

Customer Satisfaction and Service Quality in online banking A Challenge to bankers

E. SUNITHA

Lecturer in Commerce,
TSR&ERR GDC Pamarru.
Krishna Dt AP



Abstract

The main aim of this paper is to find out the relationship between the customer satisfaction and service quality. how the customer are satisfied by the quality service provided by the providers, they should fill the gap between the expectation and perceptions of services regarding the online financial services. For this study convenient sampling is used, data was collected from 50 respondents where as percentage method considered for this analysis. finally the results shows that the customers are highly satisfied with services of the online banking sector. The all over satisfaction of the customers mainly are continues improvement for quality service, easy to access the website, more on saving time is high factor of satisfied, even though the services are very advanced but there is some dissatisfaction regarding security, and charges for using online services.

Keywords-Satisfaction, Expectation, Service quality, Online banking, Customer.

INTRODUCTION

The banking sector plays a major and very critical component of the world economy by providing different financial services to who needed like Individual, government and business houses. Financial services encompass a wide range of economic services provided by the finance industry, including banking, insurance, investment, and wealth management. These services play a crucial role in the economy by facilitating the flow of capital and liquidity in the marketplace. By getting and improving awareness of financial services is crucial for both consumers and providers. Awareness levels and service quality can significantly impact on the customer satisfaction.

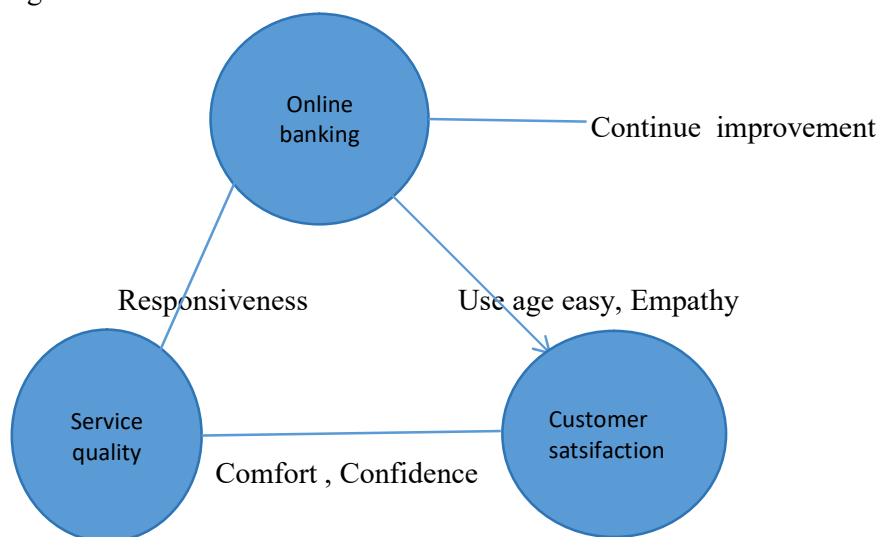
financial services which may reflect on well-being of individuals and the effectiveness of financial institutions. The government bodies are bring the awareness on the banking services and educating the public regarding service even it is online or off line services. while using these services how far the customers are satisfied is a big question to the service providers either their meeting the customer expectation or their has to improve in any aspects which customers are more likely to perceives because the service quality and customer satisfaction are both sides of the same coin. Increasing awareness of financial services is essential for fostering financial inclusion and stability.

REVIEW OF LITERATURE

Technology is very useful to customers to do online banking(Dr.S.Sangeetha 2020)connectivity, credibility , access and reliability these are consideration assessed by e-banking service providers(Dr.jagdeep singh 2018) customer services being an integral art of banking and the dynamic nature of technology and time may lead to change in customer preference with this there is a need for introduce new services and strategies to attract the customers(C.K.Sunith 2019) the gap between teenagers and adults so the adults and senior citizen need some awareness about the technical aspects

Objectives of the study:

1. To study the customer satisfaction towards online Financial service
2. To know which factors effect most the customer satisfaction towards online banking service.



Sources: Researcher Proposed Model

Research Methodology

Table .1

S.no	Methodology in the study	A Brief Draw Of Study
1	Research Type	Descriptive study
2	Sampling method	Convenient Sampling
3	Size of sample	50
4	Nature of respondents	ACCOUNT HOLDERS
5	Nature of data	Primary and secondary data
	Primary data	ACCOUNT HOLDERSOF DIFFERENT BANKS
	Secondary data	Journals, websites, books , discussion with students
6	Instrument used for research	Self designed Questionnaire
7	Analysis of Data collected	frequency and Percentage method is used for data Analysis

Source: Researcher own model

Data analysis

the main objectives of the study is to find out the customer satisfaction on online banking service which depends up on various determinate. The researcher used frequency and percentages tools for data analysis . The selected population are only account holders from the selected area of the study.

Table 2

Reasons for going online-banking	
Comfort	Highly agree
Easy to use	Highly agree
Confidence	Moderate agree
Responsiveness	Moderate agree
Empathy	Moderate agree
Money less	Highly agree
Time less	Highly agree
Communication	Highly agree
Security	Moderate agree
Accessibility	Highly agree
SATISFACTION DETERMINATES(Attractive)	
Determinants	Scales
My bank assistant me in online operations	Highly satisfied
My bank website is easy to visit	Highly satisfied
My bank ATM's are located as near	Satisfied
My bank sends SMS to me	Highly satisfied
My bank makes me aware on online transactions	Highly satisfied
My bank ensure about the security	Moderate satisfied
My bank saves my time	Highly satisfied
My bank service charges while using online banking	Moderate Satisfied
My banks meets my expectations	Moderate satisfied
My banks makes continues improvement for quality service	Highly satisfied
My bank heels my technical problems	Moderate satisfied
My banks make online transactions very fast	Highly satisfied

Source: Primary Data

All Over Satisfaction on service quality determinants

Finding of the study

1. In this study majority of respondent are female with (28)and male with (22%)mainly the women respondents are very must interested in online banking services .
2. Majority of respondents are of teenagers with the age of 21 to 26 and second majority of 27 to 32 with this shows the teenagers and middle age peoples uses the online banking more.

3. Majority of customers had the education with under graduation with (30%) and the inter places the second highest with(28%).the respondents least with post graduate(16%) .
4. High percentage of respondent are employees with(34%) and self employee with (20%) .these employees are often uses the online services.
5. Most of the respondents are married with(30%) and unmarried with (20%).
6. Majority of respondents are having saving account with(26%) and most less respondents are with current account(24%).
7. Most of respondents are having more than 10 years of period with(35%) and least with (10%) of 5 years.
8. Majority of respondents are using debit card for their online banking with(40%) and least with credit card used with (5%).
9. 100% of the respondents are fully aware of the online-banking services.
10. Majority of respondent with(18%) are online-banking are used for payments of bills and with (35%) for shopping .
- 11.The usage of online banking every day is the highest percentage with(35%)when compared with weekly and most of the respondents uses the services three time in a week with(15%).
12. The respondents selected some of the reasons for going are comfort,easy to use,money less,with in no time the transaction are completed,responsiveness communication and accessibility are very much highly satisfied and moreover the confidence , security empathy also show moderately agree .so, here even it fast technology there is a fear of security .
- 13.The allover satisfaction of the customers mainly are continues improvement for quality service,easy to access the website, more on saving time is high factor of satisfied.

Conclusion:

The study found that majority of customers are satisfied with the services of the online services of banking sector.here the service quality and customer satisfaction are the both sides of the same coin.without the customers there is no services render,so the service provider should take at most proclivity to fill the gap between the expectation and receiving end. Satisfaction level are more in women when compared to men because they are using the online services for shopping without moving anywhere. Comfort level are increased and easy use of account on internet hence,the study concludes that there is no significant relationship between age and education to use these online services.

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