

A STUDY ON CUSTOMER SATISFACTION ON E-BANKING

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Abstract

E-Banking or Electronic banking is the term that describes all transactions that takes place among companies, organizations and individuals and their banking institutions. First conceptualized in the mid-1970s, some banks offered customers electronic banking in 1985. However the lack of internet users, and the cost associated with using online banking, stunted growth. The internet explosion in the late 1990s made people more comfortable with making transactions over the web. Despite the dotcom crash, E-Banking grew alongside the internet.

Key words: E banking; internet

I. INTRODUCTION

Electronic banking is also known as Online Banking and Internet Banking. It is an electronic payment system that enables customers of bank or other financial institution to conduct a range of financial transactions through the financial institution's website. The internet has changed the operations of many business and has been becoming a powerful channel for business marketing and communication. The advance of communication and computer technology and the availability of the internet have made it possible that one can do most banking transactions from a remote location even without stepping into a physical structure.

customers are not satisfied with care and courtesy alone, they expect concern and commitment. In this competition environment not the oldest, not the strongest and not the first can survive, but only the “best” can survive. The success of Internet Banking not only depends on the technology but also on the large extend the attitude, commitment and involvement of the operating at all levels and how far the customers reap the benefits from Internet banking services. It is crucial for banks that offer IB services to periodically and consistently measure the satisfaction of their customers. The purpose of this study is to examine the customer satisfaction with various service quality dimensions.

II. STATEMENT OF PROBLEM

Customer satisfaction is a complicated mix of “hardware” (technology, product, price, quality etc.) and “software” (attitude, responsiveness, deliverance, communication etc.). Today’s

III. OBJECTIVES

- To study the socio economic profile of the E-Banking customer.
- To know the awareness level of customers in E-Banking.

- To analyses the different forms of E-Banking.
- To know the satisfaction level of the E-Banking customers.

IV. RESEACH METHODOLOGY

• STUDY AREA

The data for the study has been collected from the respondents in Coimbatore.

• COLLECTION OF DATA

The data are collected both from primary and secondary sources.

• SAMPLING PROCEDURE AND SIZE

The study is mainly based on convenience sampling method for the purpose of the study, out of 50 respondents. For this purpose of collecting data, a questionnaire is prepared. The information collected is edited for checking the reliabilities and consistency before presenting it in the master table.

• STATISTICAL TOOL USED IN THE STUDY

The following statistical tool is used in the study is percentage analysis.

V. LIMITATION OF THE STUDY

The study is mainly based on the information given by the sample respondents, and the factors given by them are subject to their beliefs and attitude. Due to time and economic constraints of the research, number of respondent has been limited to 50. The suggestion are not constant because the mindset of the respondent may be changed. Since the data collected from the respondent are subjected to their opinion and perception. The study mainly covered in the Coimbatore City.

VI. REVIEW OF LITERATURE

1. **Rashmita and Sahoo [2013]** explained that the banks operating have failed in India to convince their customers on their CRM efforts. Various CRM initiatives and dimensions measured in this study report unfavorable response. This under-performance has occurred in spite of technological developments and new processes in place. Now a day's banks are focusing on marketing strategy. The dynamics of the marketplace have created burden on employees for insistent products to the customers rather than trying and facilitating good experience to the customers. Whereas, this element is respond to the level of customer's satisfaction.
2. **Markku [2012]** said that there is wide consensus that E-banking services [EBS] are the wave of the future banking by providing enormous benefits to consumers in terms of ease and cost of transactions through online banking, research has proven that.
3. **Al-Smadi and Al-Wabel [2011]** explained that the E-banking has been reported as an efficient route for delivering banking service. E-banking or Internet banking or online banking are analogous and defined as the conduct of banking services and business using electronic delivery channels such as ATM, Tele-banking and PC banking.
4. **Sharma [2011]** also defined E-banking helps in improving the relationship between bankers and customers and also

the bankers expressed confidence that such bonds would bring improvement in the overall performance of banks. E-banking can also be take into account as an internet portal, through which customers can use different sorts of banking services with bill payment in making investment. Besides, if the banks' web sites offered only information on their pages without the probability to do any transaction that are not qualified as internet banking services.

5. **Mat, N. [2011]** suggest that the E-banking is regarded as a great distribution channel that offered one-stop services and information unit to gain competitive advantages in banking sector.

VII. ANALYSIS AND INTERPRETATION

Table showing the gender of the respondents

GENDER	NO.OF RESPONDE NT	PERCENT AGE (%)
Male	20	40
Female	30	60
TOTAL	50	100

Source: Primary Data

The table shows that the 40% of the respondents are male and 60% of the respondents are female.

It is found that the majority of the respondents 60% are Female.

Table showing the age of the respondents

AGE	NO. OF RESPONDE NT	PERCENT AGE (%)
11-20years	9	18
21-30years	21	42
31-40years	10	20
Above 41years	10	20
TOTAL	50	100

VIII. FINDINGS

The following are the finding of the study relating to the E-Banking.

It is found that,

- ❖ 60% majority of the respondents are Female.
- ❖ 42% comes under the age group of 21-30yrs.
- ❖ 70% majority of the respondents are Single.
- ❖ 56% majority of the respondents are educated at College.
- ❖ 60% majority of the respondents are Students.
- ❖ 36% majority of the respondents belongs to income level of Rs.10001 to 20000.
- ❖ 80% of the respondents have knowledge in E-Banking.
- ❖ 92% majority of the respondents uses E-Banking.
- ❖ 54% majority of the respondents uses E-Banking Monthly.

- ❖ 66% majority of the respondents have Savings Account.
- ❖ 40% majority of the respondents prefer SBI Bank.
- ❖ 56% majority of the respondents choose the particular bank because the Service is good.
- ❖ 42% majority of the respondents are aware of E-Banking services in Mobile Banking.
- ❖ 92% majority of the respondents says that the E-Banking system is Customer Friendly.
- ❖ 96% majority of the respondents says that the E-Banking Saves Time.
- ❖ 92% majority of the respondents says that the E-Banking is Safe.
- ❖ 50% majority of the respondents says that the bank provides E-Banking details through E-Mail.
- ❖ 88% majority of the respondents says that they have visited their bank after using E-Banking.
- ❖ 92% majority of the respondents says that they are satisfied with using E-Banking.

IX. SUGGESTIONS

1. Covering up the towns in rural areas with ATM's so that the people in those areas can also avail better services.
2. Create a trust in mind of customers towards security of their accounts.
3. Provides a platform from where the customers can access different accounts at single time without extra charge.

X. CONCLUSION

E-Banking has transformed not only the banking relationships but transformed the whole banking industry. The e- banking, therefore taken as a mandate by the banks rather than just an additional feature in most of the developed nations, as it is the economical medium to cater the banking customers. Today banking is not restricted to the traditional physical branch system, where banking staff need to be there personally for enabling banking transactions. But still there is strong requirement of customer- awareness regarding e- banking facility prevails in India and it can served through proper scanning and analysis of the market.

Through e- banking, customers can process any banking transaction without even visiting bank branch at any time anywhere and this is known as “anywhere banking”. Providing e- banking is no more considered as an additional feature of a banking institution, but now it is became an essential feature of a bank.

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