



A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICE WITH SPECIAL REFERENCE TO INDIAN BANK IN MADURAI CITY

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ABSTRACT:

E-banking services have transformed the banking industry by offering customers a convenient, secure, and efficient way to conduct financial transactions. This study explores the impact of e-banking on customer satisfaction, focusing on key factors such as accessibility, security, ease of use, transaction speed, and service reliability. The research highlights how digital banking services, including online banking, mobile banking, and automated customer support, have improved user experience while also presenting challenges such as cyber security risks and technical disruptions. Findings suggest that while e-banking enhances customer convenience and operational efficiency, continuous improvements in security measures, user-friendly interfaces, and responsive customer support are essential for maintaining high levels of customer satisfaction. The study provides insights for banks and financial institutions to optimize their digital services and enhance customer trust in e-banking platforms.

KEYWORDS:

E-BANKING, DIGITAL BANKING, CUSTOMER SATISFACTION, FINANCIAL TECHNOLOGY, SERVICE QUALITY.

1.1 INTRODUCTION

E-banking services have revolutionized the banking sector by enabling customers to perform financial transactions anytime and anywhere through digital platforms. These services include internet banking, mobile banking, ATMs, electronic fund transfers (EFT), and digital wallets, which provide convenience, speed, and enhanced security for banking activities. The rapid adoption of e-banking has been driven by advancements in technology, increased internet penetration, and changing consumer preferences for hassle-free banking experiences. Banks worldwide, including those in India, have embraced e-banking to improve operational efficiency, reduce costs, and enhance customer satisfaction. However, while e-banking offers numerous benefits, challenges such as cyber security threats, technical issues, and digital literacy remain concerns for both banks and customers. Understanding customer perceptions, preferences, and challenges is crucial for banks to improve their e-banking services and maintain customer trust.

1.2 STATEMENT OF THE PROBLEM

Though the E-banking facility is getting popular and spreading very fast, most of the respondents do not know about the services because farmers are technically illiterate and unable to use this service. This research is an effort to investigate the level of awareness and perception among the Customers using e-banking service in Madurai

in particular with SBI and also the factors which influence the usage of E-banking services. This research is an effort to study the technological developments through E-banking services and also tries to find out the technical, administrative and procedural problems faced by the Customers while using the E- banking facility. This research tries to find that, it is the technology that has really helped to Customers by providing quality service in less time.

1.3 OBJECTIVES OF THE STUDY

- To study the awareness among Customers about E-Banking Services.
- To identify the reasons for Customers preferring E-Banking Services.
- To give valuable suggestions to improve the quality of service of E-banking services.

1.4 METHODOLOGY

1.4.1 RESEARCH DESIGN

Descriptive analysis is employed in this study to achieve successful outcomes.

1.4.2 SAMPLING METHOD:

It was very difficult to collect data from the entire population. Therefore representative sample as drawn for the purpose of the study.

1.4.3 SAMPLING PROCEDURE:

Empirical field studies required collection of first hand information of data pertaining to the study from the field. Simple convenient random sampling has been chosen for this study's objectives.. Simple random sample is used because every elementary unit has an equal chance to be included in the sample.

1.4.4 SAMPLE UNIT:

This survey was specifically intended for Madurai City residents who use Indian Bank's online banking service.

1.4.5 SAMPLE SIZE:

The sample size is of 100 respondents consisting of Customers who are availing of E- Banking services in INDIAN BANK.

1.4.6 PRIMARY DATA:

Original data gathered for a specific study is known as primary data. The research is carried out using a questionnaire designed to gauge how Indian bank clients see and accept online banking. In order to gather primary data, a structured questionnaire was created. Information from customers using the e-banking facilities has been gathered through the use of the interview approach.

1.4.7 SECONDARY DATA:

Secondary data is information that has been collected for a different purpose rather than for immediate research. People or organisations gather it in reaction to another issue. Various literary sources, including magazines, newspapers, textbooks, journals, the internet, and information from bank personnel, were used to gather secondary data for this study.

1.5 DATA ANALYSIS

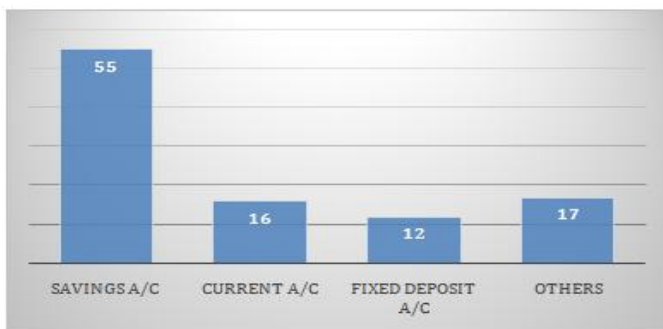
TABLE 1.5.1

TYPE OF ACCOUNT DO YOU HAVE IN INDIAN BANKS

Contribution	Respondents	Percentage
Savings a/c	55	55%
Current a/c	16	16%
Fixed deposit a/c	12	12%
others	17	17%
Total	100	100%

FIGURE 1.5.1

TYPE OF ACCOUNT DO YOU HAVE SBI BANKS



INTERPRETATION:

From the above table, it can be found out that there are 100 respondents in total in which 55% of respondents are savings a/c, 16% of respondents are current a/c, 12% of respondents are fixed deposit a/c and 17% are above others. Majority of the respondents are savings a/c

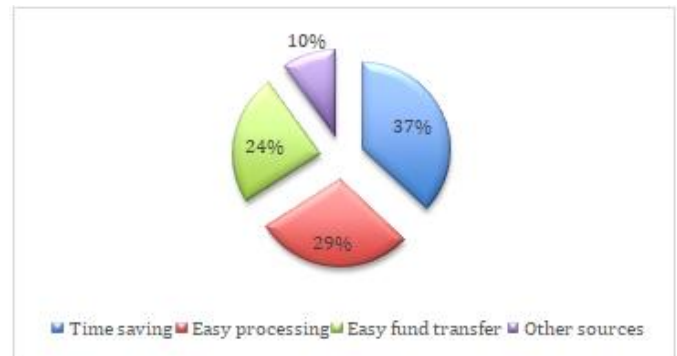
TABLE 1.5.2

TABLE 1.5.2 BENEFITS ACCURE TO YOU WHILE USING E-BANKING

Contribution	Respondents	Percentage
Time saving	37	37%
Easy processing	29	29%
Easy fund transfer	24	24%
Other sources	10	10%
Total	100	100%

FIGURE 1.5.2

BENEFITS ACCURE TO YOU WHILE USING E-BANKING SERVICE



INTERPRETATION:

From the above table, it can be found out that there are 100 respondents in total in which 37% of respondents are time saving, 29% of respondents are easy processing, 24% of respondents are easy fund transfer and 10% are other sources. Majority of the respondents are time saving.

1.6 FINDING

- Customers, as well as banks and other organisations, benefit from electronic technologies. E-banking will help banks improve their performances, quality services.
- There are 100 respondents in total in which 55% of respondents are savings a/c, 16% of respondents are current a/c, 12% of respondents are fixed deposit a/c and 17% are above others. Majority of the respondents are savings a/c
- The result indicates that the main reason behind the preference for E-Banking services 37% of respondents are time saving, 29% of respondents are easy processing, 24% of respondents are easy fund transfer and 10% are other sources. Majority of the respondents are time saving.

1.7 SUGGESTIONS

- Implement advanced cyber security protocols like AI-based fraud detection, biometric authentication, and end-to-end encryption.
- Increase awareness campaigns to educate customers about phishing, scams, and secure online banking practices.
- Upgrade banking servers and infrastructure to minimize downtime and transaction failures.
- Introduce real-time alerts and notifications to keep customers informed about transaction status.
- Creation of customer awareness and educate for technology adoption is necessary in rural areas.

1.8 CONCLUSION

In conclusion, e-banking services have significantly transformed the way people interact with financial institutions, offering unparalleled convenience, speed, and accessibility. These services allow users to perform banking tasks such as transferring funds, checking balances, and paying bills from anywhere, at any time. The increased adoption of mobile and online platforms has made banking more accessible and cost-effective. However, challenges like cyber security risks and the need for digital literacy remain. As technology advances, e-banking is expected to evolve, bringing even more innovation, but it will be crucial for institutions to ensure secure, inclusive, and user-friendly services for all

customers .Overall, the future of e-banking is promising, with growing digital adoption, innovative financial technologies (Fin Tech), and government initiatives like Digital India driving further advancements. By addressing challenges and focusing on continuous improvement, banks can provide a seamless and secure digital banking experience, ensuring greater financial inclusion and customer satisfaction.

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