

A Study on Customer Satisfaction towards Net Banking Service with reference to Tiruchirappalli City

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ABSTRACT

Internet Banking is the wave of the future, in India all banks need to be realized in the post-liberalization period and it is order to continue the viable and to deliver the top provisions to their consumers and they must to have the updated information in place. Irrespective of their proprietorship status and overall they will give the supreme importance to placement and the technical developments. The usages of ATMs is in the following terms: “online collection, plastic money, payment services, (electronic fund transfer, clearing services) document management systems, smartcards, branch networking and internet banking and also the other results of their creativity of industrial up gradation”. Using a descriptive study, the data’s are collected through primary data from 120 net banking users in Tiruchirappalli city. The respondents are selected using a simple random sampling. The result of the study found that availability of information on net banking, the significant to adopting and use of net banking by customers.

Keywords: Internet Banking, Post-Liberalization, Customers, Initiative, Electronic Fund Transfer, Technological Development and Smartcards.

I. INTRODUCTION

Virtual banking is furthermore known as (e-banking internet banking, or online banking).In this e- payment system the consumers of a bank (or) other financial institution to bearing the financial transactions through its websites. This online banking method is usually joined to the main banking system functioned through a bank and it is difference to the branches in banking which is the old system clients retrieved banking services. Banks are highly competing in a competitive environment to offer the quality concerned with services according to the customer hopes. The customer is the king. In extremely economical banking industry the Customer satisfaction has been measured as the principle of success in todays. To provide a better quality service is a major issue in the banking industry. Since the customer satisfaction regulates the success or failure of a business.

1.1 Growth of Net Banking in India

In the top10 economics India is worldwide with huge potential for the banking sector to develop. The term E-banking usage is to frequent in the report are highly impressive although the tone of the report is to suggest that RBI will be happier with the improved digitization of the transactions. The introduction of the E-banking services probably starts with HSBC bank. It introduces the ATM facility for t in India at first time (1987). Internet Banking was introduced in India (1996) by ICICI bank includes the summary 'infinity'. Although this electronic delivery networks are introduced through the new private banks and also the foreign banks to overcome their limitation of rare branches of late even the public sector banks are peaceful in this services. So these actions in this field are really got intensive through the past (8 to10 years). This drive on automation, computerization had lead for a witness on tremendous upsurge in transactions through ATMs and Internet Banking.

1.2 Most Preferred Net Banking in India

- ✓ Balance Enquiry
- ✓ View Account Statements
- ✓ Funds Transfer
- ✓ Payment of Utility Bills
- ✓ Quick Pay System
- ✓ Request for Demand Draft
- ✓ Request for Cheque Book
- ✓ Booking of Train/Flight/Movies
- ✓ TDS (Tax Deducted at Source) enquiry
- ✓ Demat/Share Trading Services

1.3 Objectives of the Study

In this current study is assumed by the next objects:

1. To learn the demographic profile of the net banking customers
2. To find the customers Satisfaction towards net banking
3. To analyze the customer satisfaction towards the facilities provided by the banks.

II. REVIEW OF LITERATURE

Dr. M. Abdul Hakeem and Y. Moydheen Sha (2015) detected that the specific age group had used this services the customer satisfaction is highly partial by responsiveness, Awareness and convenience for customers. In this current skill society most banking consumers prefers, switches to the e-banking services. Hence study concluded that the banker may increase the loyalty and services to the customers and also to increase the alertness of the other age groups and focused on the types of funding to the consumer fulfillment.

S.sujatha and N. Arumugam (2017) in their analyses the Customer satisfaction in Indian Banking Sector to vision it before presenting the different facilities, banks should take care of their customer's wants and needs. To serve the customers with educational backgrounds and various occupations, banks should adopt some methods and there is a joining among the satisfaction of the customers and also the act of banks. So it is mainly essential for the banks to study the customer satisfaction in a relationship marketing policy.

III. RESEARCH METHODOLOGY

. The main data was composed by the means of a survey. Questionnaires are prepared and customers of the banks at two branches were approached to fill up the questionnaires. Secondary Data is collected from the "related Journals, Magazines, Books, Research Reports and E-Resources, Websites regarding the net banking services and related research work carried out of this field".

3.1 Limitations of the Study

The following were the limitations faced by the researcher in this study.

1. The researcher for data collection is small, but it is selected by stratified random sampling method and it is sufficient to meet the requirements of statistical analysis. Therefore, results are valid in terms of precision of estimates and allowed their generalization to the universe for the study.
2. At the time of completing the questionnaires the researcher has faced some problems like unwillingness of the respondents in filling the questionnaire.

3.2 Analysis and Interpretation

Table 1
Demographic Summary of the Respondents

Particular	Classification	No. of Respondents N=120	Percentage
Gender	Male	78	65
	Female	42	35
Age	Below 30 years	61	51
	31 to 40 years	32	27
	41 to 50 years	17	14
	Above 50 years	10	08
	UG	63	52
	PG	35	29
	Diploma	08	07
	Professional Degree	14	12
Occupational Status	Business	30	25
	Govt. Employee	27	22
	Private Employee	45	38
	Professional	18	15
Family Monthly Income	Below Rs. 20,000	27	22
	Rs. 20,000 - 30,000	38	32
	Rs. 30,001 - 40,000	22	18
	Rs. 40,001 - 50,000	19	16
	Above Rs. 50,000	14	12

Source: Primary Data

In the Table No. 1 shows the Demographic summary of the respondents, 65% of respondents are male, as regards is 51% are in below 30 years category, as regards educational qualification 52% are under graduates, 38% of the respondents are Private employees, 32% of them earning less than Rs. 20,000 - 30,000 as monthly income.

Table No. 2
Distribution of sample respondents NET Banking Service

Particular	Classification	No. of Respondents N=120	Percentage
Name of the Banks	State Bank of India	68	57
	Punjab National Bank	16	13
	Indian Overseas Banks	24	20
	Canara Bank	12	10
Type of Account	Saving Account	87	73
	Current Account	33	27
Satisfied with the Net Banking Service	Yes	109	91
	No	11	09

Source: Primary Data

Table No. 2 Indicate the net banking service of the respondents that 57% of the respondents preferred State Bank of India, as regards type of account 73% having saving account and the common of the respondents are 91% fulfilled with net banking service.

Table 3
Factors influenced to us of Net Banking Service

Sl. No.	Net Banking Service	Mean	Rank
1	Reliability	3.56	2
2	24x7 Service	3.18	1
3	Easy Access	4.63	5
4	Convenience	4.05	3
5	Security of Transactions	4.27	4

Source: Primary Data

In above table it explains that exists an important difference towards purpose of the availing net banking service in customers. It can likewise be originate that the high ranking factor is “24x7 Services” having a mean rank 3.18 charted by Reliability (3.56), Convenience (4.05), Security of Transactions (4.27) and Easy Access (4.63).

Hence, it is concluded that the first three ranks to 24x7 Service, Reliability and Convenience there are the three major factors influencing the use of net banking service.

IV. SUGGESTIONS

It is noted from the field survey that Fund transfer through NEFT/RTGS is working only in bank working hours. So that, it takes more time to credit the amount in the beneficiary account. The banks must launch a strong network system to disturb the net banking services. It must conserve a specific unit for net banking service to see their customer wants and to serve them well. This banking system must have to increase the beliefs and fulfillment level of account holders in security system of net banking service. The bankers would clarify all the outlines and its advantages and disadvantages to their customers.

V. CONCLUSION

Now-a-days in the scenario of technological advancements, net banking and Indian consumer are directly related and dependent to each other. Online Banking services are an important means to satisfy the most of the consumer’s needs. Government of India encourages people to move towards Cashless

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Economy. Most of the users are satisfied with the recent innovation in the Net Banking service. If the necessary efforts are taken to maintain the services and to attract the new users by various promotional activities, the needs for net banking will certainly increase in future and there will be the possibility for new competitions to enter into the banking market.

VI. REFERENCES

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