

Impact of Internet Banking on the Customer Satisfaction: Evidence from the Indian Banking Sector



Bhupendra Singh Hada

Abstract: *Internet Banking is about using the infrastructure for digital age to create opportunities, both in local & global market. IT enables the considerable lowering of transaction cost and the creation of new types of banking opportunities that address the obstacles of time and distance. Banking opportunities are local, global and immediate in internet banking. Internet banking is an online payment system that enables customers of a bank or other financial institutions to conduct a range of financial transactions through websites of financial institutions. Internet banking has many advantages over other traditional banking delivery methods. Internet banking provides banks with an increased customer base, cost savings, mass customization, product innovations, improved marketing, and communication, the ability to develop non-core businesses, and the ability to offer services regardless of geography and time constraints, viewing account balances, recent transactions, ordering cheque books and many more. With the development of new technology, Internet banking is expected to become a major banking method for customers. Internet banking reduces costs by providing customers with another means of accessing their accounts without physically visiting a bank. The main purpose of this study is to analyze various online facilities provided by major public and private banks in India and to measure their impact on customers in terms of customer satisfaction.*

Keywords: *Internet Banking, Customer Satisfaction, Information technology*

I. INTRODUCTION

Banks are among the integral parts of the complete financial systems. They function as the backbone of the economy. Indian financial system had its first bank established in 1786 and since all these times, there has been a long journey of the banking service which can be divided in 3 phases.

Period from the year 1786 to 1969 is marked as the first phase where the East India Company established Bank of Bombay (1804), Bank of Bengal (1809) and Bank of Madras (1843) as presidency bank which were later amalgamated in 1920. Also the Imperial Bank of India mostly for European shareholders was established as private shareholder bank.

In the second phase, the Imperial Bank of India was nationalized (as per the State Bank of India Act) with considerable services of banking precisely in rural and semi-rural areas. The so formed SBI played a major role as being an agent of the Reserve Bank of India and also facilitating the financial transactions for both Union as well as the state governments.

During the tenure of Mrs. Indira Gandhi, the then Prime Minister, under the process of nationalization, 7 subsidiary banks of SBI were nationalized in 1969 and later 14 major private commercial banks experienced the same fate.

The third phase of Indian banking came up with more products and facilities by undergoing reforms in 1991, under the committee chaired by M. Narasimha which worked to liberalize the banking practices. This phase introduced new foreign banks along with ATM facilities along with phone and net banking. The system improved with giving more convenience and giving more importance to time instead of money only.

In today's scenario, with rising population and their demands, the branches of the banks are alone not capable enough. It now involves continuous access to the information thus IT is of a great help. It gives stimulus to the banks to respond to the business and market changes along with directions from the RBI and finance ministry. To the banks who perform multiple functions, IT provides them an advantage to facilitate work speedily and also provide e-banking service to this era to both domestic and global transactions at a very fast speed. It also reduces to cost of transaction and avoids hurdles of time and distance.

II. CUSTOMER SATISFACTION AND ONLINE BANKING

With the customers becoming modern and techno savvy, becomes important for the banks to adopt use of technology to fulfill their demands. Also, in a developing country like India, people see the use of technology as the deciding factor to certify a service as good or bad. Even the employees tend to have a smaller impact in banking service. Variation in services offered adds on to the rating of the service as banking no longer just deals with money but also the financial transaction information. And, customers at both the corporate as well as retail levels are equally important to the banks.

Now, almost all banks have adopted IT to provide better and affordable services to the users like, ATM facility, net banking, credit and debit cards etc are several easy to use services provided to the users by the banks. These services tend to add on to customer satisfaction which further reduces customer retention.

Manuscript received on February 10, 2020.

Revised Manuscript received on February 20, 2020.

Manuscript published on March 30, 2020.

* Correspondence Author

Dr. Bhupendra Singh Hada*, Assistant Professor, Department of Accounting and Finance, Jaipuria Institute of Management, Jaipur, India.

© The Authors. Published by Blue Eyes Intelligence Engineering and Sciences Publication (BEIESP). This is an [open access](https://creativecommons.org/licenses/by-nc-nd/4.0/) article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>)

The more such services are provided by the banks, the more is their value among the customers but this should be kept in mind that the technology based service provided by both private and public banks differ from each other where private banks beat the public sector ones.

E-banking can be understood as the improvement over traditional banking system where the transaction costs have been minimized,

services have become more efficient and the bond between customer and banks have improved. The customers are happy and satisfied if the services provided match their expectation. For this IT helps by filling the gaps between the expectation and experience and adds to the customer satisfaction. For this, e-service should be accessible to all also should be error proof to develop customers' trust in it.

The use of e-banking has added to the customers' satisfaction in a number of ways like:

- 1) Customers are able to handle their funds anytime and anywhere they want.
- 2) Banking and transactions are made easy using technology.
- 3) Accessibility has been improved with the help of technology as customers can operate from both home and offices.
- 4) Direct contact with the bank is not necessary, services can be accessed from anywhere.
- 5) Communication between bank and customers has improved drastically.
- 6) Online facility to transfer fund from one bank to other or within another can be done at the same time.
- 7) Waiting time has reduced for the customers, queue waiting is no longer a problem.
- 8) Internet technology has enabled the corporate and retail customers to transact from home, office and even while travelling.
- 9) All time availability of employees is not required as the internet based technology is available 24 x 7.

This is very evident that the facility if e-banking has become quite essential to carry out transactions and fulfill the customers' expectations and increase satisfaction.

III. RESEARCH JUSTIFICATION

When compared to the traditional banking methods, the internet has a lot many factors which makes it a better option. Internet is cost saving and has drastically increased the customer base, it has improved the communication and satisfaction of the customers by eliminating the waiting time. Services are provided with keeping product innovation in mind it has also given boost to non-core business and also provided access to services regardless of time and place.

With the continuous development in the technology field and with customers becoming more and more techno savvy, internet is becoming a crucial part in the field of banking. It allows the customers to access their accounts without physically going to the banks.

The main objective of this study is to analyse the online facilities provided by public and private banks in India and the impact on customers' satisfaction.

IV. RESEARCH OBJECTIVE

The main objectives of the study are:

- 1) Study of various private and public banks based upon the internet banking facilities offered by them.
- 2) Satisfaction gained by the customers through internet banking.
- 3) Benefits given to the customers through this internet banking facility.

V. REVIEW OF LITERATURE

One of the most essential and the most needed step when a research is begun is to have a nice and thorough look to the already done work and available knowledge about the interested field. It is marked as an important step as it provides all the available details. In this research, every related literature has been taken from journals, periodicals, and books etc which provide clear and authentic information which will be helpful in the study. Review of the literature has been done on the basis of various points under the study.

VI. TECHNOLOGICAL SURVEY IN THE BANKING SECTOR

Subbarao, (2009) puts forward that with the increase in the technology investment, productivity is likely to increase. This will lower costs and the forms will operate more effectively. IT and innovations are seen as strategic tools for they ensure financial transactions at lower cost and proper allocation of financial resources. This leads to improved competitiveness and efficiency of financial institutions. Technological innovations increases the reach of the banking service and also the capacity to grow enhances.

Krishnamoorthy, V. and R. Srinivasan (2013) threw light on the difficulty faced by the banks to retain their present customers. He said that the banks need to work upon the making new innovations in the product and the services offered to meet their expectations. Also they need to respond to the issues in a way to develop trust and confidence in the customers.

Safeena, Rehmath (2010) said about customers' views on using internet services. The main aim was to evaluate the usefulness of the same and the attitude of the customers towards the same and evaluation the uncertainties related to it. The study reached to the conclusion that there exist a number of factors like ease of doing things that too in less time which motivate the customers to adopt the internet banking service.

Rourke, Chris (2004) discussed the problems associated with the internet banking. He highlighted that about 50% of the customers are reluctant to use the online banking service in the beginning because of various problems associated with it like problematic navigation, fear of disclosure of secret information, being technology savvy etc.

Sharma, Himani (2011) discussed the fact that many times the bankers motivate the customers to use to online banking service because they believe that it will improve the bank and customer relationship. And this will help them to retain the customers and somehow manage the competition and develop confidence among the customers towards the bank.

Mishra A. K. (2005) dwelt upon the motives associated with the customer satisfaction as delivered by Urban Co-operative Bank. He knew that it was new in the banking service and the only way key to survive the competition was to maximize consumer satisfaction. After studying, the conclusion was reached which highlighted the importance of employee participation in improving customer satisfaction.

VII. RESEARCH GAP

It is observable that that none of the review of the study touches the topics like analysis of e-banking services, commercial development in scheduled commercial banks, consumer satisfaction from e-banking, employees and customers views on e-banking, problems associated with e-banking and comparative study of private and commercial banks in India.

This study tries to find the answers of these gaps through this research.

VIII. HYPOTHESIS OF THE RESEARCH

Hypothetical Question.1:

Hypothesis 0 (Ho): There is no significant difference between the various internet banking facilities offered by the selected banks to its customers in India.

Hypothesis 1 (H1): There is a significant difference between the various internet banking facilities offered by the selected banks to its customers in India.

Hypothetical Question.2:

Hypothesis 0 (Ho): There is no significant difference between the online banking facilities which are provided by public and private banks of India.

Hypothesis 1 (H1): There is a significant difference between the online banking facilities which are provided by selected public and private banks of India.

Hypothetical Question.3:

Hypothesis 0 (Ho) : The level of satisfaction of the customers is indifferent towards the various banks.

Hypothesis 1 (H1) : The level of satisfaction of the customers is not indifferent towards the various banks.

Hypothetical Question.4:

Hypothesis 0 (Ho): The consumers are indifferent towards the various online banking facilities provided by major banks in India.

Hypothesis 1 (H1): The consumers are not indifferent towards the various online banking facilities provided by major banks in India.

IX. TYPE OF RESEARCH, TOOLS & TECHNIQUES OF ANALYSIS

The nature of the research is explanatory and descriptive. The research helps to have a hold new findings and insights. An explanatory research is conducted at the beginning of the research to make the motive clear and defined. Taking of the descriptive nature of the research, it is used to survey the design of the research and most importantly to ponder upon the behavior of the consumers.

The data collected for the research purpose for this study is analysed using statistical techniques like Chi Square test and

Z test.

X.SAMPLING TECHNIQUE

The sampling technique used in the study is convenience and judgment sampling.

XI. SAMPLING UNIT

Sampling unit defines the targeted part of population which will be taken in consideration. In short, it defines that part of population which has to be surveyed. Here, in this study, the sample is taken of the customers to 2 public and 2 private banks in the India. These are:

Public Sector Banks:

- 1) State Bank of India
- 1) Bank of Baroda

Private Sector Banks:

- 1) ICICI Bank
- 2) HDFC Bank

XII. UNIVERSE OF THE STUDY

The universe of the study includes the population which is taken into consideration. In this study, the universe consists of:

- 1) All the public and private sector banks that are offering the internet banking facility to the customers.
- 2) All the customers who have availed this facility and are using it.

XIII. SAMPLE SIZE

In this study the sample size taken of 800 customers. This sample of 800 customers consists of those of different age group, income group and profession. Randomly 200 customers have been selected from each bank.

XIV. LIMITATION OF RESEARCH

This sector is fast growing and due to its vast size, it is practically impossible to cover every part of the sector. Thus the limitation of the study are:

- 1) The study is made in some selected branches of the banks in India.
- 2) Authenticity of the data collected from the people.
- 3) There is no parameter which can assure that the respondents understood the actual meaning of the questions.

XV. INTERPRETATION AND ANALYSIS OF THE RESEARCH

The researcher now analysis the data so collected as per the requirement of the study and uses the statistical tools like Z test and Chi square to analyze the data collected. The analysis is done in the following ways:

THE CUSTOMER'S PERCEPTION ABOUT ONLINE BANKING

The total respondents were 800 i.e. 400 from each private and public sector banks.

In this research, a



Impact of Internet Banking on the Customer Satisfaction: Evidence from the Indian Banking Sector

comparative study is made between the customers of private and public sectors in relation to the online banking.

1. Response of the Bank Customers about the Online Banking

Table 1: Distribution of respondents according to the bank type

Types of Bank	N	%
Public Banks	400	50
Private Banks	400	50
Total	800	100

Table 1 shows the distribution of the respondents as per the type of bank they use. Out of the total 800 respondents, 50% i.e 400 are from public and remaining 400 are from private sector. Therefore equal number of respondents representing both the sectors.

2. Response as per the gender of the bank customers

Table 2: Distribution of respondents as per their gender

Gender	Private Banks		Public Banks	
	N	%	N	%
Male	304	76	316	79
Female	96	24	84	21
Total	400	100	400	100

Table 2 shows the distribution of the respondents as per the gender. It depicts the number of male and female customers who use private and public sector banks. The shows that 79% males and 21% females constitute the customers of public banks and on the other hand the figures are 76% and 24% respectively for private sector banks. Hence, it is evident that male customers dominate the number of banking customers.

3. Customers according to their age

Table 3: Distribution of respondents according to age

Age Group	Private Sector		Public Bank	
	N	%	N	%
< 20 yrs	0	0	12	3
20-30 years	260	65	176	44
30-40 years	112	28	140	35
40-50 years	8	2	36	9
50-60 years	20	5	20	5
> 60 years	0	0	12	3
No Response	0	0	4	1
Total	400	100	400	100

Table 3 shows the distribution of respondents on the basis of their age group. The major proportion of the respondents are from the age group of 20-30 years. They constitute 44% in public sector and 65% in private sectors banks. The second best proportion is of the age group 30-40 years which consists of 35% in public sector and 28% in private sector banks. Only

5% of population is of the age group 50-60 years in both the banks.

For the age group 40-50 years, there are only 9 in public sector and 2 in private sector banks. There were no respondent for private banks in the age group of more than 60 years of age and only 1 for public sector banks. Also, only one person did not respond to the survey in public sector banks whereas the figure in zero for private sector banks. Thus, it is evident that majority of customers of both private and public sector banks are of 20-40 years of age group.

4. Distribution of bank customers based on their salaries

Table 4: Distribution of bank customers based on their income

Income (per month in Rs)	Private Bank		Public Bank	
	N	%	N	%
< 20,000	88	22	148	37
20,000 - 40,000	240	60	152	38
40,000 - 60,000	64	16	64	16
> 60,000	8	2	36	9
Total	400	100	400	100

Table 4 shows the distribution of the banking customers based on their monthly income.

Of all the respondents of the public sector bank, 37% have their monthly earnings less than Rs. 20,000 and 38% earn between Rs.20,000 to 40,000. 16% earn between Rs. 40,000 to 60,000 and only 9% have their earnings more than Rs. 60,000.

Speaking of the private sector banks, 22% of the respondents earn less than Rs. 20,000 and 60% have their monthly earnings between Rs. 20,000 to 40,000. 16% earn between Rs. 40,000 to 60,000 and only 2 earn more than Rs. 60,000. Thus, it is evident that a large chunk of population earns between Rs. 20,000 to 40,000 as their monthly income.

5. Distribution of bank customers based on their marital status

Table 5: Distribution of respondents according to marital status

Marital Status	Private Bank		Public Bank	
	N	%	N	%
Unmarried	164	41	128	32
Married	236	59	272	68
Total	400	100	400	100

Table 5 represents the data showing the marital status of the respondents. Among the customers of the public sector banks, 68% are married and 32% are unmarried. Now speaking of the private sector banks, 59% are married and 41% are unmarried.

Thus, it is clear that majority of the customers are married.

6. Awareness of online banking among the customers while operating the account

Table 6: Awareness about Online Banking Services while Opening an Account

Response	Private Sector		Public Sector	
	N	%	N	%
YES	380	95	316	79
No	20	5	76	19
No Response	0	0	8	2
Total	400	100	400	100

Table 6 depicts the response of the customers if they are aware about the online banking service while operating the account. Among the 100 respondents of the public sector, 79% were aware of the online banking facility and 19% were not. Also, 2% refused to respond to the question. In private sector banks, 95% were aware of online banking service and only 5% were not aware of the same. It is evident that majority of population was aware of the e banking facility available while operating a bank account and in that too the proportion of awareness is more in private sector bank as compared to public sector banks.

7. Usage of internet by bank customers

Table 7: Usage of Internet

Response	Private Bank		Public Bank	
	N	%	N	%
Not using at all	8	2	92	23
Less than 6 month	120	30	68	17
6 - 12 months	28	7	12	3
12 - 18 months	4	1	0	0
> 18 months	212	53	228	57
No Response	28	7	0	0
Total	400	100	400	100

Table 7 reveals the data relating to the usage of data by the respondents. In public sector, 23% did not use internet at all, 17% used for less than 6 months, just 3% for less than 1 year but a huge chunk i.e. 57% used internet for more than 18 months.

Speaking of the private sector banks, only 2% did not use internet at all, 30% used for less than 6 months, 7% for less than a year and very few (1%) between 12 to 18 months. A huge chunk (53%) said they used internet for more than 18 months and only 7% refused to respond to the survey. Thus, it is evident that maximum of the respondents use internet for more than 18 months.

8. Source of information about e-banking

Table 8: Sources of information about internet banking service

Response	Private Bank	Public Bank
----------	--------------	-------------

	N	%	N	%
Display information at bank	53	53	29	29
Executive from bank	61	61	50	50
Advertisement	47	47	17	17
Friends / Relatives	48	48	28	28
Other	9	9	3	3

Table 8 shows the respondents' response about how they came to know about the internet banking facility of their banks. In public sector banks, 50% came to know from the customer executive, 17% from advertisements, 29% form display information in banks and 28% form their friends and relatives.

In private sector banks, Majority i.e. 61% came to know from the executive, 53% from the display at the banks, 47% from advertisements and 48% from the friend and relatives.

9. Number of customers using internet banking services

Table 9: Use of online banking service

Chi Sqr	Df	Result
23.104	1	***

Response	Private Sector		Public Sector	
	N	%	N	%
Yes	344	86	220	55
No	56	14	180	45
Total	400	100	400	100

Table 9 shows the response of the customers if they use internet banking service or not. 55% of those in public sector banks use the e-banking service and 45% don't use. In private banks, 86% use the e-banking service and only 14% do not use it. Further, these response were compared using the Chi Square statistical tool. The result showed an immense relation between the type of bank customer and the usage of internet service.

Thus, it can be concluded that the number of customers using internet banking service is more of private banks as compared to the public sector banks.

10. Awareness of e-banking services among the bank customers

Table 10 shows the awareness among the customers about different e-banking services available. When asked about the ATM service available, almost 100% customers are aware. 76% of public and 87% of the private sector customers are aware of the debit card service but 63% and 79% respectively is the awareness level about the credit card service. Almost 50% of the customer in both the sectors are aware of phone banking service but speaking about mobile banking, 67% are aware in public sector and 47% in private sector. 73% know about internet banking in public sector and 70% in the private sector.

Impact of Internet Banking on the Customer Satisfaction: Evidence from the Indian Banking Sector

It can be concluded from the given responses that the customers of the private sector are more aware of the internet banking facilities offered by the bank.

11. Customers planning to use internet banking service in future

Table 11 shows the responses of the customers about their plans to use the Internet banking service in future. 57.78% of the public sector customers plan to use it the future. 24.44% have no such idea about the same and 17.78% refused to use it. Now, speaking of the private sector, 50% plan to use it in future, 35.71% have no idea yet and 14.29% refused to use it in future.

Further, these results were compared using the Chi square statistical tool and it was seen that there was non-significant relation between responses to use internet banking in future and the type of bank. This shows that almost same proportion of respondents from both the private and public banks responded to the question.

12. Various factors influencing the use of e-banking services among the customers

Table 12 shows the mean scores of all the factors of e-banking combined. The scores depict the mean score of public sector banks (3.34) is less than that of the private sector bank (3.94). This difference of the scores between private and public sector banks are highly significant ($Z=3.78, p < 0.01$). It is very evident from this difference that private sector banks are more satisfied with the internet banking service as compared to the public sector banks.

13. Various problems faced by customers while using the e-banking services.

After seeing the table, it can be concluded that the scores regarding the problem faced by the customers of the public sector and the private sector banks are round about neutral with 3.09 for the public banks and 3.23 for the private banks. The difference in the scores of the problem faced by the customers using the internet banking service came out to be non-significant ($Z=1.15, p > 0.05$). But, this score was high for the private banks which shows that the customers of private banks are facing more problem as compared to that of public sector in using the e-banking services.

Table 10: Awareness & use of online banking services

Services	Private Banks				Public banks			
	Aware		Not Aware		Aware		Not Aware	
	N	%	Not Aware	%	N	%	Not Aware	%
ATM	400	100	0	0	388	97	12	3
Debit Card	348	87	52	13	304	76	96	24
Credit Card	316	79	84	21	252	63	148	37
Phone Banking	220	55	180	45	196	49	204	51
Mobile Banking	188	47	212	53	268	67	132	33
Internet Banking	280	70	120	30	292	73	108	27

TABLE 11: Use of e-banking service in near future

Response	Private Bank		Public Bank	
	N	%	N	%
Yes, I am planning	24	50	104	57.78
No Idea whether I'll use	20	35.71	44	24.44
No, I will not use	8	14.29	32	17.78
Total	56	100	180	100

Various factors influencing the use of e-banking services among the customers

Table 12: Factors affecting the use of e-banking service

Statement	Type	Mean	SD	Z	Result
Everywhere banking	Private Bank	3.65	0.74	2.21	*
	Public Bank	3.21	1.43		
Ease of use	Private Bank	4.32	0.76	6.41	***
	Public Bank	3.21	1.16		
All time availability	Private Bank	4.29	0.79	1.12	NS
	Public Bank	4.06	1.39		
Security	Private Bank	3.8	0.85	3.61	***
	Public Bank	3.14	1.2		

Comfort of use (No need to go bank)	Private Bank	3.76	0.88	2.3	*
	Public Bank	3.31	1.33		
Time saving	Private Bank	4.23	0.78	2.76	**
	Public Bank	3.61	1.6		
Easy processing	Private Bank	3.77	0.86	3.82	***
	Public Bank	3.02	1.35		
Inexpensive	Private Bank	3.57	0.86	1.53	NS
	Public Bank	3.26	1.43		
Direct access	Private Bank	3.97	0.96	2.39	*
	Public Bank	3.47	1.42		
Easy fund transfer	Private Bank	4.03	0.93	4.58	***
	Public Bank	3.03	1.46		
Overall	Private Bank	3.94	0.44	3.78	***
	Public Bank	3.34	1.17		

Table 13: Problems faced by the customers while using e-banking

Statement	Type	Mean	SD	Z	Result
Amount debited but not withdrawn	Private Banks	3.28	1.04	0.18	NS
	Public Banks	3.24	1.21		
I am not teach savvy	Private Banks	2.85	0.82	0.2	NS
	Public Banks	2.89	1.13		
Card Misplaced	Private Banks	3.16	0.91	1.6	NS
	Public Banks	2.89	1.07		
ATM out of order	Private Banks	3.12	0.79	2.18	*
	Public Banks	2.76	1.1		
Lack of knowledge of computers	Private Banks	2.37	1.05	3.4	***
	Public Banks	2.97	0.99		
Password forgotten	Private Banks	3.63	1.01	2.18	*
	Public Banks	3.19	1.27		
Problem of change in mobile number	Private Banks	3.37	0.85	1.59	NS
	Public Banks	3.1	1.13		
Fear of leakage of information	Private Banks	3.77	0.95	1.34	NS
	Public Banks	3.53	1.13		
Misuse of card	Private Banks	3.39	1.14	1.08	NS
	Public Banks	3.16	1.28		
Time consuming	Private Banks	3.33	1.03	0.89	NS
	Public Bank	3.16	1.19		
Overall	Private Banks	3.23	0.61	1.15	NS
	Public Banks	3.09	0.79		

14. Satisfaction level among bank customers regarding the use of internet banking services

Table 14: Satisfaction of customers using e banking service

Category	N	Mean	SD	Z	Result
Private	344	3.86	0.95	-3.18	**
Public	220	3.24	1.23		

Table 14 shows the responses of the customers regarding their level of satisfaction in using the internet banking service in both public and private sector banks. When the mean scores were taken on a five point scale, the results came out to be 3.24 and 3.86 for public and private sector respectively. The results prove that the customers of the private sector banks are more satisfied with e-banking services as compares those of the public sector.

Impact of Internet Banking on the Customer Satisfaction: Evidence from the Indian Banking Sector

This was further verified with the Z test and the difference between the satisfaction levels came out to be highly significant ($Z = -3.180, p < 0.01$).

Thus, it is evident that the customers of the private sector banks are more satisfied in using the e-banking service as compared to those of public sector.

XVI. FINDINGS

The results of this research makes the banks aware of the apprehension of the consumers about the internet banking services provided to them. E-banking has become an important aspect of the banking service and through this study, the banks can put forward their plans accordingly to meet the expectations of the customers. Based on these results, following results can be put forward:

1. Greater part of public and private sector customers were aware of the internet banking services provided but the respondents of private banks were more aware of the same.
2. More than half of the customers of both the sectors of banks have been using the e-banking services for more than 18 months. Also maximum have received the information regarding the service by the customer executives.
3. After going through the result of the study, it was seen that 73% of the respondents of the public sectors were aware of the internet banking service and 70% of those of the private banks were aware.
4. Talking about the satisfaction level, as per the combined mean scores, private sector bank customers with a score of 3.94 came out to be more satisfied as compared to those of the public sector (3.34). This was evident from the Z test ($Z = 3.78, p < 0.01$) that the significance level was quite high.
5. On analyzing the degree of problem faced by the respondents, the results seemed neutral with 3.09 for public and 3.23 for the private banks but the difference on the basis of z test came out to be non-significant ($Z = 1.15, p > 0.05$) but this was low for the public sector banks which means that the customers of the public sector were facing less problems as compared to those of the private sector banks.
6. The study shows that the customers of both private and the public sector banks are satisfied with the internet banking services. Though they are not highly satisfied, but the difference in the mean score was non-significant ($Z = 0.234, p > 0.05$).

XVII. SUGGESTIONS

1. Banks can motivate their customers to use the internet banking by making them aware of the utility of the internet banking service. If they feel it useful, they'll definitely go for the same. It was seen that maximum of the respondents came across this service through executives, so proper marketing should be done for the same.
2. They second and one of the most important is the ease of use. If the customers do not find the e-banking useful, they'll not opt for it. Thus, the banks should work upon their websites and applications and make it user friendly. They can even organize camps to train the people the usage of their services offered.
3. Keeping in mind the large number of internet scams, the

people are reluctant to carry out their financial transactions online. Thus the banks should convince the customers about the security of their data and also take necessary measures to ensure trust, privacy and security of the customer's data to gain their confidence.

XVIII. CONCLUSION

The objective of this study was to gain the insights on the customers' behavior and satisfaction in using the internet banking services. The researcher focused on various important factors that could affect the satisfaction of the customers in India. It was evident that factors like perceived usefulness, perceived ease of use, respondents' awareness, and problems faced, their trust, security and privacy etc did influence the customers' behavior towards internet banking.

The results showed that factors like usefulness and ease of use play an important in the usage of internet banking. Also factors like security and trust have a sort of discouraging impact on them. It was further noticed that private sector bank users were more satisfied with the internet banking use as compared to those of public sector.

Seeing the problems with the internet banking like card misplace, misuse of cards, inconvenience in using the e-banking service, both the bank respondents were neutral and the z test came to give non-significant results. But it was noted that the users of public sector banks were facing less problems as compared to those of the private sector banks.

The users of internet banking of both public and private sectors are satisfied with the services but not to a very high degree. This study will enable the Indian banking service to develop and plan their services accordingly.

A different type of finding was that the impact of recession was not seen on the e-banking which was evident with no such decline in the number users in the past years rather the users are increasing continuously seeing the benefits of the service to provide continuous solutions to the problems in a safe and secured manner. The average number of transactions for internet transactions are 7% per month as in 2011 which is an increased figure compared to last year.

REFERENCES

1. Subbarao D. (2009), "Information Technology and Banking- A Contributing Agenda" keynote address delivered at the Institute for Development & Research in Banking Technology, Hyderabad.
2. Krishnamoorthy, V. and R. Srinivasan (2013), Internet Banking as a tool for Customer Relationship Management – A Study on Customer Perspective, Indian Journal of Research, Volume 2, Issue 2, pp 187-190
3. Safeena, R., Abdullah and H. Date (2010), Customer's Perspective on EBusiness Value: A Case Study on Internet Banking, Journal of Internet Banking and Commerce, Volume 15, No. 1, pp 2
4. Sharma, H. (2011), Banker's Perspective on E-Banking, NJRIM, Volume 1, No. 1, pp 1
5. Retrieved on January 13th, 2011 from <http://www.articlesbase.com/banking-articles/online-banking-provide-satisfaction-and-convenience-for-users-505412.html>
6. Mishra A K (2005), "Internet Banking in India Part-I", <http://www.banknetindia.com>.

AUTHORS PROFILE



Dr. Bhupendra Singh Hada, is an Assistant Professor of Accounting and Finance in Jaipuria Institute of Management, Jaipur. He is an MBA from University of Rajasthan, and received his Doctorate from University of Kota, Rajasthan. Dr. Bhupendra Singh Hada has a rich experience of more than 10 years including Corporate and teaching. He has a research interests in the area of corporate finance, investment management, capital markets and intermediation. He published 21 research paper in International and National Journals. He is also active in conducting Management development program (MDP) for executives, recently He has conducted MDP for Bhutan official (Ministry of finance) on the topic "Accounting in current Business environment".