

Customer Perception towards E-Banking Services: A Study with Reference to SBI Bank, Mandya City

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Abstract: Electronic banking is the series of technological wonders in the recent past involving use of Internet for delivery of banking products & services. E-Banking is changing the banking industry and is having the major effects on banking relationships. E banking denotes the provision of banking related service through extensive use of information technology without direct resource to the bank by the customer. E-Banking provides various e- channels for using banking services like ATMs, credit cards, debit cards, internet banking, mobile banking, electronic fund transfer (EFT), electronic clearing system etc. The main objective of this research paper includes to understand the theoretical frame work and concept of E-banking services and to highlight the demographic profile of the customers and assess the motivational factors of customers influencing to adoption of E-banking services and also to analyze the satisfaction level of customers regarding e-banking services provided by SBI Bank, Mandya city.

Keywords: Customer Satisfaction, Debit Card, Demographic Profile, Electronic Banking, Information Technology.

1. Introduction

Online banking, also known as internet banking, web banking or home 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 to provide customers access to banking services in place of traditional branch banking. Online banking significantly reduces the banks' operating cost by reducing reliance on a branch network, and offers greater convenience to customers in time saving in coming to a branch and the convenience of being able to perform banking transactions even when branches are closed. Internet banking 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. Electronic banking is the series of technological wonders in the

recent past involving use of Internet for delivery of banking products & services. E-Banking is changing the banking industry and is having the major effects on banking relationships. Banking is now no longer confined to the branches were one has to approach the branch in person, to withdraw cash or deposit a cheque or request a statement of accounts. In true E-Banking, any inquiry or transaction is processed online without any reference to the branch (anywhere banking) at any time. Providing E-Banking is increasingly becoming a "need to have" than a "nice to have" service. The net banking, thus, now is more of a norm rather than an exception in many developed countries due to the fact that it is the cheapest way of providing banking services.

E-Banking refers to the use of the Internet as a remote delivery channel for banking services. Such services include traditional ones, such as opening a deposit account or transferring funds among different accounts, and new banking services, such as electronic bill presentment and payment. E-Banking is one of the medium of delivery of banking services and as a strategic tool for business development. It has gained wide acceptance internationally and is fast catching up in India with more and more banks entering the fray. India can be said to be on the threshold of a major banking revolution with net banking having already been unveiled.

2. Review of Literature

Priyanka Pandey, Sureshramana Mayya, H. G. Joshi (2015) have determined that banks are trying to acquire expected number of customer and to retain them but somewhere it not works. For success of new banking technology, adoption plays a vital role and it is important to know perception about internet banking adoption among customers and investigate customers' perception about internet banking adoption and useful to find out perceptual factors about internet banking adoption and may help banks to improve their strategies to acquire more customers.

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- Veena K.P, Suheel (2016) have studied that to understand the theoretical framework and concept of E-banking services provided by the bank and highlight the demographic profile of the customers of Bank, assess the motivational factors towards adoption of E-banking services and analyze the satisfaction level of customers regarding e-banking Services.
- Aneesha K. Shaji Ajith P. Mathews (2020) have defined that to examine the extent of awareness of electronic banking services and to evaluate the satisfaction of rural women with electronic banking services and to identify the problems faced while using E-banking services by rural women.
- Jyotsna Sharma, Jagdeep Singh, Amandeep Singh (2020) have examined that to measure the impact of E-banking service quality on customer satisfaction. Service quality aims to serve the customers in a better way such that customer need is satisfied besides customer to attain complete satisfaction while using a particular service.
- M. Karthikeyan and Dr. V. Ganapathi Sankara Krishnan (2021) have studied that the awareness level of the customers regarding various E-Banking Services and to identify with the problems faced by the customers while using E-Banking services and to measure the customer's satisfaction level towards online banking services and suggest some effective measures to strengthen the online banking services rendered by Axis Bank.

3. Objectives of the Study

- To understand the theoretical framework and concept of E-banking services provided by the bank.
- To analyze the satisfaction level of customers regarding e-banking Services in SBI bank, Mandya city.

4. Research Methodology

The data required for the present study has been collected from both primary and secondary sources. The primary data was collected from customers of SBI Bank situated in Mandya city. A questionnaire was constructed for collecting primary data from customers of SBI Bank. A sample of 50 including both male and female was considered at random. The method of sampling used is systematic random sampling. The

secondary data was collected from related research publications in books, journals and periodicals and also collect information on website to develop theoretical background of customer satisfaction towards E- banking services and its challenges. The analysis of data is done using percentage and quantitative method for tabulations and represents the data using graphical methods.

5. Analysis and Interpretation

Table 1
Demographic Profile of the Respondent

| S. no. | Particulars | Frequency | Percentage |
|--------|---------------------------|-----------|------------|
| 1. | Age | | |
| | Below 25 years | 11 | 22.00 |
| | Between 25 to 40 years | 30 | 60.00 |
| | Above 40 years | 9 | 18.00 |
| 2. | Gender | | |
| | Male | 28 | 56.00 |
| | Female | 22 | 44.00 |
| 3. | Educational qualification | | |
| | Post graduate | 26 | 52.00 |
| | Graduate | 18 | 36.00 |
| | Matriculation | 6 | 12.00 |
| 4. | Occupation | | |
| | Private employee | 12 | 24.00 |
| | Government employee | 18 | 36.00 |
| | Self employed | 11 | 22.00 |
| | Professional | 9 | 18.00 |
| 5. | Income level | | |
| | Below Rs.15000 | 10 | 20.00 |
| | Rs.15000 to Rs.25000 | 20 | 40.00 |
| | Rs.25000 to Rs.35000 | 11 | 22.00 |
| | Rs.35000 above | 9 | 18.00 |

Table No. 1 represents the demographic profile of respondent. 28 male respondents and 22 female respondents are using E – banking it represents that compared to female respondents, highest number of male respondents they are adopting E- banking services. Based on age pattern of respondents majority of 11 respondents are below 25 years and 30 respondents are between 25 to 40 years, 9 respondents are above 40 years has followed traditional banking practices and Educational qualification of the respondents 14 respondents belongs to post graduates and 26 respondents belongs to graduates and 10 respondents belongs to matriculation. The higher number of graduates respondents have adopted E-banking facilities compared graduated respondents. In the context of occupation of the respondents majority 18 respondents are belongs to Government employee, 18 respondents are belongs to Private employee, 11 respondents are belongs to self-employed and 9 respondents are belongs to

Table 2
Motivational factors to adopt E- Banking Services

| Sl. No. | Particulars | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---------|-------------------------|----------------|---------------|---------------|---------------|-------------------|
| 1. | 24/7 access | 48 (96.00) | 2 (4.00) | 00 (00.00) | 00 (00.00) | 00 (00.00) |
| 2. | Innovative services | 35 (70.00) | 15 (30.00) | 00 (00.00) | 00 (00.00) | 00 (00.00) |
| 3. | Adoption cost | 12 (24.00) | 22 (44.00) | 08 (16.00) | 04 (08.00) | 04 (08.00) |
| 4. | Quick ATM services | 24 (48.00) | 26 (52.00) | 00 (00.00) | 00 (00.00) | 00 (00.00) |
| 5. | Security of transaction | 26 (52.00) | 16 (32.00) | 04 (08.00) | 02 (04.00) | 02 (04.00) |

professionals Majority 20 respondents or customers income level of between 15000 to 25000 this group of customers they access more E-banking services.

Table No.2 shows the motivational factor of customers to adopt E-banking services. 96 per cent respondents strongly agreed that bank is providing 24/7 hours access, is one of the motivational factors of customer to adopt e-banking services. Around 70.00 per cent and 30.00 percent of the respondents were strongly agreed and agreed with bank provide innovative e-banking services and security of transactions. Around 44.00 per cent of the respondents were agreed to e-banking adoption cost is less compared to the traditional banking services and 52.00 per cent of the respondents were agreed with bank provide quick ATM services and 52.00 per cent of the respondents were strongly agreed with Security of transaction. To conclude, above motivational factors are influenced to adopt

strongly agreed that bank provides innovative services.

- Around 52.00 per cent of the respondents were agreed and strongly agreed that bank provides Quick ATM services and Security of transaction.
- Around 80.00 per cent of the respondents were strongly agreed that bank provides Bills Payment services.
- Around 80.00 per cent of the respondents were strongly agreed that bank provides fund transfer services.
- Around 52.00 per cent of the respondents were agreed that bank provides other value added services.

7. Suggestions

Table 3
Customer's satisfaction relates to E-banking Services

| S. no. | Particulars | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--------|----------------------------|----------------|---------------|---------------|---------------|-------------------|
| 1. | Account statement | 26 (52.00) | 10 (20.00) | 00 (00.00) | 08 (16.00) | 06 (12.00) |
| 2. | Funds Transfer. | 30 (60.00) | 10 (20.00) | 00 (00.00) | 06 (12.00) | 04 (08.00) |
| 3. | Booking of E-Ticketing | 25 (50.00) | 10 (20.00) | 01 (02.00) | 07 (14.00) | 07 (14.00) |
| 4. | Bills Payment | 40 (80.00) | 05 (10.00) | 00 (00.00) | 03 (06.00) | 02 (04.00) |
| 5. | Other value added services | 14 (28.00) | 26 (52.00) | 01 (02.00) | 04 (04.00) | 05 (10.00) |

E- banking in the SBI bank.

Table No.3 indicates satisfaction level of customers regarding E-banking services of the bank. Majority 52.00 per cent and 60.00 per cent of the respondents strongly agreed and satisfied with account statement and funds transfer e-banking services provided by the bank. 50.00 per cent and 80 per cent of the respondents were strongly agreed with the bills payments and booking of E-ticketing services render to the customers. Around 52.00 per cent of the respondents agree with the other value added services.

6. Findings

- Moderate number of 28 male respondents and 22 female respondents are using E – banking compared to female respondents highest number of male respondents are using E- banking services.
- In case of age pattern of respondents, majority of 30 respondents are below 25 to 40 years.
- In the context of occupation of the respondents, majority of 36.00 per cent of the respondents belongs to government employees and around 24.00 and 22.00 per cent of the respondents are belongs to private employees and self- employed.
- 96.00 per cent strongly agreed that bank provides 24/7 hours access e- banking services this is one of the motivational factor of customer to adopt e-banking services.
- Around 70.00 per cent of the respondents were

- To provide more training to the employees and customers about the handling of the electronic banking procedures.
- Necessary steps as to be taken to improve we usage of E-banking among the customer.
- It's necessary to focus should be given on appropriate network facility in the Mandya region.
- Quick responses should be given through customers care.
- To guide customers that E-banking is totally safe if they protect their password from others.
- To organize training campaign for the customer to boost use of E- banking.

8. Conclusion

The success of bank business is depends on the customer as they have they are backbone of banking business. Now a days all banking sectors provides customer based services to satisfy the customer. The SBI bank provides various E-banking services like quick banking services, ATM services, bill payments services, fund transfer services to customer in Mandya city with safety and security. With all these facilities customer are using SBI e- banking services easily and more friendly and helps than to reduce the cost of operating the services.

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