Customer Satisfaction and Service Quality in Online Banking: A Dual Challenge

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Abstract
The main aim of this paper is to find out the relationship between the customer satisfaction and service quality. How the customer are satisfied by the quality service provided by the providers, they should fill the gap between the expectation and perceptions of services regarding the online financial services. For this study convenient sampling is used, data was collected from 100 respondents where as percentage method considered for this analysis. Finally the results shows that the customers are highly satisfied with services of the online banking sector. The overall satisfaction of the customers mainly are continues improvement for quality service, easy to access the website, more on saving time is high factor of satisfied, even though the services are very advanced but there is some dissatisfaction regarding security, and charges for using online services.

Keywords: Satisfaction, Expectation, Service quality, Online Banking, Customer.

INTRODUCTION
The banking sector plays a major and very critical component of the world economy by proving different financial services to who needed like Individual, government and business houses. Financial services encompass a wide range of economic services provided by the finance industry, including banking, insurance, investment, and wealth management. These services play a crucial role in the economy by facilitating the flow of capital and liquidity in the marketplace. By getting and improving awareness of financial services is crucial for both consumers and providers. Awareness levels and service quality can significantly impact on the customer satisfaction financial services which may reflect on well-being of individuals and the effectiveness of financial institutions. The government bodies are bring the awareness on the banking services and educating the public regarding service even it is online or off line services. While using these services how far the customers are satisfied is a big question to the service providers either their meeting the customer expectation or their has to improve in any aspect which customers are more likely to perceives because the service quality and customer satisfaction are both sides of the same coin. Increasing awareness of financial services is essential for fostering financial inclusion and stability.

REVIEW OF LITERATURE
Technology is very useful to customers to do online banking (Dr. S. Sangeetha 2020) connectivity, credibility, access, and reliability these are consideration assessed by e-banking service providers (Dr. Jagdeep Singh 2018) customer services being an integral art of banking and the dynamic nature of technology and time may lead to change in customer preference with this there is a need for
introduce new services and strategies to attract the customers (C.K. Sunith 2019) the gap between teenagers and adults so the adults and senior citizen need some awareness about the technical aspects (Ms. J. Swathi Nayak, Mrs. Madhura, and Dr. Raghavendra B, 2023). Responsiveness, security and site atheistic in order are the major factors which strongly leads to customer satisfaction (Jasveen Karu and Balijit Karu 2022). Jaenudin and Evi Verawati (2022) there is a positive and significant influence of service quality to the customer satisfaction in this way company should perform qualified services and make continues improvements.

**Objectives of the study:**
1. To study the customer satisfaction towards online Financial service
2. To know which factors effect most the customer satisfaction towards online banking service.

**Hypothese of the study**
1. There is no significant association between Age and the factors influencing the use of online banking services.
2. There is no significant association between education and the factors influencing the use of online banking services.

Sources: Researcher Proposed Model

**Research Methodology**

<table>
<thead>
<tr>
<th>S.no</th>
<th>Methodology in the study</th>
<th>A Brief Draw Of Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Research Type</td>
<td>Descriptive study</td>
</tr>
<tr>
<td>2</td>
<td>Sampling method</td>
<td>Convenient Sampling</td>
</tr>
<tr>
<td>3</td>
<td>Size of sample</td>
<td>100</td>
</tr>
<tr>
<td>4</td>
<td>Nature of respondents</td>
<td>ACCOUNT HOLDERS</td>
</tr>
<tr>
<td>5</td>
<td>Nature of data</td>
<td>Primary and secondary data</td>
</tr>
<tr>
<td></td>
<td>Primary data</td>
<td>ACCOUNT HOLDERS OF DIFFERENT BANKS</td>
</tr>
<tr>
<td></td>
<td>Secondary data</td>
<td>Journals, websites, books, discussion</td>
</tr>
</tbody>
</table>
Data analysis

The main objectives of the study is to find out the customer satisfaction on online banking service which depends on various determinate. The researcher used frequency and percentages tools for data analysis. The selected population are only account holders from the selected area of the study.

<table>
<thead>
<tr>
<th>Elements</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>38</td>
<td>36%</td>
</tr>
<tr>
<td>Female</td>
<td>58</td>
<td>64%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 yrs. to 26 yrs.</td>
<td>49</td>
<td>49%</td>
</tr>
<tr>
<td>27 yrs. to 32 yrs.</td>
<td>30</td>
<td>30%</td>
</tr>
<tr>
<td>32 yrs to 38 yrs</td>
<td>18</td>
<td>18%</td>
</tr>
<tr>
<td>Education</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SSC</td>
<td>10</td>
<td>10%</td>
</tr>
<tr>
<td>Inter</td>
<td>28</td>
<td>28%</td>
</tr>
<tr>
<td>Under graduate</td>
<td>30</td>
<td>30%</td>
</tr>
<tr>
<td>Post graduate</td>
<td>16</td>
<td>16%</td>
</tr>
<tr>
<td>Professional course</td>
<td>10</td>
<td>10%</td>
</tr>
<tr>
<td>Occupation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee</td>
<td>34</td>
<td>34%</td>
</tr>
<tr>
<td>Self-employee</td>
<td>20</td>
<td>20%</td>
</tr>
<tr>
<td>Business</td>
<td>12</td>
<td>12%</td>
</tr>
<tr>
<td>Martial status</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single parent</td>
<td>15</td>
<td>15%</td>
</tr>
<tr>
<td>Account type</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Saving Account</td>
<td>59</td>
<td>59%</td>
</tr>
<tr>
<td>Current Account</td>
<td>40</td>
<td>40%</td>
</tr>
<tr>
<td>Period of your account</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0-5 years</td>
<td>12</td>
<td>12%</td>
</tr>
<tr>
<td>5-8 years</td>
<td>15</td>
<td>15%</td>
</tr>
<tr>
<td>8-10 years</td>
<td>43</td>
<td>43%</td>
</tr>
<tr>
<td>10 and above</td>
<td>30</td>
<td>30%</td>
</tr>
</tbody>
</table>

Table 2 Demographic profile of the Respondents

Source: Researcher own model
| Debit card | 63 | 63% |
| Credit card | 47 | 47% |
| Aware of online banking |  |  |
| Yes | 100 yes | 100 |
| Reasons for going online-banking |  |  |
| Comfort | Highly agree |  |
| Easy to use | Highly agree |  |
| Confidence | Moderate agree |  |
| Responsiveness | Moderate agree |  |
| Empathy | Moderate agree |  |
| Money less | Highly agree |  |
| Time less | Highly agree |  |
| Communication | Highly agree |  |
| Security | Moderate agree |  |
| Accessibility | Highly agree |  |

Mostly used for

| Checking account balance | 10 | 12% |
| Payment of bills | 48 | 48% |
| Shopping | 35 | 35% |
| Money transfers | 20 | 20% |
| Usage of online services |  |  |
| Everyday | 42 | 42% |
| Weekly | 13 | 13% |
| Three time in a week | 30 | 30% |
| Monthly | 15 | 15% |

SATISFACTION DETERMINATES (Attractive)

| Determinants | Scales |  |
| My bank assistant me in online operations | Highly satisfied |  |
| My bank website is easy to visit | Highly satisfied |  |
| My bank ATM’s are located as near | Satisfied |  |
| My bank sends SMS to me | Highly satisfied |  |
| My bank makes me aware on online transactions | Highly satisfied |  |
| My bank ensure about the security | Moderate satisfied |  |
| My bank saves my time | Highly satisfied |  |
| My bank service charges while using online banking | Moderate satisfied |  |
| My banks meets my expectations | Moderate satisfied |  |
| My banks makes continues improvement for quality service | Highly satisfied |  |
| My bank heals my technical problems | Moderate satisfied |  |
| My banks make online transactions very fast | Highly satisfied |  |

Source: Primary Data
All Over Satisfaction on service quality determinants

**Finding of the study**

1. In this study majority of respondent are female with (58%) and male with (38%) mainly the women respondents are very must interested in online banking services.
2. Majority of respondents are of teenagers with the age of 21 to 26 (49%) and second majority of 27 to 32 with (30%) this shows the teenagers and middle age peoples uses the online banking more.
3. Majority of customers had the education with under graduation with (30%) and the inter places the second highest with (28%). the respondents least with post graduate (16%).
4. High percentage of respondent are employees with (34%) and self employee with (20%). these employees are often uses the online services.
5. Most of the respondents are married with (55%) and unmarried with (20%).
6. Majority of respondents are having saving account with (59%) and most less respondents are with current account (40%).
7. Most of respondents are having more than 10 years of period with (45%) and least with (10%) of 5 years.
8. Majority of respondents are using debit card for their online banking with(63%) and least with credit card used with (47%).
9. 100% of the respondents are fully aware of the online-banking services.
10. Majority of respondent with(48%) are online-banking are used for payments of bills and with (35%) for shopping. Lastly only 10% of respondents are using online banking for balance checking.
11. The usage of online banking every day is the highest percentage with(42%) when compared with weekly and most of the respondents uses the services three times in a week with(35%).
12. The respondents selected some of the reasons for going are comfort, easy to use, money less, with in no time the transaction are completed, responsiveness communication and accessibility are very much highly satisfied and moreover the confidence, security, empathy also show moderately agree. So, here it is fast technology there is a fear of security.
13. The allover satisfaction of the customers mainly are continues improvement for quality service, easy to access the website, more on saving time is high factor of satisfied.

Conclusion:
The study found that majority of customers are satisfied with the services of the online services of banking sector. Here the service quality and customer satisfaction are the both sides of the same coin. Without the customers there is no services render, so the service provider should take at most proclivity to fill the gap between the expectation and receiving end. Satisfaction level are more in women when compared to men because they are using the online services for shopping without moving anywhere. Comfort level are increased and easy use of account on internet hence, the study concludes that there is no significant relationship between age and education to use these online services.

References