A Study on Customer Satisfaction towards E-Banking Services Offered by State Bank of India

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ABSTRACT-

In banking industry, E-banking services are the new way of business in the digital economy and it enhances the competitiveness in the banking sector. But it does not mean that new technology is always advantages, it also incurs many security issues and causes difficulty to access for certain group of customers in using the E-Banking services and it is the time to address the challenges. The main objective of this study is to analyse the awareness and usage of internet banking among the account holders of SBI bank in Chennai region. The survey conducted among the account holders of SBI bank are majorly belong to business and trading firms. Totally 80 samples were collected using questionnaire method and used convenience sampling method for data collection. The various tools used in the study were Chi-Square, Correlation and Kruskal wallis test. Thus the major suggestions given was cyber security, kiosk, awareness programmes on e-banking and Trainings for the customer engagement will help to serve the customer in a better way.

Keywords: Customers, E-Banking, Internet, Banking.

I.INTRODUCTION

Electronic banking also known as E-banking, is a service that allows Customers to access their bank information, conduct financial transactions, make deposits, withdrawals and pay bills through the internet without having to physically visit their bank. It provides the convenience of accessing banking facilities from the comfort of their home or office. An efficient back ground operation can be conducted only when it is integrated by an electronic system. Customers get satisfied with the banking system when it provides them maximum convenience and comfort while transacting with the internet enabled electronic system facilitate the operation to fetch these results. E-banking is a highly profitable channel for financial institutions. There is no need for standing in long queues any more for making a deposit or getting a withdrawal. Banking has turned
into a 24/7 service with the bank always available to their Customers. Electronic banking also makes it easier for Customers to compare banks services and products, can increase competition among banks and allows banks to penetrate new markets and thus expand their geographical reach.

II. OBJECTIVES

1. To find out the advantages of E-banking services
2. To analyze the reasons for customers preferring E – banking services.
3. To give valuable suggestions to improves the quality of E-banking services.

III. NEED OF THE STUDY

This study is needed to find out the E-banking services of SBI and its importance to customer as well as to bank. In recent days, people are depending more on technology, because of advanced technological up-gradation many banks even used robots in their banking activities. Through internet banking, any inquiry or transaction is processed without any reference to the branch at any time, providing internet banking is increasingly becoming a “need to have” than a “nice to have” service. The net banking increases the speed of response to customer requirements it will lead to greater customer satisfaction in handling a larger number of transactions.

IV. REVIEW OF LITERATURE


   This paper is an attempt to explore the various levels of internet banking services provided by banks using the secondary data. It also compares the traditional banking systems with net banking. It lists out the various advantages of internet banking and the successful security measures adopted by different banks for secured banking transactions. It also analyses how E-banking can be useful for banking industry during this global financial.

2. Bernadette D. Silva et al., (2010),

   This paper conducted an Analysis for internet banking that the bank corporate to understand that there are certain Parameters in e-banking which are affected by the demographic status like Gender, Income level and Educational Qualification etc., for opening internet bank account. Bank operations through internet can attract longer customer and it will enhance the brand image of banks for usage of sophisticated technology.
V. STATISTICAL TOOLS USED FOR ANALYSIS:

- Chi square
- Correlation
- Kruskal Wallis

All the above tools were used for the Analysis using SPSS based on the results few suggestions were given.

1. CHI-SQUARE

- **NULL HYPOTHESIS (H0):** There is no significance difference between E-payment systems saves the time and money and they are better than cash.
- **ALTERNATIVE HYPOTHESIS (H1):** There is some significance difference between E-payment systems saves the time and money and they are better than cash.

![Chi-Square Tests Table]

**INTERPRETATION:**

Here P<0.05, therefore null hypothesis is rejected and it shows that statistically significant which implies that there is a significant relationship between E-payment systems saves the time and money and they are better than cash.
2. KRUSKAL WALLIS TEST

- **NULL HYPOTHESIS (H0):** There is no significance difference customers using online transactions and the reasons for if not using.

- **ALTERNATIVE HYPOTHESIS (H1):** There is some significance difference between customers using online transactions and the reasons for if not using.

![Test Statistics](image)

**INTERPRETATION:**

Here P>0.05, therefore the null hypothesis (H0) is accepted, which shows that there is no significant difference between customers using online transactions and the reasons for if not using.

3. COORRELATION TEST

**NULL HYPOTHESIS (H0):** There is no significance difference between online banking gives access for 24/7 and types of services customer prefer most.

**ALTERNATIVE HYPOTHESIS (H1):** There is some significance difference between online banking gives access for 24/7 and types of services customer prefer most.
INTERPRETATION:

Here $P>0.05$, therefore the null hypothesis is accepted, which shows that there is no significance difference between online banking gives access for 24/7 and types of services customer prefer most.

VI. FINDINGS OF THE STUDY

1. From the chi square the calculated value is less than the table value, so null hypothesis is rejected and it shows that statistically significant which implies that there is a significant relationship between E-payment systems saves the time and money and they are better than cash.

2. From Kruskal Wallis the calculated value is greater than the table value, so the null hypothesis ($H_0$) is accepted, which shows that there is no significant difference between customers using online transactions and the reasons for if not using.

3. From the correlation test the calculated value is greater than the table value, so the null hypothesis is accepted, which shows that there is no significance difference between online banking gives access for 24/7 and types of services customer prefer most.

VII. SUGGESTIONS

- Bank should educate the senior citizens regarding the use and services of internet banking.
- Bank can also include demo video on their website describing the procedures of various internet banking services and use chat bot facility in all regional language to make
better customer usage.

- Adequate number of cash depository machines should be fixed in proper locations and help kiosks to help the customers.
- If any trouble causes by using internet banking like losing money bank can take immediate actions.
- Bank should ensure security while transferring huge amount through e banking.

VIII. CONCLUSION

A sample of 80 was collected were, convenience sampling was used to analyze the data as tools. Internet banking has facilitated customer in many aspects like time saving, less efforts, ease in doing transaction. The difference in service quality arise mainly because of skilled human resource and culture of bank. SBI is also coming with new innovative ideas to satisfy customers. SBI electronic banking services is most convenient and it is trust worthy. The respondents are all neutral about the services rendered by SBI in the E-banking services. It should also develop the quality of service. The awareness about the online banking in SBI will promote it to the next level.

REFERENCES