Computerized Methodology to Analysis Customer's Satisfaction Towards Digital Banking Services with Special Reference to Salem District in Tamilnadu

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Abstract

The Banking System Plays a Vital Role in the Modern Banking Sector. In every state, progress depends mainly on the banking system. It is a similar payment system that allows bank clients or alternate money establishments to attempt to make a variety of monetary transactions during the entire period on the website of the commercial banks. The officials, scholars and banks have attracted interest. And Card transfer has assumed importance in the rear of modernization of the world, the effects from market forces and regulatory innovations. There have been created to make electronic payments accessible and incorporated. This is recent developments that have contributed immensely to economic growth of the banking sector. The information technology and e-commerce product is e-Banking. This research sheds light on the effects that affect clients' engagement with e-banking services.

Keywords: *Digital Banking Services, Customer Satisfaction, Quality services*

Introduction

In contrast to bank branches, online banking would automatically link to or be part of the overall central bank run by a bank, which was the traditional manner in which consumers were able to access financial services. In the internet banking process, financial institutions specify the kinds of financial transactions that a customer may make, but these usually include the collection of cash accounts, the list of pending activity, the transfer of electronic bills and the transfer of money from one customer to others. Most of the bank are connecting internet nowadays. The expense of these "virtual banks" is lower than that of their counterparts in brick and mortar. The Deposit Insurance Corporation (FDIC) in the United States helps to ensure many online banks and can provide consumer funds with the same degree of security as traditional banks. Specific innovations in banking sector have taken place. Technology has influenced the way consumers communicate with lenders, among the various advances. Computerized platforms and services such as ATMs, cards, online banking and mobile banking are offered alongside conventional banking networks. In the operation of networks between advanced and developing worlds, there's many discrepancies are existing.

Statement of the Problem

Previously, the only alternative was traditional banking, customers go to bank directly perform financial transactions like bank transfer withdrawals, etc. The basic of online money, which gives customers with lot of services, emerged then. Online banking, teller machines provide electronic banking. The programs support one's

personal bank account to be monitored and used, such as monitoring account balance, shifting funds from one account to the next. In This connection, this article attempts to top Customer satisfaction towards & Banking services rendered by various banks.

Scope of the study

A research aims to explain degree to which clients use modern banking services. The study further expands and helps to establish a growing link through modern services with customers. Today, for 24 hours, the client needs banking services. Due to pervasive internet technology, the entire banking system has been modified in the modern era. Electronic payment systems today focus on all facets of the economy, including such finance, commerce, manufacture, import, procurement and selling of all goods and services. Future research can be achieved by reviewing the combined effects of private sector and public service banks' e-banking facilities. The analysis carried out towards the customers' use of these facilities.

Objectives of the study

- ➢ To understand the variables that affecting the Digital Banking Services,
- ➢ To analyses degree of satisfaction of consumers towards Digital Services and
- ➢ To identify the impact of Digital Banking Services in the Banking Industry.

Research Methodology

Research was an educational practice, inherently, word should use in a scientific context. Research is also an innovative addition to the existing supply of results transmitted because of its creation. With the assistance of research, observation, contrast and experiment, it is the pursuit of reality. The technique of study may be to systematically solve the downside of the progress. It can be interpreted as an adventure science, but research was conducted professionally. Ii is normally adopted by the researcher question together with the reasoning underlying each other.

Size of the sample
A sample size of hundred participants was chosen for the analysis it through application of convenience sampling techniques.

Sampling design
The technique of choosing a sample as well as what is commonly referred to as the test type should be decided by the Researcher. Sometimes chance samples or samples with non-probability can be samples. We used non-probability comparisons in this survey.

Sampling techniques
In this analysis, the convenient technique of sampling is used. If the convenience of access is assisted by the population area unit selected for inclusion within the survey, convenient sampling may be regarded.

Period of the study
The research was performed from January 2019 to Dec 2019 for a period of one year.

Area of the study
The analysis was only carried out in the Salem District.

Source of data collection
(i) Primary data

The primary data were collected through the questionnaire. The questionnaire was systematically structured to answer appropriate and specific questions covering all area research. In various investment and monetary evaluations, it is the main technique used widely.

(ii) Secondary data

The history of the present analysis has been gathered from books, journals, websites and others.

Tools used for analysis
- Data collection systems were used for the analysis and processing of the findings.
- Percentage analysis methods
- Analysis of variance (ANOVA) – One way

Hypothesis

The theory regardless of key analytical tool; its primary task is to encourage new research and findings. Null Hypothesis and Alternative Hypothesis are two kinds of hypotheses. In the study was found null hypotheses as there is no meaningful relationship between banking services and customer satisfaction.

Limitations of the study

- Under a certain limit, each review is carried out and this research is not an exception. Constraints for study as follows,
- The sample size of the large population was taken from only 100 respondents.
- The results refer only to the Salem District respondents. In Tamil Nadu, it is not applicable to any other location.

Review of Literature

Fozia (2013) A Potential Client Perception on E-banking Benefits Rendered through Selective Private & Government Sector Bank in India, the study findings clearly show that various client age groups and various customer occupational groups have different views of e-banking services. That finding also shows that demographic characteristics, primarily occupation or age, get a major influence on online commercial bank.

Trivedi (2014) In a report on 'Banking Services, research investigating the effects of online banking on HDFC Lender's retaining customers, Gaurang disclosed the influence of three web on HDFC Bank's retaining customers. His research it has been shown that Quality Of service, Responsiveness, Privacy protection, Reliability, and Reliability variables in form of internet banks have an impact on customer loyalty.

Dr. Geeta Sharma and SurendraMalviya(2014) found that perhaps the dimensions of service get a positive impact on customer satisfaction in their research named "Payment Processing Target Population and Its Effect on Customer Satisfaction In Chandigarh State of Madhya Pradesh," The report demonstrates that the ease use and, comfort, availability, trust and sensitivity of the website are the key determinants of bank customers.

ShahidulIslam(2015) investigated banking companies in Nigeria in a report on "Study of public satisfied with the service of satisfaction throughout the banking sector." In 5 dimensions, like early impression, state of delivery service, provision of services provider, the connection regarding customer service quality and satisfaction was studied and the results. A strong relation between the metrics of customer satisfaction was discovered throughout the report.

FatemehSakhaei& Ahmad J. Afshari (2015) In an article titled "Its Impact of Services On customer Satisfaction in Online Payments," analyzed the role of dimension on consumer satisfaction in Iran (2015). The study ensures that the size of the Having Strategic of Service has a major influence on online banking regarding customer loyalty, and that quality will have the bold colours and accuracy.

Kavitha and Fatima Razia (2016) analyzed the resources that facilitate customers to choose e-banking services in a paper, "Factor Analysis of Both the consumer Preferences In E-Banking Services For Particular Regard to Coimbatore City," She identified twenty parameters but decided that those quantities can be condensed into six server variables called Encryption and Credibility, Belief in e-services, Browser design.

Percentages Analysis Classification on the basis of Demographic

Demographic variables	Categories	No of Respondents	Percentages
Gender	Male	50	50
	Female	50	50
	Total	100	100
Age	Below – 25 years	30	30
	26-35 years	31	31
	36-45	24	24
	46 years & above	15	15
	Total	**100**	**100**
Educational Qualification	illiterate	6	6
	SSLC	13	13
	HSC	5	5
	UG Degree	36	36
	PG Degree	29	29
	Professional	11	11
	Total	**100**	**100**
Profession	Government Employee	21	21
	Private Employee	41	41
	Business	13	13
	Professional	16	16
	Home maker	9	9
	Total	**100**	**100**
Marital Status	Married	56	56
	Un married	44	44
	Total	**100**	**100**
Annual Income	Below 100000	38	38
	Rs. 100000- 300000	40	40
	Rs. 300000-600000 & Above	14	14
		8	8
	Total	**100**	**100**
Place of Residence	Rural	34	34
	Urban	47	47
	Semi Urban	19	19
	Total	**100**	**100**

Source: Field Data

The table shows both men and women are equivalent. 31per cent are 26-35 years of age and less than 25 years of age out of 100 respondents. The UG Degree related to educational qualifications has been completed by 50 per cent and 29 percent completed the PG Degree. In private companies, 41 percent of those surveyed work. 56 are married. It is clear that 40 percent complainant's annual income is Rs. 100,000- 300,000, followed by less than 100000000 (38per cent). In urban areas, 47 per cent of those polled live.

Classification of Category of the Bank

Category of the bank	Frequency	percent
Public sector Bank	40	40.0
Private sector Bank	60	60.0
Total	**100**	**100**

Source: Field

The table indicates 40 percent of respondents belonging to public sector banks and the private industry bank preferred 60 percent. It is concluded that 60% of participants preferred for getting bank services through the private sector.

Types of account:-

Types of account	Frequency	percent
Savings Account	52	52.0
Current Account	26	26.0
Fixed Deposit Account	17	17.0
Recurring Deposits Account	5	5.0
Total	**100**	**100.0**

Interpretation

The table revels, we can infer that 52% of participants have saving accounts and 26% are keeping Customer Account. The 17% of respondents get a fixed deposit account and 5% belong to Recurring deposit. It is assumed that 52% respondents belonging to Savings account holder.

Risks Related to Internet Banking

Risk related to internet banking	Frequency	percent
Transaction risk	27	27.0
Interest rate risk	24	24.0
Price risk	20	20.0
Password risk	29	29.0
Total	**100**	**100.0**

Interpretation:

From the table, it is noted that 27% of customers face transaction risk, 24% of respondents face interest rate risk on credit risk, 20% of people face price risks. It is assumed that 29 percent of respondents are faced with password risk use the E-Banking services.

HYPOTHESIS (H0)

There is no substantial difference between age and e-banking service satisfaction among the customers.

Contribution of new technology	Frequency	percent
Very high	14	14.0
High	26	26.0
Average	38	38.0
Low	10	10.0
Very Low	12	12.0
	100	**100**

Interpretation:

The above said ANOVA table indicates that for e-banking products such as accounting details and account balance, e-payments, bank to account transfer report query, card delivery clarity, amount of sales, convenient location, better than allocation and easy to be using adoption, the likelihood output is higher than 0.05 among age and service quality. Thus, the Null hypothesis is agreed and it is assumed that these factors do not vary significantly inside the age range of the respondent.

HYPOTHESIS (H0):

There is no significant difference between category and satisfaction of E- Banking

Number of Transaction	Between Groups Within the Group Total	.962 125.788 126.750	3 96 99	.321 1.310	.245	.865	Accepted
Conveniently Located	Between Groups Within the Group Total	1.430 144.680 146.110	3 96 99	.477 1.507	.316	.814	Accepted
Better than offline payment	Between Groups Within the Group Total	4.424 98.326 102.750	3 96 99	1.475 1.024	1.440	.236	Accepted
Easy to use and adopt	Between Groups Within the Group Total	4.055 132.945	3 96	1.352 1.385	.976	.407	Accepted

Sources: 5% significance level

Interpretation:

Above that the ANOVA resulted in a probability level 0.05 level between bank classes and customer experience with e-banking products such as account balance of financial reports, account transfer of e-payments, announcement, request, amount of sales promptly, ideally placed, better then allocation. The hypothesis is thus accepted and it is inferred that these parameters between the categories of banks that the participants have significant relationship with e- banking services.

Suggestion

Many of the people do not know about the use of Digital Banking services offered by various banks. Banks should take the more steps to boost the understanding of, and the benefits that use, the various e-banking facilities available. A training of e-banking must be giving to clients to encourage digital transactions. Banks should focus of security issues relating to sensitive passwords which are at risk of intrusion in the cyber space. It is crucial to decrease the costs involved with using Internet banking in order to maximize the amount of Internet banking users. Finally, it is suggested that the banks should provide proper Awareness about the Digital Banking services to new customer and existing customer.

Conclusion

The value of client loyalty in online banking, on the one hand, seems to be the result of greater market trends. Electronic banking technique is beneficial both for customers and for banking and other organizations. Electronic banking quality, protection, honesty, Digital Banking could be used to improve productivity in a rightful way.

There is no major difference between individual variables such as size, occupation, annual income and classification of the selected banks and the level of customer satisfaction, based on the findings.

The research was carried out showed that overall consumer satisfaction with banking services was closely linked to customer dissatisfaction with e-banking products, thus highlighting the value of e-banking services. Study findings have also indicated that the calculation of engagement with e-banking services doesn't really differ on the basis either of gender or the area of residency (rural/urban).

Considering the significance of e-banking products in the overall view of the satisfaction of financial products and the influence of consumer satisfaction on the extremely crowded banking sector, the research conducted may constitute a start point for future consumer satisfaction studies at the global level of online banking.

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