

Contribution of E-Services technique provided by nationalised banks towards consumer satisfaction

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ABSTRACT

E-service techniques of banking sector have many names like Electronic banking, virtual banking, e banking, online banking, or internet banking. It is simply the uses of electronic & telecommunications network for delivering various banking products and services. With the help of e-banking, a customer can access his account and conduct many transactions using his computer or mobile phone. In this research paper we will focus on the contribution of E-services provided by various banks towards consumers' satisfaction, Customers who are regular users of e-services of banks are taking into consideration.

1. Introduction

E-banking uses an electronic medium to help users get access to their funds. It eliminates the need for the bank's customers to visit the bank to do financial transactions. With more and more customers now using the internet for a host of their day-to-day activities, this digital medium of banking makes banking more accessible and convenient for users.

E-Banking, also known as online banking or virtual banking or internet banking is a system which enables banking transactions like transfer of funds, payment of loans and EMIs, deposit and withdrawal of cash virtually with the help of internet. It is one among the extended characteristics which banking institutions provide, in addition to traditional banking. e- Banking is the most used feature by the citizens of India after the effect of demonetization. This feature is assumed to be one of the most flexible, adaptable and secure ways of transacting among the users/customers to bank. However, it depends on the trust that a customer has on the bank he/she is operating with. There are different types or branches under e-banking services. The major services offered are Internet banking, SMS banking, ATMs, mobile banking, e-cheques, and debit/credit cards.

Advantages of E-Banking

Convenience:

E-Banking is a service which is available to anyone and everyone who is a bank account holder. It allows the customers to easily access the bank's website using their username and passwords; and carry on with the transactions even if the bank is closed.

Flexibility:

E-Banking, with its flexible services like 24*7 ATMs and mobile banking is flexible to the customers. It enables the customers withdraw cash using their debit cards, and payment of bills.

Time Saver:

This is the greatest advantage to our generation as we are not able to spend a lot of time for anything. Time management

is one of the greatest challenges in our busy lives. e- Banking enables us to carry on banking transactions within minutes, not disturbing our routine.

There are many different types of e-banking services which you can use for various bank transactions. Let us have a look at some of the most popular options:

1. Internet Banking

Internet Banking is a type of e-banking service which allows you to do several financial and non-financial transactions through the internet. You can use your PC or laptop and an internet connection to use this facility.

With the help of Internet Banking, you can transfer funds to another bank account, check your account statement, pay utility bills.

2. Mobile Banking

Most banks now also have an app for Mobile Banking. Just like the online portal of the bank used for Internet Banking, you can use the app for many different types of banking transactions. If we use an Android device, we can download the app of your bank and use this facility. The apps can also be used for transferring funds, checking account statements, and other banking services.

3. ATM

As we know ATM or Automated Teller Machine is one of the most popular types of electronic banking. The teller machine is also an electronic computerised telecommunication device which enables you to withdraw funds, deposit funds, change Debit Card Personal Identification Number (PIN), and use other banking services. It eliminates the need of visiting a bank and doing these transactions through a human teller.

4. Debit Card

You might already be using Debit Cards for many of your daily transactions. This card is connected to your bank account and you can use the funds from your account directly through this card. When you use your Debit Card for a transaction, the transaction amount is deducted from your bank account. You

can use the card to pay at POS outlets, shop online, and withdraw cash from ATMs.

Precautions for safe e-banking: -

Internet banking allows us to transact in a fast and convenient way. Unlike traditional banking to make us wait in an unending queue, internet banking functions are just a few clicks away. However, this facility needs safety and secured way of transacting as the risk of phishing is high. The following are some of the precautions to ensure secure banking:

1. Password :-

We need to change our passwords at regular intervals in order to keep our accounts safe. One of the best practices is to have a password as a combination of upper case and lower case letters, numbers and special characters.

2. Usage of public computers :-

Logging in to bank account from cyber cafes or libraries is not recommended by banking experts. Chances of passwords being traced or seen by others are usually high in such places. One should make sure to clear the cache and browsing history, and delete all the temporary files from the computer. Also, never allow the browser to remember ID and password; this leads to hacking.

3. Confidentiality:-

No bank will ask for any confidential information via phone or email. We have to beware of apparent phone call from the bank or an email requesting such details; do not give out login information. Sharing login credentials with friends and family is not advisable either.

4. Regular check is must :-

Check your account after making any transaction online. Verify whether the right amount has been deducted from your account or not. If you see any discrepancies in the account, inform the bank immediately.

5. Anti-virus software :-

In order to protect your computer from new viruses, ensure that you always use licenced anti-virus software. Pirated versions of anti-virus software's may be available for free of cost, but they may fail to protect your computer from new viruses prevalent in the online world. you will also get notifications for updates in the software periodically. Make sure that you are keep your anti-virus updated, so that your confidential information is always protected.

6. Disconnect the internet connection when not in use:-

Most broadband users do not disconnect the internet connection of their computer when they are not using it. Hackers can access your computer via an internet connection and steal your confidential banking information. To keep your data protected, ensure that you disconnect from the internet when you do not need it.

2. Literature Review: -

1. **Shilpan Vyas (2012)** is in his research paper "Impact of E- banking on traditional banking services" stated that, E- banking transactions are much cheaper than

branch of competitive advantage- a large branch network into a comparative disadvantage allowing e- banks to undercut bricks and mortar banks. This is commonly known as the E-banks are easy to set up, so lots of new entrants will encumber these new entrants. Instead, they will be adaptable and responsive. E- banking gives consumers much more choice. Consumers will be less inclined to remain loyal.

2. **Geetha K.T. & Malarvizhi.V. (2011)**. It was an empirical investigation that depicts many factors like security and privacy and awareness level increased the acceptance of e-banking services among Indian customers. The finding indicated that if banks provide them necessary guidance and ensure safety of their accounts, customers are willing to adopt e-banking.
3. **Dr.T.Santhiya Ran, & A.Saravanan** in their research paper "A STUDY ON CUSTOMER SATISFACTION TOWARDS NET BANKING WITH SPECIAL REFERENCE TO GENERAL BANKING CUSTOMER IN COIMBATORE CITY" Concluded that, this study provided the kind of customer respondent of more than of information as collected on level of satisfaction is provided a internet banking customer. As per our basic assumptions we consider only those customers who know how to use Internet and have an access to Internet, and our study considered only the situation wherein banks provide Internet banking services. By grouping the variables less than one relevant question may result in proper implication for the bankers.

3. Objectives of the study

- To know various E- banking services provided by banks.
- To know the Contributions of E- banking services to consumer satisfaction.
- To understand the various measures for safety of e-banking services.
- To know the consumer's attitude towards e banking services.
- To provide suggestions and ideas to use securely e-services of banks.

4. Scope and Limitations of the Study

Scope:

1. The study deals with E-services of nationalized banks and consumer's satisfaction.
2. The study evaluates impression of respondents who are customers of nationalized bank using e- banking services.
3. The study deals with reason for using Mobile Banking services offered by Bank.

Limitations:

1. The study only deals with E-services of nationalized banks and consumer's satisfaction.
2. The study only evaluates impression of respondents who are customers of nationalized bank using e-banking services.

3. The interpretation is made on the perception of respondents.
4. This study is limited to customers of nationalized banks of Amalner tehsil.

Sample size

Data from 100 respondents is utilized for study from various respondents who are Account holders/ Costumers using e-banking services of various nationalized banks.

In the present study, the samples are drawn by Simple Random Sampling Method.

6. Data Analysis

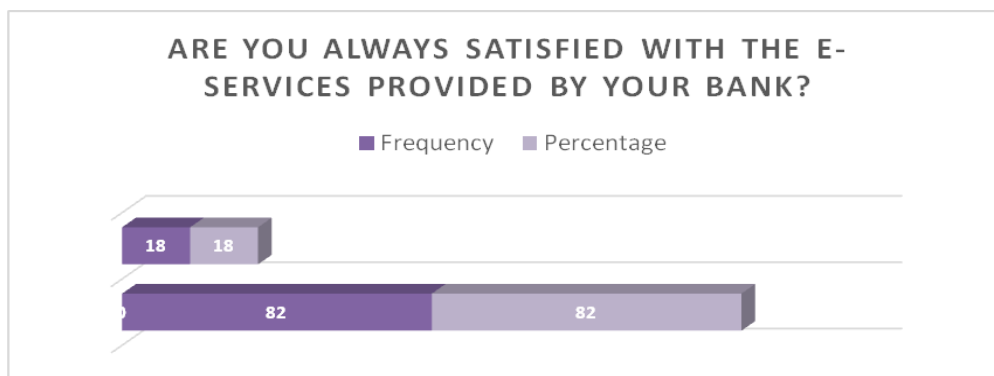
Following are the analysis of some important questions from all questions of well-structured questionnaire which is asked to nationalized banks customers using e-services provided by banks.

5. Research Methodology

This research paper is descriptive and analytical in nature and based on Primary data collected by various customers of nationalised banks of Amalner tehsil area who are using e banking services, with the help of well-structured questionnaire and secondary data collected by various sources like Published literature books, reference books, Research papers, published in conference proceedings, Government and industry resolutions journals, periodicals. Etc.

Q.1. Are you always satisfied with the e-services provided by your bank?

Factor	Response	Frequency	Percentage
Are you always satisfied with the e-services provided by your bank?	Yes	82	82
	No	18	18

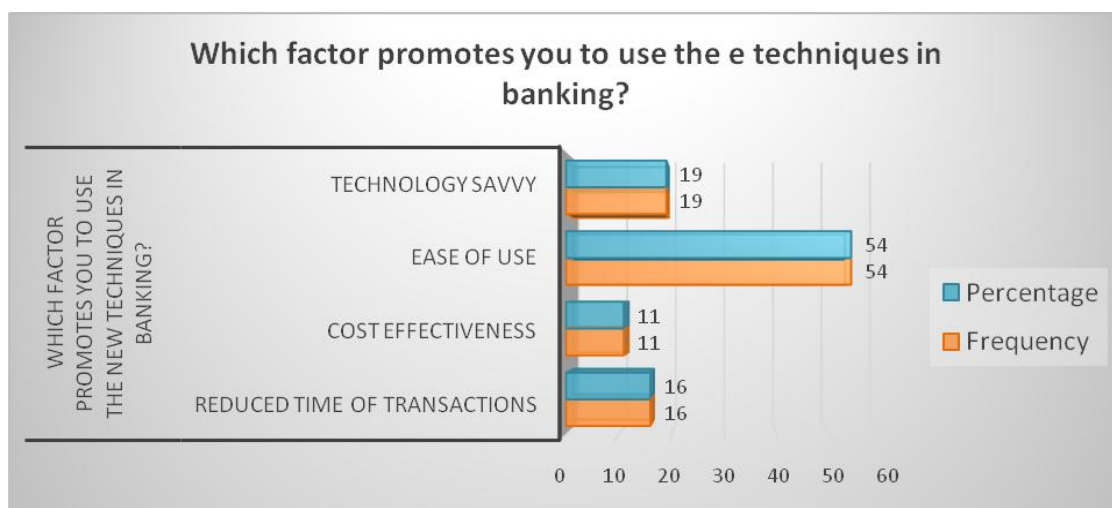


The question asked to customers of public sector banks to know they always satisfied with the services provided by your bank, the above table shows that 82% means 82 customers

are satisfied with the services provided by their bank and 18% means 18 customers does not satisfy with the services.

Q.2. Which factor promotes you to use the E- techniques in banking?

Factor	Response	Frequency	Percentage
Which factor promotes you to use the e- techniques in banking?	Reduced time of transactions	16	16
	Cost effectiveness	11	11
	Ease of use	54	54
	Technology savvy	19	19

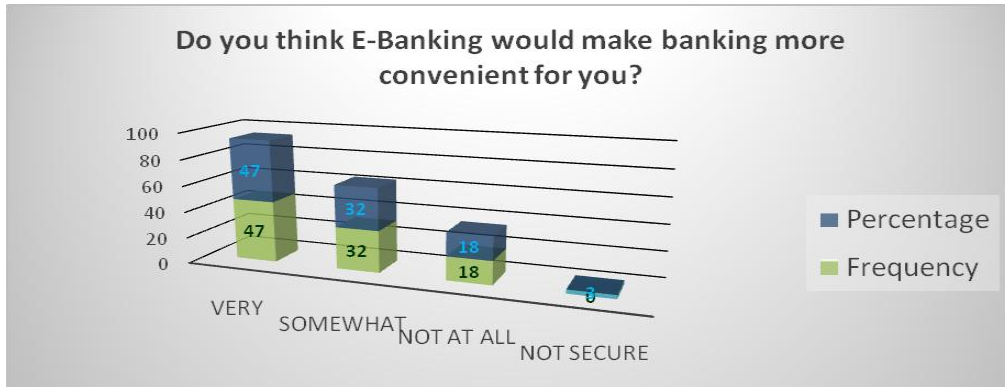


The question asked to customers of public sector banks to know their choice about factor promotes them to use the e-techniques in banking, the above table shows that 16% means 16 customers use reduced time of transaction factor, 11%

means 11 customers use cost effectiveness factor, majority 54% means 54 customers are ease of use and 19% means 19 customers has belongs to technology savvy.

Q.3. Do you think E-Banking would make banking more convenient for you?

Factor	Response	Frequency	Percentage
Do you think E-Banking would make banking more convenient for you?	Very	47	47
	Somewhat	32	32
	Not at all	18	18
	Not secure	3	3

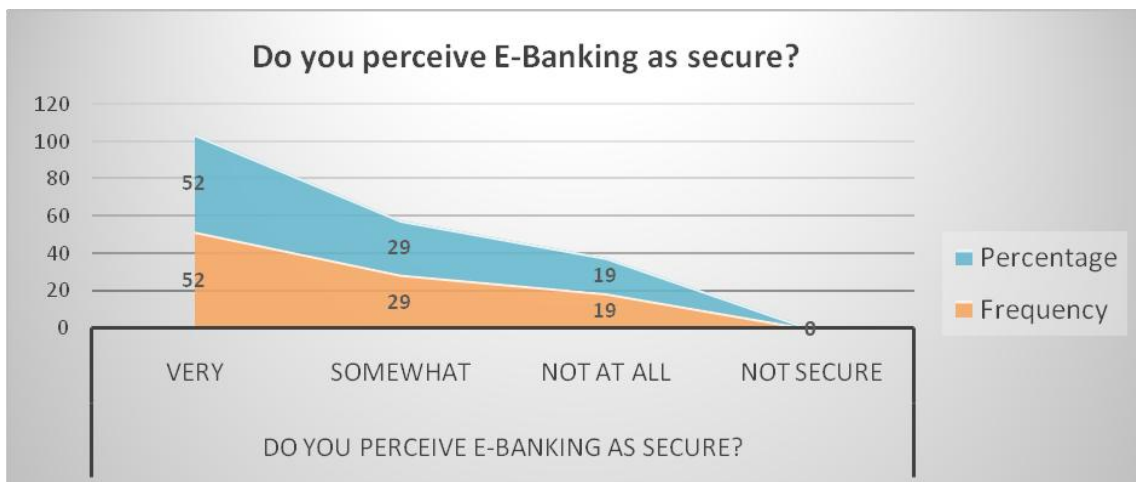


The question asked to customers of public sector banks to know they think about E-Banking would make banking more convenient for them, the above table shows that 47% means 47 customers think very convenient for them, 32% means 32

customers think sometimes convenient, 18% means 18 customers never use and 3% means 3 customers feel E-Banking would not make banking more convenient for them and not secure.

Q.4. Do you perceive E-Banking as secure?

Factor	Response	Frequency	Percentage
Do you perceive E-Banking as secure?	Very	52	52
	Somewhat	29	29
	Not at all	19	19
	Not secure	0	0



The question asked to customers of public sector banks to know they perceive E-Banking as secure, the above table shows that 52% means 52 think very secure for them, 29%

means 29 customers think sometimes secure, 19% means 19 customers never perceive E-Banking as secure.

Q.5.Reason for using Mobile Banking services offered by your Bank?

Factor	Response	Frequency	Percentage
Reason for using Mobile Banking services offered by your Bank?	Services are safe	43	43
	Mobile Banking provides anywhere payment options	21	21
	Mobile Banking provides stop payment for cheques	26	26
	Money Transfer Facility	10	10



The question asked to customers of public sector banks to know reason for using Mobile Banking services offered by their Bank, the above table shows that 43% means 43 customers think its service is safe, 21% means 21 customers think mobile banking provides anywhere payment options, 26% means 26 customers think mobile banking provides stop payment for cheques and 10% means 10 customers think that money transfer facility is provided.

- 52 % of the customers opined that E- banking is secure for all type of transaction.
- Mobile banking provides anywhere payment options, Mobile banking provides stop payment for cheques, money transfer facility, safe services are some reasons for using mobile banking services offered by banks as stated by respondents.

7. Findings

- As per the response of customers who are using e-services,82 % are always satisfied with e-banking services provided by banks.
- Reduced time of transactions, cost of effectiveness, easy to use and technology savvy are some factors which promotes the Amalner tehsil areas customers to use new e-services techniques in banking.
- 47 percent of e-service user customers think that E-Banking would make banking more convenient for them.

8. Conclusions

After discussion with all techno savvy customers and users of all e-banking services it is concluded that E-banking, Virtual banking, Mobile banking is very innovative and helpful tool for today's generation intoday's era. In today's fast moving world, E-banking, mobile banking has provided a great deal of customers. Its saves time, also doesn't have to stand in line for hours. It is also support digital India moment of our government. After taking some precaution of safety E-banking is very essential and important part of banking sector. It has very high contributions toward consumer's satisfaction.

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