

IMPACT ON CUSTOMER SATISFACTION OF E- BANKING SERVICES BY ICICI BANK

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ABSTRACT

With the aggrandize use of internet based technologies, it has exclude the topographical boundaries. Banking region is a fastest region to make global presence. With the change in technologies accepted by banks, strategies used by the banks are also changing. By internet banking various new products have been launched. Internet banking is a system, by which basically the customers have to reach to accounts and basic bank products and services information through their computers and other devices like mobile & wireless etc. In this study it is attempt to identify the factors that influence to customer satisfaction with internet banking services. Dimension of service quality like tangibility, responsiveness, reliability, assurance and empathy have shown more or less a great impact on customer satisfaction with internet banking services. For customer detainment and loyalty Customer satisfaction is coincided as a necessary condition and hence helps in attaining economic goals. Now a day's Banks are moving its business toward online along with the traditional banking. Internet banking is just the expansion of traditional branch banking. The primary goal of any organization is generation of profits and that can be accomplished with attaining customer satisfaction. A customer will return back and refer to others the internet banking services when it get satisfaction with its service to other as well, generating extra sales and hence extra profits.

KEYWORDS: *Topographical Boundaries, Banking Region, Internet Banking, Banking Services.*

Introduction

Here is a clear need to develop a better understanding of how customers evaluate these services and boost up satisfaction. Customer satisfaction is one of the main aspects determining the success or failure of any electronic banking services. Customers' satisfaction has tended to lag behind because practitioners have focused mainly on issues of usability and measurement of use. Therefore, customer perception and preferences on internet banking have a significant impact on bank's success.

As India is taking giant leaps towards globalization Internet banking is the sector to be studied with great interest. The question of how attitude towards elements of existing banking service might influence the consumer's decision to use internet banking has not been investigated. As customers get more and more educated, getting insight about modern banking, via internet banking has evolved as primary area of concern for all leading and upcoming banks in India. This study provides an insight analysis on this aspect. The research will assist bank administration to ascertain a better understanding of customers' satisfaction towards internet banking offered by the ICICI Bank. There is a clear need to develop a better understanding of how customers evaluate these services and boost up satisfaction. Customer satisfaction is one of the main aspects determining the success or failure of any electronic banking services. Customers' satisfaction has tended to lag behind because practitioners have focused mainly on issues of usability and measurement of use. Therefore, customer perception and preferences on internet banking have a significant impact on bank's success.

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The Indian government executes the ITAct, 2000 (Information Technology Act). This Act came into effect from the 17 of October 2000. The aim of this Act, in context of banking, was to provide legal perception to electronic transactions and other means of 'E-Commerce'. The Reserve Bank of India is a controlling body just like a watchdog in our country on the different area of the Internet banking. The leading bank to use in Internet banking was ICICI bank for internet banking services in India. For online banking solution leading bank ICICI bank and many other Indian banks used the Internet banking system. In the present time, Indian banking customers are forwarding to use of Internet banking. In India Most of the leading Indian banks like State Bank India, Bank Of Baroda, Bank Of India, etc. have started providing Internet banking services.

In internet banking sector this need to develop a system where customer satisfaction is on priority. It is assumed that success or failure of electronic banking services directly depends on Customer satisfaction. Therefore, bank's success directly depends on customer perception and preferences on internet banking. Now a day's Indian banking sector looking towards globally Internet banking. The question arises in banking sector that which type of attitude should be kept towards customer satisfaction. When customers get more educated internet banking would become modern banking. This study provides an insight analysis on this aspect. In this study we ascertain a better understanding of customers' satisfaction towards internet banking that services offered by the ICICI Bank.

Importance of the Study

Previous research has been conducted to evaluate and examine the customers' satisfaction towards internet banking services of ICICI Bank. The purpose of this study is how a customer thinks about use of internet banking and find the reason behind fear of using internet banking. This study also focused how to customer use simply and safely use of internet banking. This study indicates the important points that ICICI Bank's top management would evaluate in order to increase the number of internet banking users and to enhance their service quality.

Review of Literature

Kotler (2000) defined customer satisfaction that how a person thinking about of satisfaction or dissatisfaction relating to internet banking. Fulfillment level affects the Customers' mind-set and values. It is said that satisfaction is an association of Customer's belief about fair management.

Edwin and Fathima (2011) describe in their study that service quality of internet banking and consumer satisfaction in ICICI banks. This research shows that there is positive relation between customer satisfaction and use of internet banking in ICICI bank. The author said that there is a contact of the service related to internet banking towards consumer satisfaction.

Datta and Datta (2009) author describe in the study that the consumer satisfaction is the most important factor for investigate the thinking of probability of consumers in ICICI Bank. This study show that customers are most satisfies with the services of ICICI Bank.

(Dawes & Swailes, 1999) Bank want to earn high profits by its services to customer if they are able to situation themselves in a more way to their challenger in this running market. Therefore, it is compulsory for bank to focus on service quality as their principal combative strategy.

Statement of the Problem

Changes in banks' outside environment, like globalization and deregulation, become banking sector highly competitive. To retain customer's bank should find a fair price need to look other ways to use internet banking. As customer become more comfortable when bank provides equal services to its customers he use of technology to respond to their changing requirements continuously. In this competitive market banks are more interested in endorsing new technology they are not getting expected return on investment. So, is this the fault at the end of the technology or customers' perception? This will affect his consciousness on Internet banking. This research is concentrated on what is the customers'

satisfaction on internet banking. What are the drivers that drive customers' towards better satisfaction? Bank can evaluate its internet banking system with respect to the drivers and customers' response to these drivers.

Objectives of the Study

- To know the reason of adopting internet banking services
- To identify the reasons for maintaining internet banking account
- To measure the satisfaction level of customers on Internet banking services→ provided by ICICI Bank.

Suggestions

- Highest security through Security systems and firewalls should configure by banker to consistent with the level of protection should according to customer requirements and their need.
- A better control should be made by banker to various risks inherent from e-transaction activity. For minimizing risk and increase customer authentication Banks would implement strong security to system like personal identification number, audit trail for transaction.
- The banker should reduce the basic formalities for getting internet banking facility in a smooth manner.
- The processing charges for NEFT and RTGS should reduce by the banker.
- Banking institution should train to their customers that ho to use of e-CRM tools because computer knowledge related in customer perception on internet banking system plays important role.
- Banks have to educate their employees by giving proper training to the customers and its employee to use the facilities provided through e-CRM for better usage even for the old aged customers. It can decide best user interface which is very friendly and easy to use, in order to attract more customers.
- Account holding period is not having any relationship between bank and customer. Banks have to look into this category of people and they should offer the best services to them so as to make them easier.
- The banks would be provided personnel assistance and proper instructions and to its customer and its employees. The banks are investing on Information technology but it cannot be positive until banks arrange demonstration programs for the customers and train them properly to enjoy all the services.

Conclusion

After investigating all the factors and the response by customers, this study express that the consciousness of the customers can be changed by awareness program provided by bank, friendly usage of system, less bank charges, proper security, and the best response to the services offered by bank. The study also gives a type of relation between different factors. As per our basic hypothesis author deal with only those customers who know how to use the internet banking. By grouping the variables less than one relevant question may result in proper implication for the bankers. All bankers should concern about is the requirement of awareness. Even though these people are shifted towards the manual banking to the internet banking, these can be turned to probable customers, internet banking well proven thing, which says the encompassing influences the individual's behavior or in India only environment that encompass the public determines the thinking and decisions of the individuals. So if consumer sees most of their relatives or friends who surround him using Internet banking then it may influence his decision to follow Internet banking option.

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