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A Study of Consumer Satisfaction Towards E-Banking Facilities Provided by Private Sector Banks with The Reference Vita City and Its Correlation with The Level of Education

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ABSTRACT

Once upon a time, bank banking services do not provide multiple banking services. The customer of the bank is cannot use the e-banking services after some time banking sector analysis the market environment and provided the various types of banking services. Every customer is the king of the market. In the market, every businessman knows the demand of the customer and they produce the product which is satisfied their need and wants. Nowadays the banking sector adopts the new technology in their sector e-banking services plays an essential role in the banking sector. This facility attracts every customer to our bank If the banking services can not accept the new technology they do not survive very well in the market. E-banking services are provided to the customer with various types of facilities like Electronic fund transfer, mobile banking, Internet banking, Debit card, Credit card, and NEFT. All services are provided to the customer at less cost of transaction and it is very easy to use. This study helps to know the satisfaction of the customer towards E-banking facilities provided by private sector banks in Vita city.

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1. INTRODUCTION

Banking is necessary for the economic development of every country. It is said that is the backbone of any economy. The first bank was established in 1786 in India. E-banking is the digital age to create opportunities. Nowadays every bank uses various tools to provide better services to the consumer, like ATM smart cards debit cards, credit cards, and mobile banking. These all services improve the quality of services and increase customer satisfaction. The e-banking services are improved the traditional banking system. E-banking systems also reduce the cost of transaction processing and improve payment efficiency. Finance services and improve customer relationships. The level of satisfaction is studied with the help of e-banking and service quality.

Popular E-banking services in India are:

- (i) Automated Teller Machine (ATMs)
- (ii) Electronic fund transfer (EFT)
- (iii) National electronic fund transfer (NFET)
- (iv) Mobile Banking
- (v) Internet Banking

Several papers that have been published are:

- (i) In [Banu et al. \(2019\)](#)'s report, the present study aims to study customer satisfaction in online banking in India. The awareness of online banking services, security, knowledge of the internet, self-efficiency, intention to adopt trust, and ease to use.
- (ii) In [Moraru and Duhnea \(2018\)](#)'s report, this paper identifies competition within the banking industry. The banks differentiate their products or services. The focus of this paper is to grasp the importance of E-banking in customers' general satisfaction with banking services.
- (iii) In [Rajasekhar \(2021\)](#)'s report, this Research Paper focuses on customer satisfaction in E-banking service and estimates service quality customer loyalty, and customer perceived value. It is related to customer satisfaction in E-banking services.
- (iv) In [Ling et al. \(2015\)](#)'s report, the study focuses on the relationship between customer satisfaction toward internet banking. Five factors affecting customer satisfaction in e-banking include service quality, web design, and content, Security and Privacy, and speed. This factor is closely linked to customer satisfaction.
- (v) In [Kallanmarthodi and Vaithiyanathan \(2012\)](#)'s report, this paper found out that E-banking technology is beneficial to customers as well as banks. And the study of the impact of E-banking services provided by the banking sector. E-banking increase the efficiency of service quality of banks and safety.
- (vi) In [Savitha and Das \(2021\)](#)'s report, the customer is the most important asset of business and business depends upon consumer satisfaction. Today's E-banking services play important role in attracting new customers and retaining old customers Without e-banking service bank cannot survive in the competitive banking business.
- (vii) In [Hammoud et al. \(2018\)](#)'s report, this study uses structural equation modeling (SEM) to assess the relationship between e-banking service quality and customer satisfaction. And determined the dimension of E-banking service influencing customer satisfaction. A better understanding of what and how Lebanese banks leverage advancements in information technologies to develop services.
- (viii) In [Machogu and Okiko \(2015\)](#)'s report, the research paper they study the e-banking Complexities on the customer. Satisfaction. The Research paper Shows many various factors which lead to customer satisfaction, particularly in e-banking. There are

accessibility, convenience, security, privacy, Content, design, and speed fees charges these all factors are affected customer satisfaction in e-banking. And the many other factors there have but not influence

- (ix) In [Kaur and Kiran \(2015\)](#). This research paper found that customer was more satisfied with the service quality of the foreign banks than the private banks & public banks.
- (x) In [Zeinalizadeh et al. \(2015\)](#)'s report, the paper determined the nine Customer satisfaction factors. The major factors are fees. Loan, prompt service & appearance These all are more impact on customer satisfaction in overall the interest rate & accessibility of bank of availability of service. They are less impact on the banking Customer.
- (xi) In [Rahi \(2015\)](#)'s report, the paper found that customers are more loyal to their bank as are provided the internet banking Services. In the research paper, they found out the brand image of the bank was built on good relationships between the bank and its customers. They also find out that those banks are provided internet banking services customers are always more loyal to that banks. They find out the brand image is the important role image is played customer f internet banking sidle banking.
- (xii) In [Khatri & Upadhyaya-Dhungel \(2013\)](#)'s report, the study can be searched by the E-banking attributed to motivate E-consumers to use E-banking services. This research paper is conducted to find the user satisfaction with E-banking services in Nepal which took customer satisfaction as a dependent variable.
- (xiii) In [Belás and Gabčová \(2016\)](#)'s report, this research paper can be conducted in the current banking sector, increased competition, and selling additional products and services to the existing satisfied customer represents an opportunity to improve the financial performance of the commercial bank.
- (xiv) In [Cherukur and Ruby \(2020\)](#)'s report, this research can be understood as customer satisfaction in electronic banking. Electronic banking is the form of banking in which funds are transferred through the exchange of electronic signals.

The review of the research paper has helped to identify the research gap. The previous research paper covered the utilization of public sector banks by customers. The satisfaction of customers towards the private sector bank is not fully explained by research. There is a need to study consumer satisfaction with e-banking facilities that are provided by private sector banks in Vita city.

The objectives of this study were:

- (i) To identify the e-banking transactions consumers want to use.
- (ii) To know internet banking facilities provided by private sector banks.
- (iii) To identify the factor influencing the use of e-banking services.
- (iv) To analyze consumer satisfaction regarding e-banking services.

2. METHOD

In the research design, the study of a present research paper is based on descriptive research, and we used a quantitative approach. Primary data was collected with the help of a Questionnaire for the study and secondary data was collected with the help of research papers, Journals, and websites. Sampling was consumers above 18 years old. The targeted population was the consumer who has their Account in a private sector bank and used e-banking services. The sampling unit was the respondece of our research is those people who use online banking services, which are provided by a particular bank. The respondece must have their Account in the private sector bank. And they should know how to use online banking services. The sampling method was a non-probability and convenience sampling

method. The sample size was 384. The sampling area was Vita City, Dist-Sangli, Maharashtra, India.

3. RESULTS AND DISCUSSION

Table 1 consists of the demographic profile of the sample respondents. It is observed that 47.2% of respondents were Male whereas 52.8% of respondents were female. It also shows that 71.1% of the respondents are comes from the group ages of 18 – 30 years old, followed by 26% of them in the 31 – 40 years group, followed by 2.6% of them 41 – 55 years group, and 0.4% of them are above 55 years old. Table 1 represents that 2% of the illiterate respondents, followed by 8.2% of them up to secondary school course (SSC) completed, followed by 10.2% of them are up to high school course (HSC) completed, followed by 41.3% of them with a graduation degree, followed by 17.2% of them are diploma and 21.5% of them are post-graduation. It is found that 36.5% of them are students, 4.3% of them are farmers, 17.2% of them are businessmen, 23.8% of them are private sector employees, 14% of them are housewives and 4.7% of them are government employees.

Table 1. Demographic variables.

Demographic Variables	Categories	No. of Respondents (In %)
Gender	Male	110 (47.20 %)
	Female	123 (52.80 %)
Age	18-30 Years	167 (71.10 %)
	31-40 Years	61 (26.00 %)
	41-55 Years	6 (2.600 %)
	Above 55 Years	1 (0.40 %)
Qualification	Illiterate	5 (2.00 %)
	Up to SSC	19 (8.20 %)
	Up to HSC	24 (10.20 %)
	Graduate	97 (41.30 %)
	Diploma	40 (17.20 %)
Occupation	Post-Graduation	50 (21.50 %)
	Student	85 (36.50 %)
	Farmer	10 (4.30 %)
	Businessman	40 (17.20 %)
	Private Sector Employee	56 (23.68%)
	Housewife	33 (14.00 %)
	Government Employee	11 (4.70 %)

Table 2 shows the frequently use of E-Banking services by customers. It is found that is the Mobile Banking foremost E-Banking services used by the customers. It is followed by ATM, Internet Banking, EFT and lastly NEFT. This is done by using Ranking Method.

Table 2. Frequently using e-banking services.

E-Banking Services	Responses	Rank
ATM	53.6%	2
Mobile Banking	54.5%	1
Internet Banking	49.8%	3
EFT	14.9%	4
NEFT	6.4%	5

Table 3 shows that the whether the customers faced by problems with using E-Banking services. It is found that 22.6% of the respondents do not face any problem in using E-Banking Services. 77.4% of them faced problems while using e-banking services.

Table 3. Problems faced with e-banking services.

Problems Faced	No. of Respondents	Percentage
Yes	181	77%
No	54	23%
Total	235	100%

Table 4 shows the types of problems faced by customers while using e-banking services. It is found that 42.6% of them faced ATMs without sufficient, 27.7% of them faced Password problems, 23.8% of them faced Cash locked in ATM and 6% of them faced Debit card locked in ATM. 61.3% of them felt that the Network problem is not good for them, 19.1% of them felt that Lack Knowledge, 14% of them felt that less security and 5.5% of them felt that website management. 37.9% of them felt that slow internet, 24.7% of them felt that security problems, 15.7% of them felt that forgot their password, 12.3% of them felt that network, and 9.4% of them lack of proper knowledge while doing banking transactions in the mobile.

Table 4. Types of problem faced by e-banking services.

Problems	No. of Respondents	Percentage
ATM		
Cash locked in ATM	55	23.8%
ATM without sufficient cash	100	42.6%
Password Problem	64	27.7%
Debit Card locked in ATM	14	6.0%
Internet Banking		
Less security	32	14.0%
Network Problem	143	61.3%
Lack of knowledge	45	19.1%
Website Management	13	5.5%
Mobile Banking		
Forgot password	37	15.7%
Slow Internet	87	37.9%
Security Problems	58	24.7%
Lack of Proper knowledge	22	9.4%
Network	29	12.3%
Total	233	100%

Table 5 shows that the overall satisfaction level of customers towards E-Banking services. It is found that 48.9% of the sample respondents are satisfied with E-Banking services, 26.8% of them Neutral, 18.7% of them are Highly Satisfied, 4.3% of them are Dissatisfied and 1.3% of them are Highly Dissatisfied.

Based on the above results, we can summarize:

- (i) It can be inferred that the majority of the respondents (52.8%) are Female.
- (ii) It also shows that the majority of the respondents (71.1%) are comes under the 18-30 Years group.
- (iii) It is found that the majority of the respondents (41.3%) are graduates.

- (iv) It is found that 36.5% of them are students, 23.8% of them are Private sector employees, 17.2% of them are businessmen, 14% of them are housewives, 4.7% of them are Government sector employees and 4.3% of them are Farmer.
- (v) It is found that the majority of the respondents (54.5%) are aware of Mobile Banking services, 53.6% of them are aware of ATM services, 49.8% of them are aware of Internet banking services, 14.9% of them are aware of EFT services and 6.4 % of them aware about NEFT.
- (vi) It is found that Mobile Banking is the foremost E-Banking service used by customers. It is followed by ATM, Internet Banking, EFT, and NEFT. This is done by the ranking method.
- (vii) It is found that 77% of the respondents are faced the problem and 23% of the respondents do not face the problem in E-Banking services.
- (viii) It is found that 42.6% of them faced ATMs without sufficient, 27.7% of them faced Password problems, 23.8% of them faced Cash locked in ATM and 6% of them faced Debit card locked in ATM.
- (ix) It is found that 61.3% of them faced Network problems, 19.1% of them faced a lack of knowledge, 14% of them faced less security and 5.5% of them faced website management.
- (x) It is found that 37.9% of them faced slow internet, 24.7% of them faced security problems, 15.7% of them faced forgot passwords, 12.3% of them faced network problems and 9.4% of them faced a lack of proper knowledge.

It is found that 48.9% of the sample respondents are satisfied with E-Banking services by private sector banks, 26.8% of them are Neutral, 18.7% of them are Highly Satisfied, 4.3% of them are dissatisfied and 1.3% of them are highly dissatisfied.

Table 5. Overall satisfaction level of e-banking services.

Satisfaction Level	No. of Respondents	Percentage
Highly Satisfied	44	18.7%
Satisfied	115	48/9%
Neutral	61	26.8%
Dissatisfied	10	4.3%
Highly Dissatisfied	3	1.3%
Total	235	100%

The data analysis and interpretation are the web design should be enhanced. Clear and accurate information about the banking services will be reached to the customer. Customer care should be developed and the customer problems should be clear or solved.

4. CONCLUSION

Customer satisfaction is a very wide area to be studied because of rapid change in technology perception of consumers, services, etc. Banks are providing very good services and they maintain good relations with consumers, they also provide modern banking facilities and help the consumer to make easy transactions. Traditional banking has been converted into modern banking. Consumer expectations are increasing in terms of service quality. Banks are always concerned about the satisfaction of the consumer. The bank should concern about the requirement of knowledge and awareness. The result of my study significantly shows that bank is serving their customer and what the response of the customer is to the service provided by them. This report shows the bank should identify their strength and need to recover its weak side. The study concludes that the use of online banking transaction services

and their satisfaction must be improved. The success of online banking transaction services not only depends on the technology but also on commitment etc.

5. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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