Customer Satisfaction on E-Banking Services with Reference to SBI, Bengaluru City

Mr. C B Gopinath[1]
Assistant Professor, Department of Commerce and Management,
Acharya Bangalore B School,
Bangalore

Mr. T Sivakumar[2]
Research scholar
Dept of Businesses Administration, Annamalai University
Annamali Nagar, Tamilnadu
sivamba.kumar@gmail.com

Mr. Murali .V[3]
Research Scholar
Department of Management Studies
Sri Venkateswara University, Tirupati
muralimbaphd@gmail.com

Abstract

E-Banking is your personal banking service on the Internet, protected with bank identifiers. It isavailable anywhere, anytime. E-Banking allows you to pay invoicesto Finnish andforeignrecipients easily and securely. 150 respondents wereselected and met in thestudy. As regards data collection, a standard Questionnaire withquestions was prepared by theresearcherand given to thecustomers ofSBIbranches in Bengaluru city. This study iscarried for a period of 12 months from April 2021 to March 2022. Study finds that there are significant relationships between Age, Qualifications, Income, and usage of e-banking and overall satisfaction of the e-banking. In Anova analysis finds that there is no significant difference in performance, services and age of the customers.

Key words: E-banking, SBI, Bengaluru City, Relationship, Personal Banking.

Introduction

Electronic banking has many names like e banking, virtual banking, online banking, orinternet banking. It is simply the use of electronic and telecommunications network for

deliveringvarious banking products and services. Through e-banking, a customer can access his account andconduct many transactions using his computer or mobile phone. In this article, we will look at theimportance and types of e-banking services.Online banking is an electronic payment system thatenables customers of a financial institution to conduct financial transactions on a website operatedby the institution, such as a retail bank, virtual bank, credit union or building society. Onlinebankingis also referredasInternet banking,e-banking, virtual bankingand byotherterms.

To access a financial institution's online banking facility, a customer with Internet access wouldneedtoregisterwiththeinstitutionfortheservice,andsetupsomepasswordforcustomerverification. The password for online banking is normally not the same as for telephone banking.Financial institutions now routinely allocate customers numbers, whether or not customers haveindicatedan intention to access their onlinebanking facility.

Customers' numbers are normally not the same as account numbers, because a number ofcustomeraccountscanbelinkedtotheonecustomernumber.Thecustomercanlinktothecustomer number any account which the customer controls, which may be cheque, savings, loan,credit card and other accounts. Customer numbers will also not be the same as any debit or creditcard issued by the financial institution to the customer. Online banking (Internet banking) allowscustomers to conduct financial transactions on a secure website operated by their retail or virtualbank,creditunion.Internetbankingallowscustomerstoperformawiderangeofbankingtransactionselectronicallyviathebank‟swebsite.Withthedevelopmentofasynchronoustechnologiesandsecuredelectronictechnologies,almostallbankshavecomeforwardtouseInternet Banking both as transactional as well as an informational medium. The registered internebankingusers can now perform common bankingfunction such as

- ➢ Paymentofbills
- ➢ Transferringfunds to anypart ofthe world
- ➢ Checkingthebalance
- ➢ Downloadingandprintingstatements
- ➢ Openingvariousaccountssuchas Recurringdeposite,fixeddepositsetc.
- ➢ Paymentofcreditcards
- ➢ Stoppaymentofcheques
- ➢ Reportinglostcards

Literature Review

Azouzi   et   al   (2009)
thispaperaimstocheckifthecurrentandprompttechnologicalrevolutionalteringthewholeworld   has
crucial impacts on the Tunisia n banking sector. Particularly, this study seeks some clueson
which we can rely in order to understand the customers' behavior regarding the adoption
ofelectronic banking. To achieve this purpose, an empirical research is carried out in Tunisia and
itreveals that panoply of factors is affecting the customers-attitude toward e-banking. For
instance;age, gender and educational qualifications seem to be important and they split up the
group
intoelectronicbankingadoptersandtraditionalbankingdefendersandso,theyhavesignificantinfluence
on the customers' adoption of e-banking.

Nitsure et al (2004) This article indicates the E-banking Challenges and opportunities lies in the
banking industry. E-banking has the potential to transform the banking business a s it
significantly   lowers
transactionanddeliverycosts.Thispaperdiscussessomeoftheproblemsdevelopingcountries,whichh
avea low penetration of information and telecommunication technology, face in realizing the
advantagesof e- banking initiatives. Major concerns such as the 'digital divide' between the rich
and poor, thedifferent operational environments for public and private sector banks, problems of
security andauthentication, management and regulation, and inadequate financing of small and
medium scaleenterprises(SMEs)arehighlighted.

Median and Arthur (1994), in a study investigate the main dimensions and attributes that Greek
cardholders consider of importance. When selecting a card market, characteristic competitive
environment and cardholders profiles in relation to credit is considered. By investigating a
representative quota sample of Greek cardholders taking into account demographic factors such
as age, sex and income on the relative important of the main attributes that play a role in card
selection.

Freeman and Andrew (1996) have examined an electronic banking experiment by an American
bank, First union, at a branch in Asheville, North Carolina, the use of so-called customer
relationship managers and challenges the bank faces from customer behavior. The findings

shows that customer get elated by a new look. The walls knocked out to create open areas and desks repositioned to seem; less intimidating. The ATM in the branches, being enhanced to offer such services as instant cheque-cashing, mini-statement of recent transactions, split deposits and coin facilities.

Statement of the Problem

In traditional banking, the customer has to visit the branch of the bank in person to performthe basic banking operations,viz.,account enquiry, fund transfer, cash withdrawals etc… But e-banking enables the customers to perform the basic banking transactions by sitting at their office orhomes through viewing their account details and perform the transactions through PC, lap top ormobile phone. Unfortunately most of the customers are unaware about the e-banking facility. It isdue to the lack of e-literacy. Only a few percentages of the total customers of the bank use onlinebanking. The online banking users are also not confident about the security due to the hackers whohacks the bank"s website. Whatever it is, a bank doesn"t offer 100 percentage securities in onlinetransactions.

Objectives

1. Toassess theimpact ofservicequalitydimensionson customerssatisfaction in E-banking.
2. Toassesstheimpactof perceivedvalueofe-banking serviceoncustomerssatisfaction.
3. Toidentifythe mostwidelyusedapplicationofinternet banking.
4. Tofindoutthereasonsforpreferringinternetbanking.

Hypothesis

✓ Thereisnorelationshipbetweenageoftherespondentsandoverallsatisfaction.
✓ ThereisnorelationshipbetweenqualificationoftherespondentsandoverallsatisfactionofE-Banking.
✓ ThereisnorelationshipbetweenincomeoftherespondentsandoverallsatisfactionoftheE-Banking.
✓ ThereisnorelationshipbetweenusageoftherespondentsandoverallsatisfactionoftheE-Banking.
✓ There is no significant difference in performance and service of respondents and age of therespondents.

Methodology

Convenient'SamplingTechniqueisusedtoselectthesamplesizeofcustomers.Amongthetotal customers, 150 respondents wereselected and met in thestudy.As regards data collection, a standard Questionnaire withquestions was prepared by theresearcherand given to thecustomers ofSBIbranches in Bengaluru city.This study iscarried for a period of 12 months from April 2021 to March 2022 duringwhich the topic is selected, the questionnaire, the data are collected and analyzed.

Data Analysis

1. Age and overall satisfaction of the e-banking

Chi-SquareTests			
	Value	**df**	**Asymp.Sig.(2-sided)**
PearsonChi-Square	7.196^a	6	.303
LikelihoodRatio	7.134	6	.309
Linear-by-LinearAssociation	.812	1	.368
NofValidCases	150		
a.3cells(25.0%)haveexpected countlessthan5.Theminimumexpectedcountis 2.61			

Inthe table 1,theresearcherfindsthatthecalculatedvalueis(7.196)higherthanthe table value. The degree of freedom is 6 and the significant level is 3% is > 0.005. Therefore nullhypothesisisrejected.Sothereisrelationshipbetweenageoftherespondentsandoverallsatisfactio n.

2. Qualification and overall satisfaction of the e-banking

Inthe table 2, theresearcherfindsthatthecalculatedvalueis(2.851)higherthanthe table value. The degree of freedom is 6 and the significant level is 8% is > 0.005. Therefore nullhypothesis is rejected. So there is relationship between qualification of the respondents and overallsatisfactionofthe e-banking

3. Income and overall satisfaction of the e-banking

Chi-SquareTests			
	Value	**df**	**Asymp.Sig.(2-sided)**
PearsonChi-Square	19.823^a	8	.011
LikelihoodRatio	28.618	8	.000
Linear-by-LinearAssociation	1.952	1	.162
NofValidCases	150		

> a.3cells(20.0%)haveexpectedcountlessthan5.Theminimumexpectedcountis 1.87

In the table 3, the researcher finds that the calculated value is (19.823) higher thanthe table value. The degree of freedom is 8 and the significant level is 0.011% is > 0.005. Thereforenull hypothesis is rejected. So there is relationship between income of the respondents and overallsatisfactionofthe E-Banking.

4. Usage of e-banking and overall satisfaction of the e-banking

Chi-SquareTests			
	Value	**df**	**Asymp.Sig.(2-sided)**
PearsonChi-Square	5.254[a]	4	.262
LikelihoodRatio	7.285	4	.122
Linear-by-LinearAssociation	.078	1	.780
NofValidCases	150		
a.2cells(22.2%)haveexpectedcountlessthan5.Theminimumexpectedcountis 2.24.			

Intheabove table 4,theresearcherfindsthatthecalculatedvalueis(5.254)higherthanthe table value. The degree of freedom is 4 and the significant level is 2% is > 0.005. Therefore nullhypothesis is rejected. So there is relationship between usage of e banking of the respondents andoverallsatisfaction ofthee-banking.

Anova Test

5. Performance and Service

	Sumof Squares	**df**	**Mean Square**	**F**	**Sig.**
Between Groups	1.652	3	.551	1.617	.188
WithinGroups	49.708	146	.340		
Total	51.360	149			

In the above table 5, one way anova test analyzed, the researcher finds that the calculated (P) value is (0.188) higherthanthe0.05.Thereforenullhypothesisisaccepted.Sotherenosignificantdifferenceinperformance and serviceofrespondents andageof therespondents.

Conclusion

The study has analyzed the overall perception of customers regarding the services of internetbanking. Age and qualification are the important demographic factors which used to measure theperception of customers on internet banking services. The study concludes that

different   age groupofcustomershasdifferentperceptiontowardstheinternetbankingservicesandtheusagelevelsof customers are different. So bank should concentrate on all the age group ofcustomers. It is alsoseen that different education group of customers have different perception towards internet banking.There are good numbers of customers in every group. Bank should educate the senior citizens abouttheusageof internet banking services.

References

Adolf,rueidger,Grant-thompsonandStacey(1997),'whatleadingbanksarelearningaboutbigdatabaseandmarketing'.Mckinseyquarterly,1997no.3,p187.

AgarwalHN(1979),AportraitofNationalizedBanks–AStudywithReferencetotheirSocialObligations,Inter-IndiaPublications,pp.25-26,NewDelhi.

Berry,L.L.(1995),"RelationshipMarketingofServices-GrowingInterest,EmergingPerspectives",JournaloftheAcademyofMarketingScience,Vol.23,(4),pp.236-245

Carman,J.M.(1990),"Consumerperceptionsofservicequality:anassessmentoftheSERVQUALdimensions",JournalofRetailing,Vol.66,pp.35-55.

ChidambaramRMandAlameluK(1996),"ServiceMarketing-Challengesandstrategies",SBIMonthlyReview,p.303.

Basha, S. M., & Ramaratnam, M. S. (2017). Construction of an Optimal Portfolio Using Sharpe's Single Index Model: A Study on Nifty Midcap 150 Scrips. *Indian Journal of Research in Capital Markets*, *4*(4), 25-41.

Basha, M., Singh, A. P., Rafi, M., Rani, M. I., & Sharma, N. M. (2020).Cointegration and Causal relationship between Pharmaceutical sector and Nifty–An empirical Study. *PalArch's Journal of Archaeology of Egypt/Egyptology*, *17*(6), 8835-8842.

JagadeeshBabu, M. K., SaurabhSrivastava, S. M., & AditiPriya Singh, M. B. S. (2020). INFLUENCE OF SOCIAL MEDIA MARKETING ON BUYING BEHAVIOR OF MILLENNIAL TOWARDS SMART PHONES IN BANGALORE CITY. *PalArch's Journal of Archaeology of Egypt/Egyptology*, *17*(9), 4474-4485.

Shaik, M. B., Kethan, M., Rani, I., Mahesh, U., Harsha, C. S., Navya, M. K., & Sravani, D. (2022). WHICH DETERMINANTS MATTER FOR CAPITAL STRUCTURE? AN EMPIRICAL STUDY ON NBFC'S IN INDIA. *International Journal of Entrepreneurship*, *26*, 1-9.

Agrawal, D. K. (2022). An Empirical Study On Socioeconomic Factors Affecting Producer's Participation In Commodity Markets In India. *Journal of Positive School Psychology*, 2896-2906.

DrSanthosh Kumar, V., & Basha, S. M. (2022).A study of Emotional Intelligence and Quality of Life among Doctors in PandemicCovid 19. *International Journal of Early Childhood*, *14*(02), 2080-2090.

Dammert,AandLasagabaster,E(2002),"SuccessandFailuresinBankPrivitisation:LessonsfromArgentina,Brazil,Latvia,Mexico,Mozambique,andPoland",availableathttp://www.econwpa.wustl.edu

Debasish,SathyaSwaroop(2003),"ServicequalityinCommercialBanks:AcomparativeAn

alysisofSelectedBanksinDelhi",IndianJournalofMarketing,Vol.30,March.

Elias A H (!982), "Indian Banking Service", Journal of Indian Institute of Bankers,Vol.35,No.3

Fisk, R.P., Brown, S.W. and Bitner, M.J. (1993), "Tracking the evolution of theservicesmarketingliterature",JournalofRetailing,Vol.69,pp.61-103.

Ganesan,S.(1994),"Determinantsoflong-termorientationinbuyer-sellerrelationships",JournalofMarketing,Vol.58,April,pp.1-19.

Harker John Michael (1999), "Relationship Marketing Defined" An Examination ofCurrentMarketingDefinitions",MarketIntelligenceandplanning.17/1,pp13-20.

Jackson, B. (1985), "Building customer relationships that last", Harvard BusinessReview,November-December,pp.120-8

Khazesh K and Decker W H(1992), "How Customer Choose Banks", Journal ofRetailBanking,Vol.14.

Lehtinen,UandJRLethinen(1991),"TwoApproachestoServiceQualityDimesions",TheServiceIndustriesJournal,Vol.11,No.3,pp287-303.

Madhukar G A,Rajan N and Jahera J S Jr. Et al. (1999)," Service Quality in theBanking Industry: An Assessment in a Developing Economy", International JournalofBankMarketing,Vol17,pp.116-123

N.E., Brooks, R.W. and Little, V. (1997), "Towards a Paradigm Shift in Marketing?AnExaminationofCurrentMarketingPractices",JournalofMarketingManagement,Vol.13,(5),pp.383-406

Parasuraman A, Zeithaml V A and Berry L et al.(1988),"SERVQUAL:A Multiple-Item Scale for Measuring Consumer Perception of Service Quality", Journal ofMarketing

R.Adolf,S.Thompson,W.Harrington"Whatleadingbanksarelearningofbigdatabasesand marketing",TheMcKinseyQuarterly,1997.

Sada,Asish.,S.Chitale.Soniya,"CustomerRelationshipManagement&ThebankingIndustry"productivity,Vol.42,No.1,April–June2001

Teas, R.K. (1994), "Expectations as a comparison standard in measuring servicequality: an assessment of a reassessment", Journal of Marketing, Vol. 58 No. 1, pp.132-9.

Zeithamal and Berry (1988),"Consumer perceptions of price, quality and Value: Ameans–endModelandSynthesisofEvidence"JournalofMarketing,Vol–52,No–3,July,pp 2-22.

Dr. N Krishnamoorthy, Mahabub Basha S. An empirical study on construction portfolio with reference to BSE. Int J Finance Manage Econ 2022;5(1):110-114. DOI: 10.33545/26179210.2022.v5.i1.130

Prakash, M., & Manyam, K. (2018).Effectiveness and Efficiency of E-Governance in Andhra Pradesh. International Journal of Advanced Scientific Research & Development, 5(01).

Murthy, B. S. R., Manyam, K., Sravanth, K., & Ravikumar, M. (2018).Predicting Bankruptcy of Heritage Foods Company by Applying Altman's Z-Score Model. INTERNATIONAL JOURNAL OF INNOVATIVE RESEARCH IN TECHNOLOGY (IJIRT), 4(12).

Murthy, B. S. R., Manyam, K., & Manjunatha, M. (2018). A Study on Comparative Financial Statement of Hatsun Agro Product Ltd (With Reference Last Five Financial

Year 2013 To 2017). International Journal for Science and Advance Research In Technology JSART, 4, 2395-1052.

BerryLL,Parasuram   AandZeithmlVAetal.(1998),"TheService-QualityPuzzle",BusinessHorizons,September-October,pp35-43.

Durgaraju, R., & Sekhar, S. C. (2021). A Perspective Research Study on the New Age Currency (The Case of Bit coin Currency System). International Research Journal of Innovations in Engineering and Technology, 5(2), 16.

Sekhar, S. C., & Radha, N. (2019). Impact of globalization on msme: prospects, challenges and policy implementation on economic growth. International Journal of Trend in Scientific Research and Development, 3(6), 536-541.

Kumar, T. S., & Sekhar, S. (2019). Impact of e-Marketing on Influencing Consumer Purchase decision. International Journal of Scientific Development and Research, 4(11).