

A Holistic Research on Facets of E-Banking Quality and its Aftermath on Customer Satisfaction with Reference to South India's Manchester City

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Abstract:

“Customer Satisfaction” the cliché is inevitable for prolonged survival of any firm. In the contemporary global scenario, technical dexterity embraces E Banking services and bolsters the inclusive growth of technology bound banking system. The assortment available in technology encircled banking system is imperative for all levels of customers. An Fool proof and impeccable technology bound banking system is the need of the hour in the racing world and the perennial system of banking tends to be obsolete nowadays. The requisite of the study is to cognizance the quality of e-banking and the affinity between the duo factors the customer and bank. The research spotlights on divulging the e service quality and to measure customer mindset on specific spheres of e banking.

Keywords: E Banking, Technology, Quality, Service

I. INTRODUCTION

Customer satisfaction is at the helm of affairs for the incessant survival of any organization round the globe, where standing flair in electronic banking assist the banks and policy makers to analyse the spheres of internet banking and their contributions towards customer satisfaction. The gargantuan Indian banking sector has acceded to the transition level in banking services. As an cumulative number of Indian banks look at the advanced ways, such as Online banking, to make a customer's banking experience more suitable, efficient, and actual, it becomes even more important to ascertain the customers' perception of the overall service quality and their contentment with the current online banking services.

In order to assess the significance of customer satisfaction, service procured by customer at bank is pivotal. Nowadays competition is mounting like anything for these financial institutions and to be on par with the requisite knowledge, stakeholders of the banking industry too need conversant of process that drives banking sector. It's quite normal that customer satisfaction is developing at skyrocketing pace to be a key success factor from Online or Internet banking standpoint.

II. NEED OF THE STUDY

Since technology tends to be imperative in the global statusquo, banking industry which is one pivotal industry of ensuring optimistic driven economy needs amelioration in the form of

betterment of existing system of operation or the protocol. The pitfall with the customary practise of banking procedure is that it snarls the industry growth and therefore its imperative for the industry to ascertain and inculcate the novel methods in banking industry for achieving customer satisfaction. In this paper an assessment was made to apprehend the nexus between marital status and changes recommended to ubiquitous services. The research spotlight on the customers' preferences and satisfaction of banking services.

III. SCOPE OF THE STUDY

The intention aims at fostering banking sector with better service through technology enabled procedures. It delivers the valid point of filling the lacuna between customary and novel practise of banking by ascertaining the expectation of respondent from all sort of income slab. This has been done by preparing a questionnaire, in which questions relating to the banking awareness, usage and satisfaction levels on various services and facilities provided to customers. The researcher had also ensured that the prompt delivery of service was made, so that customer satisfactions are met by each and every banking unit.

IV. OBJECTIVES OF THE STUDY

The study was taken into account after deliberating the ground reality of the banking sector and the prima facie report alarm as to be wary of debilitating economy status in Indian context

The primary objective of the study is,

- To ascertain the e-banking assortment in banking sector
- To apprehend the quality of service offered via e-banking

The Secondary Objective of the study is

- To be cognizant of facilities in fund transfer
- To be apprised of technology bound banking reformation

- To reveal the people's mutation towards banking services
- To know about grievance handling protocol in banking industry.

V. LIMITATIONS OF THE STUDY

This study is exploratory and has some hampering factors, as data procured are from convenience sample and reviews has been generalized for consumption outlines of all consumers.

- The data collection process tends to be arduous task.
- The customers were busy with their purchase and they felt tedious to proceed further in answering questionnaire.
- The quantum of literature, articles, projects, books and so on for reference are paltry.
- Sample size has been refrained to 100, which when compared is meagre to represent the population.
- Respondents views may be fabricated
- The period of study was constrained

VI. REVIEW OF LITERATURE

George, A. (2018) examined the Perceptions of Internet banking users in Kerala. Simple random sampling and convenience method was used to select 406 respondents from ATM outlets. The findings state that the Perceived Ease of Use and Perceived Usefulness had an indirect effect on Internet Banking Use shows that it is necessary to improve service quality dimensions.

Glara, K. T., and Franco, C., E. (2017) analysed the satisfaction of customers towards e-banking services among Public and Private Sector banks in Tirunelveli District. This primary study comprises 146 respondents selected by Snowball sampling method. In this study 69.1% from private sector and 52% from public sector respondents are males. Among the public sector respondents majority 24% are professionals followed by 23.1% private

employees whereas in private sector banks 28.4% are private employees. Hence the results compiled reveal that majority of the respondents from private sector banks are much satisfied with the services when compared with public sector bank customers.

VII. RESEARCH METHODOLOGY

Haphazard execution of the study will end up itself in chaotic result, so to evade such happenings, the scholar is also required to plan well before he can start his work. The researcher is required to prepare a system operating procedure of action which is known as research design. It ensures that

- (1) the study will be relevant to the problem and
- (2) the study will employ economical procedures

Descriptive research design

It is also known as explanatory design. The descriptive study is classically concerned with formative frequency with which something occurs or how two variables vary together.

Statistical Tools and Techniques

The collected data were edited and then consolidated by using simple statistical tools. The simple statistical tools are employed for the analyses of data are,

- Percentage analysis
- Chi-square test

VIII. DATA ANALYSIS AND INTERPRETATION

The collected data has been analyzed through simple percentage analysis and Chi Square Test. The inferences given below in the table make the reader to understand the problem as well as solution to the problem.

Percentage Analysis Method

Table showing gender of respondents

S.No	Gender	No .of the respondents	Percentage
1	male	67	67
2	Female	33	33
	Total	100	100

Inference

The table shows 67 percent of the respondents are male and 33 percent of the respondents are female. Majority of the respondents are of male.

Chart showing gender of respondents

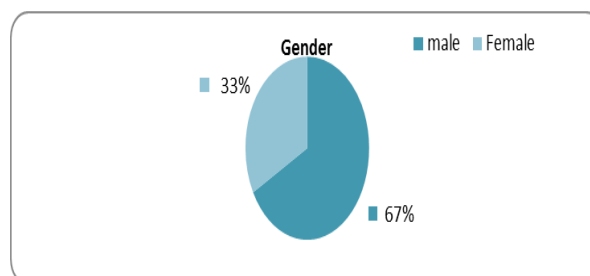


Table showing service usage of respondents

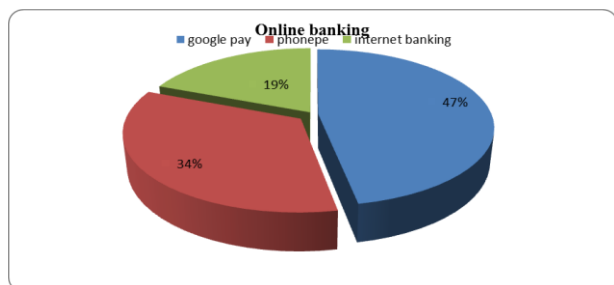
S.No	Service	No.of respondents	Percentage
1	Google pay	47	47
2	Phonepe	34	34
3	Internet banking	19	19
	Total	100	100

Inference

The above table shows 47(47%) respondents are of goggle pay users, 34(34%) respondents are of

phonepe users, 19(19%) respondents are of internet banking users.

Chart showing usage of services by respondents



Chi-Square Test

Null Hypothesis (H_0): There is no association the age of the respondents and the satisfaction level

Alternative Hypothesis (H_1): There is an association the age of the respondents and the satisfaction level

Applications * Encouraging factor cross tabulation

Applications	Encouraging factor				Total
	Free transact ions	High securit y	Rew ards	Simple/ clearer service	
Google pay	2	21	4	18	48
Internet banking	1	7	4	6	19
Phonepe	1	14	5	11	33
Total	4	42	13	35	100

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.034E ^a	15	.004
Likelihood Ratio	13.569	15	.558
N of Valid Cases	101		

a. 17 cells (70.8%) have expected count less than 5. The minimum expected count is .01.

Interpretation:

The calculated value 0.004 is greater than 0.05. So Alternate hypothesis is accepted. So there is

significant relationship between Applications used and the Encouraging factor.

Inference:

The test has proven that there is significant relationship between Applicants used and the Encouraging factor.

IX. FINDINGS & RESULTS

- The above tables reveal 67(67%) of the respondents are Male, 33(33%) of the respondents are Female.
- The above table disclose that 47% respondents use Google pay
- The test was a testimonial factor to show that there is significant relationship between Applicants used and the Encouraging factor.
- The test has proven that there is significant relationship between bank type and the type of account.

X. SUGGESTIONS

- It is suggested that the bank to place ample number of ATM's around the town to make use of plentitude customers towards it.
- It is suggested that the bank to install on cash deposit machine, so customers can make use it, instead of numerous customers waiting in queue for long time.
- It is suggested that Bank should induct customer satisfaction methods such as conducting seminars, bank meets, cocktail party etc... to ascertain the banking customers aware of all privileges provided to them.
- It is suggested that the Bank should chalk out strategic decisions to augment the usage level of all the facilities provided to Banking customers

XI. CONCLUSION

From the survey it is understood that the affinity between banking unit and stakeholders which is otherwise called as customer is best achieved

through enhanced customer satisfaction practises. And its also found that satisfaction level of banking customers is quite neutral. It is also unequivocal that customers' needs are assorted into multivariant categories, so they are adhered to limited facilities provided to them. Services to the Banking customers are pivotal and preponderant for an organization, if the customer satisfaction in an organization is at pinnacle, it will surge the customer base and brand name of the organization. Otherwise, it will adversely vitiate the customer base of the branch and also the brand name. Hence, the findings and suggestions provided by this analysis will be an aid to soar the satisfaction level of customers. It will also ameliorate the quality of the product and services provided by the bank.

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