A STUDY ON CUSTOMER'S SATISFACTION ON E-BANKING SERVICES

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Abstract
The research project entitled "A Study on customer's satisfaction on e-banking services". This study is to aims at conducted to evaluate and examine the customer satisfaction towards e-banking services. The purpose of this study is also observed and analyses the purpose of using e-banking. We collect data from primary and secondary data collection method. For that we conduct questionnaire survey by using google form. We collect responds of 114 e-banking users. The study includes e-banking services. For the analyses the data, we have presented by charts and used percentage method. This study aims to measure the satisfaction levels of users towards the e-banking services provided by the bank. The finding of study is established that there is a strong positive relationship between consumer and e-banking. In some case the consumers are not satisfied with e-banking services.

Key words: Satisfaction, e-banking, analysis.

Introduction

E-Banking is a relatively new phenomenon in India. The conventional banking paradigm has been through branch banking. Non-branch banking services were only introduced in the early 1990s. The old manual systems that Indian banking relied on for centuries seem to have no place today. ICICI Bank is responsible for the introduction of internet banking in India. In 1999, Citibank and HDFC Bank launched internet banking services. The Government of India and the Reserve Bank of India have taken many steps to encourage the growth of E-Banking in India. With effect from October 17, 2000, the Government of India passed the IT Act, 2000, which offered legal recognition. To deal with the pressures of the rivalry, Indian commercial banks have implemented several initiatives, one of which is E-Banking. The competition has been internal disagreements for public sector banks, as the newly formed private sector and foreign banks have emerged. E-Banking provides three broad services: Convenience- Complete your banking at your leisure in the privacy of your own house, there are no lines at an online bank,24x7 service- Bank online transactions are available 24 hours a day, 7 days a week, 52 weeks a year. In simpler terms, E-Banking is a banking arrangement that allows customers to conduct multiple transactions over the internet that are end-to-end encrypted, i.e., totally safe and stable.

Review of Literature

(Dr. S. Sangeetha, 2020) studies the customer's satisfaction towards E-Banking Services and its impacts on banks. Electronic Banking technology is useful to customers as well as banks and other organizations. and there is no significant difference between personal factors like age, profession, annual income and category of the bank chosen and the satisfaction level of the customers. (Jamil Hammoud, 2018) This study aimed to investigate the relationship between the factors of E-Banking service quality and customer satisfaction to decide which component has the greatest potential impact on customer satisfaction. Responses were extracted by the use of a survey instrument, which was distributed to bank clients in the Lebanese banking sector. The data was statistically analysed using

SPSS. According to the results, dependability, performance, and ease of use; responsiveness and communication; and protection and privacy all have a major effect on consumer satisfaction, with dependability having the greatest impact. (Dr. Jagdeep Singh, 2018) investigates the effect of E-Banking on service quality Likert scales with five points have been established. To accomplish this task, the Service quality model was extended to 42 statements. A total of 42 statements were included. Respondents were requested to score these products on a scale of 1 to 5 based on their interactions with E-Banking services. The effect of E-banking on service quality was examined using nine factors: connectivity, tangibility, understanding, credibility, stability, access, responsiveness, competence, and reliability, all of which have a major impact on service quality. According to the findings of the study, there is a major difference between the various factors influencing the use of E-Banking. These considerations should be addressed by E-Banking service providers to offer high-quality banking services to their customers. (P.V.2016)The demonstrates that online banking allows for a greater understanding of customers' attitudes toward technology. The research is primarily focused on primary data collected via the distribution of questionnaires to 200 Coimbatore residents. The tools used are basic percentage analysis and chi-square analysis. According to the study, banks adopt new technology to satisfy their customers and to improve the way services are delivered to attract new customers.

Methodology

In this study based on both primary and secondary data. The primary data were collected from public sector and private sector bank customers using well-defined and well-framed questionnaire. Convenience sampling method was used for selecting sample respondents. one hundred fourteen respondents were selected for the present study. The secondary data were collected from various books, journals, research articles, magazines, and websites. Primary Objectives to study the relationship towards the satisfaction level of customers using e-banking services. Secondary objectives to study the relationship towards the satisfaction level of customers using e-banking services. To study the effect of e-banking on quality services and customer satisfaction. Need of study The banking industry plays an important role in the country's economy. Here I wanted to analyse whether electronic banking services could impact the growth of the banking industry. Scope of study The study focuses on E-Banking and the variables that impact E-Banking, as well as the level of customer satisfaction with these services. It also allows everyone to see how many new banking services are used by consumers. Limitation of study the size of the sample was relatively small-114 participants. A larger sample would likely upgrade the reliability of the research. The lack of resources led to convenience sampling therefore the data is slightly based. In some cases, participants refused to fill the questionnaire.

Analysis
1. Percentage Analysis:
Table 1

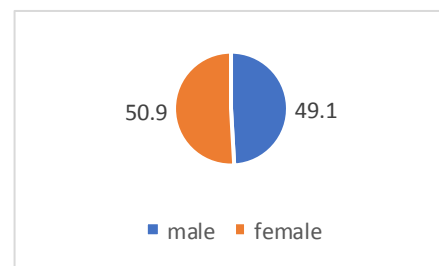| Gender	No. of. respondents
Male	49.1
female	50.9
Total	100

Figure: 1
Interpretation: From the above table it is interpreted that 49.1% are male and 50.9% of respondents are female. Majority (50.9%) are female.

2. Age for Respondents
Table 2

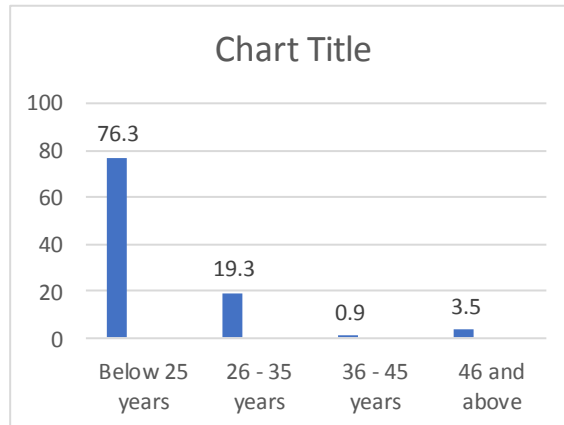| AGE	NO OF RESPONDENTS
Below 25 years	76.3
26 - 35 years	19.3
36 - 45 years	0.9
46 and above	3.5
TOTAL	100

Figure: 2

Interpretation: From the above table it is interpreted that 76.3 are Below 25 years, 19.3 are 26 - 35 years, 0.9 are 36 - 45 years and 3.5 are 46 and above. Majority (76.3) are Below 25 years.

3. Educational Qualification
Table 3

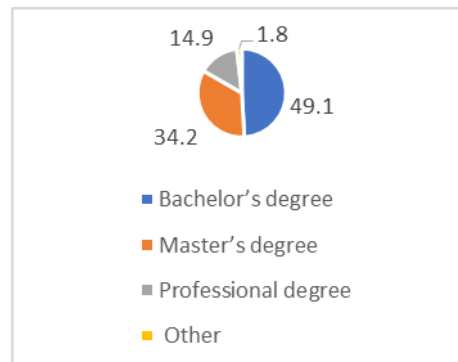| Educational Qualification	No. of responses
Bachelor's degree	49.1
Master's degree	34.2
Professional degree	14.9
Other	1.8
TOTAL	100

Figure: 3
Interpretation: From the above table it is interpreted that 49.1 are Bachelor's degree, 34.2 are Master's degree, 14.9 are Professional degree, 1.8 Other. Majority (49.1) Bachelor's degree.

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4 Employment Status
Table 4

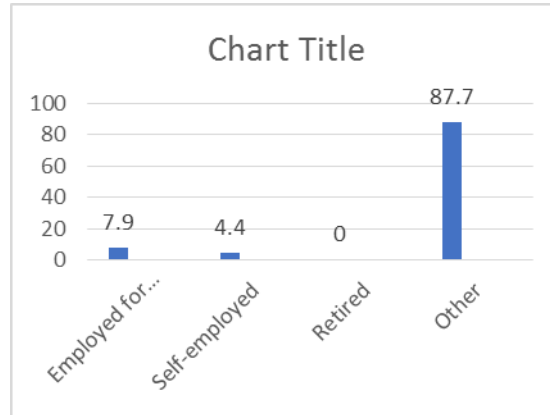| Employment Status	No. of responses
Employed for wages	7.9
Self-employed	4.4
Retired	-
Other	87.7
Total	100

Figure: 4

Interpretation: From the above table it is interpreted that 7.9 are employed for wages, 4.4 are Self-employed, 0 are Retired, 87.7 are Other. Majority (87.7) are others.

5. Annual Income
Table 5

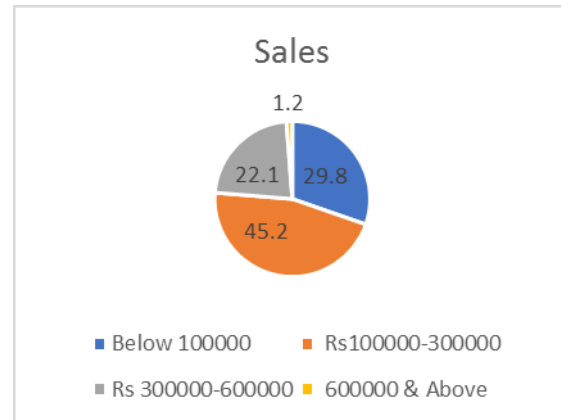| Annual Income	No. of responses
Below 100000	29.8
Rs100000-300000	45.2
Rs 300000-600000	22.1
600000 & Above	2.9
Total	100

Figure: 5

Interpretation: From the above table it is interpreted that 29.8 are Below 100000, 45.2 are Rs100000-300000, 22.1 are Rs 300000-600000 and 2.9 are 600000 & Above. Majority (45.2) are Rs100000-300000.

6. Oneway-Anova
To find relationship difference between convenience and satisfaction level of e-banking customer.

Null Hypothesis (H0): There is a no significance difference between convenience and satisfaction level of e-banking customer.

Alternative Hypothesis (H1): There is significance difference between convenience and satisfaction level of e-banking customer.

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TABLE 6

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.858	3	.286	5.504	.001
Within Groups	5.713	110	.052		
Total	6.570	113			

Inference

The significant value 0.001 is less than the table significant value (0.001<0.05).

H0 is rejected and H1 is accepted.

Therefore, there is significance difference between convenience and satisfaction level of e-banking customer.

7. CHI-SQUARE

To find the relationship between quality services and customer satisfaction.

Null Hypothesis (H0): There is significance difference between quality services and customer satisfaction.

Alternative Hypothesis (H1): There is no significance difference between quality services and customer satisfaction.

TABLE 7

Test Statistics		
Chi-Square	75.991a	.080b
df	3	1
Asymp. Sig.	.000	.778
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 28.3.		
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 56.5.		

Inference

The significant value 0.000 is less than the table significant value (0.000<0.05).

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H0 is rejected and H1 is accepted.

Therefore, there is significance difference between quality services and customer satisfaction.

8. Regression

To find the awareness of E-Banking service among the customers.

Null Hypothesis (H0): There is significance the awareness of E-Banking service among the customers.

Alternative Hypothesis (H1): There is no significance the awareness of E-Banking service among the customers.

TABLE 8

Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.
1	(Constant)	1.308	.137		9.556	.000
		.333	.048	.551	6.955	.000

Inference
The significant value 0.000 is less than the table significant value (0.000<0.05).

H0 is rejected and H1 is accepted.

Therefore, there is significance the awareness of E-Banking service among the customers.

Findings
According to the study, 49.1% are male and 50.9% of respondents are female. Majority (50.9%) are female. According to the study, 76.3 are Below 25 years, 19.3 are 26 - 35 years, 0.9 are 36 - 45 years and 3.5 are 46 and above. Majority (76.3) are Below 25 years. According to the study, 49.1 are Bachelor's degree, 34.2 are Master's degree, 14.9 are Professional degree, 1.8 Other. Majority (49.1) Bachelor's degree. According to the study, 7.9 are Employed for wages, 4.4 are Self-employed, 0 are Retired, 87.7 are Other. Majority (87.7) are others. According to the study, 29.8 are Below 100000, 45.2 are Rs100000-300000, 22.1 are Rs 300000-600000 and 2.9 are 600000 & Above. Majority (45.2) are Rs100000-300000.

Suggestions
E-banking is not widely used in rural areas due to a lack of understanding. Banks should take the requisite steps to educate their customers about the different available E-Banking services, as well as the benefits of using those services. Customers should be sent demonstrations of E-Banking to encourage them to use it. Banks should concentrate on cybersecurity problems including sensitive

identities that are susceptible to misuse in the cyber environment. The cost of accessing Internet Banking services should be reduced to maximise the number of people who use the service.

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