

CUSTOMER SATISFACTION TOWARDS ONLINE BANKING SERVICE QUALITY OF SBI

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ABSTRACT

Net banking refers to the electronic payment system which helps the customer of any particular bank or financial institution for conducting financial transactions through the help of internet. Nowadays Net banking is grown rapidly. Specifically after the covid period importance of online transactions are become more popular. As net banking has benefits like time saving, easily accessible, removes the geographical barrier etc. makes it popular in customers. Through the net banking person can avail many services like fund transfer, verification of account balance, utility bill payment, online ticket booking and many other services. This study mainly focuses on customers' satisfaction towards the net banking system and popularity of net banking.

Keywords: Net banking, Customer service, SBI

INTRODUCTION

Online banking, also known as internet banking or web banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. The online banking system will typically connect to or be part of the core banking system operated by a bank and is in contrast to branch banking which was the traditional way customers accessed banking services.

Some banks operate as a "direct bank" or "virtual bank", where they rely completely on internet banking. Internet banking software provides personal and corporate banking services offering features such as viewing account balances, obtaining statements, checking recent transactions, transferring money between accounts, and making payments.

ATTRIBUTES OF NET BANKING:

- Reliable
- Transactions can be perform easily and rapidly
- Records of transaction

SERVICES AVAILABLE THROUGH NET BANKING:

- Verify account balance and check bank statement
- IMPS, NEFT and RTGS fund transfer
- Manage FD and Deposits
- Request for issuance of cheque book.
- Set up or cancel automatic payments

LITERATURE REVIEW

Akram Jalal, Jassim Marzooq, Hassan A. Nabi (2011): The purpose of this research paper is to explore the Impact of selected factors on the customers' intention to use internet banking in Bahrain. Design; This research based on an empirical study using a questionnaire 171 responses. Findings; Results indicate that all the elements for the three identified factors are important with respect to the users' adoption of e-banking services. Credibility factors are the major sources of dissatisfaction, which have remarkably impacted users' satisfaction. In the meantime, perceived ease of use and perceived usefulness are sources of satisfaction. The results also disclose that security and privacy factors play an important part in determining the users' acceptance of e-banking services.

Rahmath Safeena, Dr. Abdullah Kammani, Hema Date (2010): Information technology is considered as the key driver for the changes taking place around the world. Internet banking is the latest and most innovative service offered by the banks. The transformation from the traditional banking to e-banking has been a 'leap' change. The evolution of e-banking started from the use of Automatic Teller Machines and telephone banking, direct bill payment, electronic fund transfer and the revolutionary online banking. This study determines the consumer's perspective on internet banking adoption.

S.Vigneshwari, S.Rajagopalan (2018): The banking sector has been emerging over decades as a highly vibrant and dynamic sector in Indian Economy. The technological innovation and rapid growth in information technology result in simplified financial transactions over the Internet. The objective of the study is to find out the customer satisfaction relating to Online Banking services. The study was analyzed with 350 samples. Percentage analysis and Chi-square were the statistical tools used. The conclusion is that the online banking provides more convenience and flexibility to the customers.

Dr. Krishna Mohan Vaddadi (2018): A fundamental understanding of factors causing customer satisfaction in online banking has attained greater prominence more and more banks compete to offer superior services to their clients making it imperative for banks to align their strategies in response to changing customer's needs and technology. Design– A survey research questionnaire of 24 items has been adopted, and the data of 200 respondents were collected from customers using online banking service in Visakhapatnam city. Findings–To achieve the objective reliability test, correlation test was conducted. The reliability analysis shows that all dimensions are reliable.

Siew-Phaik Loke, Norlida Mohd Noor, Khalizani Khalid (2012): The purpose of this paper is to determine the factors influencing customer satisfaction towards Internet banking services. A total of 172 online banking users from a local commercial bank in Malaysia participated in this study. Using hierarchical multiple regression analysis, we controlled the variables of age, income and education levels, and found that; staff supports and knowledge; web security and trust were significant predictors for the customer satisfaction towards Internet banking services. It is hoped that findings from the study provide greater insights to bank managers as what affects the users' satisfaction towards online banking so that resources can be utilized more efficiently in any improvement efforts.

Sowmya K, Dr Yathish Kumar (2015): This study was conducted to know the perception level of the customers towards E-Banking services. Nowadays majority of the customers are using electronic modes to do their banking transactions. EBanking concept is a gift to the banking field. This concept was very successful in the banking era. Customers prefer e-banking due to the factor of convenience, accuracy, tangibility, reliability, customer loyalty and availability. This study was undertaken in Mangalore area. The total sample size chosen for the study is 80 and convenience sampling technique has been used to derive the number of population.

SCOPE OF STUDY

The scope of this study is based on only one bank: State Bank of India (SBI).

OBJECTIVES OF STUDY

The objectives of the study are as follows;

- To know the concept of E-banking.
- To know the customer satisfaction level provided by State Bank of India through online banking services.
- To identify the problems faced by customers when banking online.
- To study the factors which affect the satisfaction level of the customers.
- To put forward few recommendations in order to improve the customer satisfaction for continuous usage of online banking services.

RESEARCH METHODOLOGY

Research design: Speed, reliability, the procedures for applying to internet banking services, timing taken by the banks to provide solution and the cost involved in E-banking are the research variables of this study.

Source of Data: The data is collected mainly through the primary & Secondary data hence the sources are mainly

the customers availing online banking services of SBI Bank.

Sample Size: Total Sample size was 263 for study.

Sampling technique: Google form was circulated to the different group of people. Google form consist of structured questionnaire for satisfying the objective of study.

DATA ANALYSIS AND INTERPRETATION

Table 1 Anova

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Gender	Between Groups	4.408	3	1.469	8.568	.000
	Within Groups	44.588	260	.171		
	Total	48.996	263			
Marital Status	Between Groups	28.268	3	9.423	69.299	.000
	Within Groups	35.353	260	.136		
	Total	63.621	263			
Educational Status	Between Groups	.800	3	.267	.769	.512
	Within Groups	90.196	260	.347		
	Total	90.996	263			

Interpretation

Gender stands for the sum of squares is 44.996 and the df is 263 while marital status stands the sum of square is 63.621 and the df is 263. In educational status stand sum of square is 90.996 and the df is 263.

Table 2 One-Sample Test

One-Sample Test

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Gender	46.913	263	.000	1.246	1.19	1.30
Marital Status	45.298	263	.000	1.371	1.31	1.43

Interpretation

The above graph says that the 95% Confidence Interval of the Difference while gender lower amount is 1.19 and the higher amount is 1.30. while in Marital status the lower amount is 1.31 and the higher amount is 1.43.

Table 3 Annual Charge

Annual Charge (fee) taken by bank for providing internet banking service is

	Frequency	Percent	Valid Percent	Cumulative Percent
Very high	25	9.5	9.5	9.5
High	58	22.0	22.0	31.4
Neutral	122	46.2	46.2	77.7
Low	39	14.8	14.8	92.4
Very Low	20	7.6	7.6	100.0
Total	264	100.0	100.0	

Interpretation

The above graph says that the frequency of vey high is 25 and the percent is 9.5%. and the high says that frequency is 58 and the percent is 22%. Neutral stands for frequency is about 122 and the percent is 46.3%. while low gets its frequency is 39 and the percent is 14.8% . at last the very low gets the frequency is 20 and the percent is 7.7%.

Table 4. Time taken by bank to provide e-banking
Time taken by bank to provide e-banking service after applying for it

	Frequency	Percent	Valid Percent	Cumulative Percent
Too much time	15	5.7	5.7	5.7
More time	58	22.0	22.0	27.7
Neutral	95	36.0	36.0	63.6
Less time	73	27.7	27.7	91.3
Very less time	23	8.7	8.7	100.0
Total	264	100.0	100.0	

Interpretation

The above graph says that the too much time taken frequency is 15 and the percent is 5.7%. after that the more time consist of frequency is 58 and percent 22%. As we go further neutral takes frequency 95 and percent taken is 36%. So in less time we can see that the frequency is 73 and the percent is 27.7%. after that at last we can see the very less time frequency is 23 and the percent is 8.7%.

Table 5 Using Internet banking
Using Internet banking is...

	Frequency	Percent	Valid Percent	Cumulative Percent
Very reliabe	58	22.0	22.0	22.0
Reliable	145	54.9	54.9	76.9
Neutral	54	20.5	20.5	97.3
Unreliable	6	2.3	2.3	99.6
Very Unreliable	1	.4	.4	100.0
Total	264	100.0	100.0	

Interpretation

The above graph says that the frequency and percent if very reliable is 58 & 22%. From the another view we can see that reliable takes the frequency is 145 and the percent takes 54.9%. neutral takes 54 frequency and the percent is 20.5% and when we can see on unreliable takes 6 in frequency and 2.3%. at last we can see unreliable that takes 1 in frequency and 0.4% in percent.

FINDINGS

From the survey, the respondents were mainly the students. Also the employed and the businessman were high in number compared to farmers and those falling under other category. A highest percentage of respondents (74.9%) find using the gender easy. Find it neutral and only 2.5% of the respondents find it very difficult. 85% of the respondents find the wordings in internet banking services neutral to very easy while the other 15% find it difficult or very difficult. Out of 263 respondents, 37 respondents strongly agree/agree that access to internet banking services is easy, 50 respondents are neutral and 163 respondents 9 respondents disagree 4 strongly disagree to the easiness of access to internet banking services. 40.7% of the respondents believe that internet banking makes transactions fast while the rest of them are either neutral or disagree with the internet baking making transaction fast.

CONCLUSION

The internet banking has been sizzling in India. The growth in recent year attracts many banks to internet services, the competition resulted into benefit to the customers. Through the net banking person can avail many services like fund transfer, verification of account balance, utility bill payment, online ticket booking and many other services

Majority of customers using internet banking are from service class, businessmen and the students. SBI is one of the banks in India which provide internet banking services so in majority of quality dimensions it scores more than the other banks in India.

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