



RESEARCH ARTICLE

PERCEPTION AND SATISFACTION LEVEL TOWARDS THE USAGE OF ELECTRONIC BANKING

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ABSTRACT

NCC Customer doesn't have to wait in line and doesn't have to plan our day around the bank's hours. Customer can look at their balance whenever they want, not just when they get a statement. There are some hidden benefits too. Online banking allows watching our money on a daily basis if we want to. Customer is the king for the development of trade, industry and financial services. Hence, the significance of customer service in the banking sector came to force to compete in a market driven environment. Customers can feel much satisfied when they see a facility that they can transfer their money anywhere in the world and another prominent factor is involved in E-banking is time saving. Hence the purpose of this research paper is to investigate the purpose and satisfaction level of electronic banking.

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INTRODUCTION

Electronic Banking is an essential sector of banking industry. E-banking services are gaining the attention of conventional bank's customers rapidly. It has brought the radical changes in the Indian banking industry in terms of customer and business perspectives. When we talk about E-banking, customers Satisfaction is the very basic feature comes to mind promptly. The fast advancing global information infrastructure facilitate the development of electronic business at a universal level. The nearly worldwide connectivity which the internet offers has made it an invaluable business tool. These developments have created a new type of economy, which many call the 'Digital Economy'. This fast emerging economy is bringing with it rapidly changing technologies, increasing knowledge intensity in all areas of business, and creating virtual supply chains and new forms of businesses and service delivery channels such as e-banking. Understanding e-banking is important for several stakeholders, not least of which is management of banking related organizations, since it helps them to derive benefits from it.

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Review of Literature

Khan (2007) indicated that privacy/security and fulfilment do not contribute significantly towards the overall services quality and the males and females differ in their views towards service quality dimensions and some measures to improve service quality and explore future areas of further research. Mobarek (2007) concluded that banks should draw themselves in entire particular regarding e-banking to find out ways that was affect that customer in Botswana and use it to their get enormous benefit. Therefore it is essential to investigate awareness of customer about E-banking services. Vanniarajan and Nathan (2008) providing reliable banking transaction with promises of reliability, responsiveness and assurance seem to be must appealing services criterion to the target consumer. Shah Ankit (2010) revealed that banking needs, followed by core services, problems resolution, and cost saved convenience and risk and privacy concerns were the major factor that strongly affects the overall satisfaction of online consumer. Internet banking and friendly customer services will help improve the consumer confidence, and eventually overall customer satisfaction levels. Abhinav (2012), revealed that though people know about the services still many people are many of them are non-users of online banking services and also suggested that banking by promotion try retain the customer and should look forward to

have some tie-up with other financial institutions to increase the service base.

Statement of the Problem

As the use of electronic banking is increasing day-by-day, it is important to study the customer preference towards use of electronic banking services in Coimbatore city. Though people know about the services still many people are non-users of online banking services. This study is one of such an attempt to identify the information needed to solve the problem and improve and increase the users of electronic banking services to save their time.

Object of the Study

- To know about the purpose of using electronic banking by the respondents.
- To analyse the factor that influence on selecting of electronic banking by the respondents.
- To study about the respondents satisfaction and problem towards electronic banking.

MATERIALS AND METHODS

The sampling used in this study is simple random sampling because the sample is selected with equal probability. The study is confined to Coimbatore city only. Since the population is very large and time limitation, a sample size 150 is taken for the survey. Survey method is employed to collect the data from the respondents and the data are collected with the help of questionnaires. Secondary data collected through various journals, books and internet which is restricted to the conceptual frame work of the paper only. To arrange the collected data following statistical tools were used, percentage method, Chi-Square Analysis, Weighted average, Ranking, Multiple response.

Limitations of Study

The study has all the limitations of non-random sampling. This study has been confined to Coimbatore city only. The respondent size was limited 100 due to time constraints. The final result is based on the respondent's opinion, so the result may vary due to frankness in response.

Table 1. Usage of Electronic Banking

S. No.	Usage of Electronic Banking	No. of respondent	Percentage
1	Frequently	50	33.3
2	Daily	36	24
3	Rarely	43	28.7
4	Occasionally	21	14
5	Total	150	100

Source: Primary Data

The above table shows that 33.3 percentages of respondents are frequently using electronic banking and 24 percentages of the respondents are daily using the electronic banking and 28.7 percentages of the respondents are rarely using the electronic banking and 14 percentages of the respondents are occasionally using electronic banking. The above table shows that 21.33 % of respondents are highly satisfied with banking services and 40 % of the respondents are satisfied with banking services and 23.3 % of the respondents are neutral with banking services and 15.3 % of the respondents are highly dissatisfied with banking services.

Table 2. Satisfaction Level towards Customer Services

S. No	Satisfaction Level	No. of Respondents	Percentage
1	Highly satisfied	32	21.33
2	Satisfied	60	40
3	Neutral	35	23.33
4	Highly Dissatisfied	23	15.33
Total		150	150

Source: Primary Data

Multiple Responses

Table 3. Purpose of Using Electronic Banking

Particular	No. of Respondent	Percentage (%)	Rank
Information transaction	105	70%	2
Financial transaction	62	41%	7
For booking tickets	100	67%	4
Online purchases	93	62%	5
Money transfers	117	78.00%	1
Payment of Bills	105	69%	3
Tax filling	81	54%	6

Source: Primary Data

From the above table it is inferred that purpose of using electronic banking I 'Enjoy money transfer is the ranks first with the 78 %, its information transaction 2nd rank with 70%. It's payment of bills is the 3rd rank with 69%. It's for booking tickets is ranks 4th place with 67%. Its online purchases are the 5th rank with 62%. Its tax filling is the 6th rank with 54%. Its financial transaction is the 7th rank with 41%. Thus conclude that money transfer 1st with 78%.

Chi Square

Table 4. Associations between Gender and Usage of Electronic Banking

Gender	Usage of Electronic Banking			Total
	Less than 6 month	Less than 1 year	More than 1 years	
Male	24	29	50	103
Female	9	24	14	47
Total	33	53	64	150

Ho: there is no signification association between gender and usage of electronic banking.

From the above it is clear that P.value is 0.021. This is less than the 0.05 and 0.01 level of signification. Hence the null hypothesis is rejected. Therefore there is association between gender and usage of electronic banking.

Table 5. Associations between Age and Usage of Electronic Banking

Age	Usage of Electronic Banking				Total
	Frequently	Daily	Rarely	Occasionally	
Below 17 yrs	6	3	3	0	12
18-20 yrs	12	9	8	0	29
21-24 yrs	20	9	14	15	58
Above 25 yrs	12	15	18	6	51
Total	50	36	43	21	150

Ho: there is no signification association between age and usage of electronic banking. From the above it is clear that P.value is 0.025. This is less than the 0.05 and 0.01 level of signification. Hence the null hypothesis is rejected. Therefore there is association between Age and usage of electronic banking.

Table 6. Associations between Age and Frequent Usage of Electronic Banking Services

Age	Frequent Usage of Electronic Banking Services			Total
	Less than 1 month	Less than 1 year	More than 1 year	
Below 17 yrs	4	0	8	12
18yrs-20 yrs	6	20	3	29
21yrs-24 yrs	17	15	26	58
25 above yrs	6	18	27	51
Total	33	53	64	150

Ho: there is no signification association between age and frequent usage of services of internet banking. From the above it is clear that P.value is 0.00. This is less than the 0.05 and 0.01 level of signification. Hence the null hypothesis is rejected. Therefore there is association between age and frequent usage of internet banking of the represent.

Table 7. Factors Influenced the Preference of Electronic Banking

S. No	Variables	Mean	Rank
1	Convenience	2.64	1
2	Timesaving	2.4067	4
3	Anytime	2.44	3
4	Anywhere	2.5733	2

Source: Primary Data

From above the table it is inferred that convenience has obtained 1st rank with the score of 2.6400, timesaving has obtained 2nd rank with the score of 2.5733, anytime has obtained 3rd rank with the score of 2.4400, anywhere has obtained 4th rank with the score of 2.4067.

Table 8. Satisfaction Level of Using Electronic Banking

S. No.	Variable	Weighted Score	Ranking
1	Convenience	361	3
2	Time saving	354	4
3	Anytime	428	1
4	Anywhere	395	2

Source: Primary Data

From above the table it is inferred any time has obtained that 1st rank with weighted average score of 428, priority of anywhere has obtained 2st rank with weighted average score of 395, priority of convenience has obtained 3rd rank with weighted average score of 361, and priority of time saving has obtained 4th rank with weighted average score of 1354.

Suggestions

The following suggestions are recommended for enhancing e-banking banking services of banks to the customers.

- Banks should take necessary steps to create awareness among rural people about the advantages of e-banking services available in the banks.
- The e-banking system should be enhanced to make the online enquiry and online payment much easier to the customers.
- Public sector banks should improve their e-banking services to compete with their private sector counterparts.
- Most of the customers have not availed of the e-banking services because they do not trust the internet channel presuming it as complicated. So banks may set up a

team of personnel to train the customers to get acquainted with internet channel.

- The bank customers have perceived the risk of getting wrong information from e-banking services. These illusions should be removed from the minds of the customers by bank people as these factors are the barriers for most of the customers for not adopting these services.
- Though e-banking is convenient and easy to use, customers are afraid of adopting these services because they think that using these “services are difficult and complicated”. So, on-site training can be provided to the bank customers who intend to use e-banking / internet banking services.

Conclusion

Electronic banking offers the comforts of banking whenever and wherever the most convenient for the customer. Customer can access their account to monitor and control activity with accurate, up-to-date information whether they are at home, work, or out of town. Electronic banking gives them direct access to their bank account information 24 hours a day, 365 days a year: rather it can be any of the two. Other than checking account status and making payments and deposits, one is able to transfer funds, trade share, receive alerts concerning their account and account aggregation. The banks have to increase the awareness about e-banking technology, so that customer can get better services. The sufficient services available may be improved to give better customer satisfaction leading to retention of existing customer and attracting new customer. All the service sectors depend on customer and their satisfaction and the banks are no exception. As technology advance, we should embrace it, because sooner or later the majority of the population will be banking online and connected to electronic banking is available worldwide.

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