

A CUSTOMER SATISFACTION ON E-BANKING SERVICES OF PUNJAB NATIONAL BANK WITH REFERENCE TO HYDERABAD

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ABSTRACT

Globalization and rapid development of economy have increased the number of banking transactions in business, raise the significance of online banking services at the same time. E-banking services are a type of banking in which funds are transferred online. With E-banking we can easily cheque our account balance, transfer money and pay bills. E-banking services also give you 24x7 access to your accounts so you can manage your finance at your convenience. The objective of this study is to evaluate the customer satisfaction with different E-banking products offered by PNB in order to provide appropriate recommendations to PNB and its clients.

Key Words: E-Banking, Online banking, PNB, Customer satisfaction.

INTRODUCTION

E-Banking is a form of banking where in the funds are transferred through the internet. It involves an electronic payment system that is supported by websites offering various products and services of any bank. These E-banking services can be availed at any time and from any place. The added advantage of E-Banking is that it does not require a person to physically visit the bank to avail the services offered.

E-Banking has made opening bank accounts, accessing account information, borrowing loans, checking balance of the account, transferring funds and making payments a lot easier. Transactions of this nature are generally secured as they involve authentication, IDs and passwords. This in turn results in easier maintenance of receipts, accounts and payments reducing stress for both employees of the bank and the customers.

With just one click, the consumer is able to get complete information of his account, the bank and various services it has to offer. All that the customer requires is a proper internet or Wi-fi connection.

LITERATURE REVIEW

A number of studies point to a relationship between customer satisfaction and E-banking services.

1. **Asiyanbi and Ishola (2018)** stated that there was an obvious increase of satisfaction levels of the customer with use of E-Banking services.
2. **Gupta A and Dev S (2012)** expressed that Customer Satisfaction from bank services largely depended upon the service quality, involvement, accessibility of services and various other financial factors of the bank.
3. **Pareek V (2014)** commented that few fundamental factors like employee characteristics, customer convenience, cost of transactions and customer communication contribute to a large extent in the level of satisfaction received by the customer.
4. **Kundu S and Datta SK (2015)** expressed that in the case of internet banking, privacy and fulfillment of the main factors of service quality have an influence on trust. They were also of the opinion that there is a significant relationship among E-service quality, trust and Customer satisfaction.
5. **Ling et al, (2016)** expressed that the rapid development of computer technology as a commercial tool attracts more customers.

NEED FOR STUDY

Most of the studies with respect to evaluating the customer satisfaction from E-Banking services focused on State Bank of India. These studies involved banks from different places and perception of the researchers differed. There is an immense requirement for a study of customer satisfaction of E-banking Services in the post pandemic era. It would help analyze why a particular bank has been chosen over the other, whose services of the bank have higher satisfaction levels and what are the services in this internet era that the banks can aim to improve. This study involves the customer satisfaction from E-Banking of Punjab National Bank.

OBJECTIVES OF THE STUDY

1. To investigate and assess the current E-Banking scenario in the study area.
2. To assess consumer satisfaction with various E-Banking services offered by Punjab national bank.
3. To make appropriate recommendations to PNB and customers about using E-Banking services.

RESEARCH METHODOLOGY

Both primary and secondary data was collected in this research. Primary data collected through structured questionnaire from 120 respondents and secondary data collected from websites, magazines, journals and newspapers.

DATA ANALYSIS

Gender wise Classification:

Clients are divided into two groups: men and women. The distribution of consumers by gender regarding PNB's e-banking services is shown in the following table.

Gender of the Respondents

Sl. No	Particulars	Frequency	Percent	Cumulative Percent
1	Male	78	65.0	65.0
2	Female	42	35.0	100.0
	Total	120	100.0	

Age wise Classification: The age of the E-Banking client plays a significant part in determining customer awareness and happiness.

Age of the Respondents

Sl. No	Particulars	Frequency	Percent	Cumulative Percent
1	Below 25 Years	18	15.0	15.0
2	26 – 35	37	31.2	46.2
3	36- 45	46	38.3	84.5
4	46- 55	11	9.0	93.5
5	Above 55 Years	8	6.5	100.0
	Total	120	100.0	

Location wise Classification:

The residential area is a crucial influence in customer satisfaction in all activities, notably banking and E-Banking activities.

Location of the respondents

Sl.No	Particulars	Frequency	Percent	Cumulative Percent
1	Rural	45	37.2	37.2
2	Urban	75	62.8	100.0
	Total	120	100.0	

DETAILS OF E-BANKING SERVICES AVAILED BY THE RESPONDENTS

This part analyses the details of account maintained by the selected customers type of E-Banking Services availed, awareness about the e-banking, period of using E-Banking and the like. The gathered details are presented in the following table.

Details of E- Banking Services availed by the respondents

Variable	Category	Frequency	percent
Type of account	Saving account	59	48.8
	Current account	39	32.2
	Both	22	19.0
	Total	120	100
Duration of using E-Banking Services	Less than a year	30	25.0
	1-2 years	49	41.2
	2-3 years	26	21.4
	Above 3 years	15	12.4
	Total	120	100
Sources of awareness about the E-Banking Services	Advertisement	26	21.4
	Bank staff	56	46.8
	Friend and relatives	38	31.8
	Total	120	100
Level of awareness about EBanking Services	Fully aware	93	77.2
	Partially aware	27	22.8
	Total	120	100
Factor influenced to prefer the EBanking Services	Easy and convenient access	21	16.6
	Confidentiality	20	16.4
	Service quality	17	14.4
	Time saving	7	6.4
	Transparency	12	10.0
	Accuracy	9	7.4
	Cost saving	12	10.0
	Speed	7	6.8
	Social status	9	7.0
	security	6	5.0
	Total	120	100

RANKING E-BANKING SERVICES PREFERRED BY THE RESPONDENTS:

An attempt has made to know the E-Banking services preferred by the respondents. For this purpose of the study, nine services are selected like ATM, Internet Banking, Mobile banking, Tele-banking, Electronic Fund Transfer, Smart cards, Home Banking, Electronic Clearing System and Bill payment. The respondents were asked to rank the services in the order of their importance.

Frequency table for Ranking of Services

S. No	E-Banking Services	Rank					Total
		1	2	3	4	5	
1	ATM	59	49	3	7	2	120
2	Internet Banking	43	28	6	17	6	120
3	Mobile banking	26	27	5	22	40	120
4	Tele-banking	15	13	1	34	57	120
5	Electronic Fund Transfer	47	44	3	17	9	120
6	Smart cards	9	8	22	20	61	120
7	Home Banking	22	20	12	30	16	120
8	Electronic Clearing System	45	41	1	19	14	120
9	Bill payment	32	28	1	32	27	120

The information provided in the table above can be utilized to create a summary rank ranking of the different services. The frequency distribution in the table can be used to display the ranking of the services provided. The services with the highest rank were assigned the highest number (5), and the least preferred attribute was assigned the lowest number (1) in order to create a summary rank ordering.

FINDINGS OF THE STUDY

- The majority of respondents—65% of customers—are found to be men, while 35% of respondents are women.
- 15% of the clients are under 25, 31.2% are between the ages of 26 and 35, 38.3% are between the ages of 36 and 45, 9% are between the ages of 46 and 55, and 6.5% are above 55.
- It is discovered that 62.8% of the clients are from metropolitan areas, while 37.2% of the customers are from rural areas.
- It was discovered that 48.8% of those surveyed kept savings accounts with PNB. Subsequently, 32.2 percent of the participants reported having a current account with PNB. Conversely, 19.0% of the participants kept both accounts open with PNB.

- Out of 120 respondents, it is discovered that 25.00% have used online banking for less than a year, 41.20 percent for 1-2 years, 21.40 percent for 2-3 years, and 12.40 percent for more than 3 years.
- It is discovered that 21.4% of the participants were informed about online banking services by means of advertisements in PNB. It was followed by 46.8% of respondents who knew about the e-banking services provided by PNB executives. Conversely, 31.8 percent of the participants had learned about e-banking through friends and family who worked for public sector banks.
- 77.2 percent of respondents said they knew everything there was to know about the e-banking services offered by PNB. Subsequently, 22.8% of the participants exhibited a partial awareness of the e-banking services offered by PNB.
- The majority of respondents (16.6%) were found to have been influenced by PNB e-banking services' easy and convenient access.
- The analysis reveals that most respondents prefer online banking services over "ATM services" offered by public sector banks. The first preference ranking is shown by the lowest total score. Electronic Fund Transfer, Electronic Clearing System, Internet Banking, Bill Payment, Mobile Banking, Home Banking, Tele-banking, and Smart Cards are ranked in order of significance according to the results.

SUGGESTIONS

- Technology in banking enhances the quality of service provided to clients. To provide their clients with better services, banks need to become more competent. Banks should be more considerate while promoting e-banking to both their clientele and the broader public.
- In order to serve clients faster and more efficiently, they need also ensure strong connectivity and a strong power base. need a network issue arise, service should never be interrupted.
- Customers should receive appropriate training regarding the capabilities, benefits, and use of e-banking. This will significantly increase the degree to which clients accept online banking services.
- Banks ought to improve the usability and simplicity of their online banking services.

- To substantiate the advantages of electronic banking services, banks had to enhance their provision of services. Customers will become more interested in this and more accepting of it.

CONCLUSION

E-banking has evolved into a vital survival tool, but the banking industry still needs to implement changes and prepare its clientele to accept and use e-banking. Studies show that consumers' happiness with online banking is more influenced by risk and anxiety about security. Consumers are reluctant to use e-banking because they are afraid of their accounts being hacked and their money being lost. Nevertheless, banks are making every effort to give their consumers the finest security choices. According to the study's findings, different customer age groups have varying perspectives on e-banking services and vary in their usage patterns. As a result, banks should focus on serving all customer age groups to improve e-banking. Additionally, it has been observed that various consumer occupational groups view e-banking services differently.

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