

Employee's' Perception on E-Banking Services in Banks in Chennai

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Abstract—Indian banking industry has been pushed to a crucial transformation phase towards cashless economy. E-banking eliminates corruption and illegal transactions. The bank employees have to cope with and adopt the changes in the technology from time to time. The expectations of customers keep changing and increase with the technological developments. E-services are concerned with security and safety though provided with 24*7 services. This paper attempts to hit upon the perceptions of bank employees.

Key words: Banking Sector, Information Technology, E-services, Bank employees

I. INTRODUCTION

In the present world of technology both mode of production but also the services marketing are affected. The acceptance of IT enabled services in the service sector is mandatory. Especially in banking sector, the employees' perception and reception of technology plays a vital role in the accomplishment of any bank. This study gains significance as there are no many studies pertaining to the employees. The problems and insight of bank employees affects the service rendered by them.

II. REVIEW OF LITERATURE

✓R. K. Uppal in his paper on E- banking: Problems and Prospects: An Empirical study in Punjab, Information management and Business Review (2011), studied the problems and prospects of E-banks in India. The findings of the study showed that 50% of Indian banking customers have used E - channels. Online banking was not familiar among old aged and middle aged people as much as youngsters. The study concluded with a suggestion to public sector banks to formulate innovative strategies to compete with the foreign and private sector banks.

✓R.K.Uppal in his article "Internet Banking problems and future on look" examined the perceptions of bankers on Internet based E-banking services related with important issues like collaborative culture, training & development and knowledge management. E-banks have helped to do routine work more efficiently and increased interest in work. Analysing the problems faced by the employees while

dealing with customers electronically, illiteracy and increased expectations of customers and lack of knowledge came out to be the main problems. The researcher has given certain policy, recommendations to make employees more efficient like effective on the job training, establishment of separate human resources departments and friendly work environment.

III. IMPORTANCE OF THE STUDY

Now days, most of the banks are providing diversified facilities to its customers. Some of the facilities are credit card, debit card, ATM card, E-Banking, Mobile Banking, Loan facilities, etc. Many of these facilities are really useful for the users and helping them to save time. This study is confined to measure the bank employee's perception and their level of satisfaction on their performance (i.e. services and products provided) of public banks, private banks & foreign banks in Chennai City.

IV. OBJECTIVES OF THE STUDY

- ♣ . To study the perception of bank employees of all the three types of bank.
- ♣ To understand the factors influencing the service quality dimension of the banks
- ♣ To study the attitude and behaviour of employees relating to e- services
- ♣ To offer suggestions for improvement of quality of services in banks.

Hypotheses

H0: There is no significant difference between various bank group employees in the perception of E-banking services.

H1: There is significant difference between various bank group employees in the perception of E-banking services.

V. LIMITATIONS OF THE STUDY

- 1) The study is made in Chennai city only.
- 2) Only 338 respondents have been taken for the study.
- 3) The selected banks have alone been considered for the study.
- 4) Time and cost are the factors limiting the study

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VI. RESEARCH METHODOLOGY & RESULTS

Analytical research study has been adopted. Sample of 338 respondents were chosen from Public sector, private sector and foreign banks. Convenience sampling technique was used for collection of data. Primary Data collected through structured questionnaire with multiple choices was framed for this purpose. Secondary data collected from websites, journals, projects and other publications. Percentage Analysis, ANOVA. POST HOC TEST & TUSKY HSD tools used to analyse the data

Table 1- Demographic Profile of Respondents

S.No.	Demography Factor						Grand Total
		Nationalised Bank	Private Bank	Foreign Bank	Total		
1.	Age in Years	Less than 26	41	36	8	85	
		26 to 35	102	50	53	205	
		36 to 45	8	0	17	25	
		Above 45	18	0	5	23	338
		Plus 2	0	0	0	0	
2.	Educational Qualification	Bachelor Degree	93	0	30	123	
		Master Degree	35	52	8	95	
		Professional	41	34	38	113	
		Doctoral	0	0	7	7	338
3.	Experience in Bank Job	Less than years	52	23	14	89	
		3 to 4 years	91	10	38	139	
		5 to 6 years	0	23	26	49	
		Above 6 years	26	30	5	61	338

Sources: Computed Data

From the above table, it is evident that 205 employees are between 26 to 35 years. On examining the data, it is obvious that all the respondents hold UG as their degree. Out of the 338 respondents, 139 have more than 3 years. Employees of all cadres are covered.

Table 2- Descriptive Statistics

Variables	Type of Bank	Mean	Standard deviation
Group Cohesiveness	Nationalized bank	3.6391	.97279
	Private bank	4.0116	.78955
	Foreign bank	3.9277	1.22756
Increases effective communication with peers	Nationalized bank	4.2604	.53755
	Private bank	4.2674	.65842
	Foreign bank	2.2410	.65501
Reduces work stress-	Nationalized bank	4.5621	.58553
	Private bank	4.0349	.51900
	Foreign bank	3.2289	.94127
Reduces chaos and confusion	Nationalised bank	3.8580	1.11428
	Private bank	4.2326	.42494
	Foreign bank	2.9277	1.03338
Increases efficiency in routine work	Nationalised bank	4.1775	.49205
	Private bank	4.5349	.69786
	Foreign bank	3.6988	.72809
Increases interest in work	Nationalised bank	4.3550	.57060
	Private bank	4.3837	.48914
	Foreign bank	3.8193	1.11688
Increases the level of motivation	Nationalised bank	4.1953	.50330
	Private bank	4.7674	.42494
	Foreign bank	3.8072	1.10936
Increases the level of job satisfaction	Nationalised bank	4.33	.891
	Private bank	4.15	.604
	Foreign bank	4.17	.621
Helps in saving time	Nationalised bank	3.9408	.94305
	Private bank	4.5349	.50171
	Foreign bank	4.0241	1.15796
Enhances the skill	Nationalised bank	4.2544	.53485
	Private bank	4.6512	.47940
	Foreign bank	4.0482	.79486
Increases confidence level through training	Nationalised bank	3.8284	1.25836
	Private bank	3.9535	.94442
	Foreign bank	4.1446	.76720
Empowers to solve problems	Nationalised bank	3.6746	.84902
	Private bank	4.0000	.48507
	Foreign bank	3.1566	.67140
Increases involvement in decision making	Nationalised bank	4.0651	.89404
	Private bank	4.2674	.44522
	Foreign bank	3.1807	1.00176

Sources: Computed Data

The above table shows descriptive statistics for variables under investigation. Of all the mean values given the most important factor is "Increase in the level of motivation it has highest mean value of 4.7674 and it is followed by "Enhances the skill" and its mean value is 4.6512. From the above it is observed that the bank employees of all 3 types of bank have similar attitude.

VII. CHI-SQUARE TESTS

H₀ ; There is no significant relationship between the bank group and the perception of bank Employees about the E-banking.

H_a: There is significant relationship between the bank group and the perception of bank Employees about the E-banking.



Table 3- chi-square tests

Type of E-Banking services	F	Sig.	Result (Rejected /Accepted)
1.Group Cohesiveness	65.625(a)	.000	Rejected
2.Effective Communication with peers	296.250(a)	.000	Rejected
3.Reduces Work Stress	185.788(a)	.000	Rejected
4. reduces chaos and confusion	155.133(a)	.000	Rejected
5. increases efficiency in routine work	130.637(a)	.000	Rejected
6. increases interest in work	49.307(a)	.000	Rejected
7. increases Motivation in work	118.451(a)	.000	Rejected
8. increases the level of job satisfaction	93.889(a)	.000	Rejected
9. Helps in saving time	94.010(a)	.000	Rejected
10.enhances the skill	61.519(a)	.000	Rejected
11. increases the confidence level through training	63.187(a)	.000	Rejected
12.Empowers to solve problem-	79.205(a)	.000	Rejected
13. increases involvement in decision making	114.370(a)	.000	Rejected

From the above, it is inferred that the calculated probability value (p) is less than 5% (0.05). Hence, the H_0 is rejected and reveals that there is a significant relationship between the perception of bank employees and the bank group in which they are employed.

VIII. ANOVA TESTS

H₀: There is no significant difference between various bank group employees and the perception of E-banking services.

H_a: There is significant difference between various bank group employees and the perception of E-banking services.

Table 2- one way anova

Perception	F	Sig	Accepted / Rejected
Group Cohesiveness	4.780	.009	Rejected
Effective Communication with peers	355.579	.000	Rejected
Reduces work stress	108.758	.000	Rejected
Reduces chaos and confusion	41.890	.000	Rejected
Increases efficiency in routine work	39.714	.000	Rejected
Increases interest in work	17.641	.000	Rejected
Increases Motivation in work	41.973	.000	Rejected
Increases the level of job satisfaction	2.136	.120	Accepted
Helps in saving time	12.512	.000	Rejected
Enhances the skill	22.742	.000	Rejected
Increases the confidence level through training.	2.401	.000	Rejected
Empowers to solve problem	28.886	.000	Rejected
Increases involvement in decision making	42.451	.000	Rejected

It is known that the probability value (p) of the perception that E-banking increases the level of job satisfaction is 0.120 is more than 5% (0.05). It implies that the H_0 is accepted. While in all other variables the H_0 is rejected. There is significant difference between various bank group employees and the perception of E-banking services.

IX. SUGGESTIONS

• Banks are expected to be highly motivated to serve the typical customers.

- All the staffs are to be properly trained to work under Computerized environment.
- Proper vibes in the banks can develop a healthy work culture.
- The proper firewalls are to be installed to protect the system from hackers.
- Employees have to be given proper health tips to protect them from the various health related hazards they face due to computerized working condition.
- The employees have to be given yoga and meditation facilities and practices to reduce their stress.

X. CONCLUSION

We are in the pinnacle of electronic world. All the services available in our palm top. With new innovations paving way for high expectation of customers, the bank employees are forced to equip themselves with the novel up gradation. This leads to a lot of stress especially among the middle aged employees. It is essential for banks to give training perpetually with changing milieu.

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