

Customer Satisfaction on Internet Banking Services of State Bank of India, Town Branch, Krishnagiri, Tamilnadu

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Abstract:

In the recent trend, the banking industry worldwide is undergoing rapid transformation. The deepest Information technology facilitates better tracking and fulfillment of commitments, multiple delivery channels for redressing the grievances of customers and enhances the customer satisfaction on their banking services. In India, besides, the wave of relaxation increased in the early 1990s Competitiveness and greater losses to banks and financial intermediaries. Internet banking has many advantages over others Traditional banking delivery methods. Internet banking provides banks with increased customer base, cost savings, and mass Customization, product innovation, better marketing and communication, the ability to develop non-core businesses and ability to provide services regardless of geography and time constraints. With the development of new technology, internet banking is going to be the main banking method for customers. Internet banking reduces costs by offering customers another one tools to access their accounts without physically visiting the bank. Today, consumers expect the highest quality services from banks if this is fulfilled, customer satisfaction levels will improve significantly. This detailed research study will focus mainly on researching customer satisfaction on State Bank of India's internet banking services in Krishnagiri. The data were collected using questionnaires from 100 Account holders. Appropriate statistical tools were used to find the level of customer satisfaction on Internet Banking Services of State Bank of India, Kishnagiri.

Key Words: Customer Satisfaction, Internet Banking Services,

1. INTRODUCTION

In the world of banking, development of information technology has an enormous impact on further development, flexible payment methods and high-user friendly banking Services.

The SBI facilitates its customer to access the banking accounts in their home itself by using the wide range of internet services with the help of internet banking.. Daniel (1999) defines electronic banking distributing information and services to customers through banks Via PC and smart phones. The SBI also provides internet banking facilities on Instant bill payments, online fund transfers (RTGS / NEFT/ IMPS), Request for top-up for lost cards, balance checks, pre-paid mobile recharges, etc., thereby eliminating geographical and time constraints with minimum costs.

Every client who opt for the internet banking services, the SBI will provide a high secured login credentials were he/she can use internet banking services of SBI at anywhere and also at anytime (i.e. on 24 x 7 basis). It helps the clients to save their precious time to access the banking services instead of traditional branch banking.

2. REVIEW OF LITERATURE

Ashima Tandon, Manisha Goel and Sunita Bishnoi (2016), In their study Internet banking is considered as gate way, which has grown as a rapid recognition from its users. With the help of internet banking the customers can access to a number of services at one mouse click. The study was based on 450 responses and the clients are surveyed in Delhi and National Capital Region. To understand consumer awareness of the Internet Banking and respondents are selected from the public, Private and foreign sector banks. To achieve goals Questionnaire study with a five point Likert scale it covers various aspects of internet banking the design and random sampling method was followed Collect responses. The results of the study indicate that the level of consumer awareness in the private sector is high and foreign sector banks compared to the public sector Banks. Public sector banks need to focus on their work to make war with private and foreign sector banks.

Pallavi Mehta (2015), revealed something new in their study drive channels used to provide banking services. The banking industry will grow exponentially in the future by increasing productivity and gaining new customers. The paper attempted to find the consumer frequency variance and their level of satisfaction with online banking Services provided by public and private banks in Udaipur.

Elangovan and Sabita (2011), in their empirical study found that there was no significant difference in level customer satisfaction of respondents of different ages, education and occupation except income.

Dharmalingam et al., (2011) cited all services Quality characteristics are positively and also significantly correlated with the customer Satisfaction.

Gopalakrishnan et al., (2011) determined that there is a direct positive impact on service quality and customer satisfaction towards retention of customers

Kumbhar (2011) examined the relationship between service Quality and customer satisfaction and satisfaction on Internet banking service provided by public and private Sector Banks in India. Using a stratified judgment model, a sample of 190 users was obtained. Kruskal-Wallis, Chi Square tests, Spearman's rho non-parametric correlation and Mann-Whitney U test was done. The results revealed that the Employees, businessmen and most of the professionals using the internet banking services are satisfied. Correlation test indicates that all measurements are significantly related to overall customer satisfaction. The Mann-Whitney U Test suggested that the Private sector banks offer better quality of Internet banking services more than public sector banks.

JK Misra And Jain M. (2007) handled the two-stage factor analysis to find different aspects of customer satisfaction in national and private sector banks. The study analyzes ten items and five dimensions for customer satisfaction on national and private sector banks respectively.

Akinsey et al. (2004) conducted a study to improve understanding and accepting customer attitudes on Internet banking services among advanced users. A Population, attitude and behavioral trait of Internet banking customers and non-customers examined. The results of the study revealed a significant difference between population profiles and attitude users and non-users of internet banking services.

3. NEED AND OBJECTIVES OF THE STUDY

Technology plays a key role in improving quality Services provided by business units. In India, most of the bank account holders are slowly but constantly swapping towards the internet banking from the traditional banking system. But they are also concerned about security and privacy hiccups in Internet Banking (Malhotra and Singh, 2009). In the internet banking, always trust plays a very important role. It is almost impossible to analyze confidence in the context of Electronic commerce due to complexity and risk. This article is an attempt to find out the level Customer satisfaction on internet banking services with special reference to SBI Bank, Town Branch, Krishnagiri. There are many forms of the E-Banking System like Internet Banking, Automated Teller Machine (ATM), Tele Banking, smart card; debit card, e-checks, etc. since only internet banking will be considered.

Objectives of the study:

1. To study the level of awareness among the customers on internet banking services of SBI in Krishnagiri
2. To study the key factors influences on using the internet banking Services of SBI in Krishnagiri

3. Knowing the level of customer satisfaction on Internet Banking Services of SBI in Krishnagiri

4. FORMULATION OF HYPOTHESIS

1. There is no significant relationship between client's educational qualification and level customer satisfaction using internet banking.
2. There is no significant relationship between client's profession and level of satisfaction on internet banking services.
3. There is no considerable relationship between the occupation of the respondents and frequent use of internet services, purpose of using internet banking and benefit from internet banking services.

5. RESEARCH METHODOLOGY

The present study adopts an analytical and descriptive research design. The data is collected through self administered questionnaire collected from the customers of the SBI -Town Branch Krishnagiri. Chi-square and regression analysis are used as a statistical tool to analysis and interpret the results.

Time period of the study:

The study was conducted from the SBI, Town Branch, and Krishnagiri from December 2019 to January 2020

Tools used for the study:

The statistical tool used for testing the hypothesis is Chi- square and Regression analysis.

Sources of Data

This study comprises on primary and secondary data. Primary data is collected using questionnaire and the secondary data is collected from websites and journals.

Sample size and sampling technique:

From the SBI Town Branch, Krishnagiri, 100 respondents were selected for the study by using the convenient random sampling technique.

6. ANALYSIS AND INTERPRETATION

1. Chi-square Analysis:

- a. **Null Hypothesis:** There is no major correlation between the educational qualification of the respondents and the level of satisfaction of the customers using the internet banking services

Table 1: Chi-square analysis between Educational qualification and the level of satisfaction

Factor	Value	Df	Significant t value
	0.007	9	0.05

In table 1 chi-square test is done between the educational qualifications of the clients using internet banking with their level of satisfaction. From the scrutiny it is concluded that the calculated value 0.007 is less than the significant value at 0.05 levels. Therefore the null hypothesis is rejected and concluded that there is a major relationship between educational qualification and the level of satisfaction.

b. **Null Hypothesis:** There is no considerable relationship between the profession of the respondents and the level of satisfaction of the customers using internet banking.

Table 2: Chi-Square analysis between profession and the level of satisfaction

Factor	Value	Df	Significant value
	0.005	9	0.05

In table 2 chi-square analysis is done between the professions of the customers using internet banking with their level of satisfaction. From the analysis it is concluded that calculated value 0.005 is less than the significant value at 0.05 levels. Therefore the null hypothesis is rejected and concluded that there is a momentous correlation between profession and the level of satisfaction.

2. Regression Analysis

Null Hypothesis: There is no association between profession of the respondents and frequent usage of internet services, reason account with internet, intention of using internet service, benefit from internet service

Model	Un standardized Coefficients		Standardized	t-value	Significant value	
	B	Std. Error	Beta			
1	(Constant)	1.547	.424		3.646	.000
	Frequent use of internet services	.039	.081	.049	.485	.629

Reason account with internet	.166	.085	.197	1.958	.053
Main purpose of using internet service	.028	.079	.036	.352	.726
Benefit from internet Services	.049	.096	.052	.512	.610
Dependent Variable: Occupation					
Independent Variable: often use internet services, reason account with internet, main purpose of using internet service and benefit from internet services					
Multiple R: .211					
R square: .045					
Adjusted R square: .004					
F statistics (1.106) : .358					

*Significant at 5% level

Thus the linear equation is formed as : $Y = a + b x; a + bX_1 + bX_2 + bX_3$

R square value (0.045) point toward the sum of variability elucidated by the independent variable for 4.5 percentage of variation in the dependent variable and the remaining 95.5 percent is by several other unknown variables and quandary is not taken into account. The value of f (1.106)=0.358(p<0.05) indicates that the replica is statistically significant at 5 percent level of and ensure the regression fit. P=0.000.(p<0.05) reveals that there is a statistically noteworthy variation between the variables.

7. FINDINGS

1. There is a direct relationship between educational qualification and the level of satisfaction.
2. There is a core relationship between occupation and the level of satisfaction.
3. There is a vital relationship between occupation of the respondents and often use internet services, reason account with internet, purpose of using internet service, benefit from internet service.

8. SUGGESTIONS

1. Banks may conduct some awareness programs on the internet facility provided to consumers and other general public.
2. Banks can be seen to protect data and protect the privacy of customers using internet banking.
3. Banks can open special grievance cells to address issues faced by consumers in using internet banking.

9. CONCLUSION

There are cases of customers not using internet banking services, all facilities are at their disposal, and technology is not the biggest problem. The first thing all banks need to worry about is the need for awareness. Although these individuals are inclined towards manual banking, they may turn to potential customers, which are a well-proven fact, as it affects the behavior of the person around them or the environment in the Indian environment influencing the behavior and decisions of the person. So if the customer sees his colleagues or friends around him using internet banking it will affect his decision to follow the internet banking option.

This research paper aims to make a real contribution to current knowledge by researching the impact of internet banking service quality on customer satisfaction at SBI Branch, Krishnagiri. The study revealed that there is an important relationship between educational qualification and professional satisfaction level. The study revealed that there is an important relationship between the respondents' occupation and the use of Internet services, the season account with the Internet, the purpose of using the internet and the benefit of using the Internet banking services of SBI in Krishnagiri Town Branch.

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