

Customer Satisfaction Towards Internet Banking with Special Reference to North Chennai

K. Lalithakameswari

Abstract: A client is an individual who is utilising one or added services offered by banks. A client is a one in the course of whom the banks acquire a chance to create an income in return to the service they give the client. Every bank always tries to maximise the satisfaction of their consumers by providing customised service and product. Everything in banking business depends on how well the bank product and services gives high degree of satisfaction to customers. Product and services that are offered must satisfy customer requirements at an affordable price. With regard to the service market, the best way of advertisement is word of mouth by customers that give popularity to services. A satisfied customer thus becomes hub to connect new customers to a bank. Internet banking permits clients to carry out monetary dealings on a protected website run by their retail or implicit bank. Only the customer belonging to the particular Bank can be allowed to operate his account through online banking. User ID & Password will be provided by the Bank to their customer to operate the online banking facility.

Keywords : Customer, Internet banking.

I. INTRODUCTION

Online banking (or Internet banking) permits clients to perform monetary dealings on a safe and sound website run by their retail or implicit bank. Only the customer belonging to the particular Bank can be allowed to operate his account through online banking. User ID & Password will be provided by the Bank to their customer to operate the online banking facility.

II. REVIEW OF LITERATURE

Amutha, D. (2016) studied the clients' view in the direction of e-banking arrangement associated to customer understanding in the direction of e-banking arrangement with particular mention of Tuticorin District of Tamilnadu. Secondary data have been gathered from manuscripts, periodicals, weeklies, internet and bulletins. The researcher wraps up with the aim that the the majority of the bank clients are conscious on the subject of all the banking services in Tuticorin District of Tamilnadu. The banks additionally include attractive essential moves to instruct the clients as regards the novel know-how and erstwhile services accessible by means of the banks.

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Geetha, K. T., & Malarvizhi, V. (2011). Customer consciousness is fundamental for the achievement of every merchandise or service. In this relation, this study intends to uncover the customer consciousness of e-banking services made available by the public sector banks in the district of Coimbatore. Designed for investigation intention percentage scrutiny and score ranking methods were used. The researcher found that, millions and millions of e-banking customers totally depend upon the e-banking services, not only for their bread and butter but also for their necessities of luxury goods. So it is evidenced that the Indian banking scenario is under the changing process from man to machine and also in the nature of progressing in privatisation to automation

Khan, M. S., & Mahapatra, S. S. (2009). This study intends at assessing the service worth of internet banking (i-banking) services in India as of consumer's viewpoint. The conclusion explain that consumers are pleased with value of service on four extents like dependability, convenience, confidentiality/safety, receptiveness and execution, but smallest amount fulfilled with the 'user – responsiveness' element. The experiential decisions not just prioritise diverse factors nevertheless as well make available directives to bankers to spotlight on the factors on which they require to progress.

III. OBJECTIVES OF THE STUDY

- The major purpose of the study is to analyze public attitude towards net banking
- To identify the effectiveness of net banking
- To know about the customers awareness towards net banking
- To study about the customers satisfaction towards net banking
- To know about the respondents opinions about towards net banking

IV. SCOPE OF THE STUDY

- Survey is done through distribution questionnaire for gathering primary data from 100 respondents.
- The study helps to identify the effectiveness of net banking
- The study reveals the area that has to be improved to make advertisement more effective.

- The study helps to identify customers' satisfaction towards net banking
- The study helps to determine the point of satisfaction of clients with regard to net banking

V. LIMITATIONS OF THE STUDY

- The investigation is limited to Chennai city only.
- Time Constraints.
- Budgetary Constraints
- This study is made within the prescribed time period.
- The sample size is confined to 100.
- The data collected are qualitative in nature the function may change from time to time.

VI. SAMPLING

The suitable sampling technique was applied to gather the primary facts. It is as well known as random or unplanned sampling. Constituents of the population are selected based on their comparative simplicity of right to use. Links, fellow worker, or customers at a single mall, are instances of convenience sampling. This is the method of choosing items arbitrarily and in an unstructured manner from the frame is occasionally called grab or opportunity sampling. However more or less not possible to take care of scrupulously, it is the technique mainly usually working in a lot of useful circumstances. Hundred (100) respondents were selected as sample size specifically from North Chennai area.

VII. RESULTS AND DISCUSSION

Table – 1: Respondents Who Own Internet or Don't Have Internet

Age (In Years)	Possess a Internet (%)	Don't Possess a Internet (%)
18-25	27	3
26-35	51	1
36-45	20	2
46-60	8	4
61 and above	1	3
Total	87	13

Interpretation: As of the above table, it is established that age group between 18-25 possess internet of 27% whereas 3% who don't possess internet, correspondingly proportion between 26-35 possess internet of 51% whilst 1% don't possess internet, 36-45 possess internet of 20% while 2% don't possess, 46-60 possess 8% internet despite the fact that 4% don't possess, 61 and above possess 1% internet, 3% don't possess. At last it shows that age group 26-35 possess greatest percentage of internet.

Table – 2: Bank Experience of Respondents

Bank Experience	Frequency	Percent
Below 1 Yr	10	10

1-2 Yrs	29	29
2-5 Yrs	29	29
Above 5 Yrs	32	32
Total	100	100

To conduct a study on service satisfaction of the customers the researcher must know the years of experience a customer is having with a particular bank. The above table depicts the quantity of duration of service the respondents have put by their banks or quantity of duration the respondent holds account with the bank. Most of the members have more than 5 years (32%) of experience by the banks, 29% of the respondents belong to 1 to 5 years of experience and 10% belong to less than 1 year of banking experience.

Table – 3: Satisfaction Level of Internet Banking

Response	Frequency	Percent
Highly satisfied	27	27%
Satisfied	39	39%
Neutral	18	18%
Dissatisfied	11	11%
Highly dissatisfied	5	5%

The above table clearly shown that the satisfaction level of respondents are 27% highly satisfied in their net banking, 39% and 18% of respondents are partially satisfied, and 11% and 5% of respondents are not satisfied in their net banking.

Table – 4: ANOVA – Relationship between Age Group and Satisfaction Level

		Sum of Squares	Df	Mean Square	F	Sig.
Satisfaction Level	Between Groups	4.30	3	1.43	2.11	.105
	Within Groups	58.42	96	.68		
	Total	62.72	99			

Interpretation: The above analysis explains that the significance value is larger than 0.05 significant level thus null hypothesis is established. There is no association between age group and satisfaction level of net banking.

VIII. SUGGESTIONS

- To Give proper training and the guidance to the clients for use of Net banking
- To make a belief in the mentality of clients in the direction of safety of their accounts
- To give a stage from where the clients be able to use diverse accounts at particular instance with no further charge.
- To formulate their location extra client friendly.
- Clients have to be stimulated to utilize Net banking services further.

IX. CONCLUSION

Each and every individual must have bank accounts to receive the financial subsidies offered by the Government. People ought to have PC learning or information of cell phone to appreciate the genuine advantage of e-banking administrations. Customers in rural areas are looking for help of intermediaries to avail the benefit of the banking facilities and that will bear an extra expense to avail such facilities.

To stay away from such a circumstance, it is the obligation of the Government and social foundations and associations to instruct the people to acquire information of PCs and cell phones for banking. In this unique situation, investors must be very much aware of the changing needs and prerequisites of the considerable number of fragments of clients while creating development in banking to fulfill the client's advantage. These service channels are intended for bank clients and subsequently their degree of fulfillment is to be estimated intermittently to improve the services offered to the customers.

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