



A STUDY ON CUSTOMER SATISFACTION TOWARDS INTERNET BANKING SERVICES PROVIDED BY STATE BANK OF INDIA WITH SPECIAL REFERENCE TO MADURAI CITY

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ABSTRACT:

With the advent of internet all banks in different countries are interlinked with each other. This facilitates easy remittance of money not only inside the country but also any part of the world is through the press of a button. Internet banking is the facility provided by banks to its customers who have no sufficient time to visit bank. Customers can do transactions from their place. The internet provides a secure medium for transferring fund electronically between bank accounts and also for making banking transactions over the internet. All banking activities that were conventionally carried by visiting a bank can now be done through a computer with internet access. Internet banking is highly useful for making payment for the goods and services purchased online.

KEYWORDS:

E-TAX, BILL PAYMENT, RTGS/NEFT, E-PAYMENT, FUND TRANSFER ETC.

1.1 INTRODUCTION:

Internet banking is the most convenient way to bank anytime, anywhere at our convenience. Internet banking refers to a system that enables bank customers to access accounts and general information on bank products and services through a personal computer or other intelligent devices. Unfortunately most of the customers are unaware about banking facilities. It is due to lack of e literacy. Only a few percentages of total customers of the bank use online banking. The online banking customer is also not confident about the security due to the hackers who hack the bank's websites. This study is intended to find out the level of customer satisfaction among the users of internet banking services provided by State Bank of India.

1.2 STATEMENT OF THE PROBLEM

Nowadays, people are busy with their day to day life. So there is no time to visit bank for their financial transactions. Internet banking is banking through internet services. It allows customers to conduct financial transactions on a secured website operated by the institution. It enables a customer to bring a bank to a computer thus at any time or at any place on his own choice. At this point "Customer satisfaction on Internet banking services provided by State Bank of India" is related to this situation.

1.5 OBJECTIVES OF THE STUDY

- To understand the various Internet banking services provided by State Bank of India. To find out the reason for preferring Internet banking.
- To study about the factors that affect the customers' perception towards internet banking of SBI
- To know about the current and future prospects of internet banking to the customers
- To find out the major problems faced by the customers while using internet banking services

1.6 METHODOLOGY

Research methodology is a method of collecting a sort of information and data pertaining to the subject in question. The objective is to examine all the issues involved and conduct a situational analysis. The methodology involves the overall research design, sampling procedure and field work done and finally the analysis procedure. The methodology used in the study consists of the sample using both primary and secondary data.

1.7 SAMPLE SIZE

The study is conducted with a sample size of 75 respondents.

1.8 METHODS OF DATA COLLECTING

PRIMARY DATA

Primary data has collected fresh and the first time and this happens to be the original character.

SECONDARY DATA

Secondary data are those which have been collected by someone else and which have been already been passed through the statistical process.

1.4 REVIEW OF LITERATURE

Almost everyone who come across these days seems to be using Internet banking and the traditional customer bank manager relationship has been replaced by a password. Internet banking is not only convenient for customers; it also negates the need for keeping some bank branches open for 24 hours a day to provide unparalleled customer service. Based on the large number of people who are returning towards Internet banking future plans of opening branches across cities can be curbed to some extent, making large investments unnecessary.

1.9 DATA ANALYSIS AND INTERPRETATION

FIGURE NO 1

FIGURE SHOWING OPINION OF E-BANKING SERVICE PROVIDED BY SBI

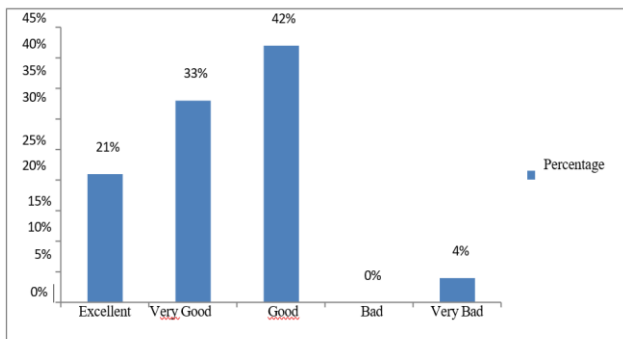


TABLE NO 1

TABLE SHOWING OPINION ABOUT FEATURE SINE-BANKING SERVICES OF SBI

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Manage finance quickly	20	27
24hours facility	32	43
Use of internet	4	5
Convenience	4	5
Security	15	20
TOTAL	75	100

Source: Primary Data

INTERPRETATION

It is clear from the above table no 3.12 that 43% of the

respondents use SBI's Internet banking services because of its 24 hours facility feature. 27% of the respondents use this for making their transactions quickly and speedily. And 20% of the respondents like these services for its security feature. 5% of the respondents, they like the feature of convenience and 5% respondents like the use of internet.

FIGURE NO 2

FIGURE SHOWING OPINION ON ROUTINE E-BANKING SERVICES WHICH ONE PERFORMS REGULARLY

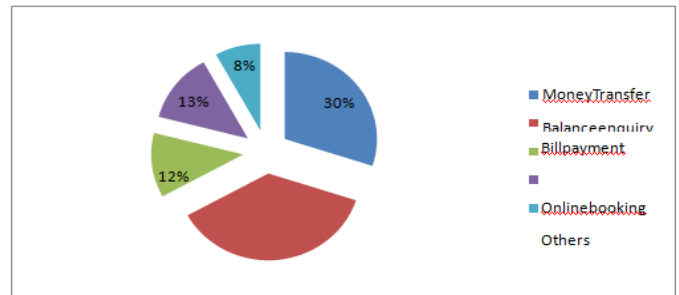


TABLE NO 2

TABLE SHOWING PREFERENCE OF CHOOSING INTERNET BANKING SERVICES

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Good services	64	85
Cost charges	6	8
People references	3	4
Others	2	3
TOTAL	75	100

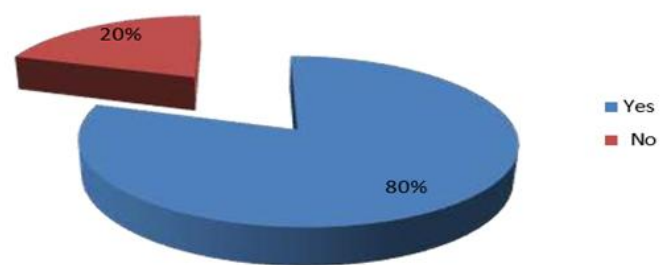
Source: Primary Data

INTERPRETATION

The above table no 3.17 shows the preference of choosing internet banking services, 85% of respondents prefer good services, 8% respondents prefer cost of charges, 4% respondents of choosing people reference and 3% respondents prefer others. It interpret that more respondents prefer good services provide by internet banking.

FIGURE NO 3

FIGURE SHOWING OPINION ABOUT USE OF ONLINE BILL PAYMENT FOR SHOPPING, TRAVELLING, ETC.



TABLENO3

TABLE SHOWING OPINION ON ROUTINE E-BANKING SERVICES WHICH ONE PERFORMS REGULARLY

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Money Transfer	22	30
Balance enquiry	28	37
Bill payment	9	12
Online booking	10	13
Others	6	8
TOTAL	75	100

Source: Primary Data

INTERPRETATION

The above table no 3.15 depicts that respondents using Internet banking mainly for balance enquiry, that is 37% of the respondents and secondly 30% of the respondents used for moneytransfer.13 % of the respondents used for online booking and 12% using bill payments and 8% using other services

FINDINGS

- Majority of the respondent sare Female (60%)
- Majority of the respondents belong to age group under20- 30
- Majority of the respondent sare Graduate (66%)
- Majority of the respondents who are participated in the survey account in bank savings A/c (67%).
- All respondent know aboute-banking Services.
- Majority of the respondents Knowe-banking service from Advertisement (40%).
- Majority of the respondents are aware about E-Banking services while opening the account (61%).
- All respondents use E-banking services.
- Majority of the respondents using since from More than 1 year using the E-banking services.(47%).
- Majority of the respondents use Mobile mode of internet banking (97%).
- 42% of respondent’s opinion about Internet banking services provided by SBI was good. So overall internet banking activities of SBI are satisfactory.
- Internet banking service of SBI have different

features such as security, 24 hours facility, manage finance quickly, use of internet and convenience. From this study it is found that 43% of the respondents are convenient with 24 hours facility.

- 75% of the respondents are in the opinion that they can access the services day or nightwithout any delay.
- 80% respondents use online bill payment during their shopping and travelling.
- There are different kinds of routine internet banking services such as money transfer, balance enquiry etc. among these 37% respondents use balance enquiry of internet banking segment.
- Out of the fund based transaction of internet banking such as fund transfer, online payment, purchase security, online booking and others 51 % of respondent’s uses online payment.
- Majority of respondents prefer good services (85%) provided by internet banking.
- Majority of respondent’s opined low cost benefits provided by internet banking services.
- 87% of the respondent’s opinions are that they can minimize transaction cost as compared with traditional banking transactions.
- 79% of the respondents said that they can access internet banking services without any delay.
- 33% respondents are technically illiterate to use internet banking services.
- Respondents facing problems encountered while usinge-banking services, majority of respondents said that they facing slow speed in working (41%).
- Majority of respondents says that the internet banking services necessary in present scenario.
- 51% of respondents are in the opinion that the SBI give attractive offers for using internet banking services of SBI.
- Majority of the respondents Satisfied with Banks internet services (40%).
- Majority of the respondents are opined professional quality service they expect from the bank (41%).

CONCLUSION

The marketing mantra’ customer is a king’ is no more on paper, and how it has become a reality. Increased level of awareness among the customers leads to increased preferences. Today’s customers are not satisfied with care

and courtesy alone, they expect concern and commitment. Therefore customer centric approach is the need of the hour. In this competitive environment not the oldest, not the strongest and not the first can survive, but only the 'Best' can survive. Therefore usage of modern technology for better service is imperative. The study is aimed to find out the customer satisfaction on internet banking services provided by SBI. For this study 75 respondents were given with questionnaire in Adimaly gramapanchayath. From this study it is found that the customer's satisfaction on Internet Banking services of SBI is good. Most of the respondents are satisfied with E-banking services and others have an average satisfaction, as the customers taste and preference are different. SBI can

improve customer by providing more services and making every customer e literate to give up with internet banking services.

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