



## A STUDY ON CUSTOMER SATISFACTION TOWARDS IN ONLINE PAYMENT APPLICATIONS

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### **Abstract**

*The research project entitled “The Study on Customer Satisfaction towards in Online Payment Applications” is a technology has come to play a significant role in the area of development of newer modes of payment and settlement. Today this end, innovative products such as e-payments have been introduced. Internet banking has been the predominant mode of e-banking in India with the internet offering itself as a new delivery mechanism for the banks in reaching the customer. Electronic based business models are replacing conventional banking system and almost banks are rethinking business process designs and customer relationship management strategies. Mobile payment app is referred as mobile money or mobile money transfer. At this juncture the present study is conducted to identify the factors influencing the customer to use app, the satisfaction level of payment app user, to analyze the problems faced by them. The study is carried out at Chennai and 100 User who involve themselves in online payment application were taken into consideration. Based on the data collected various tools were used to analyzed and it is found that majority are very highly aware of using payment application. It is concluded that Application users prefer to not face the problem of server issue in back-end process of banking service. The research concludes that customers satisfaction towards in online payment applications are gradually going high. The data amassed was meticulously organized, coded, and subsequently subjected to thorough analysis using statistical tools like chi-square tests, one-way ANOVA, correlation assessments, all facilitated by SPSS software.*

### **Introduction**

India is the 5<sup>th</sup> largest country using online payment application as well as QR code. According to Infosys, they have a unique business models like digital payments market is expected to reach 7.6 trillion dollars by 2024. Online payments are transactions that happen online or through other digital platforms without a physical exchange of money. This indicates that both the payer and the payee exchange money electronically. The government has implemented several actions to encourage and promote digital payments in India. Through the “Digital India” initiative, the government seeks to create an empowered economy that is Cashless, Faceless, and Paperless. Various formats and methods are used for digital payments.

We all witnessed how technologies have been growing in modern world. On This case the online payment apps also introduced and it has been successful among customers. Major people who live in urban areas are adapted to this digital payment system. Unless very low number of people who lives in rural areas still didn't know the importance and services of this online payment apps.

With the advent of the internet, online payments have become extremely popular among buyers and sellers, owing to their benefits. They help consumers considerably save much of their time, allowing the process to be completed quickly and efficiently. Buyers do not need to handle physical cash, as online payments allow them to make cashless purchases.



**Review of Literature**

**According to Mamta, Prof. Hariom Tyagi and Dr. Abhishek Shukla (2016)**

The article entitled “The Study of Electronic Payment Systems”. This study aims to identify the issues and challenges of electronic payment system and offer some solutions to improve the e-payment quality. The successful implementation of electronic payment system depends on how the security and privacy dimensions perceived by consumers as well as sellers are popularly managed in turn would improve the market confidence in the system.

**According to Sujith T S, Julie C D (2017)**

The article entitled “Opportunities and Challenges of E-Payment System in India”. This study aimed to identify the issues and challenges of electronic payment systems and offer some solutions to improve the e-payment system. E-Payment system not only provides more opportunities but many threats also. The study found that, the reach of mobile network, Internet and electricity is also expanding digital payments to remote areas. This will surely increase the number of digital payments.

**According to Sanghita Roy and Dr. Indrajit Sinha (2014)**

The article entitled “Determinants of Customer’s Acceptance of Electronic Payment system in Indian Banking sector”. The objective of the study was finding out the most popular electronic payment system among the various payment options. This study also analyzed the level of awareness and the usage of E-payment technologies. The main aim of the study was to determine all the factors influencing the customer’s adoption with Technology acceptance model. The study was based on primary data. The data was collected through a structured questionnaire by means of survey and also focused on a group of 30 respondents. The result of this study was 4 Factors which contribute towards the strengthening the E-payment system in India and those are- Innovation, Incentive, Customer convenience and Legal framework.

**Research Methodology**

The primary objective of this study is customer satisfaction towards in online payment application and the secondary objective is to identify the factors influencing them to use online payment app and to analyze the satisfaction level on online payment application. This study has been conducted to check the problems faced by the users. This research intended to describe and analyse the various facilities provided by online payment application. Descriptive design refers to research questions, the design of the study, and data analysis for the study. Descriptive research includes surveys, fin, and inquiries. The descriptive research method can be used in multiple ways and for various reasons. This design can be identified by characteristics, and data trends, conduct comparisons, validate existing conditions and conduct research at different periods. The descriptive research design method is used in social problems and to acquire knowledge. The characteristic of this method is researcher has no control over the variable target population are users of printers and then, Populations are infinitely the Sample.

**Analysis**

**1. Percentage analysis for age variable**

**Table 1**

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20	6	6.0	6.0	6.0



	21 - 30	85	85.0	85.0	91.0
	31 - 40	7	7.0	7.0	98.0
	41 - 50	1	1.0	1.0	99.0
	above 50	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

**Inference:** From the above table it is found that out of 100 people 6.0% are below 20, 85% are 21-30, 7.0% are 31-40, 1.0% are 41-50, 1.0% are above 50.

## 2. Percentage Analysis For Gender Variable

**Table 2**

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	59	59.0	59.0	59.0
	Female	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

**Inference:** From the above table it is found that out of 100 people 59% are male and 41% are female.

## 3. Percentage analysis for which online payment application platform do you use?

**Table 3**

Which Online Payment Application Platform Do You Use?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Phone pe	15	15.0	15.0	15.0
	Paytm	10	10.0	10.0	25.0
	Google pay	73	73.0	73.0	98.0
	Amazon pay	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

**Inference:** From the above table it is found that out of 100 people 15% are Phone pe user, 10% are Paytm user, 73% are Google pay user, 2.0% are Amazon pay user.

## 4. Percentage analysis for what is the level of satisfaction in online payment application?

**Table 4**

What is the level of satisfaction in online payment application?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfied	20	20.0	20.0	20.0
	Satisfied	54	54.0	54.0	74.0
	Neutral	23	23.0	23.0	97.0
	Dissatisfied	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

**Inference:** From the above table it is found that out of 100 people 20% are highly satisfied, 54% are satisfied, 23% are neutral, 3% are dissatisfied.



### 5. Chi-Square Test

To find the difference between gender and usage of specified online payment application.

**Null Hypothesis: H0:** There is no association between gender and usage of specified online payment application.

**Alternative Hypothesis:H1:** There is an association between gender and usage of specified online payment application.

**Table 5**  
**Test Statistics**

	Gender	Reason For Using The Particular Payment Application?
Chi-Square	3.240 <sup>a</sup>	149.200 <sup>b</sup>
Df	1	4
Asymp. Sig.	.072	.000
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.		
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.0.		

**Inference:**From the above result it is found that the significance value (0.000) is less than the table value (0.5). Therefore, the null hypothesis was rejected. That is There is an association between gender and usage of specified online payment application.

### 6. Correlation Analysis

To find the relationship between the selected online payment application and to rate the online payment application.

**Null Hypothesis:H0:** There is no relationship between the selected online payment application and to rate the online payment application.

**Alternative Hypothesis:**

**H1:** There is a relationship between the selected online payment application and to rate the online payment application.

**Table 6**  
**Correlations**

		Which online payment application platform do you use?	Rate the online payment application which you use? (1 is the highest and 5 is the lowest)
Which online payment application platform do you use?	Pearson Correlation	1	.081
	Sig. (2-tailed)		.421
	N	100	100
Rate the online payment application which you use? ( 1 is the highest and 5 is the lowest )	Pearson Correlation	-.081	1
	Sig. (2-tailed)	.421	
	N	100	100



**Inference:** From the test it is found that the significance value is 0.081 which is higher than the table value 0.5, the Null hypothesis was accepted. That is there is relationship between the selected online payment application and to rate the online payment application.

### 7. Correlation Analysis

To find the relationship between the types of problem in specified online payment application and the selected online payment application.

#### Null Hypothesis

**H0:** There is no relationship between the types of problem in specified online payment application and the selected online payment application.

#### Alternative Hypothesis:

**H1:** There is a relationship between the types of problem in specified online payment application and the selected online payment application.

**Table 7**

<b>Correlation Analysis</b>			
		What are the problems you face while paying in online application?	Which online payment application platform do you use?
What are the problems you face while paying in online application?	Pearson Correlation	1	.238*
	Sig. (2-tailed)		.017
	N	100	100
Which online payment application platform do you use?	Pearson Correlation	-.238*	1
	Sig. (2-tailed)	.017	
	N	100	100

\*. Correlation is significant at the 0.05 level (2-tailed).

**Inference:** From the test it is found that the significance value is 0.238 which is higher than the table value 0.5, the Null hypothesis was accepted. That is There is a relationship between the types of problem in specified online payment application and the selected online payment application.

### 8. Anova Test

To find out the difference between the various kind of facilities given by the application and transaction made on every month in the application.

#### Null Hypothesis:

**H0:** There is no significant difference between the various kind of facilities given by the application and transaction made on every month in the application.

#### Alternative Hypothesis:

**H1:** There is a significant difference between the various kind of facilities given by the application and transaction made on every month in the application.



**Table 8**

ANOVA					
What kind of facilities given by the online payment APP?					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.598	3	.533	.273	.845
Within Groups	187.152	96	1.950		
Total	188.750	99			

**Inference:** From the one-way ANOVA test, it is found that the significant value of 0.845 is more than the table value of 0.5, the null hypothesis is accepted. That is, there is no significant difference between the various kind of facilities given by the application and transaction made on every month in the application.

**Findings**

According to the study, out of 100 people 6.0% are below 20, 85% are 21-30, 7.0% are 31-40, 1.0% are 41-50, 1.0% are above 50. According to the study, out of 100 people 59% are male and 41% are female. According to the study, out of 100 people 15% are Phone pe user, 10% are Paytm user, 73% are Google pay user, 2.0% are Amazon pay user. According to the study, out of 100 people 20% are highly satisfied, 54% are satisfied, 23% are neutral, 3% are dissatisfied. According to the study, from the above result it is found that the significance value (0.000) is less than the table value (0.5). Therefore, the null hypothesis was rejected. That is There is an association between gender and usage of specified online payment application. According to the study, from the test it is found that the significance value is 0.081 which is higher than the table value 0.5, the Null hypothesis was accepted. That is There is relationship between the selected online payment application and to rate the online payment application. According to the study, from the test it is found that the significance value is 0.238 which is higher than the table value 0.5, the Null hypothesis was accepted. That is There is a relationship between the types of problem in specified online payment application and the selected online payment application. According to the study, from the one-way ANOVA test, it is found that the significant value of 0.845 is more than the table value of 0.5, the null hypothesis is accepted. That is, there is no significant difference between the various kind of facilities given by the application and transaction made on every month in the application.

**Suggestions**

The online payment app is very handy and useful for the customers but it is also creating some security problem while using the apps. The online payment app should maintain privacy for the customers in order to use safe and secured. The payment app should develop their app and also fix the problems of delay in transactions issue faced by the customers in current scenario. Online payment apps should be upgraded and create more innovative ideas with the payment system. In this work, the customer experiences and perceptions towards mobile payment methods have been investigated with respect to customer satisfaction sources using the critical incident technique. Digital cashless alternatives are increasingly present in the everyday life and progressively reach different types of customers. The present research pioneers in studying the relationship between users and current mobile payment solutions and offers guidelines for developers in creating and updating their products, and merchants in choosing mobile payment solutions that suit their businesses. The present research has extended the existing understanding of customer satisfaction and dissatisfaction sources with respect to technology. While satisfaction determinants with technological products were widely discussed previously (e.g., Meuter et al., 2000; Bauer et al., 2006), none of these works reached



mobile payments. Overall, it has been found that the main sources of satisfaction in this context are convenience, ability to deliver the expected function, ability to guarantee secure transactions and function when other payment methods fail. Convenience, which was found to be the greatest satisfaction source, has been described as the ability to conduct payments quickly, easily and independent of the possession of cash and cards. The perceptions towards mobile payments have been also found to be paradoxical; that is, some individuals reported dissatisfaction sources that are opposite to what others reported as satisfactory for similar services. Based on the research findings, general guidelines have been created for application developers and merchants. Providers should focus on convenience, efficacy, safety, and cross-platform interoperability while designing their applications. The same attributes should be used in promotional activities to market mobile payments. In addition, the positive perception of the users should motivate merchants to accept mobile payment services.

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