

A Study On Customer Satisfaction Of E - Banking Services In Public Sector Banks With Special Reference To Cuddalore District

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ABSTRACT

E- Banking is such consistent towards all banking performance and covers the whole fright of knowledge initiatives that have occupied place in banking countryside. E- Banking refers to undertaking of banking transaction through protected internet applications. It is the provisions of information or services by a bank to its customer's altogether the way through electronic devices. This electronic banking technology is eradicated all operating costs and established the new services rendered through the banks. This paper is the consider result of identifying employees awareness level towards e-banking and also the impact of employees of selected commercial banks in Cuddalore District. This study was covered well-known that employee's awareness on E-banking.

Keywords: e-banking, Employee's, awareness, Commercial banks

1. INTRODUCTION

Technology plays an important role not only to complete the activity with high efficiency but also has the potential to innovate and meet the future requirements. Information Technology has therefore introduced new business paradigms and is increasingly playing a significant role in improving the services in banking industry. E-Banking implies performing basic banking transaction by customers round the clock globally through electronic media. Alternatively electronic banking can be defined as “delivery of bank's services to a customer at his officers home by using electronic technology and this has resulted in conceptualization of virtual banking”.

HISTORY OF E-BANKING

Electronic banking is the term that describes all transactions that take place among companies, organizations, and individuals and their banking institutions. First conceptualized in the mid-1970s, some banks offered customers electronic banking in 1985. However, the lack of Internet users, and costs associated with using online banking, stunted growth. The Internet explosion in the late-1990s made people more comfortable with making transactions over the web. Despite the dot-com crash, e-banking grew alongside the Internet. On the other hand, E-Banking enables the customers to perform the basic banking transactions by sitting at their office or at homes through PC or LAPTOP. The customers can access the bank's website for viewing their account details and perform the transactions on account as per their requirements. Thus, today's banking is no longer confined to branches. Customers are being provided with additional delivery channels which are more convenient and are cost effective to the banks. This has resulted in shrinking of geographical boundaries, easy reach to the clientele, reliable and secure

services. The E-Banking services include Automated Teller Machine, Plastic Card Currency, Internet Banking and Electronic Clearing Services.

DEVELOPMENT OF E-BANKING

Technology has become the engine for generating rapid change. It is no longer measured merely for operation dispensation or restricted to management evidence systems. It suggests the integration of statistics system with the communication technology and of innovative application to product manufacturing, design and control. With the growth of technology, the world has become a global village and escorted in a rebellion in the banking industry. "As per the statistic, India has knowledgeable a high development rate in the last four years, the consumers' expenditure has appealed up to 75% as a result the Banking Industry is probable to grow further in the future days with replicated cafes and kiosks springing up in diverse cities access to the Net is going to be easy. Internet banking (also denoted as banking) is the latest in this series of technological phenomena in the recent past connecting use of Internet for distribution of banking products & services. E-business has been endlessly growing as a new industry during the last decade. In the wake of the internet uprising, electronic commerce occurred and permissible businesses to interrelate more efficiently with their customers and other corporations. In this multiplied information age, banking industry has been using this new communication channel to reach its diversities of customers.

CUSTOMER SATISFACTION

Before proceeding further, it is best that one fully understands the definition of the phrase 'Customer Satisfaction'. The phrase does not only express a happy customer, but rather complex than that. Customer satisfaction is actually a term most widely used in the business and commerce industry. It is a business term explaining about a measurement of the kind of products and services provided by a company to meet its customer's expectation. To some, this may be seen as the company's key performance indicator (KPI).

2. STATEMENT OF PROBLEM

Today, Indian Banking Industry is one of the largest in the world. Indian banking has come a long way from being a quiet business institution to a highly positive and dynamic entity. Indian banking has finally woken up to the surging demands of the ever-discerning Indian consumer. Nowadays, due to the increase in competition, customer satisfaction is considered to be the most important thing in banking services. A customer always wants something and expects that the bank should come up to the level to fulfill those needs. Service quality is about meeting customers' needs and requirements, and how well the service level delivered matches customer expectations. Service quality in banking implies consistently anticipating and satisfying the needs and expectations of customers.

3. SCOPE OF THE STUDY

With the advent of liberalization policy and RBI's easy norms several public, private and foreign banks have entered in Indian banking sector which has given birth to cut throat competition amongst banks for acquiring large customer base and market share. Banks have to deal with many customers and render various types of services to its customers and if the customers are not satisfied with the services provided by the banks then they will defect which will impact economy as a whole since banking system plays an important role in the economy of a country, also it is very costly and difficult to recover a dissatisfied customer. Since the competition has grown manifold in the recent times it has become a Herculean task for organizations to build loyalty, the reason being that the customer of today is spoilt for choice. Retaining customers is a financial imperative for Indian banks, especially as attracting new

customers is considerably more expensive than for comparable, traditional, bricks-and-mortar stores. Understanding how or why a sense of loyalty develops in customers remains one of the crucial management issues of the present day. This study will be helpful to draw up further policy for improving customer satisfaction with e-banking practices and act as a secondary data for further research.

4. OBJECTIVES OF THE STUDY

The following are the specific objectives of the research objectives

- To find the factor influence of demographic factor of the e-banking services provided by public sectors banks.
- To study the level of awareness and the usage of e-banking services in the present study area.

5. RESEARCH METHODOLOGY

This research is based on analytical and descriptive nature. It depends upon both primary and secondary data. The methodology consist detail of segment which governs the outcome of the research. It encompasses and directs the researcher to carry out the research in a methodical process which ensures and facilitates the truthfulness of the outcomes.

6. LIMITATIONS OF THE STUDY

The study has some limitations, these limitations that need to be approved and addressed about the present study. The study is limited to public sector banks located in Cuddalore district only. The study is based on the opinion survey of customers. But, the opinion expressed may differ according to time and situation. The findings of the study can't be comprehensive as the study is made covering limited area namely Cuddalore district of Tamilnadu.

Prior Probabilities

The classification matrix, showing how many participants are properly categorized into the corresponding groups and the right general classification proportion. It is thus seen that 68.6% of the participants in the male group and 31.4% of the participants in the female group were properly anticipated by the discriminating feature and 67.2% of the participants were properly categorized.

CLASSIFICATION RESULTS

GENDER			PREDICTED GROUP MEMBERSHIP		TOTAL
			MALE	FEMALE	
Original	Count	Male	139	72	211
		Female	108	281	389
	%	Male	67.5	32.5	100.0
		Female	27.8	72.2	100.0
Cross-validated ^b	Count	Male	133	78	211
		Female	110	279	389
	%	Male	64.6	35.4	100.0
		Female	28.3	71.7	100.0

TABLE NO 1

From the above table, while computing from the group sizes, it is noticed that the 83.3 % of the female were found to be sensitivity towards the discrimination and 45.6 % of the male were found to be specificity towards the discrimination. More than 70.3 % of the respondents have made the same proportion of the mistakes for both categories

THE WEIGHTED AVERAGE SCORE WITH THE SERVICES RENDERED BY THE BANK

LEVEL OF SATISFACTION	FREQUENCY (F)	WEIGHTED (W)	ΣFW
Strongly Disagree	0	1	0
Disagree	19	2	38
Neither Agree Nor Disagree	91	3	273
Agree	224	4	896
Strongly Agree	194	5	970
Total	528	15	2177

TABLE NO 2

Weighted Average = $\Sigma fw / \Sigma f = 2177/528 = 4.12$

Weighted Percentage = $(4.12/5) * 100$
= **82.4 % or 82 %**

It is revealed that most of the respondents of the E banking services of Cuddalore District were informed that they were pleased with the services of the e-banking services as the percentage revealed through weighted average score was found to be 82% and hence well thought-out as one of the vital variable of the Consumer Fulfilment. It is revealed that majority of the respondents of the e-banking services in the public sector banks of Cuddalore District were informed that their services met their expectation and the percentage revealed through weighted average score was 62 % and hence well thought-out as one of the important variable of the Consumer Fulfillment. It is been known that most of them in E banking in the public sector banks of Cuddalore District were informed that they will recommend their e-banking service to anybody who seeks advice from them as the percentage revealed through weighted average score was found to be 82 % and hence considered as one of the important variable of the Customer Satisfaction.

7. FINDING OF THE STUDY

The use of technology in banking improves the service contribution to the customers. The banks must increase their competence so as to bring more effectual facilities to the consumers. Banks need to pay more courtesy in endorsing the e-banking facility among the consumers and the general public. Banks must take more steps to familiarize the e-banking habits among the age group below 25 years. This can be done through the instructive organizations. Also the banks must pay courtesy in cumulative the quality level of the e-banking services. The banks may help the customers gain more info on the e-banking services. In the research the researcher had recognized that more than 90 per cent of the customers are exploiting the ATM/Debit card services and the pertinent problems faced by the customers concerning ATM/Debit card is the number of ATMs not adequate, inappropriate locations of ATMs, Technical hurdles of ATMs. The banks must take essential steps to recover the competence in the service delivery hence boosts up customers' sureness.. Like ATM/Debit card service other nature of-banking services must be made simple and obtainable to customers, so that the customers may feel free of fear of

fraud and with amicable techniques. The banks must get customers' feedback to handle the grievances. This not only delivers a service to the customers but also offer the bank with appreciated information for future expansion on electronic service. The banks should establish public displays and talk shows and make the services available to all customers. Thus customers' interest would be stimulated Banks need to progress their e-banking services so that their service will not be out of date, thus leading to that customer choose other e-banks which are better developed and modern. Banks need to distinguish the possible of new invention and utilize them, besides applying new inventions, it is significant that banks also progress their services and to monogram even further in order to content their customers. The banks have to be precise, reliable, helpful and considerate to try to win customers' sureness by providing acceptable security.

8. CONCLUSION

Net banking has become an important weapon for survival and is essentially altering the universal banking company. Today, a mouse tick offers the services of bank clients at a much reduced price and also allows them to choose sellers for their monetary service needs with incomparable liberty. Banks must promote and constantly consider fresh sophisticated tailored correspondence and services in order to remain inexpensive.

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