

A Study on Customer Attitudes and Satisfaction toward E-Banking Services: With Special Reference to State Bank of India

¹Dr. S. Dharmalingam

Associate Professor, PG & Research Departments of Commerce, Vivekananda College of Arts Science for Women (Autonomous), Elayampalayam- 637205

²Mr. N. Saravanan

Assistant Professor, Veltech Ranga Sanku Arts College, Avadi, Chennai

³Mohammad Shah Alam Chowdhury

Professor, Department of English
Dhaka International University, Bangladesh

ABSTRACT

The rise of E-banking has transformed traditional banking into a technologically driven service model. This research explores State Bank of India's (SBI) transition to an ITES-based framework designed to provide customers with faster, more flexible access via mobile and ATM platforms. By evaluating customer feedback, the study identifies that SBI's E-banking services currently meet a moderate level of satisfaction. These results highlight the success of integrating core banking with digital applications but also underscore a gap in meeting full customer expectations in the competitive Indian banking market.

Key words: Digital Banking, Mobile Banking, ATM Services, Customer Attitude.

INTRODUCTION

Now- a -days banks are not following the traditional or conventional banking with manual operations. Banks have moved from disbursed to a centralized environment, which shows the impact of technology on banks. Banks are using new tools and techniques to find out their customer's needs and satisfaction and offer them tailor made products and services to make it convenient. The customer is king and the service providers are rushing to pay observance to the king, the financial service providers are trying to provide their services to the Customers in the comfort of their homes. The E-banking has emerged as a convenient channel for these service providers. E-banking refers to Electronic banking is a service that allows Customers to access their bank information, conduct financial transactions, make deposits, withdrawals and pay bills through the internet without having to physically visit their bank. E-banking is one of the most recent technological innovations, which is becoming a need for every common man so it is becoming "Need to Have" service. It makes the regular transactions for a customer speedy and time efficient with little or no paper work involved. SBI is a well-known commercial bank which provides many of E-banking services to its customers. Therefore, the present study is being carried out on how this bank provides E-banking services to its customers in Chennai City. For this purpose, present study is being carried out on only selected 50 customers who have an account with SBI Bank in Chennai City.

OBJECTIVES OF THE STUDY

The following objectives are formulated for the present study:

1. To analyse the awareness among Customers about E-banking Services of SBI in Chennai City.
2. To study the reasons for Customers preferring E-banking Services.
3. To suggest the remedial measure to improve the quality of services of E- Banking

REVIEW OF LITERATURE

Sunith C K (2022) has made an empirical study of customer satisfaction in E-banking services. This study stated that Electronic banking incorporates systems that enable individual customers to access their accounts, transact with speed and obtain current and updated information on latest financial products and services through public or private networks. It accommodates a variety of platforms such as internet banking, telephonic and television based banking, automated teller services, mobile phone banking as well as personal computer based and offline banking services. Customer is distinguished from a consumer in the sense that a customer pays for a product or service while a consumer is the end user who experiences a product or service.

Khaled Bin Amir and Dr. HasinaSheykh (2021) in their study entitle "Analysis of Customer Satisfaction on Online Banking: A Case Study on "One Bank Limited" has stated that customers are asked about their satisfaction level on online banking. Online banking services of One Bank Limited, is quite good and satisfactory but customers were not aware and willing to take this services. But level of satisfaction is greater for some parameters and less for some parameters. Likewise, customers are satisfied with security and user friendliness of the website of the banks and somewhat neutral in perception with update frequency. For this reason, internet banking has become an important measurement tools to attract larger customer base.

RESEARCH METHODOLOGY

The present study has the following research methodology:

(A) SOURCES OF DATA:

The present research study is based on both secondary and primary data. Primary data has been collected by preparing structured questionnaire interview method has been followed to ascertain the information from the customers who are availing of the E- Banking Facilities. In the present study the secondary data has been collected from different sources of literature like magazines, newspapers, text books, journals and internet and information from the banking staffs.

(B) SAMPLE DESIGN:

For the present study purpose, simple convenient random sampling has been selected. This particular survey was directed at only in Chennai City and customers using E-banking service in State Bank of India (SBI). The sample size is of 50 respondents consisting of customers who are availing of Ebanking services in SBI.

(C) TOOLS AND TECHNIQUES:

The simple average method and percentage method has been used to analyse the data. The data has been analysed with the help of Tabular method.

ANALYSIS AND INTERPRETATION

Table – 1: Gender Wise Classification of the Respondents

Sl.	Gender	No. of Respondents	Percentage
1	Male	56	56 %
2	Female	44	44%
	Total	100	100

Source: Primary Data

The above table shows the gender wise classification of the respondents. It is clearly observed from the table, 56 % of the respondents are male and 44 % of the respondents are female. It is concluded that majority (56 %) of the respondents are male.

Table – 2: Age Group of the Respondents

Sl.	Age (in years)	No. of Respondents	Percentage
1	Up to 18	2	2 %
2	19 – 25	27	27 %
3	26 - 32	39	39 %
4	33 – 39	12	12 %
5	Above 40	20	20 %
	Total	100	100

Source: Primary data

The above table shows that the age wise classification of the respondents. It is clearly observed from the table, 39 % of the respondents are in the age group of 26 to 32 years, 27% of the respondents are in the age group of 19 to 25 years, 20 % of the respondents are in the age group of above 40 years, 12 % of the respondents are in the age group of 33 to 39 years and 2% of the respondents are in the age group of Up to 18 years. It is concluded that the majority of the respondents (39%) are in the age group of 26 to 32 years.

Table – 3: Educational Status of the Respondents

Sl	Education	No. of Respondents	Percentage
1	Up to Plus Two	3	3 %
2	U.G	28	28 %
3	P.G	50	50 %
4	Professional	19	19 %
	Total	100	100

Source: Primary Data.

The above table predicts the Educational status of the respondents. From the above table, it is inferred that 50% of the respondents Educational status is Post Graduates, 28% of the

respondents Education status is Under Graduates, 19% of the respondents Education status is Professional Degree, and 3% of the respondents Education status is Up to plus two. It has been observed from the table that majority of the respondents (50%) Education status is Post Graduates.

Table – 4: Occupationals of the Respondents

Sl.	Occupation	No. of Respondents	Percentage
1	Govt. Employee	19	19%
2	Private Employee	56	56%
3	Businessmen	20	20%
4	Retired	5	5%
5	Agriculturalist	0	0%
	Total	100	100

Source: Primary Data.

In the above mentioned table, it has been observed that Occupation wise classification of the respondents. From the above table, it is inferred that 56 % of the respondents are Private Employees, 20 % of the respondents are Businessman, 19 % of the respondents are Govt. Employees, 5 % of the respondents are retired and 0 % of the respondents are Agriculturalist. It has been observed from the table that majority of the respondents (56 %) are Private Employees and there is no Agriculturalist customer in this study.

Table – 5: Family Income Level per Month

Sl.	Income	No. of Respondents	Percentage
1	Up to Rs. 20,000	28	28 %
2	Rs.20,001 – 40,000	47	47 %
3	Above Rs. 40,000	25	25 %
	Total	200	100

Source: Primary Data.

The above table exhibits the monthly income level of the respondents. It is clearly observed from the table, 47 % of the respondents monthly income is Rs.20,001 to Rs.40,000, 28 % of the respondents family monthly income is Up to Rs.20,000, and 25 % of the respondents family income is above Rs.40,000. It is inferred from the above table that Majority of the respondent's (47 %) monthly income is Rs.20, 001 to 40,000.

Table – 6: Sources To Know About Sbi E-Banking Services

Sl	Sources	No. of Respondents	Percentage
1	Bank office	28	28 %
2	Online Ads	25	25 %
3	Media	26	26 %
4	Family	6	6 %
5	Friends	15	15 %
	Total	100	100

Source: Primary Data.

In the above mentioned table, it has been observed that classification of the respondents on basis of sources of know about SBI E-banking services. From the above table, it is inferred that 28% of the respondents are known SBI E-banking services through Bank office, 26% of the respondents are known SBI E-banking services through media, 25% of the respondents are known SBI E-banking services through Online Ads, 15% of the respondents are known SBI E-banking services through Friends, and 6% of the respondents are known SBI E-banking services through Family. It is inferred from the above table that Majority of the respondents (28%) are known SBI E-banking services through Bank office.

Table – 7: Period of Usage of Sbi E-Banking Services

Sl.	Using the SBI E-banking services	No. of Respondents	Percentage
1	Less than 1 Year	22	22 %
2	1 Year to 2 Years	47	47 %
3	2 Years to 3 Years	17	17 %
4	More than 3 Years	14	14 %
Total		200	100

Source: Primary Data.

The above table clearly point out that classification of the respondents on the basis of period of usage of SBI E-banking services. From the above table, it is inferred that 47 % of the respondents are using the SBI E-banking services in 1 year to 2 years, 22 % of the respondents are using the SBI E-banking services in Less than 1 year, 17 % of the respondents are using the SBI E-banking services in 2 years to 3 years, and 14 % of the respondents are using the SBI E-banking services in more than 3 years. It is inferred from the above table that Majority of the respondent's (47 %) are using SBI E-banking services in 1 year to 2 years.

Table – 8: Feel About Sbi E-Banking Services

Sl.	Feel about SBI E-banking services	No. of Respondents	Percentage
1	Vital	19	19 %
2	Essential	35	35 %
3	Desirable	31	31 %
4	Cannot say exactly	12	12 %
5	Not needed	3	3 %
Total		100	100

Source: Primary Data.

From the above table, it has been clearly noted that Feel about SBI E-banking services. From the above table, it is inferred that, 35 % of the respondents opinion that Essential in the SBI E-banking services, 31 % of the respondents opinion that Desirable in the SBI E-banking services, 19 % of the respondents opinion that Vital in the SBI E-banking services, 12 % of the respondents opinion that Cannot say exactly in the SBI E-banking services, and 3 % of the respondents opinion that Not needed in the SBI E-banking services. It is inferred from the above table that Majority of the respondents (35 %) are Opinion that Essential SBI E-banking services.

Table – 9: ATM Facility Using Respondents

Sl.	ATM Facility	No. of Respondents	Percentage
1	Depositing cash	25	25 %
2	Withdrawing cash	30	30 %
3	Transfer of funds	20	20 %
4	Check Account Balance	25	25 %
	Total	100	100

Source: Primary Data.

In the above mentioned table, it has been observed that ATM Facility use of the respondents on basis of sources of know about SBI E-banking services. From the above table, it is inferred that 30 % of the respondents are using ATM facility for withdrawing cash, 25% of the respondents are both purposes of using ATM facility for Depositing cash and Check Account Balances, and 20 % of the respondents are using ATM facility for Transfer of funds. It is inferred from the above table that Majority of the respondents (30 %) are using ATM facility for Withdrawing cash.

Table – 10: SBI E-Banking Users Satisfaction Level, Weighted Average and Rank

Sl.	Parameters	Highly satisfied (4)	Satisfied (3)	Average (2)	Dissatisfied (1)	Highly dissatisfied (0)	Weighted average	Rank
1.	Bank services	24	65	11	0	0	31.3	2
		96	195	22	0	0		
2.	Safety & Security	27	63	10	0	0	31.7	1
		108	189	20	0	0		
3.	Transaction Speed	30	48	21	1	0	30.7	3
		120	144	42	1	0		
4.	Convenience	22	50	25	3	0	29.1	4
		88	150	50	3	0		
5.	Add on Services	9	39	40	7	5	24.0	5
		36	117	80	7	0		
6.	CRM	11	40	32	11	6	23.9	6
		44	120	64	11	0		
7.	Friendliness	11	35	37	10	7	23.3	7
		44	105	74	10	0		
8.	Software issues	10	38	31	16	5	23.2	8
		40	114	62	16	0		
9.	Bank charges	3	39	33	20	5	21.5	9.5
		12	117	66	20	0		
10.	Grievance handling method	5	40	30	15	10	21.5	9.5
		20	120	60	15	0		

Source: Primary Data.

In the above mentioned table, it has been observed that, the SBI E-banking users satisfaction levels was the best in Safety and Security is 1st rank, Bank Services is 2nd rank, Transaction speed is the 3rd rank, Convenience is the 4th rank, Add on Services is the 5th rank, CRM is the 6th rank, Friendliness is the 7th rank, Software issues is the 8th rank, and both Bank charges and Grievance handling method are the 9.5th rank.



SUGGESTIONS

1. Give proper training to customers for using SBI E-banking Services.
2. Create a trust in mind of customers towards security of their accounts.
3. Customers should be motivated to use SBI E-banking facilities more.

CONCLUSION

E-banking services are highly useful to customers as well as banks. To increase productivity, efficiency, service quality of banks, expansion of banks globally E-banking is major important of all commercial banks to adopt in their countries as well as their customers. It is found from this study that younger generation were using SBI E-banking services are more as compared to older generation because of new innovation in information technology and their adoption level is high in E-banking services. Above 40 age group category were using SBI E-banking services. Risk is one of the factor customer were consider while opening an Online bank account. They didn't feel secure in the E-banking. The respondents preferred ATM, E-banking, Mobile banking, SMS banking for their financial transactions.

REFERENCE

1. Joshua. A. J., Moli P Koshy (2021), "Usage Patterns of Electronic Banking Services by Urban Educated Customers: Glimpses from India", Journal of Internet Banking and Commerce, Vol. 16, No.1.
2. Bader M. Almohaimmeed (2022): in a research titled-"Customer Behaviour towards Internet Banking: A Study of the Dormant Users of Saudi Arabia"
3. VijayakumarRajarathinam, Chandra Kumar Mangalam (2022), "Internet Banking User's Competence and its Influence on Usage Satisfaction", Journal of Internet Banking and Commerce, Vol. 18, No. 3.
4. Red. Prof. Dr. PolonaTominc and Ms. RichaPandit (2021): "Study of the Impact of Service Quality on Consumer Behaviour in Internet Banking Services". Harvard Business Review, 68, 105-11.
5. www.sbi.co.in