



A STUDY ON SATISFACTION OF DIGITAL PAYMENT USERS WITH SPECIAL REFERENCE TO UPI TRANSACTIONS

Riya Goswami¹, Shreya Goswami², Dr. Pushpkant Shakdwipee³

^{1,2}Research Scholar, Pacific Academy of Higher Education and Research University, Udaipur, Rajasthan 302017, India

³Associate Professor, Pacific Institute of Management, Udaipur

Article DOI: <https://doi.org/10.36713/epra13820>

DOI No: 10.36713/epra13820

ABSTRACT

The banking sector has been rapidly expanding the adoption of internet banking as a convenient and efficient instrument to add value for their customers. Digital innovations and government initiatives such as paperless and cashless transactions have stimulated banks to consider digitalization as part of their banking strategy. Commercial banks have introduced numerous E-banking products to facilitate paperless and cashless transactions, which includes payment systems such as ATMs, mobile banking, internet banking, digital wallets and prepaid cards. Digital banking has transformed traditional banking and added additional dimensions to the banking sector. Therefore, the purpose of this research is to explore the satisfaction levels of users with UPI transactions, identify the key factors that contribute to user satisfaction with UPI transactions. The primary research was conducted through a well-structured questionnaire by the Google form. The study includes digital banking services users of Private Sector Banks in Jaipur city.

KEYWORDS: Digital payment, UPI transactions, Customer satisfaction, User experience.

INTRODUCTION

"Unified Payments Interface (UPI) is a technology that powers numerous bank accounts into a single mobile application, unifying various banking services, efficient fund routing, & merchant payments into one umbrella. Customers can utilize this platform to link bank accounts from several banks into a single UPI application, where they can then effortlessly transact with one another at any time by using their registered mobile phone number. Every time a customer initiates a transaction, there is no need to disclose their bank information or other sensitive information. UPI's overall significance derives from the government and RBI's strong aim to develop a cheap, transparent, and secure digital payment system that will be used by the nation's enormous population. The demonetization of high value currencies like Rs. 500 and Rs. 1000 has considerably accelerated the adoption of cashless transactions. Demonetization led to an unheard-of increase in digital payments. The main benefit of adopting an e-payment app is customer convenience because they will be able to pay with their mobile phones instantaneously by scanning a QR code or using contactless payments. There are numerous e-payment options available, including Airtel Money, Free charge, Google Pay, JIO Money, Paytm, and Phonepe etc. We all are habituated to using these payment apps; these apps have effectively integrated into our daily lives. These applications use UPI for transactional purposes.

TOP UPI APPS IN INDIA

- Phone Pe app
- Paytm app
- MobiKwik app



- BHIM app
- Google Pay (Tez) app
- Amazon Pay app
- SBI Pay app

REVIEW OF LITERATURE

Vinitha, K and S. Vasantha. (2018) studied that the advent of the digital payments has changed people's daily routines. In order to connect and make payments at any time, from any location, the power of the internet and digital payments is crucial. This helps you to satisfy your customers, which encourages them to become devoted customers.

Mishra, Sonal, and Kirti R. Swain. (2018) studied that due to the recent rise in smartphone adoption, affordable high-speed internet access, the desire for quicker payment settlement, and ease of use, mobile payment systems have become more and more popular.

Pillai, Sruthy S., G. Sandhya, and G. Rejikumar. (2019) found that while the shortage of cash was at its peak, more consumers preferred using non-cash alternatives, even for minor transactions, according to the pattern.

Kaur, Puneet, et al (2020) investigated the drastically rising trend in mobile money apps. Although it is beneficial to customers and effective and safety payments on their behalf, mobile wallets have not yet been widely adopted in markets.

Gupta, Knavish, and Nupur Arora. (2020) demonstrates that attitudes towards adopting mobile payment systems are positively impacted by perceived simplicity of use and usefulness. Also, there is a strong correlation between intention to implement mobile payment systems and attitude towards doing so.

Singh, Sindhu (2020) indicates that the popularity of mobile payments has increased as a result of technological advancement in mobile phones. Customers can conveniently and quickly shop online using a mobile device. With mobile payment systems, users and payment service providers have continual contacts.

Pal, Abhipsa, Tejaswini Herath, and H. Raghav Rao. (2020) examines that the user-friendly transactions that mobile payment systems provide are what make them so popular. Mobile payment transactions, however, come with the risk of data and financial loss in an era of escalating cybercrime. So, it is crucial to comprehend the conflicting effects that risk and convenience have on users' decision to use mobile payments.

Dr. Swati Kulkarni, Dr. Aparna J Varma (2021) according to their study, UPI has benefited more in the long run from the widespread use of digital payment options.

Ghosh (2021) studied several publications and concluded that using digital payment methods is much more time- and space-efficient than using traditional methods of paper money.

Gupta, A., & Pal, S. (2021) in his research examined that the factors such as transaction speed, ease of use, and security significantly influence user satisfaction.

STATEMENT OF PROBLEM

UPI system enables customers to transact safely while reducing the need for liquid currency. The key benefits of this system are making quick and easy transactions, saving time, being less expensive, being simple to use, etc. Currently, customers are using a lot of Digital payment apps but besides these advantages, there are some limitations on UPI transactions such as payment gateway failure, having difficulty accepting debit or credit cards, failure of mobile payment apps, delay in transactions, connectivity, and service quality. The level of consumer satisfaction and perception of the use and uptake of Digital payment app services must thus be determined in this research. As a result of these facts, a careful review is needed to determine the level of satisfaction of Digital payment users towards UPI transactions.

OBJECTIVES

- To study the satisfaction level of Digital Payment users towards UPI transactions.
- To identify the key factors that contribute to user satisfaction with UPI transactions.



RESEARCH METHODOLOGY

RESEARCH DESIGN: Descriptive Research Design were chosen.

DATA COLLECTION: Primary Data were collected using self-constructed questionnaire which was accessible to the participants by Google form link which includes digital banking services users of Jaipur city. Secondary data were collected by academic journals and previous studies

RESEARCH INSTRUMENT: Self – Constructed Questionnaire

QUESTIONNAIRE DESIGN: The questionnaire was designed to measure user satisfaction with UPI transactions and examine factors influencing their satisfaction. It will include questions related to transaction speed, ease of use, security, perceived usefulness, trust, transaction fees, and overall satisfaction with the UPI system.

SAMPLE SIZE: 120 respondents from all age groups who use UPI transactions were chosen.

SAMPLING: Convenience sampling techniques is used to for data collection. The participants have chosen from easily available sources and through personal networks.

SAMPLING UNIT: 120 customers were chosen to conduct research in which 30 customers are from (HDFC Bank), 30 customers are from (ICICI Bank), 30 customers are from (Axis Bank) and 30 customers are from (Kotak Mahindra Bank).

DATA ANALYSIS AND INTERPRETATIONS

Table 1 shows Demographic Profile of the Customers.

S.NO	DEMOGRAPHIC FACTORS	FREQUENCY	PERCENTAGE	
1	GENDER	MALE	65	53%
		FEMALE	55	45%
2	AGE GROUP	Between18-20	8	7%
		21-30	45	38%
		31-40	32	27%
		41-50	35	29%
3	EDUCATIONAL QUALIFICATION	SCHOOL	5	4%
		GRADUATE	15	13%
		POST GRADUATE	55	46%
4	OCCUPATION	OTHERS	45	38%
		SALARIED	62	52%
		BUSINESSMAN	20	17%
		PROFESSIONAL	20	17%
		OTHERS	18	15%



5	MARITAL STATUS	UNMARRIED	50	42%
		MARRIED	70	58%
		1	30	25%
		2	50	41%
6	BANKING EXPERIENCE	3	20	16%
		4	20	16%
		Public Banks	55	45%
		Private Banks	45	37%
7	Various banks of respondents	Both	20	16%

Table 2 shows primary purpose of using UPI transactions.

Particulars	No of respondents			
	HDFC	ICICI	AXIS	KOTAK
1. Shopping	5	6	4	4
2. Bill Payments	7	10	6	6
3. Transfer money to friends/family	4	5	5	4
4. Online services	14	9	15	16
Total	30	30	30	30

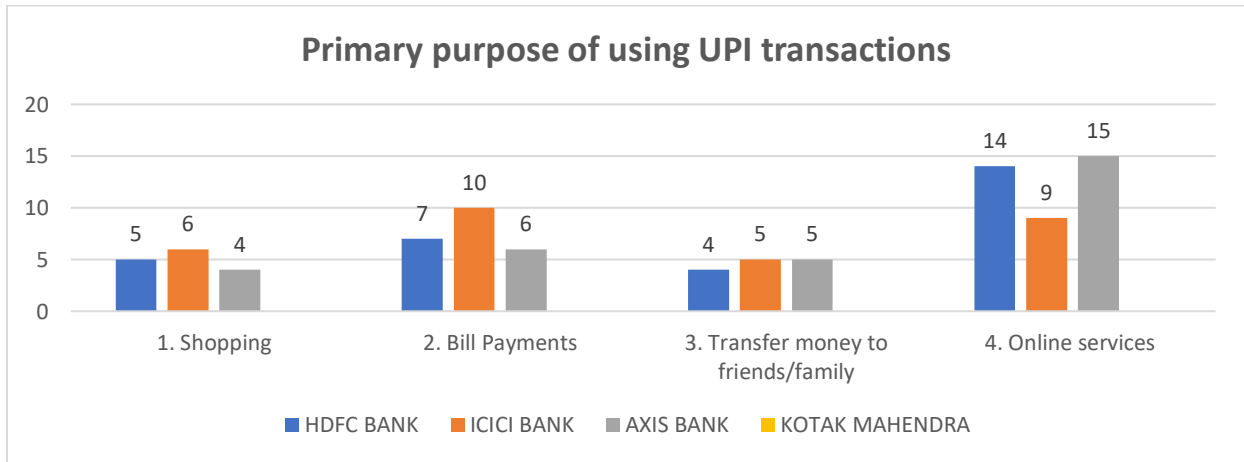


Table 2 interpreted that, in case of HDFC Bank 14 customers mostly preferred UPI transactions for rendering online services. In case of ICICI Bank 10 customers mostly preferred UPI transactions for Bill Payments. In case of AXIS Bank 15 customers mostly preferred UPI transactions for online services. In context of Kotak Mahindra Bank, 16 customers mostly preferred UPI transactions for rendering online services.

Table 3 shows the level of satisfaction towards the UPI transactions.

Particulars	No of respondents			
	HDFC	ICICI	AXIS	KOTAK
Highly satisfied	10	8	11	10
Satisfied	8	8	11	10
Dissatisfied	7	8	4	5
Highly Dissatisfied	5	6	4	5
Total	30	30	30	30



Table 3 interpreted that, out of 120 customers, 10 customers from HDFC Bank , 8 from ICICI Bank, 11 from AXIS Bank , 10 from Kotak Mahendra are highly satisfied towards UPI Transactions. Out of 120 customers, 8 customers from HDFC Bank, 8 from ICICI Bank, 11 from AXIS Bank, 12 from Kotak Mahendra are satisfied towards UPI Transactions. Out of 120 customers, 7 customers from HDFC Bank , 8 from ICICI Bank, 4 from AXIS Bank , 5 from Kotak Mahendra are dissatisfied towards UPI Transactions. Out of 120 customers, 5 customers from HDFC Bank , 6 from ICICI Bank, 4 from AXIS Bank , 5 customers from Kotak Mahendra are highly dissatisfied towards UPI Transactions.

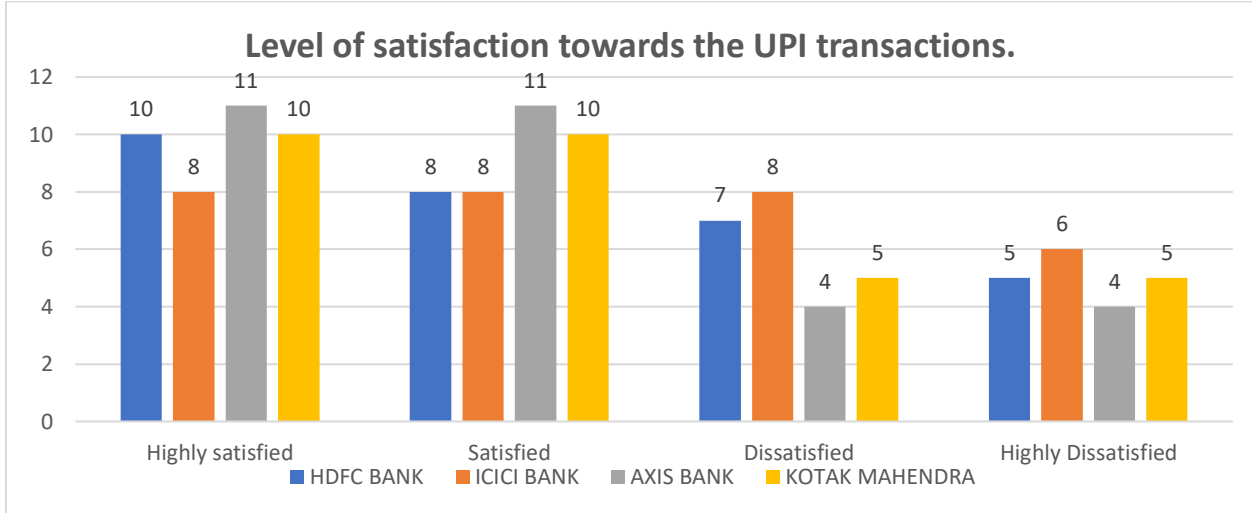


Table 4 shows the number of customers facing technical issues while using UPI transactions.

Particulars	No of respondents			
	HDFC	ICICI	AXIS	KOTAK
Very Frequently	10	8	8	5
Frequently	7	8	12	10
Rarely	7	8	5	5
Never having technical issues	6	6	5	5
Total	30	30	30	30

Table 4 interpreted that out of 120 customers, 10 customers from HDFC Bank , 8 from ICICI Bank, 8 customers from AXIS Bank , 5 customers from Kotak Mahendra are very frequently facing technical issues while using UPI Transactions. Out of 120 customers, 7 customers from HDFC Bank , 8 from ICICI Bank, 12 from AXIS Bank , 10 from Kotak Mahendra are frequently facing technical issues while using UPI Transactions. Out of 120 customers, 7 customers from HDFC Bank , 8 customers from ICICI Bank, 5 customers from AXIS Bank , 5 customers from Kotak Mahendra are frequently facing technical issues while using UPI Transactions. Out of 120 customers, 6 customers from HDFC Bank , 6 customers from ICICI Bank, 5 customers from AXIS Bank , 5 customers from Kotak Mahendra never facing technical issues while using UPI Transactions.

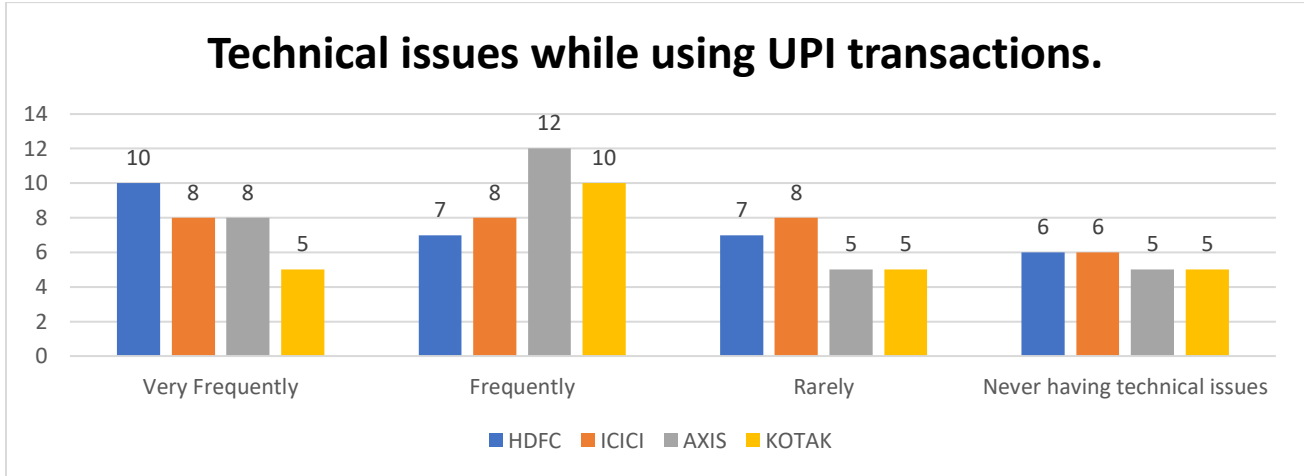


Table 5 shows the factors contribute to your satisfaction with UPI transactions.

Particulars	No of respondents			
	HDFC	ICICI	AXIS	KOTAK MAHENDRA
Ease of use and user-friendliness	10	8	8	5
Quick and seamless transaction processing	7	8	12	10
Reliability and uptime of UPI services	7	8	5	10
Security measures and fraud prevention	6	6	5	5
Total	30	30	30	30

Table 5 interpreted that out of 120 customers, 10 customers from HDFC Bank , 8 from ICICI Bank, 8 customers from AXIS Bank , 5 customers from Kotak Mahendra states that “Ease of use and user-friendliness” is the factor that contribute to user satisfaction with UPI transactions. Out of 120 customers, 7 customers from HDFC Bank , 8 from ICICI Bank, 12 from AXIS Bank , 10 from Kotak Mahendra states that “Quick and seamless transaction processing” is the factor that contribute to user satisfaction with UPI transactions. Out of 120 customers, 7 customers from HDFC Bank , 8 from ICICI Bank, 5 customers from AXIS Bank , 10 customers from Kotak Mahendra states that “Reliability and uptime of UPI services” is the factor that contribute to user satisfaction with UPI transactions. Out of 120 customers, 6 customers from HDFC Bank , 6 customers from ICICI Bank, 5 customers from AXIS Bank , 5 customers from Kotak Mahendra states that “Reliability and uptime of UPI services” is the factor that contribute to user satisfaction with UPI transactions.

CONCLUSION

Thus, study on customer satisfaction of Digital Payment users showed some interesting findings. UPI (Unified Payments Interface) is making significant strides towards revolutionizing the Indian payments industry. A favorable view on various customer satisfaction metrics is held by about 80% of the study's participants. The main factor that contributes to customer satisfaction is ease of use and user friendliness and Quick and seamless transaction processing. This study also reveals that the primary purpose of using UPI transactions is Bill Payments and Online Services. Thus, Consumer satisfaction plays a major role in the use of UPI services in India and consumer knowledge of new mobile technology innovations is growing quickly. In comparison to all other payment systems, UPI is the most advanced payment system in the world. While all other digital modes of payment, such as Bank cards, take days to complete the transaction and settlement process, UPI allows payment to be completed in seconds. UPI operates on a safe, secure, and reliable platform with numerous security features that make it more secure than any existing payment system. Therefore, UPI services has the potential to be a great enabler of financial inclusion in India, allowing a substantial number of people to contribute in the digital economy.



REFERENCES

1. Dr. Swati Kulkarni, Dr. Aparna J Varma, D. R. P. V. (2021). A Literature Study of Consumer Perception Towards Digital Payment Mode in India. *Psychology and Education Journal*, 58(1), 3304–3319.
2. Ghosh, G. (2021). Adoption of Digital Payment System by Consumer: A review of Literature. *Researchgate.Net*, 9(2), 412–418.
3. Gupta, A., & Pal, S. (2021). A Study on User Satisfaction with UPI Transactions: The Indian Perspective. *International Journal of Business and Management Studies*, 8(2), 45-60.
4. Gupta, Kanishk, and Nupur Arora. (2020) "Investigating consumer intention to adopt mobile payment systems: an Indian perspective. *International journal of technology transfer and commercialization* 17.2-3 (2020): 115-134.
5. Pillai, Sruthy S., G. Sandhya, and G. Rejikumar. (2019). "Acceptance of mobile payments and UPI technology. *Indian Context. "International journal of barriers forecasting and Marketing Intelligence* 5.3: 371-384
6. Vinitha, K., and S. Vasantha. (2018). "Usage of E-payment and customer satisfaction " *Executive Editor* 9.3 (2018):130