSTRACT

The current scenario every banks move towards e-banking services. Information technology plays an important role in banking industries. E-banking facilitates customers and employees to avail various services through e-banking channels. Employees dealing with e-banking services faces lot of challenges as compared to manual banking. This research paper aimed to understand the concept of e-banking as well as the various challenges encountered by the bank employees dealing with e-channels.

Key words: E-banking, Information technology, Challenges, Employees

INTRODUCTION

E-banking is a new technology introduced in banks. E-banking facilitates customer to avail various banking services through e-channels. When such changes were implemented, customers will resist the change because of lack of understanding and less awareness about e-channels. Employees faces lot of challenges as compared to manual banking like create frustration in getting the work done electronically, lack of knowledge regarding e-banking services, lack of proper training, obsolete technology, lack of technical up-gradation, rural customers will not accept e-channels, improper response from customers, customers complain about e -channel services etc., create more challenging work situation among the bank employees.

STATEMENT OF THE PROBLEM

The success of banking business depends upon its employees and customers whether the banks are public or private. Now the working culture is totally changed. The burden of paper work is reduced; database management is improved with lesser strain of work load. The employees feel free to provide services through e-channels and can spend their saved time on other improvement activities. The present study confine whether the bank employees are satisfied by working with e-channel or not and have they any problem while dealing through e-channels, if so, what type of problems they are facing and how to solve their problems. Hence, there is a need to analyse the challenges of bank employees due to e-banking services.

OBJECTIVES OF THE STUDY

1. To study and analyse the satisfaction level of bank employees working with e-channels.
2. To assess the challenges faced by the bank employees while dealing with e-channels.

HYPOTHESIS

There is no significant relationship between the demographic factors and challenges of bank employees working with e-channels.

There is no significant difference among the bank employees of public sector banks and private banks regarding the challenges in working with e-channels.

METHODOLOGY

This study is descriptive in nature. The target population of the study consists of employees among various banks in the kanyakumari district. This study is based on primary and secondary data and the necessary data required for the study were collected through well-structured questionnaire from bank employees working with e-channels. Simple random sampling method was adopted for selecting the samples. Totally 80 employees are selected as samples, out of which 40 employees are from nationalized and remaining 40 from private banks.

STATISTICAL TOOLS USED FOR THE STUDY

The collected data were analyzed with the help of various statistical measures such as percentage analysis, Chi-square, and ANOVA.

ANALYSIS AND INTERPRETATION

Out of 80 respondents, majority i.e., 59 (percent) respondents are male, 37 (46 percent) are belong to the age group of 35-45 years, 43 (54 percent) respondents are clerical level employees, 32 (40 percent) respondents are have monthly income between Rs.20,000-Rs.30, 000, 50 (63 percent) of the respondents are studies up to post graduate level, 44 (55 percent) of the respondents are having e-banking experience up to 5 years and private and nationalized bank employees are have equal distribution.

COMPARISON BETWEEN DEMOGRAPHIC FACTORS AND JOB SATISFACTION

An analysis was made to find out whether demographic factors like age, sex, designation of the employees, monthly income and education has an influence over job satisfaction. Hypothesis was framed and was tested using chi- square test.

Table 1: Level of job satisfaction

Particulars	Value
Sum of the score	2,786
Number of respondents	80
Mean score	35
Standard deviation	5.88
Low level	29

High level	41
Medium level	29 to 40

Source: Primary data

The sample respondents who scored below 29 are considered as respondents with low level of job satisfaction. The respondents who scored above 41 have high level of job satisfaction. Those who secured between 29 and 40 are treated as respondents with medium level of job satisfaction. 15(19%) of the respondents have high level of satisfaction, 50(62%) of the respondents have medium level of job satisfaction and 15(19%) of the respondents have low level of job satisfaction.

CONSOLIDATED RESULT OF CHI-SQUARE TEST

The null hypothesis is framed to find out whether the demographic factors of the respondents are independents and their level of satisfaction.

Table 2: Consolidated result of Chi-Square test

S.NO	Factors	DF	Calculated value	Table Value	INFERENCE
1	Gender	1	1.56	3.841	Insignificant
2	Age	1	9.8	3.841	Significant
3	Income	2	0.78	5.991	Insignificant
4	Level of education	2	3.43	5.991	Insignificant
5	Experience in e-banking	1	11.08	3.841	Significant
6	Nature of employment	1	0.12	3.841	Insignificant
7	Job position	1	9.24	3.841	Significant

Source: Primary Data

The calculated value is less than the table value, accept the null hypothesis. Thus the demographic factors like Gender, monthly income level, education and nature of employment do not influence the level of satisfaction of bank employees working with e-channels.

CHALLENGES FACED BY BANK EMPLOYEES WORKING WITH E-CHANNEL

The both private and public sector bank employees face lot of challenges in dealing with the e-channels. Analysis of variance (ANOVA) is a statistical technique that is used to check the difference among the bank employees in public sector banks and private banks regarding the challenges in working with e-channels.

Table 3: Challenges of employees dealing with e-banking services

SN	Challenges of e-banking services	mean	Standard deviation
1	No proper training on e-channels	3.64	1.09
2	Slow internet connection	3.61	0.88
3	Poor knowledge in e- banking	3.36	1.26
4	Problems in installed soft wares	3.75	1.01
5	Break down of internet connection	4.04	0.96
6	Rural customers not ready to accept e-channels	2.91	1.09
7	Availability of power backup	3.24	1.08
8	Low awareness among the customers	2.88	1.14
9	Choosing preferred language	2.60	1.13
10	Security risk exposure of electronic delivery	3.01	1.07
11	Security flaws in the system	2.96	1.17
12	The convenience of using e- channels	2.68	1.14
13	Lack of technical upgrading	2.88	1.09
14	Frustration in getting the work done	2.71	0.96
15	Customer complaints	2.56	0.96

Source: Primary data

Commercial banks are working hard to provide better services to their customers through e-banking. However, there are some challenges faced by the employees as mentioned which make the e-banking ineffective sometimes. To find the present challenges associated with banking services provided by the selected banks, the researcher have placed a high structured questionnaire containing fifteen challenges before the respondents in order to mention their opinions concerning challenges regarding working with the e-channels. The above table shows these fifteen challenges associated with using of e-channel in public and private commercial banks in kanyakumari district. Among these challenges most of the respondents believe that Break down of internet connection (4.04) is one of the most important challenges for e-banking operating in kanyakumari District.

Historically we know that, slow internet connection and break down of internet connection in Kanyakumari is a big problem for smooth and uninterrupted online banking and e-banking services banks must need available power backup But unfortunately the mean score of available power backup shows it is a mentionable challenge (3.24) for e-banking in Kanyakumari. For smooth e-banking services continual and fast internet connection is essential but the above table indicates it as a challenging (3.61) issue for e-banking services. Software trouble and Lack of IT resources infrastructures are also considerable challenges according to the mean score of the above table. Updated software and ensuring the security are the preconditions to run the e-banking activities smoothly and effectively.

Table 4: ANOVA Analysis

Source of Variation	SS	Df	MS	F	P – value
Rows	493.1	74	6.66	8.801	1.35E-68
Columns	222.8	14	15.9	21.022	1.92E-47
Error	784.3	1036	0.757		
Total	1500.3	1124			

Source: Calculated data by using Microsoft Office Excel

The above table provides, the calculated value of F-8.801 is greater than the table value of F-1.299 that indicates the null hypothesis is rejected. Thus, we can say, at 5% level there was significant difference among the bank employees in public sector banks and private banks regarding the challenges in working with e-channels.

THE MAJOR CHALLENGES FACED BY EMPLOYEES

- 1) Slow response of internet connection and sometimes internet connection break down which make interrupt the work of employees in e-banking system.
- 2) Lack of proper training and insufficient knowledge in e-banking services considerable challenges of employees in public and private commercial banks.
- 3) The standardization of software's to run the e-banking system is not satisfactory.
- 4) The security flaws and lack of technical up gradation is another challenge that faced by employees of both public and private commercial banks.
- 5) Less awareness among customers especially from the rural population also a major challenges for the employees dealing with the e-channels.

CONCLUSION

Research on the topic of challenges encountered by bank employees dealing with e- channels has dramatically increased. It will help to find out the major problems faced by the employees due to working with e- banking services. The present paper gives an overview of the challenges faced bank employees within the kanyakumari district. The challenges such as slow internet connection, break down of internet connection and less awareness among e-service are acting as hurdle to employee in working with e-channels. Hence, measures should be implemented to overcome these problems and enable the employees to work in an effective manner. Considering in mind, the future studies may be conducted to analyze the work performance of employees with e- banking services.

REFERENCES

1. Uppal, R.K. (2008). Banking Services and Information Technology, New Centaury Publications, New Delhi.
2. Kaur K., Rajneesh (2014). Electronic Banking in India: Innovations, Challenges and Opportunities, International Journal of Management and Commerce Innovations ISSN 2348-7585 (Online) Vol. 2(1), April 2014 - September 2014, 86-93.
3. Haq, S., Khan, M. (2013). E-banking challenges and opportunities in the Indian banking sector. Innovative Journal of Business and Management, 2(4), 56-59.
4. Chavan, J. (2013). Internet banking- Benefits and challenges in an emerging economy. International Journal of Research in Business Management, 1(1), 19-26.
5. Gupta, P., Mishra, C. M. (2012). E-banking- New emerging trends in Indian banking industry. Research Journal of Economics and Business Studies, 1(10), 1-3.
6. Thulani D., Tofara C. & Langton R. (2009). 'Adoption and Use of Internet Banking in Zimbabwe: An Exploratory Study,' Journal of Internet Banking and Commerce, Vol. 14 (1), 1-13.
7. Srivastava, R. K. (2007). Customer's perception on usage of internet banking. Innovative Marketing, 3(4), 67-73
8. Tan M and Teo TSH (2000) Factors influencing the adoption of internet banking. Journal of the Association for information systems. 1: 20-36.
9. Lee MC (2009) Factors influencing the adoption of internet banking: an integration of TAM and TPB with perceived risk and perceived benefit. Electronic Commerce Research and Applications. 8: 130-141.
10. Daniel E (1999) Provision of electronic banking in the UK and the republic of Ireland. International Journal of Bank Marketing. 17: 72-83.
11. Prema C, "A framework for understanding consumer perceived characteristics of internet banking as predictors of its adoption", Indian Journal of Marketing, Vol. 41, No. 2, (2011): pp. 46-53.
12. Kuisma T, Laukkanen T and Hiltunen M, "Mapping the reasons for resistance to internet banking: A means-end approach", International Journal of Information Management, Vol. 27 No. 2, (2007): pp. 75-85.

13. Littler D and Melanthiou D, “Consumer perceptions of risk and uncertainty and the implications for behavior towards innovative retail services: The case of internet banking”, Journal of Retailing and Consumer Services, Vol. 13No. 6, (2006): pp. 431–43.
14. Ingle A and Pardeshi R, “Internet Banking in India: Challenges and Opportunities”, IBMRD's Journal of Management and Research, Vol. 1,(2012): pp. 13-18.
15. Yousafzai S Y, Pallister J G and Foxall G R, “A proposed model of e-trust for electronic banking”, Technovation, Vol. 23, (2003): pp.847–860. 9

