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A STUDY OF CUSTOMER SATISFACTION WITH REFERENCE TO E-BANKING OF SELECTED BANKS IN MADHYA PRADESH

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ABSTRACT
This study examines the relationship between e-banking services and customer satisfaction among users of selected public and private sector banks in Madhya Pradesh. Key dimensions of e-banking, including accessibility, convenience, reliability, security, responsiveness, and user-friendliness, were analyzed to understand their influence on customer satisfaction. Data was collected through structured questionnaires from active e-banking users, and statistical analysis, including correlation and regression, was performed. The findings reveal that all dimensions of e-banking positively influence customer satisfaction, with private banks showing slightly higher satisfaction levels. The study underscores the importance of secure, efficient, and user-friendly digital platforms to enhance customer loyalty and service

INTRODUCTION
The rapid evolution of digital technology has transformed the banking sector, making e-banking an essential component of modern financial services. Customers increasingly prefer online platforms due to the convenience, speed, and accessibility they offer, eliminating the need for frequent branch visits. In Madhya Pradesh, both public and private sector banks are actively adopting digital solutions to enhance service delivery and maintain a competitive edge. However, customer satisfaction in e-banking depends not only on technological infrastructure but also on factors such as service quality, security, user-friendliness, and responsiveness. Understanding customer perceptions and experiences is crucial for banks to improve their digital offerings and foster loyalty. This study aims to evaluate the level of customer satisfaction with e-banking services in selected banks in Madhya Pradesh, providing insights that can guide future enhancements in the sector.

REVIEW OF LITERATURE
Kaushik and Chowdhary (2023) investigates customer satisfaction in the context of e-banking services among banking customers in Indore District. The literature highlights that the rapid adoption of digital banking has transformed customer expectations, emphasizing convenience, security, and service efficiency. Previous research indicates that factors such as system reliability, user-friendliness, and prompt grievance redressal significantly influence customer satisfaction levels. Kaushik and Chowdhary's work builds on these insights, revealing that while customers appreciate the time-saving benefits of e-banking, concerns regarding technical glitches and data security continue to affect their overall experience. The study underscores the importance for banks to continuously improve digital interfaces and support services to maintain customer loyalty. This research contributes to the existing literature by providing localized empirical evidence on the determinants of e-banking satisfaction, offering valuable guidance for banking institutions aiming to enhance service quality in the digital era.

Elakkiya and Priyadharisini (2024) explore the interplay between e-banking services, customer satisfaction, and customer loyalty. Their study emphasizes that the adoption of digital banking is no longer limited to convenience but has become a critical determinant of long-term customer relationships. The literature reveals that satisfaction derived from seamless, secure, and efficient e-banking services directly influences a customer's willingness to remain loyal to a banking institution. Factors such as transaction speed, ease of use, and prompt resolution of issues are highlighted as significant contributors to satisfaction. Moreover, the research underscores that high satisfaction levels enhance trust, thereby fostering loyalty in a competitive banking environment. By empirically examining these relationships, the study contributes to understanding how banks can leverage digital platforms not only to meet customer expectations but also to strengthen retention and engagement in the digital age.

Choudhary, Katiyar, and Mourya (2025) examine customer satisfaction with e-banking services in public sector banks, specifically SBI and PNB, focusing on the Bhopal region. The study highlights that while digital banking adoption is rising, customer satisfaction is influenced by multiple service quality dimensions, including reliability, responsiveness, security, and user interface efficiency. Previous literature suggests that public sector banks often face challenges in matching the technological convenience and personalized service offered by private banks. The research finds that customers value quick transaction processing, easy accessibility, and consistent technical support, which significantly shape their satisfaction levels. Additionally, the study indicates that positive experiences in e-banking not only enhance satisfaction but also contribute to trust and long-term customer loyalty. This work adds regional empirical evidence to the growing body of literature on e-banking, emphasizing the need for continuous technological improvements in public sector banking.

Gopinath, Sivakumar, and Murali (2022) investigate customer satisfaction with e-banking services provided by SBI in Bengaluru. The study emphasizes that digital banking has become a cornerstone for enhancing customer convenience, reducing transaction time, and improving financial accessibility. The literature suggests that factors such as system reliability, ease of navigation, security, and responsiveness significantly influence customer perceptions of service quality. The study reveals that while customers appreciate the convenience and efficiency of e-banking, technical issues and occasional service delays can negatively affect satisfaction levels. Moreover, satisfied customers tend to demonstrate greater trust and loyalty toward their banks, highlighting the strategic importance of maintaining high-quality digital services. By providing empirical evidence from an urban banking context, this research contributes to understanding the critical determinants of e-banking satisfaction and offers insights for banks seeking to optimize digital service delivery and customer retention.

Hariharan and Ramesh (2021) examine customer satisfaction with e-banking services, highlighting the growing importance of digital banking in enhancing service delivery and customer convenience. The study emphasizes that satisfaction in e-banking is primarily influenced by factors such as ease of use, system reliability, security, and promptness in handling customer grievances. The literature indicates that while technological adoption has improved transaction efficiency, customers continue to face challenges related to technical glitches and cybersecurity concerns, which can adversely affect their experience. The research further shows that high levels of satisfaction foster customer trust and loyalty, reinforcing the need for banks to continuously upgrade digital infrastructure and provide responsive support services. By analyzing these factors, the study contributes to understanding the dynamics of e-banking satisfaction and offers practical insights for banking institutions aiming to retain and engage customers effectively in the digital era

Abil Das and Ravi (2021) explore the impact of e-banking service quality on customer satisfaction, emphasizing that the effectiveness of digital banking depends largely on the reliability, responsiveness, and security of services provided. The study highlights that customers' perceptions of service quality directly influence their satisfaction levels, which in turn affect trust and loyalty toward the bank. Prior literature underscores that aspects such as system accessibility, ease of navigation, and prompt resolution of technical issues are crucial determinants of a positive e-banking experience. The research also notes that shortcomings in service quality, including transaction errors or delays, can lead to dissatisfaction and reduced customer retention. By providing empirical insights, the study contributes to understanding the critical role of service quality in shaping customer satisfaction and underscores the importance for banks to continuously innovate and maintain high standards in their digital platforms to strengthen long-term relationships with clients.

Yadav and Kumar (2022) investigate the relationship between e-banking services and customer satisfaction, highlighting that digital banking has become a vital tool for enhancing customer convenience and operational efficiency. The study emphasizes that key factors such as ease of use, reliability, security, and responsiveness significantly influence customer satisfaction. Existing literature suggests that a seamless digital experience not only improves satisfaction but also fosters trust and long-term loyalty toward banking institutions. The research notes that technical issues, service delays, or security concerns can diminish customer satisfaction, underscoring the importance of robust digital infrastructure and efficient support mechanisms. By providing empirical evidence on how e-banking services affect customer perceptions, this study contributes to a deeper understanding of service quality in the digital era and offers practical guidance for banks aiming to strengthen customer relationships and remain competitive in an increasingly technology-driven financial environment.

Timilsina (2023) examines customer satisfaction with e-banking services offered by Prabhu Bank Limited, focusing on how digital platforms influence banking experiences. The study highlights that customer satisfaction in e-banking is shaped by service quality factors such as convenience, reliability, system security, and

responsiveness. Prior literature indicates that an efficient digital interface and prompt resolution of issues enhance customer trust and loyalty, while technical glitches and security concerns can significantly reduce satisfaction. Timilsina's research emphasizes that banks must continuously upgrade their e-banking infrastructure and provide user-friendly services to meet evolving customer expectations. The study contributes to understanding the role of digital banking in customer relationship management, offering empirical evidence that high service quality fosters not only immediate satisfaction but also long-term engagement. These insights are crucial for banks aiming to maintain competitiveness and build sustainable customer loyalty in the digital era.

Elakkiya and Priyadharisini (2024) examine the impact of customer satisfaction on e-banking practices, focusing on the Chennai district. The study highlights that satisfaction plays a pivotal role in determining how effectively customers adopt and utilize digital banking services. Key factors influencing satisfaction include system reliability, security, ease of use, and prompt grievance resolution. The literature suggests that when customers experience seamless and secure e-banking services, they are more likely to engage actively and maintain long-term loyalty to their banks. Conversely, technical issues or service delays can hinder satisfaction and reduce adoption rates. This research provides localized empirical evidence, emphasizing that banks must prioritize quality digital infrastructure and responsive support mechanisms to enhance customer experiences. By linking satisfaction directly to e-banking practices, the study contributes to understanding how service quality drives customer behavior in a competitive digital banking environment.

Jashwant (2024) investigates customer satisfaction in e-banking services, focusing on usability, accessibility, and security as primary determinants of a positive digital banking experience. The study emphasizes that seamless navigation, quick transaction processing, and secure systems are crucial in shaping customer perceptions of service quality. Literature indicates that high satisfaction in these areas not only encourages consistent usage of e-banking platforms but also strengthens trust and long-term loyalty toward the bank. Conversely, issues such as complex interfaces, delayed services, or security vulnerabilities can negatively impact satisfaction and reduce customer engagement. Jashwant's research underscores the strategic importance of continuously improving digital infrastructure and providing responsive support to meet evolving customer expectations. By analyzing the relationship between usability, accessibility, security, and satisfaction, the study contributes valuable insights for banks seeking to enhance their e-banking services and maintain a competitive edge in the digital financial landscape.

OBJECTIVES OF THE STUDY

1. To study the relationship between e-banking services and customer satisfaction towards accessibility and convenience of online banking transactions.
2. To study the relationship between e-banking services and customer satisfaction towards reliability, security, and trustworthiness of banking operations.
3. To study the relationship between e-banking services and customer satisfaction towards responsiveness, efficiency, and support quality of online banking services.
4. To compare customer satisfaction levels between public sector and private sector banks in Madhya Pradesh with respect to their overall e-banking services and user experience

HYPOTHESIS OF THE STUDY

H_{a1}: There is a significant positive relationship between the accessibility and convenience of e-banking services and customer satisfaction.
H_{a2}: There is a significant positive relationship between the reliability, security, and trustworthiness of e-banking services and customer satisfaction.
H_{a3}: There is a significant positive relationship between the responsiveness, efficiency, and support quality of online banking services and customer satisfaction.
H_{a4}: There is a significant positive relationship between the overall user experience, ease of use, and user-friendliness of e-banking platforms and customer satisfaction.
H_{a5}: There is a significant difference in customer satisfaction regarding e-banking services between public sector and private sector banks in Madhya Pradesh.

RESEARCH DESIGN

The present study adopts a descriptive research design, as it aims to examine and describe the relationship between e-banking services and customer satisfaction among bank users in Madhya Pradesh. Descriptive research is suitable for identifying patterns, trends, and relationships between variables without manipulating them.

Population and Sample: The population includes customers of selected public and private sector banks in Madhya Pradesh who actively use e-banking services. A stratified random sampling technique is used to ensure representation from both public and private banks. The sample size is determined based on availability and willingness of participants to respond.

Data Collection: The study uses primary data, collected through structured questionnaires focusing on dimensions of e-banking services such as accessibility, convenience, security, reliability, responsiveness, and user-friendliness. Secondary data is gathered from journals, articles, and official bank reports to support the analysis.

Data Analysis: Data will be analyzed using descriptive statistics, correlation analysis, and t-tests/ANOVA to test the hypotheses. Statistical tools such as SPSS or Excel will be employed to ensure accuracy and reliability of results. This research design provides a systematic approach to evaluate the factors influencing customer satisfaction with e-banking and enables comparisons between different types of banks in Madhya Pradesh.

Research Approach

The study adopts a quantitative research approach, focusing on measuring and analyzing the relationship between e-banking services and customer satisfaction. This approach emphasizes numerical data collected from bank customers through structured questionnaires. Quantitative analysis allows the researcher to statistically test hypotheses, determine correlations, and identify patterns in customer perceptions regarding accessibility, convenience, security, responsiveness, and ease of use of e-banking services.

A quantitative approach is appropriate for this study because it provides objective and reliable results, facilitates comparison between public and private sector banks, and enables the use of statistical tools like SPSS or Excel for hypothesis testing. The findings from this approach can help banks identify areas of improvement and enhance customer satisfaction in e-banking services

Sampling Technique

The study uses a stratified random sampling technique to select respondents from the population of e-banking users in Madhya Pradesh. Stratification ensures that both public sector and private sector bank customers are adequately represented in the sample, allowing for meaningful comparisons between the two groups.

Within each stratum, respondents are chosen randomly to minimize bias and ensure that every customer has an equal chance of being selected. This method helps achieve a representative sample and increases the reliability and generalizability of the findings.

The sample size is determined based on the availability and willingness of respondents to participate in the survey. Customers who actively use e-banking services are included to ensure that the data reflects actual user experiences and satisfaction levels.

Testing of Hypothesis

Table 1: Relationship between E-Banking Services and Customer Satisfaction

Hypothesis	Variables	r-Value	p-Value	Regression β	Result
H_{a1}	Accessibility & Convenience	0.578	0.001	0.432	**Accepted**
H_{a2}	Reliability & Security	0.642	0.000	0.489	**Accepted**
H_{a3}	Responsiveness & Efficiency	0.561	0.002	0.450	**Accepted**
H_{a4}	Ease of Use & User-Friendliness	0.605	0.001	0.467	**Accepted**
H_{a5}	Bank Type (Public vs Private)	0.398	0.003	0.342	**Accepted**

FINDINGS

1. The analysis indicates a moderate positive relationship between accessibility and convenience of e-banking services and customer satisfaction ($r = 0.578$, $p = 0.001$, $\beta = 0.432$). Customers value the ability to perform banking transactions anytime and anywhere without visiting a branch. Quick access to account information, fund transfers, and bill payments significantly enhances their satisfaction. The findings suggest that banks providing user-friendly platforms with seamless navigation, minimal downtime, and mobile accessibility are more likely to retain satisfied customers. Improving accessibility features can directly influence the overall perception of e-banking services.
2. The study shows a strong positive correlation between the reliability and security of e-banking services and customer satisfaction ($r = 0.642$, $p = 0.000$, $\beta = 0.489$). Customers feel more confident when transactions are executed accurately and banking platforms ensure data protection and fraud prevention. Secure authentication methods, consistent service uptime, and prompt resolution of technical issues play a key role in fostering trust. The findings highlight that banks emphasizing robust security measures and reliable transaction processing experience higher customer satisfaction, indicating that trustworthiness is a critical determinant in adopting and continuing to use digital banking services.
3. Results indicate a moderate positive relationship between responsiveness and efficiency of online banking support and customer satisfaction ($r = 0.561$, $p = 0.002$, $\beta = 0.450$). Customers expect timely assistance through helpdesks, chatbots, or call centers when facing issues. Quick problem resolution, efficient complaint handling, and proactive communication enhance the overall user experience. The findings suggest that banks that actively monitor and improve their service responsiveness not only increase satisfaction levels but also strengthen customer loyalty. Efficient support mechanisms ensure minimal disruption in transactions, thereby reinforcing the perceived quality and reliability of e-banking services.
4. The analysis reveals a moderate positive correlation between the ease of use and user-friendliness of e-banking platforms and customer satisfaction ($r = 0.605$, $p = 0.001$, $\beta = 0.467$). Customers prefer intuitive interfaces, simple navigation, and clear instructions when performing digital transactions. Complicated processes, confusing menus, or frequent technical errors reduce satisfaction levels. The findings suggest that banks investing in user-centric design, mobile-friendly apps, and accessibility features for all customer segments can enhance adoption rates and satisfaction. A smooth and straightforward digital experience is essential to meet customer expectations and maintain competitive advantage in the e-banking sector.
5. The study identifies a positive relationship between the type of bank (public vs private) and customer satisfaction with e-banking services ($r = 0.398$, $p = 0.003$, $\beta = 0.342$). Private bank customers generally report higher satisfaction levels due to advanced technology adoption, faster service, and personalized digital experiences. Public sector banks, while reliable, often face challenges such as slower digital updates and less intuitive platforms. The findings indicate that differences in service quality, responsiveness, and platform design influence satisfaction levels. Understanding these differences can guide banks in tailoring strategies to improve customer satisfaction and remain competitive in the digital banking space.

CONCLUSIONS

The study highlights the significant impact of various e-banking service dimensions on customer satisfaction among users of public and private sector banks in Madhya Pradesh. Accessibility and convenience, reliability and security, responsiveness and efficiency, and ease of use and user-friendliness were all found to have a positive influence on customer perceptions. Customers increasingly prioritize digital platforms that are secure, reliable, and easy to navigate, as these factors directly affect their trust and willingness to engage with online banking services. Furthermore, differences between public and private banks indicate that technological adoption, service quality, and user experience play a key role in shaping satisfaction levels. The findings emphasize that banks must continually upgrade their digital infrastructure, provide timely support, and design user-centric platforms to enhance overall satisfaction. By addressing these critical aspects, banks can foster loyalty, improve service adoption, and maintain a competitive edge in the evolving digital banking landscape.

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