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A Study on Customer Satisfaction of Internet Banking Services Provided by SBI with Special Reference to Kanchipuram –District Tamilnadu

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ABSTRACT

The study has been conducted in order to particularly assess and study the level of satisfaction of internet banking services. The reason for this study is also to examine and evaluate the purpose of using internet banking, reasons for preferred internet banking, satisfaction of customers towards internet banking and to find out the troubles encountered by the customers. The primary data for this study was compiled through well-structured questionnaire filled in on a one-to-one basis by 105 customers of state Bank of India. The study results evidently indicated that majority of the users of internet banking were satisfied. Hence, the study highlights the important points that state Bank of India top management must think about in order to increase the number of internet banking users and to improve their service quality.

1. INTRODUCTION

The excellent kinds of advance in technology and hard line blend of it with information technology made a standard shift in the banking industry. Technology itself formed its working with human beings. Introduction of internet banking happened in early 1990. This beginning of Internet Banking formed a phenomenal system, Internet banking. Internet banking is a type of systems that enable financial institution customers, individuals or businesses, to right to use accounts, transact business, or acquire information on financial products and services through the Internet.

2. DEFINITION OF A BANK

Oxford Dictionary defines a bank as "an establishment for custody of money, which it pays out on customer's order."1 In simple words, we can say that Bank is a financial institution that undertakes the banking activity i.e. it accepts deposits and then lends the same to earn certain profit. Banking systems can be defined as a mechanism through which the money supply of the country is created and controlled.

E-banking (Electronic Banking)

Now a days, in most of the branches we see computers being used to record banking business. Information about the balance in your deposit account can be known through computers. In most banks now human or manual teller counter is being replaced by the Automated Teller Machine (ATM). Banking activity carried on through computers and other electronic means of communication is called _electronic banking‘or _e-banking.

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NET BANKING

With the wide use of computer and Internet, banks have now ongoing transactions over Internet. The customer maintain an account in the bank can log into the bank's website and right to use his bank account. He can create payments for bills, give directions for money transfers, fixed deposits and collection of bill, etc.

CUSTOMER SERVICE

Customer service has immense significance in the banking sector. The banking structure in India today has perhaps the major outreach for delivery of financial services and is also serving as an essential conduit for delivery of financial services. While the coverage has been growing day by day, the quality and content of dispensation of customer service has come under great difficulty mainly owing to the failure to handle the soaring demands and hope of the customers

3. OBJECTIVES OF THE STUDY

- To Identify the purpose of using internet banking services,
- To discover the reasons for maintaining internet banking account; and
- To evaluate the level of satisfaction of customers on Internet banking services provided by State Bank of India.

RESEARCH METHODLOGY

This study evaluates the level of satisfaction of customers on Internet banking service so primary data have been collected by using well-structured questionnaires and the secondary have been collected from various journals and magazines.

SCOPE OF STUDY

This study will be helpful to point out the important areas where bankers lack in providing internet banking. The section which can increase the satisfaction level of customers on internet banking and motivate them to use internet banking efficiency. This study brings the attentions of management towards the importance of training and development of customers of internet banking.

4. LIMITATION OF STUDY

- The period of study is limited one month
- The sample size is 105,
- Preference and opinions are supposed to change from time to time

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REASON FOR CHOOSE SBI INTERNET BANKING

PARTICULARS	NO OF RESPONDENT	%
Brand Name	12	11.4
Good service	58	55.2
Low formalities	15	14.2
Old bank	20	19
Total	105	100

Source: Primary Data

TABLE NO 1

The above table shows that 55.2% of respondents are reason for choose this bank because of Good Service, 11.4 % of respondents are choose because of brand name

DEMOGRAPHIC PROFILE

DEMOGRAPHIC PROFILE	CLASSIFICATIONS	FREQUENCY	PERCENT
Age	Below 30	20	19.04
	31-40	31	29.25
	41-50	23	21.67
	50-60	18	17.14
	Above 60	13	12.26
	Total	**105**	**100**
Gender	Male	58	55.8
	Female	47	44.2
	Total	**105**	**100**
Educational Qualification	Up to HSC	13	12.26
	Diploma	12	11.4
	Graduate	80	76.2
	Total	**105**	**100**
Marital status	Unmarried	30	28.5
	Married	75	71.4
	Total	**105**	**100**
Family Size	Up to 2	35	33.3
	3-5	66	62.85
	Above 5	4	3.3
	Total	**105**	**100**

Source: Primary Data

TABLE NO 2

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The table .2 shows that 29.25% of the respondents are belongs to the age group of 35-40 and the 12.26% of the respondents are belongs to the age group of above 60. In demographic profile of the respondents related to the marital status 28.5% of the respondents are unmarried and remaining 71.4% of respondents are married. According to their educational qualification of the respondents 76.2% of the respondents are completed their graduate but only 12.26 % of the respondents are passed up to Higher secondary .55.8% of the respondents are male and 44.2% of respondents are female. According to their family size 62.85% of respondents are have 3-5 dependents but 3.3% of respondents have above 5 dependents.

5. CHI SQUARE TEST

THE RELATIONSHIP BETWEEN THE AGE OF RESPONDENTS AND THEIR SATISFACTION LEVEL

AGE/LEVEL OF SATISFACTION	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED	TOTAL
Below 35	3	3	8	3	2	20
35-40	4	5	7	6	9	31
41-45	3	3	5	6	6	23
46-50	2	2	5	5	5	19
Above 50	1	2	3	2	5	13
Total	13	15	28	22	27	105

TABLE NO 3

Ho: There is no relationship between the age group of the customer and their satisfaction level.

O	E	O-E	(O-E) /E
3	2.45	0.55	0.12
3	3.80	-0.8	0.17
8	2.82	6.18	13.44
3	2.33	0.67	0.19
2	1.59	0.41	0.10
4	2.83	1.17	0.48
5	4.39	0.61	0.08
7	3 .25	3.75	4.33
6	2.69	3.31	4.07
9	1.84	7.16	27.86
3	5.47	-2.47	1.11
3	8.48	-5.48	3.54
5	6.29	-1.29	0.26
6	5.20	0.8	0.12
6	3.56	2.44	1.67
2	4.15	-2.15	1.11

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2	6.43	-4.43	3.05
3	4.77	-1.77	0.66
2	3.94	-1.94	0.94
5	2.70	2.3	1.96
1	5.09	-4.09	3.29
2	7.89	-5.89	4.40
3	5.86	-2.89	1.43
2	4.84	-2.84	1.67
5	3.31	1.69	0.86
		TOTAL	77.01

DEGREE OF FREEDOM

= (R-1) (C-1)
= (5-1) (5-1)
= 4×4
=16×1.96(5% level of significance)
= 31.36

6. RESULT

The above table shows that the table values us lesser than the calculated value. Therefore the null hypothesis is rejected, so there is a relationship between the age background of the customer and their satisfaction level.

7. FINDINGS

- The maximum number of respondents 29.25% of the respondents are belongs to the age group of 35-40 and the 12.26% of the respondents are belongs to the age group of above 60.
- According to their educational qualification of the respondents 76.2% of the respondents are completed their graduate but only 12.26 % of the respondents are passed up to Higher secondary.
- According to their family size 62.85% of respondents are have 3-5 dependents but 3.3% of respondents have above 5 dependents.

8. SUGGESTION

- The banker should reduce the processing charges for NEFT and RTGS
- The bank should increase their ability to control and manage the various risks inherent from e- Transaction activity.
- The bank should provide proper instruction and personnel assistance to customer on how to use the internet banking.

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- The banks should conduct workshops and training programs for creating awareness among Customers on the need and benefits of internet banking.
- The banks should provide proper training to the employees who respond to customers' queries and complaints and should enable them to solve the problem efficiently.
- The study recommends there is a need for an automatic response mechanism for solving Customers' queries quickly.
- It is recommended to follow regional languages during the transactions. This will enhance the Use of internet banking among the rural people.
- There is a greater need for creating awareness among rural people about the benefits and Various application of internet banking service available in the banks.

9. CONCLUSION

The study concluded that, internet banking offers plenty of opportunities to customers that enable them to conduct banking transactions quickly as compared to traditional banking. Technology enables banks as well as the customers to access a host of amazing services by simply logging in to internet banking account. The study results evidently indicated that majority of the users of internet banking were satisfied. Hence, the study highlights the important points that state Bank of India top management must think about in order to increase the number of internet banking users and to improve their service quality.

10. REFERENCE

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