



A STUDY ON CUSTOMERS SATISFACTION TOWARDS ONLINE BANKING TRANSACTIONAL SERVICE WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The banking sector has been emerging over decades as a highly vibrant and dynamic sector in Indian Economy. The technological innovation and rapid growth in information technology result in simplified financial transactions over the internet. The objective of the study is to find out the customer satisfaction related to Online banking transactional service. The study was analyzed with 120 respondents. Simple percentage analysis and Ranking analysis were the statistical tools used. The conclusion is that the online banking provides more convenience and flexibility to the customers.

KEYWORDS: *Online banking, Customer, satisfaction, Transactional services*

INTRODUCTION

Banking sector plays a very important role in Indian economy. The banking service has been growing through the information technology across the world. There are 27 scheduled public sector banks, 14 private sector banks, and few foreign banks functioning in India. Indian bank is an Indian state-owned financial services company established in 1907 and headquartered in Chennai, India. It has 20,924 employees, 2900 branches with 2861 ATMs and 1014 cash deposit machines and it is one of the top performing public sector banks in India. Online banking is safe for consumers. In addition, even if hackers are able to steal money from your account, you will likely be protected. If you safeguarded your personal information and reported the loss immediately.

OBJECTIVE OF THE STUDY

- To identify the customers satisfaction towards online banking.

- To understand customers perception of online banking in Banks.
- To know about the factors influencing of online banking transaction.
- To see the future prospects of online banking in India.

STATEMENT OF THE PROBLEM

There was major security issue while using the online banking application. The transactional cost is also high. The hackers use some illegal practices to decrypt the information of user to hack the account information like password, account details etc. and take amount from the users account by knowing the password or account details. The major risk faced by the customer is a security issued. The proper knowledge on use of online banking.

SCOPE OF THE STUDY

The scope of the study also covers the key factor which up the customer to use banking services and prefer banking transactions. Banking institutions adopt



innovative customized strategies to meet customers' requirements in terms of products and services, etc. This study starts with the importance of internet in the banking industry and widens its scope by covering the benefits of online banking from the point of view of all the stakeholders. It also analyses the safety and privacy issues of online banking. The study will also extend to understand the various kinds of models propounded by several researchers.

RESEARCH METHEDODOLOGY

Sampling techniques

For the purpose of analysis, the data has been collected from 120 consumers from the selected sampled respondents from Indian bank in Coimbatore city. The samples have been selected on the basis of random sampling techniques.

Sample size

The sample of 120 respondents was chosen for the study.

Area of the study

The study is conducted with the Coimbatore city.

Statistical tools applied

- Simple percentage analysis
- Ranking analysis

REVIEW OF LITERATURE

C K Sunith (2019)¹ in the study titled "Customers satisfaction in E- Banking service" the objective of the study attempts to identify the preferred method of banking transactions among respondents and their satisfaction. The data was collected from research papers, journals etc, and primary data is from questionnaire gathered from 172 respondents on proposed variables and hypothesis test were conducted and convenience sampling methods were used. Core banking solutions enable banks of ATM service, mobile and Internet banking solutions to the customers. The needs and expectations of customer is an ever changing , their fears, resistances, and issues are not resolved as and when required and real time solutions are not offered.

Dr. Pratima Merugu, Dr. Krishna Mohan Vaddadi (2018)² in the year studied title "Customers

satisfaction towards online banking with reference to Greater Visakhapatnam city" the objective of the study is to identify the problems and factors influencing customer satisfaction and improve the usage of online banking service. A survey of questionnaire of 24 items had been adopted from data of 200 respondents were collected from customers using online banking in Visakhapatnam city and uses statistical tools such chi-square factor analysis cross tabulation and frequency table to interpret the data. The success depends on the attitude, commitment and involvement of employees at all level and their improvement and upgrading online security for the growth of online banking.

Dr. T. Santhiya Ran, A. Saravanan (2018)³ in the title "A study on customer satisfaction towards net banking with special reference to general banking customer in Coimbatore city" the objective of the study to know about the factors influencing and customers satisfaction of net banking service and service provided general banking sector. Questionnaire is collected form online banking used by customers and convenient simple percentage method and customer feedback and reference samples were collected by 70 number of respondents. As per the basic assumption we consider only those customers who know how to use internet and access to internet and provide internet banking service.

Dr.R. Manohar, V. Vimalasri, M. Manikandan (2017)⁴ in the year studied title "Customer satisfaction on internet banking services with reference to Virudhunagar district" the online banking or internet banking offered convenience of banking from anywhere, at any time. The researcher has taken 120 respondents from Aruppukottai town through random sampling technique and collected both primary as well as secondary data by using survey method and through journals, books and websites. Internet banking is an integrals part of financial system, all internet banking products and services hold strong

Technology and Engineering; volume 8; Issue 12; December 2018; PP.no.3153-3165.

³ Dr. T. Santhiya Ran, A. Saravanan (2018)³ "A study on customer satisfaction towards net banking with special reference to general banking customer in Coimbatore city", Journal of Emerging Technologies and Innovative Research; Volume 5; issue 11; November 2017; PP. no. 134-138.

⁴ Dr.R.Manohar, V.Vimalasri, M.Manikandan (2017)⁴ "Customer satisfaction on internet banking services with reference to Virudhunagar district", Glacier Journal of Scientific Research; ISSN : 2349-8498; July 2017.

¹ C K Sunith (2019)¹ in the study titled "Customers satisfaction in E- Banking service", International Journal of Business and Management Invention; Volume 8; Issue 01 ver. 2; January 2019; PP. no. 19-24

² Dr.Pratima Merugu, Dr. Krishna Mohan Vaddadi (2018)² " Customers satisfaction towards online banking with reference to Greater Visakhapatnam city", International Journal of Management,



position in terms of acceptance by the customer and there is a positive change in internet banking to customer satisfaction.

DATA ANALYSIS AND INTERPRETATION

SCALING ANALYSIS:

TABLE SHOWING THE LEAVEL OF SATISFACTION ON ONLINE BANKING TRANSACTIONAL SERVICE

Sl.No	FACTORS	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Mean	Rank
1	SAFETY	58(5) 290	41(4) 164	19(3) 57	2(2) 4	0(1) 0	103	1
2	EASY TO ACCESS	34(5) 170	63(4) 252	22(3) 66	1(2) 2	0(1) 0	98	2
3	PRIVACY	38(5) 190	29(4) 116	47(3) 141	5(2) 10	1(1) 1	83	9
4	SAVE TIME/ENERGY	50(5) 250	29(4) 116	27(3) 81	14(2) 28	0(1) 0	95	3
5	USER FRIENDLY	27(5) 135	54(4) 216	30(3) 90	6(2) 12	3(1) 3	91.2	7
6	ANY TIME/ANY WHERE USAGE	37(5) 185	41(4) 164	35(3) 105	7(2) 14	0(1) 0	94	4
7	REDUCED TRANSACTION COST	41(5) 205	33(4) 132	31(3) 93	15(2) 30	0(1) 0	92	5
8	FREE FROM CASH CARRY	28(5) 140	56(4) 224	26(3) 78	5(2) 15	5(1) 5	92.4	5
9	E- STATEMENT	19(5) 95	37(4) 148	48(3) 144	12(2) 24	4(1) 4	83	9
10	KNOWLEDGE ABOUT USAGE	34(5) 170	38(4) 152	33(3) 99	10(2) 20	5(1) 5	89.2	8

(Source: Primary Data)

INTERPRETATION

From the above ranking analysis it was found that majority of the respondents prefer Safety and ranked as I, next most of the respondents prefer Easy to access and ranked as II, next most of the respondents prefer Save time/Energy ranked as III, next most of the respondents prefer Any time/Anywhere usage and

ranked IV, next most of the respondents prefer Reduced Transaction cost and Free from cash carry and ranked V, next most of the respondent prefer User Friendly and ranked VII, next most of the respondent prefer Knowledge about Usage VIII, next most the respondents prefer privacy and ranked IX. Majority of the respondents prefer safety and ranked as I.



RANKING ANALYSIS

TABLE SHOWING RANK WHERE THE RESPONDENTS VIEW THE ODD PRICING REGULARLY

S.NO	FACTORS	1	2	3	4	5	6	7	8	TOTAL	RANK
1	EASY & CONVENIENT TO USE	15(8) 120	29(7) 203	18(6) 108	9(5) 45	14(4) 56	4(3) 12	12(2) 24	19(1) 19	587	3
2	COST REDUCTION	21(8) 168	24(7) 168	14(6) 84	10(5) 50	8(4) 32	20(3) 60	15(2) 30	8(1) 8	600	1
3	UPDATE INFORMATION	29(8) 232	11(7) 77	16(6) 96	3(5) 15	13(4) 52	20(3) 60	15(2) 30	13(1) 13	575	4
4	SECURITY PROVIDE	19(8) 152	17(7) 119	15(6) 90	21(5) 105	11(4) 44	18(3) 54	13(2) 26	6(1) 6	596	2
5	SERVICE DELIVERY	7(8) 56	19(7) 133	11(6) 66	15(5) 75	9(4) 36	17(3) 51	28(2) 56	14(1) 14	487	7
6	EFFICIENCY OF BANK OF STAFF	10(8) 80	14(7) 98	17(6) 102	18(5) 90	15(4) 60	13(3) 39	14(2) 28	19(1) 19	516	6
7	ONLINE ENQUIRIES	10(8) 80	9(7) 63	11(6) 66	11(5) 55	21(4) 84	20(3) 60	20(2) 40	18(1) 18	466	8
8	RESPONSIVENES OF BANK	13(8) 104	18(7) 126	20(6) 120	9(5) 45	13(4) 52	19(3) 57	10(2) 20	18(1) 18	542	5

(Source: Primary Data)

INTERPRETATION

From the about ranking analysis ,it was found that majority of the respondents prefer Cost reduction and ranked as I, next most of the respondents prefer Security delivery and ranked as II, next most of the respondents prefer Easy & convenient to use and ranked as III, next most of the respondents prefer Update information and ranked as IV, next most of the respondents prefer Responsiveness of bank and ranked as V, next most of the respondents prefer Efficiency of bank of staff and ranked as VI, next most of the respondents prefer Service delivery and ranked as VII, next most of the respondents prefer Online enquiries and ranked as VIII.Majority of the respondents prefer Cost of reduction and ranked as I.

FINDINGS

Findings of scaling analysis:

Level of satisfaction on online transactional service:

- Respondents prefer Safety and ranked as I.
- Respondents prefer Easy to access and ranked as II.

- Respondents prefer Save time/Energy ranked as III.
- Respondents prefer Any time/Anywhere usage and ranked IV.
- Respondents prefer Reduced Transaction cost and Free from cash carry and ranked V.
- Respondent prefer User Friendly and ranked VII.
- Respondent prefer Knowledge about Usage VIII.
- Respondents prefer privacy and ranked IX.
- Majority of the respondents prefer safety and ranked as I.

Findings of ranking analysis:

Perception on online transactional service:

- Respondents prefer Cost reduction and ranked as I.
- Respondents prefer Security delivery and ranked as II.
- Respondents prefer Easy & convenient to use and ranked as III.
- Respondents prefer Update information and ranked as IV.



- Respondents prefer Responsiveness of bank and ranked as V.
- Respondents prefer Efficiency of bank of staff and ranked as VI.
- Respondents prefer Service delivery and ranked as VII.
- Respondents prefer Online enquiries and ranked as VIII.
- Majority of the respondents prefer Cost of reduction and ranked as I.

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4. **Dr.R.Manohar, V.Vimalasri, M.Manikandan** (2017)¹ “Customer satisfaction on internet banking services with reference to Virudhunagar district”, *Glacier Journal of Scientific Research*; ISSN : 2349-8498; July 2017.

SUGGESTION

- Some of the suggestion are improving the safety of online banking transaction may increase the customer transaction on online.
- Many uses online banking transaction for the better services provided by them.
- Online transaction may be made simple.

CONCLUSION

Indian bank is providing very good services and they are maintaining a good relationship with the customer, they are also providing modern banking facilities and helps the customer to make easy transaction. With the wide spread use of information technology, the nature of banking industry has been changed. In this study we came to know that Indian bank is providing good online services to its customer. Many people are interested to use online banking transactional service that is provided by Indian bank. There are cases of customer who has the issues on some online banking transaction services provided by Indian bank. The bank should concern about the requirement of knowledge and awareness. This study concludes that usage online banking transaction service and their satisfaction must be improved. The success of online banking transaction service not only depends on the technology but also the attitude, commitment etc.,

REFERENCE

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