

A Study on Customer Perception Towards The E-Banking Services Provided by The Federal Bank with Special Reference to Coimbatore City

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ABSTRACT

E-banking services plays a crucial role in providing convenience to customers. This paper shows the e-banking facilities or services offered by Federal Bank, and also focusing on their impact on customer experience. Federal Bank analyze customer feedback and satisfaction level of e-banking services. Transaction efficiency, Customer support plays a vital role. This research shows how it's really important for banks to keep getting with new ideas to make better online bank services. It looks at how Federal Bank is doing to improve their online banking services by using their strategies.

Keywords: **E-banking, Federal Bank, Customer.**

INTRODUCTION

Electronic banking is commonly known as internet banking. It is an electronic payment system. Federal bank has embraced e-banking to satisfy customer needs. This study examines customer experiences, focusing on usability, reliability, security and support. Coimbatore industry knows the importance of local preferences and challenges. It underscores trust, security and convenience. E-banking is a modern banking system which develops in today's industrial sector.

OBJECTIVE OF THE STUDY

- To know the satisfaction levels of customers with the Federal bank's e-banking experience.
- To know the level of trust among customers about Federal bank.
- To figure out how much customers use different online banking systems.
- To identify the experiences using e-banking services.

STATEMENT OF THE PROBLEM

It is necessary to study the awareness about e-banking system which is in trend and also to know how customers are aware of E-banking system. Importantly customers should have knowledge about the various products and services offered by the bank and also banker should have the ability to identify the type of services needed by a customer.

LIMITATION OF THE STUDY

- The Sample size taken for analysis is 150 only.
- Time of the study was limited.
- The study was conducted at Coimbatore City only. So, it is applicable only to Coimbatore.

SCOPE OF THE STUDY

- To evaluate customer satisfaction with e-banking services.
- Evaluate trust and security measures.
- To determine the utilization of e-banking features.
- To identifying the customers perceptions.

REVIEW OF THE LITERATURE

- **Dr.S.Sangeetha (2020)**, Investigating customer satisfaction towards E-banking services and its impacts on bank, this study finds no significant difference between various personal factors and customer satisfaction levels.
- **Dr.Jagdeep Singh (2018)**, This study explores the effect of E-banking on services quality using a service quality model extended to 42 statements. The findings emphasize the importance of addressing these factors to provide high-quality E-banking services.
- **Samsunisa (2016)**, Focused on Chennai, this study aims to identify factors affecting customers adoption of internet banking

services and explore their relationship with demographic factors.

RESEARCH METHODOLOGY

Research is a specific and dynamic search for information on a specific topic. Research is an art of scientific investigation that comprises defining and redefining problem formulation suggestions and data evaluation.

Methods of Data Collection:

- **Primary Data:** Structured Questionnaires.
- **Secondary Data:** Websites and records.
- **Area of the Study:** Conducted in Coimbatore city only.
- **Sample Size:** 150 respondents were selected for this study.
- **Tools used for Analysis:** Data analysis tool is Simple Percentage.

Data Analysis and Interpretation

Percentage analysis

Table 1: Frequency of using Federal Bank’s E-banking Services.

FREQUENCY	RESPONDENTS	PERCENTAGE
DAILY	48	31.8 %
WEEKLY	59	39.1 %
MONTHLY	32	21.2 %
RARELY	12	7.9 %

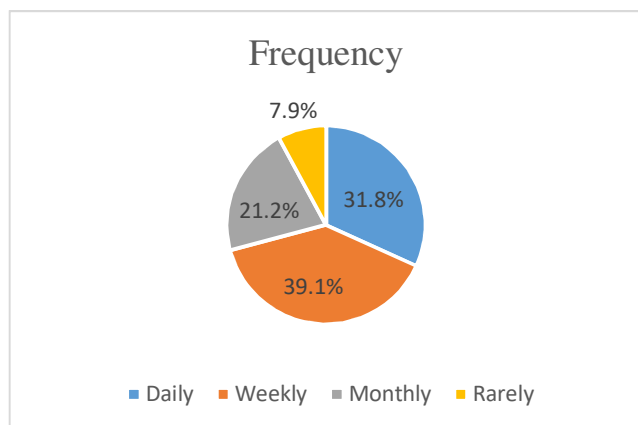


Fig1: Frequency of using Federal Banks’s E-banking services.

Interpretation

Majority (39.1%) of the respondents are using the Federal Bank’s e-banking weekly.

FINDINGS

- Majority of the respondents are in the age group of 18-25 years.
- Majority (57%) of the respondents are Male.
- Majority (48.3%) of the respondents are students.
- Majority (69.3%) of the respondents use mobile banking.
- Majority (31.1%) of the respondents say Excellent of Federal Bank’s e-banking Services across different devices.
- Majority (40.4%) of the respondents know about federal banks e-banking savior by mouth.
- Majority (40.47%) of the respondents rated Excellent for the overall user interface of Federal Banks e-banking platforms.
- Majority (39.1%) of the respondents were likely to recommend federal bank e-banking services to friends and family.

SUGGESTIONS

- Enhance the e-banking interface based on customer feedback.
- To promote utilization of diverse e-banking features.
- To implement more security features to boost customers.

CONCLUSION

This study explains customer perceptions of e-banking services provided by Federal Bank in Coimbatore city. Findings highlighted young user base, with convenience and security key factors influencing adoption.

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