



A Study on Customer Satisfaction of E-Banking Service in Commercial Banks with Special Reference to Ponnmaravathy Taluk

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Abstract

The concept of electronic banking has been defined in many ways. Denotes electronic banking as the delivery of bank information and service by banks to customer via different delivery platform that can be used with different terminal device .such as a personal computer and a mobile phone with browser or desktop software, telephone or digital television.

Keywords: Customer Satisfaction, E-Banking, Commercial Banks.Services.

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Introduction

The traditional function of banking to accept deposits to make and advantages. Of late there has been witnessed a tremendous development in the realm of commercial banking thanks to the sweeping innovations that are taking place in the information technology. Electronic banking (e-banking) is an offshoot of such an innovative development. The Indian banking industry has already started making sufficient progress. In e-banking in fact most of the new private sector banks such as ICICI, HDFC, Bank etc., are already in the forefront wonderful use of the way the banking is carried out.

2. Now in this modern age the electronic banking structure has been changed due to widespread internet technology.

Limitation of the Study

1. Adopting of technology
2. Customer acceptance
3. Cost and technology
4. Lack of preparedness
5. Restriction on usage of technology

Review of Literature

Online banking first introduced in the UK was early 1990s when number of banks conduct rest with their own internet service. The first major financial institution to offer a web-based banking service in the UK was Nationwide Building Society online banking website. Launched in may 1997. The first bank to offer current account service over the internet royal bank of Scotland. Now all the major high street bank offer some kind of e-banking solution. Information technology and computer networks have enhanced the automation speed and standardization in...

1. Technology development in banking sector
2. Application of I.T in banking
3. I.T framework for indian banking
4. Technological development in cooperative banks
5. Indian banks sector: challenges and opportunities.

Objective of the study

1. The objective of e-banking is to the trip to the bank. E –banking offers direct deposits, bill pay, and many other option that are done online.
2. To collect deposits from people and grant loans to other people and make an income out of it.
3. The bank maintaining price, stability, adequate flow of credit to sustain the growth momentum and securing financial stability.
4. The Reserve Bank of India regulation and supervision of the financial system and its constituents, the money, debt and foreign exchange segment of the financial markets.

Scope of the Study

1. Today the customers demands the services of banks 24 hours where he lives even he is in the airplane.

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Internet Banking in India

Jadhav Anil (2004) deposits various channel of e-banking service such as ATM. Telephone banking. Mobile banking, internet banking and its features. The focus is also given on e-banking opportunity, challenges and security aspect while performing the banking transaction on the internet. Comparison of public, private, foreign and co-operative banks and barriers to

the growth of e-banking in India. Finally the paper discusses an overview of the major private sector banks as ICICI, HDFC, IDBL & GTB banks which provides e-banking services.

History of E-Banking

The precursor for the modern home online banking services were the distance banking services over electronic media from the early 1980s. The term online become popular in the late 80's and referred the use of a terminal. Keyboard and TV to access the banking system using a phone line. Home banking can also refer to the use of a numeric keyboard to send tones down a phone line with instruction of the bank. Online service started in Newyork in 1981 when four of the city's major banks. A merger and acquisition wave swept the financial industries in the mid-and late 1998s greatly expanding banks customers bases. Flowing this banks looked to the web as a way of maintaining their customers and building loyalty. A number of different factor are causing bankers to shift more of their business to the virtual realm.

Profile of the Ponnamaravathy Town

Ponnamaravathy comes under the purview of Pudukkottai district administration. The town is located at a distance of 38 kms from the district head quarters. The town is situated in the stage highways connecting Ponnamaravathy and Pudukkottai. All important towns such as Madurai, Karaikudi, and Pudukkottai are within a distance 50kms from the town. History of the town dates back since 17th century. Temple in the town are cited in old tamil literature, Silapathikaram. This indicates that the town has a connection Cholan and Pandiyan kingdoms. The town is bounded by small hamlets on all sides. The town has Thottiyampatty on the eastern side and southern sides of the town. Bagavandipatti is in the western side Manappatti village

Analysis

Table I. Age wise classification of the respondents

AGE	NO.OF RESPONDENTS	PERCENTAGE
Below 30	34	74
31-40	2	4
41-50	6	12
Above 50	8	16
Total	50	100

Table II. Educational qualification of the respondents

EDUCATIONAL QUALIFICATION	NO.OF RESPONDENTS	PERCENTAGE
SSLC	14	28
HSC	3	6
UG	11	22
PG	19	38
PERFFESSOR	3	6
TOTAL	50	100

is in the northern sides of the town.

Online Banking Sector

1. Online banking is an electronic banking system that customers of a financial institution to conduct financial transaction on a website operated by the institution such as a retail bank, virtual bank, credit union or building society. Online banking is also referred as internet banking, e-banking,
2. To access a financial institution online banking facility a customers with internet access would need to regular with the institution for the services.
3. To access online banking a customers would go to the financial institution secured website, and enter the online banking facility using the customers numbers and password previously stop. Some financial institution have set up additional security steps to online banking but there is no consistency to the approach adopted.

Suggestion of the Study

1. SBI can improve their customers level of satisfaction through the implementation of the well established software and effective organizational set up.
2. SBI & ICICI bank can future launch a wide innovative product and service to facilities trade investment, cross border business and foreign exchange services.
3. All the technology based services offering by SBI & ICICI Banks in the majors towns and cities can also reach the rural population to a substantial of networks possibilities in existences.
4. Customers grievances should be redressed and customers satisfaction should always be the top priority.

Table III. Monthly income of the respondents

MONTHLY INCOME	NO.OF RESPONDENTS	PERCENTAGE
Below 5000	15	30
5001-10000	16	32
10001-15000	12	24
Above 15000	7	14
Total	50	100

Table IV. Occupation of the respondents

OCCUPATION	NO.OF RESPONDENTS	PERCENTAGE
Employee	22	44
Business man	2	4
Self employee	9	18
Others	17	34
Total	50	100

Table V. Name of the bank of respondents

Name of the Bank	No. of .respondents	Percentage
STATE BANK	13	26
ICICI	07	14
INDIAN BANK	12	24
INDIAN OVERSEAS BANK	12	24
AXIS BANK	02	04
CANARA BANK	02	04
KARUR VISA BANK	02	04
TOTAL	50	100

Conclusion of Study

1. The public and private sector banks are proving to be a vital distribution channel of various products and services.
2. In India both public and private sector banks have introduced many new technical to modernize and computerize their operations.

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