

Customer Satisfaction towards SBI Online Banking Services

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Abstract

The banking industry has been speedily developing the use of online banking a systematic and workable implement to generate customer value. It is one of the favored services provide by the traditional banks to generate quick and dependable services to online users. With the quick development of computer technology as a mercantile too, online banking can be used to entice more customers to manage banking transactions in connected banks. This takes place due to the services occur through online banking have thus far to please their customers. Customer satisfaction is an important factor to help banks to assist aggressive edges. Consequently, the motive of this research is to explore and inspect the element which effect customer satisfaction towards online banking. The five factors which can affect customer satisfaction toward online banking involve service quality, web design, transaction speed, privacy concern and security. With the use of a questionnaire survey, 50 working respondents were engaged in this study *and acknowledge concerning to the above element that effect customers' satisfaction towards online banking*. The results of this research showed that all the factors closely associate to customer satisfaction toward online banking. The results of this research depicted that service quality, privacy concern and security are the top three factors that impact customer satisfaction toward online banking.

Keywords: Customer satisfaction, service quality, web design, transaction speed, privacy concern and security.

INTRODUCTION

Online Banking is a service facilitate by a bank or other monetary establishment that allocation its customers to manage financial transactions isolated using a mobile implement such as a Smartphone or tablet. Different from the attached online banking it uses software, usually called an application, implement by the monetary establishment for the motive. Online banking is usually available on a 24-hour throughout. Some financial institutions have reservation on which accounts may be scatter through online banking, as well as a limitation on the amount that can be conducted. Proceedings through online banking may insert acquiring account balances and lists of newest transactions, electronic bill payments, and funds transfers between a customer and another description. Some application also allows copies of statements to be downloaded and occasionally printed at the customer establishment and some banks impose a fee for mailing hardcopies of bank statements. From the bank's opinion, online banking bring down, the cost of holding transactions by decrease the need for customers to visit a bank branch for non-currency removal and impairment transactions. Many application now have a distant deposit option; using the implement camera to automated transfer cheques to their financial organization.

It has been convey that every warning creates chances and one such warning was the statement of demonetization by Prime Minister Mr. Narendra Modi on 08 November 2016. Approval of cashless transaction has been possibly prove after the demonetization of high worth currency of Rs. 500 and 1000. The demonetization developed in unknown extension in digital payment. Government and private sector companies self assertive introduce different digital payment applications. State Bank of India is a rolling player in digital room also starts a E- wallets application called "YONO SBI". YONO (You Need

Only One) is a combined digital banking platform introduced by State Bank of India to authorize users to acquire a diversity of financial and non financial services. SBI has always been in the forward of digital banking invention with a number of digital payment products. The main digital product introduced by SBI are YONO, Mobile banking, Internet banking, State bank Buddy, Bharat QR, Aadhar pay, debit and prepaid cards, Merchant Acquiring business etc. All of these developed in cheery of transfer of money in rural areas which was not affected likely by the digital payment method. Now many foreign investors try to invest in digital payment industry which is novel enchanting terminus because of extent of huge growth in India.

LITERATURE REVIEW:

Online banking has acquired higher recession from the customers who are highly encouraging of new technology. Internet banking move as a kind of financial mediators which makes transaction through Internet (Ahanger, 2011) .In the banking industry, online banking is the industry which uses computer technology to supply higher quality services to customers and help in the education of banking application. Rehmath and Hema,(2010). High-tech change is one of the successful ways to enlarge the quantity of the process of assessing how well a delivered service conforms to the expectations of the customer needs. Through the modest technology and revolution in the financial and banking sectors, online banking has become friendlier to the customers of traditional banks Acharya et al., (2008). Online banking is providing by the barter banking in many developed countries and customers can make dealings without having to vacate their homes or workroom (Munusamy et al., 2010). In adding, online banking can help customers to run their finances more effectively. Bank Negara Malaysia,(2007).

SERVICE QUALITY:

Service quality is established when customers make a consideration between before-service selection with their real-service selection and with their genuine-service experience Naik et al. (2010). In mobile banking, e-service quality is major to the banks because it will attend customer satisfaction. Zhao and Saha, (2005) have recognize the nine dimensions of e-service quality. According to Nupur (2010), a limitation of the service quality measurements depict a notable relationship with customer satisfaction H1: The process of assessing how well a delivered service confirms to the expectations of the customers. Service quality has a relationship on customer satisfaction toward online banking.

WEB DESIGN AND CONTENT:

Web design is an important component to charmed the utilization of online banking and the importance of web design will be depicted in the customers satisfaction level Ahmad and Al-Zu'bi, n (2011). Therefore, it will concentrate a positive notable influence on customer satisfaction. moreover, the basic essential for a good web design should indicate a good screen formation and design, clear visual representation of data and spirited color arrangement Ahmad and AlZu'bi ,(2011). Websites are an **important factor in a bank's** advertising and transmission activities with customers. Commonly the fulfillment in the website is actually important because it will impact the customer satisfaction. Security can be defined as a structure of defense to make sure the customer safety and to step to hackers from occupy the customer privacy Dixit and Datta,(2010). According to Ahmad and Al-Zu' bi (2011), security had a significant influence on customer satisfaction. Privacy is another important component which always conveys the customers. It is always the customer's aspiration that the banks can keep safe to their personal and financial information exclusively when they do transactions via online banking. Zhao and Saha (2005) in their research have depicted that privacy had a strong impact on customer satisfaction.

CONVENIENCE:

Convenience is the main appeal and centre of the customer who use online banking Shariq, (2006). Previous research depicted that most of the customer centered on the comfort of using mobile banking Lallmahamood, (2007). Kassim and Abdullah (2010) establish that comfort of use was positively connected to customer satisfaction. Customers who used online banking were more concentrated on the untroubled ways to interior banking transactions. Ainin et al. (2005).

SPEED:

Speed can be defined as the density of network interrelation breakdown, the time to negotiate the online banking website, the quantity of time that the customer used for page reply and the rate that banks answer to the complaint of customers Ahmad and Al-Zu' bi, (2011). Actually, the speed of Internet banking was impacted by the broad-ranging and high-intention graphics and ineffective host server Shariq, (2006). Speed was an important factor to acquire the victorious for e-banking Haque et al.(2009). Speed had a positive notable affect on customer satisfaction. Ahmad and Al-Zu' bi, (2011).

CUSTOMER SATISFACTION:

Customer satisfaction was associated to people who reward for a products or services and used the products and services. Customer satisfaction was semology as user satisfaction whereas buyer satisfaction was the independent who buy the products or services but he/she may non-users of the products and services (Hom, 2000). Customer satisfaction was a crucial result of marketing venture whereby it required to achieved the different phase of customer buying behavior, Jamal and Nasar (2002). Present customer gave more superiority and beneficial to the banks probably the new customer Nai et al. (2010).

OBJECTIVES:

- To analyze whether customer consider YONO online banking secure.
- To analyze the customer reason for using YONO online banking.
- To analyze the performance of SBI in providing online banking Services.

RESEARCH METHODOLOGY:➤ **RESEARCH DESIGN:**

Descriptive research is a study designed to represent the participants, in short way put, descriptive research is all about supporting people who take part in the study.

➤ **SAMPLE DESIGN:**

Simple random sampling is a type of probability sampling in which the researcher casually selects a sub category of participants from a population. Each member of the population has an equal chance of being selected. Data is then collected from as large a percentage as possible of this random sub category.

➤ **SOURCE OF DATA:**

Data collection is the term used to narrate a procedure of produce and collecting data. Secondary Data – Websites and online journals, published reports and Review of literature from published articles.

- **TOOLS:** Chi-square, Paired Sample T- test.
- **AREA OF RESEARCH:** BHOPAL (M.P. NAGAR)
- **SAMPLE SIZE:** 50 Respondents.
- **PERIOD OF STUDY:** I started on October and completed by November.
- **LOCATION:** BHOPAL
- **TARGETED PEOPLE:** General Public.

FINDINGS:

- (1). Majority of the people are especially satisfied with the ATM services offered by SBI bank.
- (2). Most of the participant are extremely satisfied on the acceptance and the suitable banking provided by SBI bank.
- (3). Maximum number of suspects is neutral about the ATM, internet banking, telephone banking, mobile banking and other customer care services offered by SBI bank.
- (4). From this project it is found that most of the people are pleased with the services of the SBI bank.
- (5). It has been notice that maximum number of people are using savings account of SBI bank.
- (6). Major part of the reporter are female compared to male dealing with SBI bank.

SUGGESTIONS:

- (1). The administration of the SBI should manage more product and services consciousness decade.
- (2). Since possibility of the customer using savings account deposits in every bank. So the bank administration should believe of introducing new schemes concerning savings account and marketing those to the customers.
- (3). The SBI should get larger the level of furnish personal attention to single customer.
- (4). Advertisements of the SBI bank are very not so much compared to other challengers. It may command to change on other banks. So the SBI management should encourage more advertisement through different advertisement channels.

CONCLUSIONS

The banking sector is experience main changes due to rivalry and the arrival of technology. The customers are looking for superior and quality services which would increase their satisfaction. From the above investigation, it is clear that the SBI bank accommodate most of the customer needs and it's has well pleased possibility of its customers. SBI bank has many useful attributes and satisfies most of the customer necessity by the services introduced, despite of actually, it has been detect that many customers are not conscious of all types of provision provided by SBI. So the SBI bank should make greater conservative decennial.

Present study has made an effort to understand customer sensitivity towards YONO application and to digital payment. It was established those publics have a good recognition about digital wallet. The extension of users of Smartphone and internet perforation in such area also makes possible this. Customers are attentive in using renovate technology in their day to day life. The government of India also took so many capabilities to support Digitalization. All these help the extension of digital payment systems. YONO is one of the best digital payment programs for customers. It balances number of services. But there is motionless some meaning that affect their growth. Excessive competition is a major obstruction faced by YONO. To link in the competitive market SBI should grow the clarity by offering a good security system. Introduce new services for keep the market share.

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