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Customer Satisfaction Towards Mobile Banking Service Special Reference to Tamilnad Mercantile Bank Ltd., in Tenkasi Taluk

A.Vaijeyanthi
REG. No: 19211041012010
Ph.D. Research scholar
Department of commerce
C.S.I.JayararajAnnapackiam College, Nallur.
(Affilicated to Manonmaniam sundaranar university, Tirunelveli-627012)
Dr.A.Thangaraja
Assistant professor
Department of commerce,
C.S.I.JayararajAnnapackiam College, Nallur.
(Affilicated to Manonmaniam sundaranar university, Tirunelveli-627012)

ABSTRACT

Mobile banking is a service provided by bank or other financial institution that allows its customers to contact financial transactions remotely using a mobile device such as smart phone or tablet. Mobile banking is said to be more secure and risk-free than online internet banking with the help of mobile banking user can transfer funds, pay bills, checking account balance, checking a recent transactions, block your ATM card/ Debit card etc., It is used also for e-pass book, branch locator and ATM locator. One of the main benefits of mobile banking is the convenience of banking services at your finger tips. Mobile banking using to time saving and easy of the way. The study of the customer satisfaction towards mobile banking service special reference to Tamilnad Mercantile Bank Ltd., in Tenkasi taluk. The required data were collected from 100 respondents of samples. I have used research design for descriptive research studies. I have used in statistical tools used in questionnaire and ranking analysis. Sampling technique is used for collecting primary data.

Key Words: Customer Satisfaction, Mobile Banking, Service Quality.

INTRODUCTION

The bank is usering in to the new area of technology. We are delighted to introduce Mobile Banking to all our customers. Mobile Banking service is available for the handsets with J2E application. This service enables fund transfer facility round the clock (24 x 7 x

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365). The scheme facilitates the convenience of fund transfer to other bank accounts even on holidays by using Immediate Payment Service (IMPS). All transactions are followed by an instant SMS confirmation. This facility is available for all the mobiles with J2E application. All the facilities are offered without any additional charge. Tamilnad Mercantile Bank also offers a simpler SMS Banking Service which is different from this service. Know more about Mobile SMS Banking to learn about the services offered under Mobile SMS Banking.

TAMILNAD MERCANTILE BANK MOBILE BANKING APPLICATION

TMB M-Banking application is your access to a simpler, faster and valuable banking service. TMB M-Banking is a downloadable application that you can store it on your phone for anytime access and that means you can now transact (24*7) on all 365 days of the year. All your transactions will be authorized by a 4 digit MPIN, thus ensuring safety and security. It works on GSM phones using GPRS. TMB M-Banking Application is offered at no cost to TMB Bank customers. You can download and use this application as and when needed without being charged by the bank.GPRS stands for General Packet Radio Service. It is a service which allows Internet browsing and data services on a GSM mobile phone. This service is provided by mobile operators as per various plans and fee structures.Application provides you the option of changing your M-PIN under settings->Change MPIN.You can simply reconnect to TMB M-Banking and verify your mini statement/Balance Inquiry to check if the transaction has been successfully executed.On most handsets, you can answer the call or read the SMS while TMB M-Banking continues to run in the background. After you have finished your call, you can resume banking on TMB MBanking. For certain handsets however, you may need to re-open the application and login again.You will need to re-download the application and use new MPIN. TMB M-Banking Application will not allow you to login from a different mobile number other than the registered mobile number. In case of a change in your mobile number you will need to get it updated either through a TMB Bank branch or by calling our customer service Your Application will get locked after three consecutive wrong password attempts. To retry password, please call our Customer Care and request unlock.Call our customer care and request for blocking the TMB M-Banking. You can download the same application once again, on your new phone.You will need to re-download the application and set new password.

LITERATURE REVIEW

The study of Amiri Aghdaie & Faghani (2012) applied the SERVQUAL model to identify the relationship between customer satisfaction and mobile banking services.

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Researchers examined that; reliability, empathy, responsiveness, and tangibility are positively correlated with customer satisfaction whereas the factor assurance has no relation.

MahmoodJasi m (2014), this study conducted on the factor influencing customer usage of mobile banking services in Jordan. This current study seeks to determine the factors that affect the acceptance of the use of mobile banking services from the viewpoint of customers. These factors are divided into two groups in terms of their impact; the first represents the motivating factors that drive customers to use mobile banking services. The major findings provided support for the model of the study. The design and development of this questionnaire was based on an initial pretested survey distributed to a sample consisting of (56) customers of Jordan Banks. Finally this study result is acceptable as the member‟s .All the hypotheses regarding the impact of the factors included in the study on usage of mobile banking were supported and hypotheses of the study have been accepted, indicating the positive impact of the motivating factors on the usage of mobile banking services.

Suresh(2017) 14, this study focused on changing consumer behavior for mobile banking services in India. Mobile banking is the latest and mostinnovative service offered by the Banks. The purpose of the study is to investigate determinants of Mobile banking adoption based on an individual‟sbenefits and costs of adopting mobile banking.The main factors that determine the customer satisfaction of mobile banking in India are security, efficiency,cost effectiveness, easy demand fulfillment and correctness in results.It aims to analyze the customer response and customer satisfaction of mobile banking through these factors. Mobile banking is one of the alternatives in e- channels available to customer for quick and efficient of serviceat anytime of the day and from anywhere to use. Banks can also use to unable the banking for increasing theefficiency of their staff create a platform. Finally this paper anendeavour has been made to explore the consumer satisfaction of the new electronic payment service asmobile banking and the factors influencing the adoption of mobile banking services.

OBJECTIVES OF THE STUDY

- To know the information about mobile banking services
- To analyse the customers usage about mobile banking services
- To analysis the reasons for customers adoption of Tamilnad Mercantile Bank mobile bank services in Tenkasi Taluk.
- To offer the suitable suggestions

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RESEARCH METHODOLOGY

The present study has been collected from both primary and secondary data. The primary data was collected on the basis issue of questionnaire. The study area has been identified Tamilnad Mercantile Bank ltd., branches in Tenkasi Taluk. The questionnaire was designed and contained several questions for collection of data from the customers or mobile banking users. The overall sample size for study was only 100 respondents form Tamilnad Mercantile Bank ltd., The method of sampling used is simple random sampling.The secondary data was collected from related research publications in books, journals and periodicals, dailies and annual reports of Tamilnad Mercantile Bank ltd., available on the chosen topic. And also collect information on website to develop theoretical background of customer perception towards mobile banking users in Tamilnad Mercantile Bank ltd., For the purpose data analyze applied test of normality of data. Therefore the data is abnormally distributed we applied non parametric test mentioned, mean, standard deviation, hypotheses of the study to measure the reliability of data.

HYPOTHESES

The study is based on the following hypotheses.

H1: There is a significant difference between demographic profiles of mobile banking users in Tamilnad Mercantile Bank Ltd.,

H2: There is a significant difference between reasons for customers adoption of Tamilnad Mercantile Bank Ltd., mobile bank services

H3: There is a significant relationship between customer usage of mobile banking facilities in Tamilnad Mercantile Bank Ltd.,

FEATURES OF TAMILNAD MERCANTILE BANK MOBILE CONNECT

- Balance Inquiry & Mini statement
- Loan & Deposit Account Balances
- Pay bills and credit cards
- College Fee Payments
- TNEB, Chennai Corporation Tax, Chennai Water Tax

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- Temple Donations
- TMB MWallet Topup
- Mobile, DTH and Data Card Recharge
- Transfer money between TMB accounts on 24 X 7 basis
- 24X7 Instant Payment through IMPS using MMID or IFSC.
- NEFT Payments
- Merchant Payments through IMPS
- Generate OTP to book IRCTC and other Tickets
- All type of Deposit Openings
- Hotlisting Lost Card instantly
- Request for New Cheque Book
- Request for New Debit Card
- Request for Debit Card PIN
- Request for Internet Banking Login Password/Transaction Password
- ATM,Branch and eLobby Locator

SECURITY MEASURES ON TAMILNAD MERCANTILE BANK-MOBILE BANKING

On TMB M-Banking your information is protected by the following security measures:

- The Download of TMB - Mobile app is restricted after one successful download from a registered user.
- In any re-download scenario, the Customer will have to request the bank through any registered means of communication.

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• TMB Mobile app cannot be activated with a different sim card or different handset other than the registered one.

• TMB mobile app doesn't store personal account information on mobile devices, so your accounts are not exposed if your phone is lost or stolen.

• When you use TMB mobile app, your information is protected by 128-bit encryption, just as when you bank online.

Results and Discussion

Table:1 Demographic Profile of the Mobile Banking Service

Particulars	**Frequency**	**Chi-Square**	**P value**	**Hypothesis**
1. Age Pattern:				
a) Less than 30 years	10			
b) Between 30-40 years	55	3.07	0.000	Significant
c) Above 40 years.	35			
2. Gender:				
a) Male	65	2.86	0.002	Significant
b) Female.	35			
3.Educational Background:				
a) SSLC	12			
b) PUC	13			Not Significant
c) Graduation	45	4.73	0.621	
d) Post Graduation	30			
4.Occupation:				
a) Government employees	25			
b) Private employees	40	3.81	0.583	Not Significant
c) Business	35			
5. Monthly Income Level:				
a) Less than 10,000.	11			
b) Between 10,000 to 20,000	28	5.02	0.001	Significant
c) Between 20,000 to 30,000	19			
d) Above 30,000	42			

Source:Primary data

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Table: 2 Reason For Using Mobile Banking Facilities

S.No	Particulars	Respondents
1	Saving of time	20
2	No need to visit the bank	35
3	Customer friendly	15
4	Faster/24X7 Transaction	30

Source:Primary data

INTERPRITATION

The above table shows that out of 100 respondents, majority of 35% of the respondents use the No need to visit the bank, 30% of the respondents use the Faster/24X7 Transaction, 20% of the respondents use the Saving of time, 15% of the respondents use the Customer friendly.

Table:3 Usage Of Mobile Banking Facilities in Tamilnad Mercandile Bank Ltd.,

S.No	Particulars	Frequency
1	Everyday	22
2	Once in a week	18
3	When required	32
4	Once in a fortnight	28

Source:Primary data

INTERPRITATION

The above table shows that out of 100 respondents, majority of 32% of the respondents use the when required, 28% of the respondents use the once in a fortnight, 18% of the respondents use the once in a week, 22% of the respondents use the every day.

TERMS & CONDITIONS

- Customer mobile handset should be GPRS enabled.
- One Mobile number can be registered to one Cust_ID. All the accounts in that cust ID can be linked for enjoying the M Banking service.
- If the customer wants to change the Mobile number, then customer should de-register the mobile application and has to give fresh application form to the branch for registering just like fresh application.

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- If the customer wants to change the device then, customer should de-register the mobile application, uninstall the mobile application in the old hand set, Download the application in the new handset, enter the activation code which he will receive along with the download link and the customer has to change the old MPIN and login password.

SUGGESTIONS

- The banks try to develop the highly satisfaction level of customers towards every mobile banking services
- The bank should make awareness programme to the consumers.
- The banks should maintain the security in the transactions for saving the customers

Findings of the Study

- It is find out 55% of the respondents in mobile banking users age between 30-40 years.
- It is find out 65% of the respondents in mobile banking users gender in male
- It is find out 45% of the respondents in mobile banking users educational background litterage.
- It is find out 40% of the respondents in mobile banking users occupation in private employees.
- It is find out 42% of the respondents in mobile banking users monthly income level above Rs 30000.
- It is find out 35% of the respondents in mobile banking usager no need to visit the bank.
- It is find out 32% of the respondents use the when required in the mobile banking service.

CONCLUSION

Tamilnad Mercantile Bank Ltd., Mobile banking has lot of benefits and also problems. The customers utilise the various benefits of mobile banking services. Even though the problems, the customers satisfied with the mobile banking services. This study clearly analysed their satisfaction level. Finally it concluded that the maximum number of

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respondents highly satisfied with the some mobile banking services and remaining respondents satisfied with the mobile banking services. This study reveals the positive result. Because the minimum respondents only dissatisfied with the mobile banking services. So the mobile banking services has a vital role in the Tamilnad Mercantile Bank Ltd.,

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www. mobile_banking@tnmbonline.com.