

A CRITICAL STUDY ON CUSTOMER SATISFACTION THROUGH E-BANKING SERVICES IN AMRAVATI DISTRICT

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ABSTRACT

The study fills in important knowledge gaps regarding consumers' perceptions of online banking, charts its current progress, and predicts the most likely scenario. In the article, data from a study of Internet banking users and service providers (banks) that provide Internet banking are presented. A functional model is developed for maximizing value for the users, and the banks may decide to strategically implement Internet banking in the future. The study outlines the shortcomings of traditional banking and investigates customer awareness of, usage patterns for, and preferences for Internet banking in comparison to traditional banking. It also highlights the variables that might influence the bank's decision to implement Internet banking. Additionally, it covers the regulatory and oversight issues with online banking. Banks are paying attention to internet banking. Since the late 1990s, parliamentarians, regulators, insurance companies, and securities trading corporations have operated in emerging countries. It is certain that electronic (Internet) banking and payments will advance given the rapid and large rise in electronic commerce. Internet banking has a significant impact on cost savings, revenue growth, and greater customer satisfaction in the industry, according to research, and it may be a useful tool for developing a sound strategy. However, it has brought a number of public policy issues before governmental organizations and banking authorities. It's interesting to note that there is still a lack of systematic and trustworthy information about the reach of Internet banking in India, particularly about what it means for customers and bankers.

KEYWORDS: *E-Banking, Benefits, Challenges and Opportunities, Information Technology, India, Customer's Satisfaction, Income Level.*

Introduction

Internet banking (E-banking) means any stoner with a particular computer and a cyber surfer can get connected to his banks website to perform any of the virtual banking functions. In internet banking system the bank has a centralized database that's web-enabled. All the services that the bank has permitted on the internet are displayed in menu. Any service can be named and further commerce is mandated by the nature of service. Once the branch services of bank are connected through terrestrial or satellite links, there would be no physical identity for any branch. It would be a borderless reality permitting anytime, anywhere and anyhow banking. Internet is decreasingly used by banks as a channel for entering instructions and delivering their products and services to their guests. This form of banking is generally appertained to as Internet Banking, although the range of products and services offered by different banks vary extensively both in their content and complication. The world is changing at a stunning rate and technology is considered to be the crucial motorist for these changes around us. An analysis of technology and its uses show that it has percolated in nearly every aspect of our life.

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numerous conditioning are handled electronically due to the acceptance of information technology at home as well as at plant. sluggishly but steadily, the Indian client is moving towards the internet banking. The ATM and the Net deals are getting popular. But the client is clear on one thing that he wants net-banking to be simple and the banking sector is matching its way to the march of technology. E-banking or Online banking is a general term for the delivery of banking services and products through the electronic channels similar as the telephone, the internet, the cell phone etc. The conception and compass of E-banking is still evolving. It facilitates an effective payment and account system thereby enhancing the speed of delivery of banking services vastly. guests have started accepting this internet service and assessing the banks grounded on their easy to pierce and convenience. With great confidence towards E-banking, guests are willing uses the internet banking to transfer fund, pay bills, and lot further with an excellent- secured system. It also can establish the relationship between trust and fidelity of client toward E-banking.

What is e-Banking?

Electronic banking is one of the truly widespread avatars of E-commerce the world over. Various authors define E-Banking differently but the most definition depicting the meaning and features of E-Banking are as follows:

- E-Banking is a combination of two, Electronic technology and Banking.
- Electronic Banking is a process by which a customer performs banking Transactions electronically without visiting a brick-and-mortar institutions.
- E-Banking denotes the provision of banking and related service through Extensive use of information technology without direct recourse to the bank by the customer.

Customer Satisfactions

Client is the king of the request and he's the master moment. client is the most important factor in the banking sector. According to Gandhian gospel, 'client is always right'. really the business of banking cannot serve without guests. The banking assiduity has been continuously upgrading its operation by making use of technology. With the advancement of this technology, banks have enforced colorful systems to carry banking deals fluently and snappily. In a developing country like India, where guests retain a varied form of requirements and solicitations it becomes licit for the banks and service providers to offer quality services hastily and efficiently to meet the client's anticipation. Service quality aims to serve the guests in a better way similar that client need is satisfied besides client to attain complete satisfaction while using a particular service. The client has a certain set of attributes in his mind with respect to a product or service. As the guests use the service, he compares it with the attributes which formerly exists in his mind. This comparison is principally the dimension of service quality. A client tries to match his anticipation from the services with formerly being attributes in his mind. If the service quality is better than anticipated the client is completely satisfied. Before pacing further, it's stylish that one completely understands the description of the expression 'client Satisfaction. The expression doesn't only express a happy client, but rather complex than that. client satisfaction is actually a term most extensively used in the business and Banking assiduity. It's a business term explaining about a dimension of the kind of products and services handed by a company to meet its client's anticipation.

Impact of e-Banking on Customer Satisfactions

Client satisfaction is a measure of how products and services supplied by a company meet or surpass client anticipation. client satisfaction is also defined as the number of guests, or chance of total guests, whose reported experience with a establishment, its products or its services (conditions) exceeds specified satisfaction pretensions. And yet another description of client satisfaction is it refers to the extent to which guests are happy with the products and/ or services handed by a business. farther description of client satisfaction is it's a term generally used to measure a client's perception of a company's products and/ or services. It's not a straight forward wisdom still, as client satisfaction will vary from person to person, depending on a whole host of variables which may be both cerebral and physical. The usual measures of client satisfaction involve a check with a set of statements using a Likert fashion or scale. Technology is making a tremendous impact upon service companies in general and the fiscal services sector is no exception. The operation of information and communication technology generalities, ways, programs and perpetration strategies to banking services has come a subject of fundamentals significance and enterprises to all banks and indeed a prerequisite for original and global competitiveness in banking assiduity. As a result of this technological enhancement business terrain in fiscal sector is

extremely dynamic and experience rapid-fire changes and demands banks to serve their client electronically. The elaboration of e-banking started from the use of Automatic Teller Machine (ATM) and Finland is the first country in the world to have taken a lead in E-banking. E-banking has been extensively used in developed countries and in developing husbandry; still, the spread of e-banking is important limited. moment, nearly all banks are espousing electronic banking as a means of enhancing service quality of banking services. They're furnishing electronic banking to their guests to increase guests' satisfaction in banking service.

Objectives

- To study the concept of E-Banking towards customer satisfactions.
- To study the various E-banking services offered by banking sector.
- To study the impact of E-Banking techniques on banking operations and customers.
- To study the customer perception about E-banking and the traditional banking.
- To Study the impact of the E-banking service attributes on the satisfactions of customers.

Review of Select Literature

Sui-Huu Yu (2007) conducted research on “**Customer satisfaction**”. Literature shows the relationship between customer satisfaction and economic returns. Work to link customer satisfaction to customer profitability is very limited. Follow up on individual customers' satisfaction with products or purchase intentions and economic contributions to the firm were not to the expectations. Data collected from 36 retail branch banks were studied and examined for individual customer's satisfaction, customer costs and customer profitability. It was found that customer satisfaction depended on individual customers' purchase intentions and firm reputation. Customer revenue and costs both increase as customer satisfaction improves. But no significance is observed between customer satisfaction and customer profitability. This empirical investigation highlights to analyze customer's value which is beneficial for long term customer relationship management.

Agarwal O.P. (2008) reported that in India the ancient Hindu Scriptures refer to the Money-Lending activities in the Vedic period. In India during the Ramayana and Mahabharata eras, banking had become a full-fledged business activity and during the Smriti period which followed the Vedic period and the Epic age the business of banking was carried on by the members of the Vaish community.

Agarwal O.P. (2008) reported that Manu, the great law-giver of the time speaks of the earning of interest as the business of Vaishyas. The banker of Smriti Periti period performed most of those functions which banks perform in modern times, such as the accepting of deposits, granting secured and unsecured loans, acting as their customer's bailee, granting loans to kings in times of grave crisis, acting as the treasurer and banker to the state, issuing, and managing the currency of the country. During the Moghul period, metallic money was issued and the indigenious bankers added one more line of money changing to their already profitable business. They started exchanging money circulating in one part of the country with the money current in another part of the country making good margin for them. The in digamous bankers could not however, develop to any considerable extent the systems of obtaining deposits from the public, which today is an important function of a banker.

Agarwal O.P (2008) Rapid Expansion Phase (1970 - 1984):- The Motto of bank nationalization was to make banking services reach the masses that can be attributed as “First Banking Revolution”. Commercial banks acted as a vital instrument for this purpose by way of rapid branch expansion, deposits mobilization and credit creation. A series of measures had been taken since then. Introduction of lead bank scheme and district credit plans, setting up of regional rural banks in 1975 etc., were important for penetrating into the rural areas. The second dose of nationalization of 6 more banks on 15th April 1980 future widened the sphere of operation of the public sector banks. Being in the public sector, banks were to implement all the government sponsored programmes and change their attitudes in favor of social banking, which was given the highest priority.

Santourids et al., (2009) have expressed their view in the study on “**Internet service quality and customer satisfaction: Examining internet banking in Greece**”. They have stated that the internet service quality is operationalized by adopting and instrument, which is based on SERVQUAL and consist of six dimensions, namely assurance, quality of information, responsiveness, web assistance, empathy and reliability. The field research resulted in 184 valid questionnaires. They conducted among internet banking customers in Greece. The findings confirm to a great extent a validity of the instrument

and highlight the above average performance of service quality delivered by Greek banks via the internet. All quality dimensions are proved to be antecedents of overall customer satisfaction, with reliability having the most significant impact.

Furthermore, quality of information is a crucial dimension driving the customer intentions for internet banking future usage. Finally, familiarization – related dimensions, such as empathy and web assistance play a very important role in customers' willingness to recommend the service to other people.

Amit Kumar Chaturvedi and Manish Badlani (2009) have given their expression on “**Effects of security aspect on customers' satisfaction level in internet banking**”. Customer service is important to a company's brand. Personal experience with a company's site is important for customers. Perceptions of security experience over time builds trust in a site. Online banking has to make customers feel secure than make them secure. A lot of online security today is about customers feeling safe. If they feel safe, they go to use the product more, enjoy it more, have a better experience and do more, on it. Customer service excellence and improving services is therefore a way to improve and enhance customer satisfaction.

Uppal R K (2008) has analyzed the quality of E - banking services in the changing scenario and found that majority of the customers of fully computerized banks are satisfied with various electronic delivery channels. The researcher has suggested that creating customer awareness would increase the reach of E-banking services. It is further observed through the responses of respondents that future for E-banking services is bright and that the E - channels will definitely help in the transformation of banking in a positive manner.

Aayushi Gupta (2012) have investigated on the current levels of clients' satisfaction and also tried to explore the factors that led to client satisfaction in Indian banks. Data from 400 respondents were collected from various branches of the prominent banks in India. A Factor analysis conducted by the researchers suggests that there are 5 factors influencing customer satisfaction like : 'ambience/ hygiene', 'service quality' etc. They have further observed through multiple regression analysis that both above factors are the most important factors imparting clients' satisfaction.

Research Methodology

Data Collection

The present study has the following research methodology:

- **Sources of Data:** The present research study is based on both secondary and primary data. *Primary data* has been collected by preparing structured questionnaire interview method has been followed to ascertain the information from the customers who are availing of the E-Banking Facilities. In the present study the *secondary data* has been collected from different sources of literature like magazines, newspapers, text books, journals and internet and information from the banking staffs.
- **Sample Design:** For the present study purpose, simple convenient random sampling has been selected. This particular survey was directed at only in Amravati District and customers using E-banking service in public sector banks. The sample size is of 50 respondents consisting of customers who are availing of E-banking services in public sector banks.

Hypothesis of Study

Everyone is aware of the technological advancements and global market demands. To meet the competition from technically advanced countries even Indian Banking had to start accepting these technologies. The user or customers of the banks under consideration are also aware about this. Therefore, it is hypothesized that:

- There is no significant relationship between accessibility of E-banking and customer satisfactions.
 - There is no significant relationship between reliability of E-banking and customer satisfactions.
- There is no significant relationship between security of E-banking and customer satisfactions.
- There is no significant relationship between customers satisfactions and preference towards E-banking service.

Limitations of Study

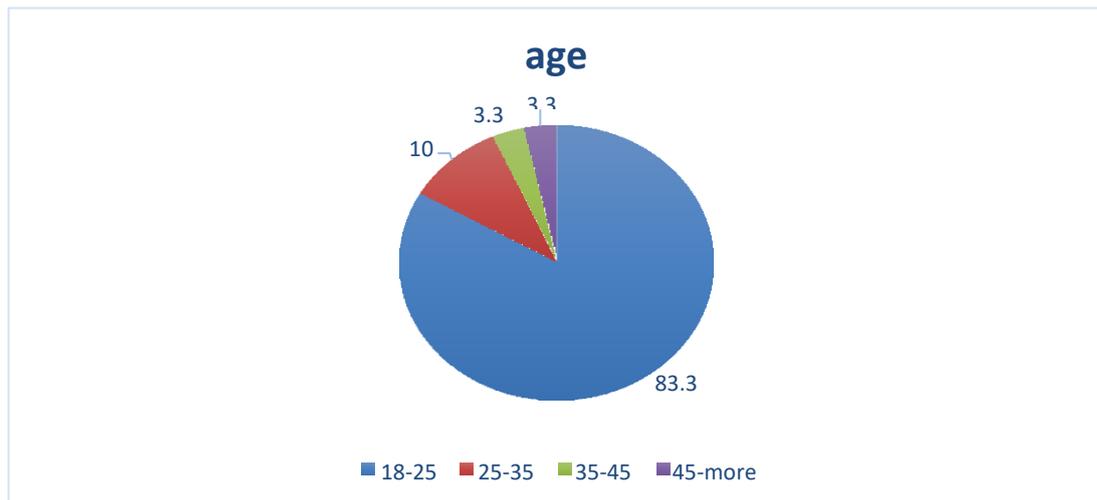
Every research is conducted under some constraints and this research is not an exception. Limitations of the study as follows:

- There may be some bias in the responses of the respondents which cannot be ruled out fully.
- Sudden change in the E- banking towards Customer Satisfaction practices during the course of research can affect the results.
- Merely asking questions and recording answers may not always elicit the actual information sought.

Data Analysis and Interpretation

Table 1: Showing the Age of the Respondents

Age	No of Respondents	Percentage
18-25	50	83.3%
25-35	6	10%
35-45	2	3.3%
45-above	2	3.3%

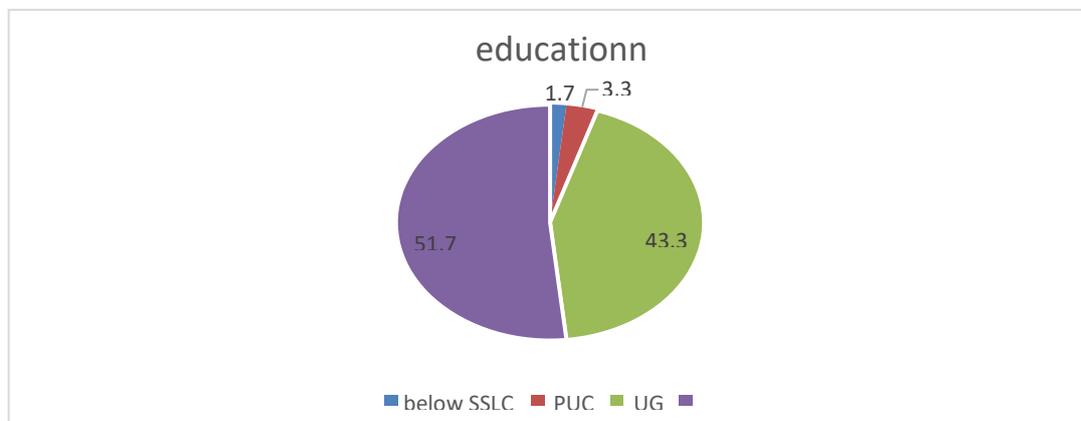


Interpretation

From above graph we can see that the majority 83.3% are from the age 18-25. And 10% are from the age 25-35, 3.3% for two age ranges that is 35-45 and 45-more. From this chart we come to know that majority teenagers are responding to this questionnaire.

Table 2: Showing the Education of Respondents

Education	No of Respondents	Percentage
Below SSLC	1	1.7
PUC	2	3.3
under graduate	26	43.3
Post graduate	31	51.7



Interpretation

From the above graph we can see that majority educated are the respondents. Majority Post graduated are the respondents then followed by under graduates and PUC and SSLC.

Table 3: Showing the Awareness about the E- banking

Level of Awareness	No of Respondents	Percentage
Aware	59	98.3
Not aware	1	1.7
May be aware	0	

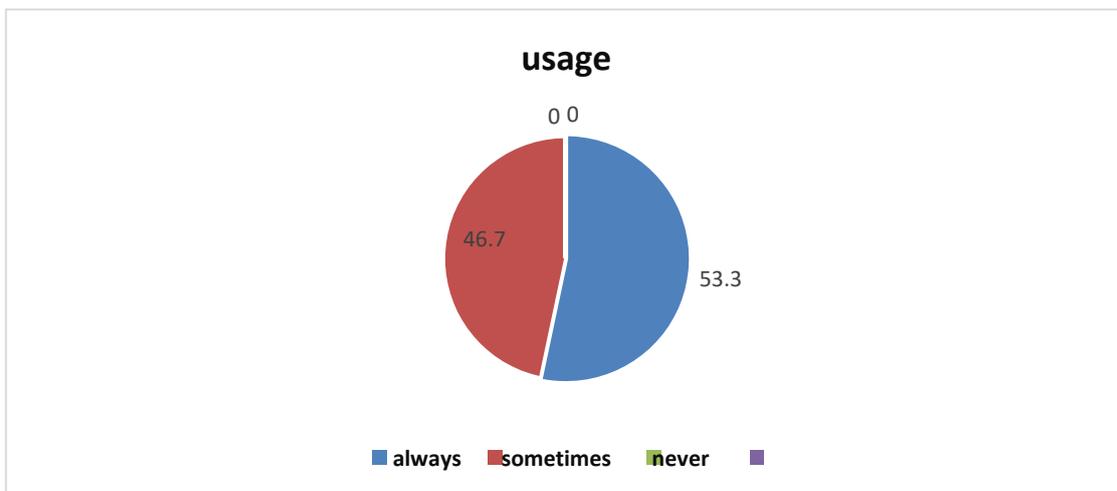


Interpretation

In this study reveals that majority 98.3% are aware about the E-banking. And 1.7% are not aware about the E-banking.

Table 4: Showing the Usage of E-banking

Usage	No of Respondents	Percentage
Always	32	53.3%
Sometimes	28	46.7%
Never	0	-----



Interpretation

From this above chart the majority of the people always (53.3%) use the E-banking and 46.7% people use the E- banking facility sometimes.

Table Showing the Satisfactory Level of the Services Offered by E-Banking

Satisfactory Level	No of Respondents	Percentage (%)
Dissatisfied	1	1.7
Neutral	19	31.7
Satisfied	32	53.3
Highly satisfied	8	13.3

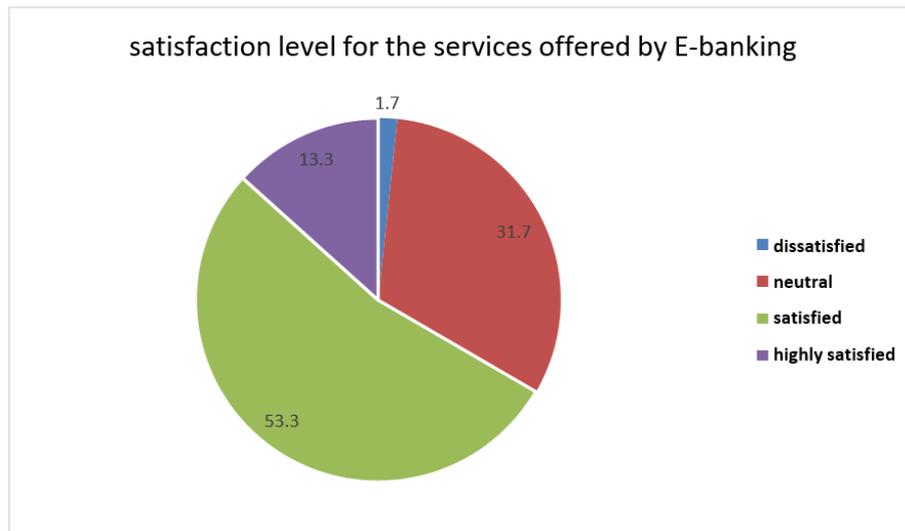
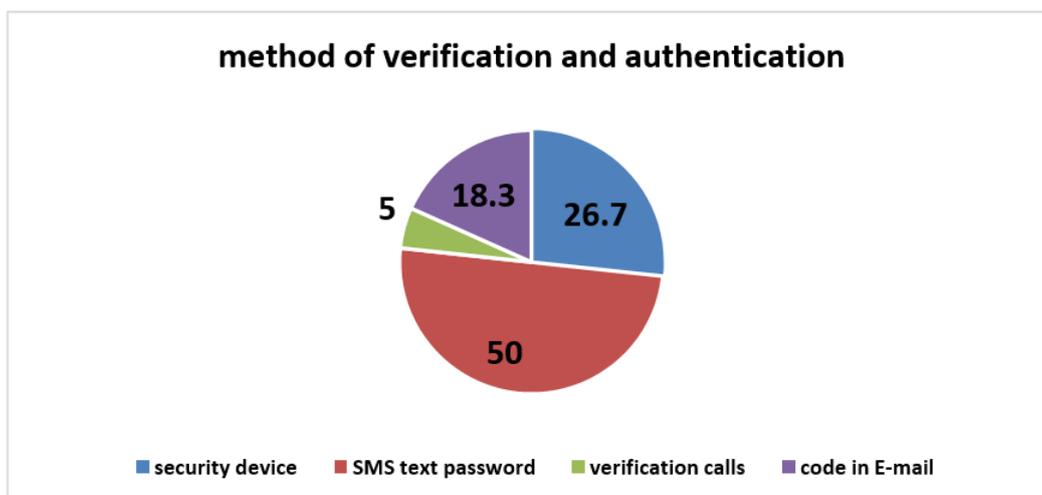


Table Showing the Verification and Authentication in E-banking

Methods of Verification	No of Respondents	Percentage (%)
Security device	16	26.7
SMS text password	30	50
Verification calls	3	5
Code in E-mail	11	18.3



Suggestions and Conclusion

This study reveals that there is a gap in technical knowledge between teenagers and adults, so the adults and senior citizens need some awareness about the technical knowledge. Some respondents not highly satisfied with the services offered by the E-banking, so the banking sector should improve the quality of the services from this improvement they can reach the customer satisfaction. Banks are lacking in meeting the customer requirement banks should support the customers to use E-banking from clarifying their queries on time. There are some responses states that E-banking is not beneficial to senior citizen, so the banks should simplify the procedures in E-banking and there should be some training programs for the rural sector to encourage them to use E-banking.

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