



IMPACT OF E-BANKING SERVICE ON CUSTOMER SATISFACTION

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Abstract

The paper shows consumer's perspective of E- Banking and indicates its present growth and estimate the possible plan. Customer satisfaction is vital for the unceasing continuity of any enterprise around the world. One of the vital banking service is E-banking, if administer, accelerate customer satisfaction, and give banks a vying advantage. By the help of service quality dimensions banking industry could focus upon customer satisfaction. Data has been collected through questionnaire from 50 E-banking users, from different region. Results show the affect of E-Banking on revenue growth, cost savings and increased customer satisfaction on Industry.

Introduction

There is continuous up gradation in banking industry operation by making use of different technology. With the growth of technology, banks have carried out several methods to fetch banking transactions quickly and easily. In India, where consumers possess a various form of desires and needs it becomes legal for the service providers and banks to offer standard services rapidly and masterfully to meet the consumer's expectation.

In most developed countries banking sectors have evolve the sphere of e-services and have been diligently involved in its ongoing advancement. Truly, Indian banks are strategically using E-Banking services for maintaining and attracting customers, and are therefore making

huge investments in applying the newest E-Banking plans to sustain and increase their competitive advantage.

Service quality aims to provide the customers in a superior way such that customer need is satisfied expect customer to achieve complete satisfaction while using a banking service. The customer has a definite set of characteristics in his mind with regard to a product or service. As the customers utilize the service they differentiate it with the characteristics which already exist in his mind. This comparison is primarily the computation of service quality. A customer seeks to match his expectation from the services with already existing characteristics in his mind.

Literature Review

In 2013 one author, lay out an overview of the existent research into the link between trust and Internet banking assumption as recognize by banks' customers. In 2014 Hanafizadeh, Keating concentrated on Internet banking assumption. Their findings disclose that in the topic of Internet banking assumption had grown significantly. Between 2002 and 2016 Keskar and Pandey identify suitable works in Internet banking. Their findings indicate that there is no depth investigation on cyber – security, trust and web-design and its effect on customer satisfaction, customer retention and customer. The major restriction of the study is that the authors failed to present the predecessor of customer satisfaction in the Internet banking literature. Thus, this research study aims to fill this gap in our latest knowledge about the predecessor predicting customer satisfaction in Internet banking.

Internet Banking

Internet banking (e-banking) eases customers to avail various banking services through electronic channels. There are various services which can be avail by the customers at any point of time and from any place and these services can be called as Online banking, PC banking, Virtual banking, etc. Customer's avails banking services through the open access of network i.e. Internet, they can use internet on their mobile phones, laptops, PC's. Hence we can conclude that e-banking is about using banking services via the internet with the help various electronic devices.

Concept of Customer Satisfaction

As we study above E-Banking or Internet Banking is an electronic banking system which helps customers in their financial transactions. This new system has added a new depth to the concept of customer satisfaction and how it can be overblown in a positive way. All

organizations live and attempt to become an essential part of their customer's lives and therefore always attempt solidified to keep satisfying their customers.

Research Methodology

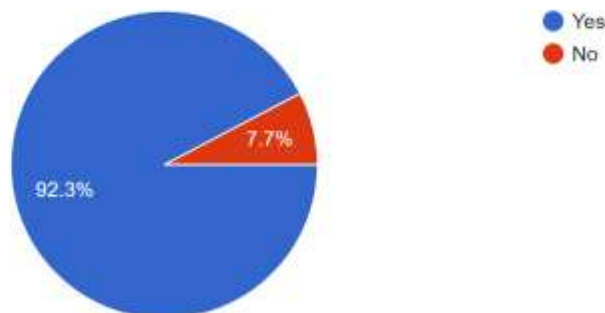
The quantitative research was applied for the survey to assemble primary data from Indian consumer. The data was collected in November 2021, by self-organize questionnaire distributed over the Internet in the form of Google survey. Altogether fifty two consumers took part in the survey and finish the questionnaire. The surveyed consumers are from different age groups and genders.

The questionnaire follows bifurcate questions, multiple-choice and multiple response questions, closed-ended questions.

To examine the collected quantitative data, descriptive statistics were applied through Microsoft Excel and IBM SPSS (2021). The outcomes of data analysis are considered and the conclusions were made.

Research Findings

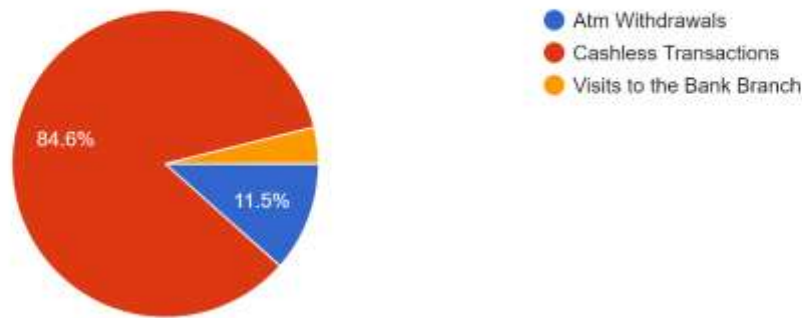
Do you use Online Banking?
52 responses



From the above pie chart, we can see that maximum number of responses (92.3%) is using online banking service. Hence, now-a-days consumers know the new technology and they are very friendly with that.

Tell us about your average weekly banking activity:

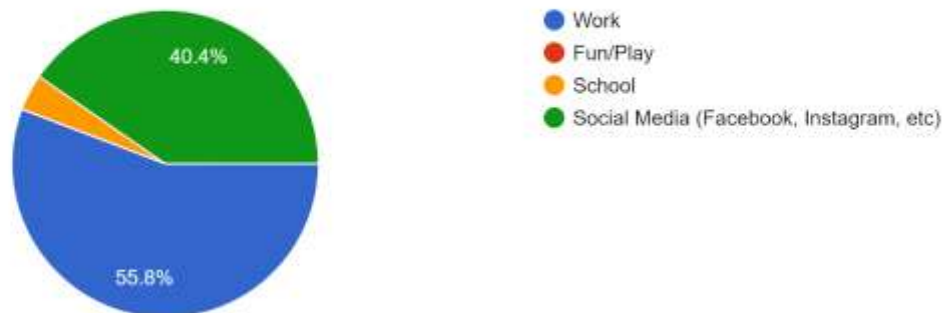
52 responses



I asked from respondents, about their weekly banking activities and I found 84.6% respondent's weekly banking activity is Cashless Transactions, 11.5% respondent's weekly banking activity is Atm Withdrawals and 3.9% respondent's weekly banking activity is Visit to the Bank Branch.

Tell us about your average daily Internet Usage:

52 responses

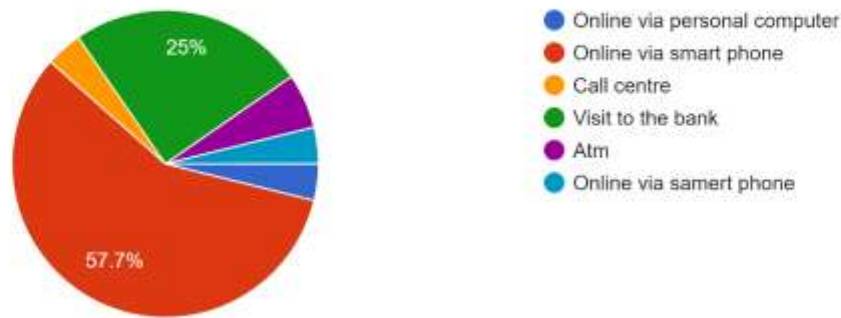


For the question tells us about your average daily internet usage the results are as follows:-

55.8% respondents say they use internet for their work, 40.4% respondents say they use internet for Social media (Facebook, Instagram, etc.)

What is your preferred communication with your bank?

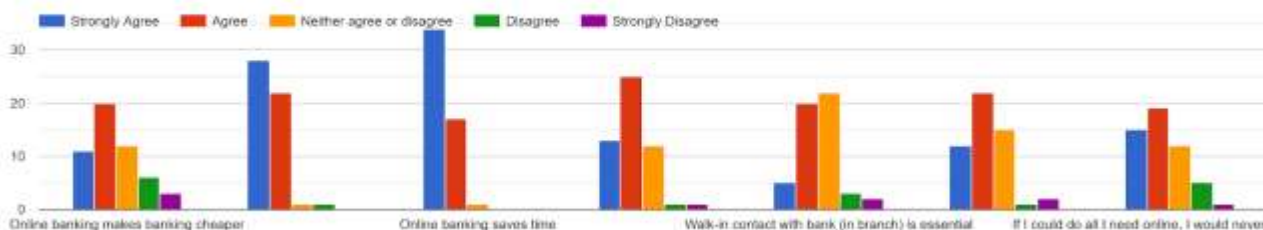
52 responses



From the above pie chart, we can see that 57.7% consumers choose online via smart phone option for their preferred communication with their bank, 25% consumers choose visit to the bank as their preferred communication with their bank and 27.5% consumers choose other options as their preferred communication with their bank.

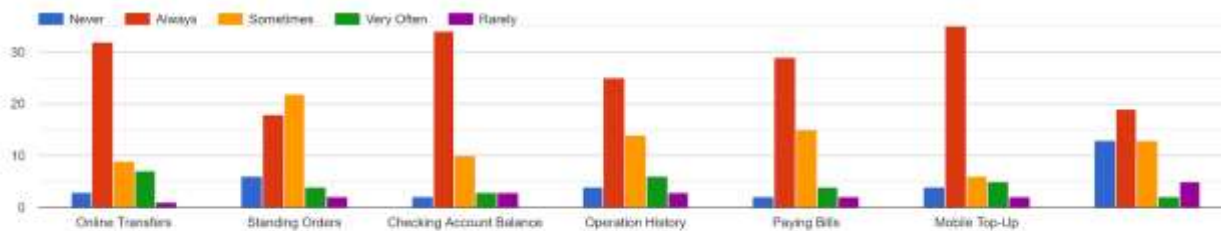
We can say that consumers are friendlier towards their smart phone for doing banking activity and we can also say that they are friendlier towards Online Banking Activity.

Please state whether you agree or not with the following statements



I asked consumer’s specific questions to know about their satisfaction level towards online banking or e-banking, I asked is online banking makes banking cheaper and maximum number of consumer’s agree that yes online banking makes banking cheaper, my second question is online banking saves time and maximum number of consumers strongly agree with this statement, my third question is walk-in contact with bank (in branch) is essential and I found maximum number of consumers neither agree or disagree about this statement and my last question is, if I could do all I need online, I would never visit the bank branch and most of the consumers agreed with this statement.

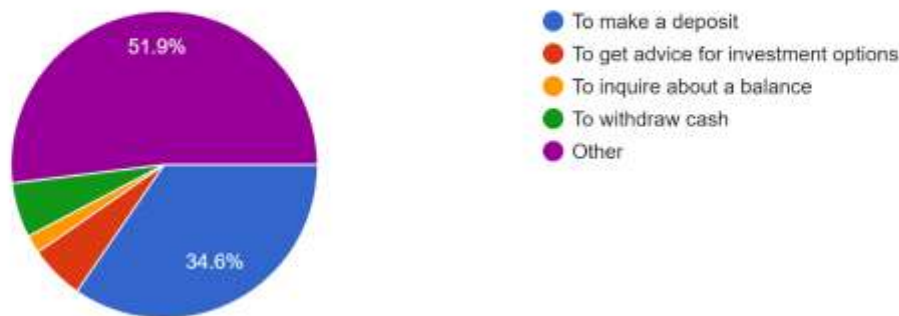
How often do you use Online Banking for the following :



From the above pie chart, we can see that maximum number of respondents say always that they use online banking for online transfers, maximum number of respondents choose sometimes option for the standing orders, maximum number of respondents say always for checking account balance , for operation history respondents choose always option, and for highest vote goes for the mobile top-up.

What is the main reason that you typically visit your bank branch?

52 responses



For the question what is the main reason that you typically visit your bank branch the results are, 51.9% respondents chooses other options, 34.6% respondents chooses to make a deposit.

We can say that, users are getting friendly and satisfied also with the e-banking.

Conclusion

It can be concluded that E-Banking in India is only at its earliest stage command by the Indian private and foreign banks. The use of e-banking is narrow to a few consumer slabs. The risks related with e-banking are numerous. The legal structure as its exits need an updating to simplify and controls the issues associated with e-banking. According to the research, most of the bank customers are aware about all the banking services in India. The banks further

have to take required steps to educate the customers regarding banking services. It will instinctively refine the banking service. The research is functional to know the consumer awareness of e-banking system and what types of risk involved in e-banking system.

Reference

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