A STUDY ON CUSTOMER SATISFACTION TOWARDS SBI ONLINE BANKING SERVICES USERS IN RASIPURAM TOWN

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Abstract
The Online-Banking is an application that has been developed for a well-established regional bank operating primarily in India. In the world of this competitive environment and technological development, the bank has been totally computerized in the last 5 years, and to increase its customer base has started planning, for a concept called as Online banking; with this concept the bank wants to move very nearer to the customers and increase its basic operational strategies. Through Online Banking the bank wants to introduce the core concept of IT based Enabled Services (ITES). The Online Banking services are executed only upon the customer, and these Online banking services would fully integrate with the core banking solution that is already in usage. The major idea is to provide a series of services to the customer through the ATM, Mobile banking and make the customer feel flexible in calling out simple tasks faster instead of making visit to the bank every time. Online banking has emerged from such an innovative development. The objective of the present paper is to study on customer's satisfaction towards SBI Online banking services. This study helps to find out that the customers have moderate level of satisfaction in SBI Online banking services.

Keywords: Online Banking Services, ATM, ITES, SBI.

Introduction
Online banking refers to banking services where depositors can manage more aspects of their accounts over the Internet, rather than visiting a branch or using the telephone. Online banking typically is comprised of a secure connection to banking information through the depositor's home computer or another device. An analysis of the differences in risk perceptions between bank customers using Online Banking and those not using Online Banking was done and it showed that risk perceptions in terms of financial, psychological and safety risks among customer not using the internet was more meaningful than those using Online banking. Customers not preferring to use internet banking thought that they would be swindled when using this service, and therefore, are particularly careful about high risk expectation during money transfers from and between accounts. Only 37% of Indian Online users come from Top 10 cities i.e. Mumbai, Bangalore, Delhi, Calcutta, Chennai, Pune, Hyderabad, Ahmadabad, Surat and Nagpur.

Statement of the Problem
Many customers still go for the traditional banking system though Online Banking has become prevalent among the common masses for a considerable period; Hence an attempt is made to know the satisfaction level of customers an online banking.

Objectives of the Study
1. To analyse the Awareness of customers towards SBI Online banking in Rasipuram Town.
2. To analyse the Level of satisfaction customer on Online banking services in Rasipuram Town.

Research Design
The present descriptive study aims to understand the customer satisfaction towards SBI online Banking Services at Rasipuram Town in Tamil Nadu, India. Primary data for the study was collected by means of questionnaire in Rasipuram town. A total of 120 questionnaires were delivered to prospective respondents of which 100 questionnaires were returned with a response rate of 84 percent. Convenience and judgment sampling techniques were adapted to select sample of the respondents. The statistical techniques used for analysing the data were Percentages, ANOVA, Weighted average and ranking.

Hypothesis
H_1: There is significant relationship between the Demographic factors and level of satisfaction on online banking.

Review of Literature
[1]**A.J.Joshua, Moli P Koshy (2011),** majority of the respondents has computer and internet access and they are also mostly proficient in using them. The users of internet banking and mobile banking are in general found to be spending more hours

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[1] *Joshua.A.J., Moli P Koshy(2011), "Usage Patterns of Electronic Banking Services by Urban Educated Customers: Glimpses from India", Journal of Internet Banking and Commerce, Vol.16, No.1.*

Research Paper
Impact Factor - **2.262**
Peer Reviewed Journal

IJMDRR
E- ISSN –2395-1885
ISSN -2395-1877

using computers and internet than non-users of these services. The hours of computer usage, the frequency of internet usage and hours of internet browsing were found to be significantly higher among users as compared to non-users of technology enabled banking self-service.

[2]**Bader M. Almohaimmeed (January 2012):** identified the factors affecting Saudi customers' intentions towards the use of internet banking, to examine the role of Saudi customers' trust with regard to the use of internet banking and to examine how the dimensions of task technology fit influence behavioural intention and perceived ease of use with regard to internet banking use.

[3]**Vijayakumar Rajarathinam and Charndra Kumar Man-galam(2013),** has indicated that users were influenced by factors such as quick direct access, ease of use, anytime anywhere banking, status symbol, safety and security. The influence of the factors varied from the type of users. Consumers have different levels of competency in internet banking usage. The higher the consumers felt about their competency in handling internet banking, higher was their frequency in usage of internet banking.

[4]**Red. Prof. Dr. Polona Tominc and Ms. Richa Pandit (January 2014):** This paper indented to measure how service quality influences the internet users of the banks. The main emphasize of the researcher was on to find out the factors affecting consumer behaviour towards internet banking services, to study the impact of service quality on consumer behaviour and to study loopholes of internet banking services.

Analysis and Interpretation of Data

Table – 1: Gender Wise Classification of the Respondents

S. No	Gender	No. of Respondents	Percentage
1	Male	56	56 %
2	Female	44	44%
Total		**100**	**100**

Source: Primary Data

It is clearly observed from the table, 56 % of the respondents were male and 44 % of the respondents were female. It is concluded that majority (56 %) of the respondents were male.

Table – 2: Age Group of the Respondents

S. No	Age (in years)	No. of Respondents	Percentage
1	Up to 18	2	2 %
2	19 – 25	27	27 %
3	26 - 32	39	39 %
3	33 – 39	12	12 %
4	Above 40	20	20 %
Total		**100**	**100**

Source: primary data

The table 2 shows that the age wise classification of the respondents. It is clearly observed from the table, 39 % of the respondents were in the age group of 26 to 32 years,   27% of the respondents were in the age group of 19 to 25years, 20 % of the respondents were in the age group of above 40 years, 12 % of the respondents were in the age group of 33 to 39 years

[2] *Bader M. Almohaimmeed (January 2012): in a research titled-"Customer Behaviour towards Internet Banking: A Study of the Dormant Users of Saudi Arabia"*

[3] *Vijayakumar Rajarathinam, Chandra Kumar Mangalam (2013), "Internet Banking User's Competence and its Influence on Usage Satisfaction", Journal of Internet Banking and Commerce, Vol.18, No.3.*

[4] *Red. Prof. Dr. Polona Tominc and Ms. Richa Pandit (January 2014): "Study of the Impact of Service Quality on Consumer Behaviour in Internet Banking Services". Harvard Business Review, 68, 105-11*

Research Paper
Impact Factor - **2.262**
Peer Reviewed Journal

IJMDRR
E- ISSN –2395-1885
ISSN -2395-1877

and 2 % of the respondents were in the age group of up to 18 years. It is concluded that the majority of the respondents (39 %) were in the age group of 26 to 32 years.

Table – 3: Educational Status of the Respondents

S. No	Education	No. of Respondents	Percentage
1	Up to Plus Two	3	3 %
2	U.G	28	28 %
3	P.G	50	50 %
4	Professional	19	19 %
	Total	**100**	**100**

Source: Primary Data.

The table 3 predicts the Educational status of the respondents. It is inferred that 50 % of the respondents Educational status were Post Graduates, 28 % of the respondents were Under Graduates, 19 % of the respondents were Professionals and 3 % of the respondents were Up to Plus two. It has been observed from the table that majority of the respondents (50 %) Educational status were Post Graduates.

Table – 4: Occupation of the Respondents

S. No	Occupation	No. of Respondents	Percentage
1	Govt. Employee	19	19 %
2	Private Employee	56	56 %
3	Businessman	20	20 %
4	Retired	5	5 %
5	Agriculturalist	0	0 %
	Total	**100**	**100**

Source: Primary Data.

In the table 4, it has been observed that Occupation wise classification of the respondents. It is inferred that 56 % of the respondents were Private Employees, 20 % of the respondents were Businessman, 19 % of the respondents were Govt. Employees, 5 % of the respondents were retired and 0 % of the respondents was Agriculturalist. It has been observed from the table that majority of the respondents (56 %) were Private Employees and there is no Agriculturalist customer in this study.

Table – 5: Family Income Level per Month

S. No	Income	No. ofRespondents	Percentage
1	Up to Rs. 20,000	28	28 %
2	Rs.20,001 – 40,000	47	47 %
3	Above Rs. 40,000	25	25 %
	Total	**200**	**100**

Source: Primary Data.

The table 5 exhibits the monthly income level of the respondents. It is observed from the table, 47 % of the respondent's monthly income were Rs.20, 001 to Rs.40, 000, 28 % of the respondent's family monthly income were Up to Rs.20, 000, and 25 % of the respondents family income were above Rs.40, 000. It is inferred from the above table that Majority of the respondent's (47 %) monthly income were Rs.20, 001 to 40,000.

Table – 6: Sources of Information about SBI Online Banking Services

S. No	Sources	No. of Respondents	Percentage
1	Bank	28	28 %
2	Online	25	25 %
3	Media	26	26 %
4	Family	6	6 %
5	Friends	15	15 %
	Total	**100**	**100**

Source: Primary Data.

The table 6, it is inferred that 28 % of the respondents were get information about SBI Online Banking services through Bank, 26 % of the respondents were get information about SBI Online Banking services through media, 25 % of the respondents were get information about SBI Online Banking services through Online Ads, 15 % of the respondents were get information about SBI Online Banking services through Friends, and   6 % of the respondents were get information about SBI Online Banking services through Family. It is inferred from the above table that Majority of the respondents (28 %) were get information about SBI Online Banking services through Bank.

Table – 7: Period of Usage of SBI Online Banking Services

S. No	Using the SBI Online Banking Services	No. of Respondents	Percentage
1	Less than 1 Year	22	22 %
2	1 Year to 2 Years	47	47 %
3	2 Years to 3 Years	17	17 %
4	More than 3 Years	14	14 %
	Total	**200**	**100**

Source: Primary Data.

It is inferred from the table 7, that 47 % of the respondents were using the SBI Online Banking services in 1 year to 2 years, 22 % of the respondents were using the SBI Online Banking services in Less than 1 year, 17 % of the respondents were using the SBI Online Banking services in 2 years to 3 years, and 14 % of the respondents were using the SBI Online Banking services in more than 3 years. It was inferred from the above table that Majority of the respondent's (47 %) were using SBI Online Banking services in 1 year to 2 years.

Table – 8: Feel about SBI Online Banking Services

S. No	Feel about SBI Online Banking Services	No. of Respondents	Percentage
1	Vital	19	19 %
2	Essential	35	35 %
3	Desirable	31	31 %
4	Cannot say exactly	12	12 %
5	Not needed	3	3 %
	Total	**100**	**100**

Source: Primary Data.

From the table 8, it is inferred that, 35 % of the respondents opinion that SBI Online Banking services were Essential, 31 % of the respondents opinion that SBI online Banking services were Desirable, 19 % of the respondents opinion that SBI Online Banking services were Vital, 12 % of the respondents opinion that they Cannot say exactly in the SBI Online Banking services, and 3 % of the respondents opinion that SBI online banking services were Not needed. It is inferred from the above table that Majority of the respondents (35 %) Opinion that SBI Online Banking services were Essential.

Table – 9: Purpose of Using ATM

S. No	Purpose	No. of Respondents	Percentage
1	Depositing cash	25	25 %
2	Withdrawing cash	30	30 %
3	Transfer of funds	20	20 %
4	Check Account Balance	25	25 %
	Total	**100**	**100**

Source: Primary Data.

In the table 9, it is inferred that 30 % of the respondents were using ATM facility for withdrawing cash, 25% of the respondents were of using ATM facility for Depositing cash and Check Account Balances, and 20 % of the respondents were using ATM facility for Transfer of funds. It is inferred from the above table that Majority of the respondents (30 %) were using ATM facility for Withdrawing cash.

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IJMDRR
E- ISSN –2395-1885
ISSN -2395-1877

Table – 10: Anova Table

Sources of Variance	Sum of Squares	Degrees of Freedom	Mean Squares	F - Calculated Value	F – Table Value
Between variable (r)	12.5	4 - 1 = 3	4.166	0.3826	3.8626
Between variable (c)	288.5	4 – 1 = 3	96.166	8.8322	3.8626
Error	98	15 – 6 = 9	10.888		
		16 - 1 = 15			

The table 10 value for $F_{(3,9)}$ at 5% level of significance = 3.8626. The calculated value of F is less than table value. Hence, the alternative hypothesis is rejected, and there is no significant different between Education and ATM Facility. The table value for $F_{(3,9)}$ at 5% level of significance = 3.8626. The calculated value of F is great than table value. Hence, the alternative hypothesis is acceptaed, there is a significant different between Education and ATM Facility.

Table – 11: SBI Online Banking Users Satisfaction Level, Weighted Average and Rank

S. No	Parameters	Highly Satisfied (4)	Satisfied (3)	Average (2)	Dissatisfied (1)	Highly dissatisfied (0)	Weighted Average	Rank
1.	Banking services	24 / 96	65 / 195	11 / 22	0 / 0	0 / 0	31.3	2
2.	Safety& Security	27 / 108	63 / 189	10 / 20	0 / 0	0 / 0	31.7	1
3.	Transaction Speed	30 / 120	48 / 144	21 / 42	1 / 1	0 / 0	30.7	3
4.	Convenience	22 / 88	50 / 150	25 / 50	3 / 3	0 / 0	29.1	4
5.	Add on Services	9 / 36	39 / 117	40 / 80	7 / 7	5 / 0	24.0	5
6.	CRM	11 / 44	40 / 120	32 / 64	11 / 11	6 / 0	23.9	6
7.	Friendliness	11 / 44	35 / 105	37 / 74	10 / 10	7 / 0	23.3	7
8.	Software issues	10 / 40	38 / 114	31 / 62	16 / 16	5 / 0	23.2	8
9.	Bank charges	3 / 12	39 / 117	33 / 66	20 / 20	5 / 0	21.5	9.5
10.	Grievance handling method	5 / 20	40 / 120	30 / 60	15 / 15	10 / 0	21.5	9.5

Source: Primary Data.

The table 11, it has been observed that, the SBI online Banking users satisfaction levels was the best in Safety and Security is 1st rank, Bank Services is 2nd rank, Transaction speed was the 3rd rank, Convenience was the 4th rank, Add on Services was the 5th rank, CRM was the 6th rank, Friendliness was the 7th rank, Software issues was the 8th rank, and both Bank charges and Grievance handling method were the 9.5th rank.

Findings
- 56 % of the respondents were male and 44 % of the respondents were female.
- 39% of the respondent's ages were 26 – 32 years and 2 % of the respondent's ages were up to 18 years.
- 50% of the respondent's educational status were post graduates and 3% of the respondent's educational statuses were up to plus two.
- 56% of the respondents were private employees and no agricultural customers in this study.
- 47% respondent's monthly family incomes were rs. 20,001 to rs. 40,000 and 25% of the respondents monthly family incomes were above rs. 40,000.

- 28% of the respondents were get information about SBI online banking services through bank and 6% of the respondents were get information about SBI online banking services through their family.
- 47% of the respondents were using the SBI online banking services in 1 year to 2 years and 14% of the respondents were using the SBI online banking services in more than 3 years.
- 35% of the respondent`s opinion that SBI online banking services were essential and 3% of the respondent`s opinion that SBI online banking service were not needed.
- 30% of the respondents were using ATM facility for withdrawing cash and 20% of the respondents were using ATM facility for transfer of funds.
- Safety and security was ranked first and Bank charges and Grievance handling method were ranked last.

Suggestions
The level of satisfaction were low in Customer Relationship Management, Friendliness, Software issue, Bank charges and Grievance handling method on the SBI Online banking service. Hence it is suggested that SBI Online banking services to probe in to the issues mentioned and take actions, for the benefit of customers.

Conclusion
It is concluded from the study that SBI should concentrate more on the charges for the online banking services. Most of the customers not interested to use SBI online banking because the chargers more. The SBI should also give importance for the grievance handling for the online banking customers. Most of the customers not feeling well for the grievance handling technique followed by the SBI.