

ROLE OF PRESENT E-BANKING SERVICES TOWARDS CUSTOMER SATISFACTION

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ABSTRACT

Customers prefer e-banking as they need not visit the bank branches. Many Customers avoid e-banking due to lack of securities. The success of e-banking depends on customer satisfaction. Customer satisfaction depends on E-banking service quality. The main concern of banks is customer satisfaction as it helps in customers retention. Customers prefer e-banking instead of traditional banking in recent years. Customers prefer e-banking it saves time and money. Many customers are not aware about the e-banking facilities due to lack of knowledge. Banks adopt advanced technology to provide e-banking facilities properly to the customers. In this paper, an attempt has been made to find out the role of present e-banking services towards customer satisfaction.

KEYWORDS: *e-Banking, Customer Satisfaction, Customers Retention, Demographic Challenges.*

Introduction

E-banking includes online banking, internet banking, digital banking, mobile banking, automated teller machines, smart cards, electronic fund transfer system, real time gross settlement system. E-banking is getting more and more attention from the customers in recent years. The success or failure of e-banking depends on customer satisfaction. Customer satisfaction depends on several factors such as convenience, accessibility, privacy, cost, reliability, assurance, web portal management, system quality, privacy, security. The day and night availability of banking facilities make e-banking convenient for the customers. The customers prefer e-banking as they need not visit the branch branches (Panda and Misra, 2017). The banks cannot provide e-banking services properly to the customers due to poor infrastructure. E-banking suffers due to poor internet services. The burden of branch banking may be avoided through e-banking (Jindal, 2016). The customers prefer e-banking due to cost effectiveness. Many customers are not interested in e-banking due to security threat. The success of e-banking in private and public sector banks depends on customer satisfaction (Prasad et al., 2019). Customer satisfaction is primary concern for banks. The success of e-banking depends on long term relationship with customers (Esmaeili et al., 2013). Customer satisfaction depends on e-banking service quality. Banks emphasize on e-banking services to increase the level of customer satisfaction.

Literature Review

Banks should provide proper e-banking services to the customers. Customer satisfaction depends on several factors such as customer relationship management, timely information, web portal management, customer awareness etc. Banks should provide modern technology based services to the customers as the preference of customers changes with the change in technology

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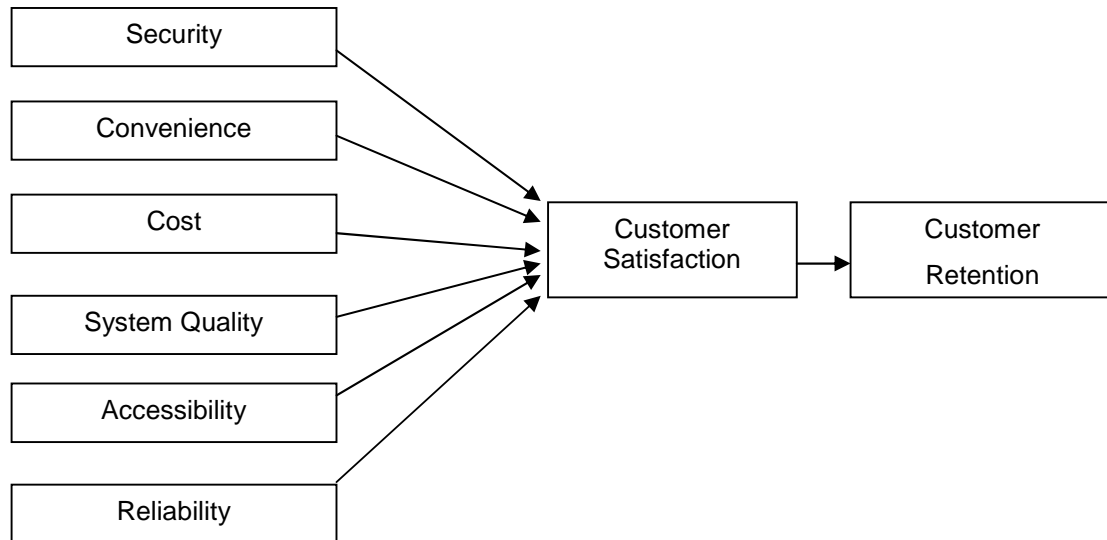
(Sunith, 2019). E-banking services are vital for banks to survive in competitive environment of banking sector. E-banking depends on modern technologies to provide various banking services to customers around the clock (Bologun et al., 2013). Success of e-banking depends on customer satisfaction. Online banking is based on internet but traditional banking is based on branch banking (Santhiya and Saravanan, 2018). Banks emphasize to increase the level of customer satisfaction with the intention to increase customer loyalty (Suleiman et al., 2012). The level of customer satisfaction vary from person to person, product to product and service to service. Customer satisfaction depends on several factors such as economic and psychological factors (Kumbhar, 2011). Mobile banking deal with many challenges such as demographic challenges, economic challenges and regulatory challenges. Most of the customers are using mobile phones as it helps to avail banking services easily. Banks should take necessary steps to create awareness among the customers about mobile banking (Deshwal, 2015). E-banking has various advantages such as mobility, convenience etc. e-banking comprises of credit cards, debit cards, automated teller machines, electronic fund transfer (Sahu, 2016). Customer satisfaction increases if the banks are able to meet the expectation of customers. Customer satisfaction depends on the quality of e-banking (Hamid et al., 2018). E-banking offers more speed, efficiency, and security in comparison to traditional banking. Banks emphasize to promote e-banking but many customers still prefer traditional banking (Asiyanbi and Ishola, 2018). Customer satisfaction is considered as a vital factor for customer retention (Madavan and Vethirajan, 2020). Banks emphasize on customers satisfaction to survive in the banking sector (Cabanillas et al., 2013). E-banking provides banking facilities to the customers with the help of modern technology. Banks adopt various strategies to increase customer satisfaction through e-banking (Sohail and Shanmugham, 2003). Customer satisfaction depends on e-banking service quality (Toor et al., 2016). Banks adopt advanced technology to provide e-banking services properly to the customers (Ayyash, 2017).

Present Scenario of e-Banking and Customer Satisfaction

Customers can avail e-banking services very easily. The main concern of banks is customer satisfaction as it helps to retain customers. Mobile banking depends on various factors such as technology adopted by the bank, customers, network of the operator (Deshwal, 2015). Customers prefer e-banking as it saves time and money. Customers living in urban areas Prefer internet banking more than the customers living in rural areas. Highly educated customers prefer internet banking more than moderately educated customers. Through internet banking customers can avail banking services easily (Yadav, 2016). Many customers avoid e-banking due to lack of security. E-banking helps in the management of customer relationship. Customers avail e-banking services without visiting bank branch. Many customers avoid e-banking as they do not have technological knowledge. Age of customers plays an important role in internet banking. Customers below forty years of age avail internet banking facilities most. (Jolly, 2016). E-banking suffer due to lack of knowledge of the employees of the bank. Banks face difficulties due to high set up cost of e-banking. Customer awareness in rural areas is less than urban areas about e-banking. Customers suffer due to lack of awareness about e-banking system (Singhal, 2017). Customer satisfaction depends on several factors such as security, accuracy, cost effectiveness. Customers continue their relationship with banks if they are satisfied with the service quality of e-banking. The quality of service of e-banking influences the level of customer satisfaction (Madavan and Vethirajan, 2020). Customers prefer e-banking more than traditional banking in recent years.

E-banking Service Quality and Customer Satisfaction

Banks adopt modern technology to provide e-banking services properly to the customers. Banks motivate the customers to avail e-banking services as it saves operational cost. Banks face difficulties due to poor internet service and improper infrastructure. Customers avail banking facilities from their homes. Banks emphasize on service quality of e-banking as it increase the level of customer satisfaction. Customers are aware about their rights and they want to avail e-banking facilities properly. Customers save time and money as they avail e-banking facilities from their homes and offices. Many customers are not interested in e-banking due to lack of security. Banks should take proper steps to protect the customers so that they can avail e-banking facilities properly. Customer satisfaction depends on various factors such as security, convenience, cost, system quality, accessibility, reliability. Customer satisfaction helps in customer retention.

E-banking Services**Conceptual Model of Customer Satisfaction****Conclusion**

Banks should improve the quality of e-banking services as it helps to increase the level of customer satisfaction. The success or failure of e-banking depends customer satisfaction. Banks provide e-banking facilities to the customers with the help of technology. Customers prefer e-banking as it saves time and money. Customers prefer e-banking as they need not visit the bank branches. Customers suffer due to lack of security in e-banking. Banks should adopt modern technology so that they can provide e-banking facilities properly to the customers. Banks should take proper steps to spread e-banking habits among customers.

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