

A Study on Customer Satisfaction towards E-Banking Services in Tiruchirappalli City

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Abstract

E-banking services in India have played an important role in the country's digital revolution by re-shaping the banking sector with the rapid expansion of internet access, adoption of broad smartphones and progress in financial technology, e-banking has increased significantly. Its introduction in the 1990s marked the onset of digital banking, with basic services such as balance inquiry and fund transfer through ATMs and online platforms. Over time, e-banking has given financial access and convenience to include internet banking, mobile banking, unified payment interfaces (UPI), Digital Wallet, Real-Time Gross Settlement(RTGS), and Tatkal Payment Services(IMPS) There is diversity to increase.

Keywords: Financial technology, fund transfer, online platform, digital wallet, integrated payment interface, immediate payment services.

I. INTRODUCTION

E-banking, or electronic banking, is a transformative advancement in the financial sector that has redefined how individuals and business interact with banking institutions. By leveraging modern technology, e-banking enables customers to perform a wide range of financial activities through electronic platforms, eliminating the need for physical branch visits and making banking more accessible, efficient, and user-friendly.

E-banking services encompass various tools and platforms such as online banking websites, mobile banking apps, ATM, telephone banking, and digital wallets. These services empower customers to carry out tasks like fund transfer, bill payments, account balance checks, loan applications, investment management, and even international transactions all with just a few clicks or taps.

E-banking has also spurred innovation in the financial sector, leading to the development of new services such as automated payments, financial planning tools, and personalized financial insights. It has become an essential component of modern banking, addressing the needs of tech-savvy generation while driving financial inclusion for underserved populations.

In addition to individual benefits, e-banking services contribute to the economy by promoting cashless transactions, enhancing transparency, and streamlining financial Processes. With the increasing penetration of smartphones and internet access, the scope of e-banking continues to expand, promising a future where banking is not just a service but an integrated part of everyday life.

Objective of the Study

- E-banking services offer 24/7 accessibility, allowing customers to carry out transactions anytime and from any location.
- They remove the necessity of visiting bank branches for routine tasks such as fund transfers, balance checks, and bill payments.
- Moreover, e-banking expands financial services to remote and underserved areas, helping to bridge the gap between urban communities and rural communities.
- With intuitive, multilingual platforms, e-banking ensures that banking services are accessible to people from all walks of life.

Area of the Study

The area of study has been confined to only consumer for TIRUCHIRAPALLI district.

Research Design

Primary Data Collection

Primary data was collected from respondents with sample size

Secondary Data Collection

Secondary data was collected from the internet and other websites.

Analysis and Interpretation of the Data

Tabulation of data was made to analyse such data. Tools like Chi-square is applied in the study. Charts for the tabulated results were drawn wherever necessary in this study.

Limitations of the Study

1. The study has been limited to only consumer that were be covered only Tiruchirappali
2. The study based on the schedule of the questions.
3. The main source of the data for the study was respondents from which the primary data were collected through questionnaire. Hence the chances of biased information is arise.
4. Short time duration with in such short span of time it is too much difficult to analyse the topic.

Review of Literature

(Hua, 2009) The study focuses on the acceptance of online banking services in China. The study aims to examine users' perceptions of online banking services, the ease of use of the platform, and the privacy policies offered by the online banking website. Consequently, perceived ease of use and privacy policies have a significant effect on consumers' adoption of online banking services. This research also considers the relative importance of perceived ease of use, privacy, and security. Privacy and security are more important than perceived ease of use. The most important factor influencing user adoption is security. In conclusion, we present a summary of the implications of these results and their limitations.

Wise and Ali (2009) argue that many banks in Bangladesh have been keen to invest in ATMs to reduce branch costs, as customers prefer to use them instead of visiting branches to conduct their transactions. The financial impact of ATMs is a marginal increase in fee income, largely offset by the cost of a significant increase in the number of customer transactions. The value proposition, however, is a significant increase in the intangible element of “customer satisfaction”.

Hua (2009) conducted an experiment to study how users' perception of online banking services is influenced by the perceived ease of use of the website and the privacy policy provided by the online banking website. In this study, he also examines the relative importance of perceived ease of use, privacy, and security. Perceived ease of use is less important than privacy and security. Security is the most important factor influencing user adoption.

BONGHJORNU. R et al (2012) in their paper titled, E banking: The Indian Scenario concluded that in India, banks are using e-banking services to maximize their usage. All generations, even the younger ones, use this method very frequently but they want it to be maximized by the elders as the preferred banking method. E-banking will not take your physical appearance and time spent on it, while you can do your homework and other side jobs. We can say that e-banking will be the most acceptable method in the future, but traditional banking will also be present.

Tejinder et al., (2012). In this research paper, they have analyzed various aspects of security in online banking services. They have emphasized that internet technology has played a key role in the development of Indian society. Banking is one of the sectors that uses online banking technology to reach its customers. On the other hand, they have also found that the growth of online banking services leads to an increase in criminal activities such as spam, credit card fraud, ATM fraud, phishing, identity theft, denial of service, etc. They discuss in detail the weaknesses in the electronic banking sector.

Analysis and Interpretation Gener Wise Classification

Gender	No. of Respondents	Percentage
Male	49	49%
Female	51	51%
TOTAL	100	100%

Source: Primary data

The above table 1 shows Gender of the respondent. Out of 100 respondent 49% of the respondent were Male and 51% of the respondent were Female.

E-Banking Services Classification

E-Banking Services	No. of Respondent	Percentage
Fund transfer	12	12%
Online shopping	35	35%
Demat holdings	31	31%
Bill payment	15	15%
Mobile recharge	7	7%
TOTAL	100	100%

Source: Primary data

The above table 2 shows E-banking services of the respondent. Out of 100 respondent 12% of respondent were Fund transfer 35% of respondent were Online shopping 31% of the respondent were Demat holdings 15% of respondent were Bill payment 7% of the respondent were Mobile recharge.

Age Wise Classification

Age	No. of Respondent	Percentage
Below 30 years	33	33%
30 – 40 years	31	31%
40 – 50 years	34	34%
Above 50 years	2	2%
Total	100	100

Source : Primary data

The above table 3 shows Age of the respondent. Out of 100 respondent 33% of respondent were below 30 years 31% of the respondent were 30-40 years 34%.

Satisfaction Level Classification

Satisfaction Level	No. of Respondent	Percentage
Highly dissatisfied	10	10%
Dissatisfied	27	27%
Moderate	32	32%
Satisfied	25	25%
Highly satisfied	6	6%
Total	100	100

Source : Primary data

The above table 4 shows satisfaction level of the respondent. Out of 100 respondent 10% of respondent were Highly dissatisfied 27% of respondent were Dissatisfied 32% of respondent were Moderate 25% of the respondent were satisfied 6% of the respondent were Highly satisfied.

Statistical Tool

Gender of the responds E-Banking of the responds Crosstabulation							
Count							
		E-Banking of the responds					Total
		Bill payment	Demat holdings	Fund transfer	Mobile recharge	Online shopping	
Gender of the responds	Female	7	15	5	6	18	51
	Male	8	16	7	1	17	49
Total		15	31	12	7	35	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.994 ^a	4	.407
Likelihood Ratio	4.385	4	.356
N of Valid Cases	100		

Age and satisfaction level of the respondents Cross tabulation							
Count							
		satisfaction level of the respondents					Total
		Dissatisfied	Highly dissatisfied	Highly satisfied	Moderate	Satisfied	
Age of the respondents	30-40 ye	14	4	2	8	3	31
	40-50 ye	10	5	0	15	4	34
	Above 50	0	0	0	0	2	2
	Below 30	3	1	4	9	16	33
Total		27	10	6	32	25	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.245 ^a	12	.000
Likelihood Ratio	37.338	12	.000
N of Valid Cases	100		
a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .12.			
Statistical Tool Finding			

- Table 1 majority 51% of the respondents are Female.
- Table 2 majority 35% of the respondents are Online shopping.
- Table 3 majority 34% of the respondents are 40-50 years.
- Table 4 majority 32% of the respondents are moderate level.
- Table 5 Chi-Square test significant value is (.000) hypothesis value is less than(0.05) at 5% significant level therefore the null hypothesis is rejected .

Suggestion

- Design intuitive and simple interfaces for mobile apps and websites.
- Offer budgeting tools, savings plans, and spending insights.
- Notify users of offers and promotions based on their spending patterns.

II. CONCLUSION

The findings suggest that all types of electronic banking services quality has increased as a result. The majority of respondents agree with statement indicating that the efficiency of online banking services has increased. The electronic banking should provide their customer with as many opportunities as possible, enhancing their personal interaction with the e-banking services.

III. REFERENCE

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