

**CUSTOMER PERCEPTION OF E-BANKING SERVICES WITH REFERENCE TO
SBI BANK IN TIRUNELVELI CITY****J. PRITHA EBENEZER**

Reg.No.: 21121241012003 Ph.D. Research Scholar
Department of Commerce, Sarah Tucker College (Autonomous) Tirunelveli,
Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India.
prithaselvin2002@gmail.com

Dr. J.LEELAVATHY PACKIATHAI

Assistant Professor
Department of Commerce, Sarah Tucker College (Autonomous) Tirunelveli,
Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India.
tleelajacob@gmail.com

Abstract

The customer is the king of the market. The banking sector benefits greatly from online banking systems. Nowadays, banks offer a variety of products and services to their customers, including online banking services, for their convenience and safety, at a cheap cost. This study revealed that in today's digital environment, mobile banking plays an important role for every individual in the economy. This study focusses on client perceptions of SBI Mobile Banking service. The study includes both primary and secondary data. The study's sample size consists of 150 SBI customers. The study's findings suggest that the majority of clients choose to use mobile banking services rather than cashless transactions. There are both advantages and disadvantages to the service. Banks take the necessary safeguards to keep their customers.

Keywords : Customer perception, Mobile banking, State Bank of India, Internet transactions, factors

INTRODUCTION

India's economy is expanding quickly, and the foundation of any economy is its financial sector. The banking industry is a major contributor to economic growth as it mobilises financial resources and channels them for effective use. All sectors became more competitive as a result of economic liberalisation and improved global competitiveness. Customers can choose from a wide range of service providers that offer a variety of options; they can choose the best service provider that can satisfy their needs. There is intense competition in the banking industry, which raises client expectations. In order to be competitive in the market and offer a variety of services that satisfy customers, banks must develop unique tactics. While various additional services are provided by different banks and

the quality of those services vary, there are no appreciable differences in the essential services that banks offer. Customer satisfaction can be measured by qualitative metrics such as service quality. In marketing, the phrase "customer satisfaction" is widely used to gauge how well a business's products and services satisfy its customers. Its definition is "the quantity, or proportion of total quantity, of customers whose reported experience (ratings) with a firm, its products, or its services exceeds specified satisfaction goals."

Arunachalam and Shivasubramanian (2007) define online banking as the process by which a client uses a personal computer (PC) or a mobile device with a web browser to access their bank account online. Bank users can also undertake transactions through online banking services, including transfers and payments, accessing the most recent balance, reading statements, viewing account details, downloading statements, and more.

STATE BANK OF INDIA

The largest public sector bank in India, State Bank of India (SBI), has a long and illustrious history that dates back to 1806. From the Bank of Calcutta to the Imperial Bank of India and eventually to its current form, SBI has changed over the ages. SBI has been instrumental in the economic development of India, with a huge network of branches both domestically and abroad. SBI is a pillar of India's banking system since it provides a broad range of financial products and services to people, businesses, and the government. It is well-known for its dependability, trustworthiness, and government support.

State Bank of India (SBI) provides a comprehensive range of online banking services to meet the demands of its customers. Customers can use its internet banking platform to manage their accounts, transfer funds, pay bills, invest in mutual funds, apply for loans, and access other financial services from the convenience of their own homes or offices. SBI's online banking platform is intended to be user-friendly and secure, offering clients a quick and efficient way to manage their finances.

STATEMENT OF THE PROBLEM

In today's banking industry, internet banking has become increasingly significant. However, as it has grown, the amount of fraud, dishonest tactics, and scams has increased, which has negatively impacted consumers' perceptions of online banking and instilled fear in their minds. The survey's focus area is how SBI's internet banking services are perceived by customers and their level of satisfaction. It will identify the elements that encourage clients to

use online banking as well as those that support bankers in developing their online banking strategy.

SCOPE OF THE STUDY

The online banking sector has enormous room to grow. Keeping cash in your wallet was a thing of the past; in the future, people will be able to conduct a variety of financial transactions by utilising mobile banking services. Banking via mobile devices will cater to the needs of credit cardholders as well as debit cardholders. The goal of this study is to examine a few aspects of online banking services.

OBJECTIVE OF THE STUDY

- To know the demographic profile of the respondents
- To determine the perceptions of SBI customers towards internet banking.
- To analyse the primary factors influencing the internet banking services offered by SBI.

RESEARCH METHODOLOGY

Research design

Quantitative research involves systematic examination using statistical, mathematical, or computational tools. The primary goal of the quantitative technique is to develop a mathematical model, hypothesis, or hypotheses relating to the phenomenon. The research is analytical and descriptive in nature because it will be based on a questionnaire distributed to bank clients. The output is unbiased, and the results can be applied to a larger population. To achieve the objectives, the research will investigate bank customers' perceptions of the online banking system. The study used a descriptive research design. The data is obtained using a structured questionnaire intended for SBI bank customers who use the online banking system in Tirunelveli City.

Sample size

The study's sample size is 150 respondents from SBI Bank customers who use its online banking services. Data was acquired utilising both primary data gathering methods and secondary data sources.

Sampling Method

The convenience random sampling method was used in the study.

Tools used

- Percentage analysis
- Maan Whitney U Test
- Kruskal- Wallis Test
- Friedman Test

REVIEW OF THE LITERATURE

Mrs. S. Chitra & Dr.A. Ramasethu, (2021) investigated SBI's customer satisfaction in Coimbatore city. The current study analysed customer satisfaction using both primary and secondary data. The chi-square test is performed to analyse the data. The study found that the majority of respondents are extremely satisfied with ATM services, responsiveness, and convenience, whereas a big percentage of clients are neutral about SBI bank's internet, mobile, and customer care services. This study recommends focussing on individual banking services while increasing internet banking and customer service.

Rahman (2014) presented a comparative examination of customer satisfaction across public and private sector banks. The researcher obtained data from 100 respondents via a well-structured questionnaire. This study discovered that various private banks and international banks provide innovative services to clients, but customers are unaware of them, thus management should push the programs to make customers aware. According to the comparison investigation, new banks attract clients by offering unique offerings and earning their trust.

Sonia Bhatt (2020) According to the report, Indian clients are more likely to adopt mobile banking if it appears more trustworthy and credible. Customers would be less likely to use these solutions if they lacked a sufficient level of trust. Several research have proved the significance of trust, which raises the amount of motivation of consumers to employ such new technology.

ANALYSIS AND INTERPRETATION

Table: 1 Demographic profile of the respondents

s.no	Demographic profile	Category	No. of respondents	Percentage %
1.	Gender	Male	86	57%
		Female	64	43%
	Total		150	100
2.	Area	Urban	82	56%
		Rural	68	44%
	Total		150	100%
3.	Age	Below 20	23	15%
		21-30	91	61%
		31-40	30	20%
		Above 40	6	4%
	Total		150	100%
4.	Educational qualification	Up to school	7	4%
		Under graduate	85	57%
		Post graduate	31	21%
		Others	27	18%
	Total		150	100%
5.	Occupation	Students	22	14%
		Business	32	21%
		Government employee	36	24%
		Private employee	60	40%
	Total		150	100%
6.	Monthly income	Less than 20000	20	13%
		20001 to 30000	54	37%
		30001 to 40000	36	24%
		40001 to 50000	23	15%
		Above 50001	17	11%
	Total		150	100%

Source : Primary Data

From the table above, it is clear that the many respondents are male (57%) majority of respondents are from urban areas (56%) and belong to the age group of 21-30 years (61%). Additionally, a significant portion are undergraduates (57%), followed by many respondents are private employee (40%). Most respondents earn a monthly income between 20,001 and 30,000 (37%).

Table: 2 Gender and Perceptions of SBI customers towards internet banking

Null Hypothesis : There is no significant difference between Mean Rank of male and female with respect to Perceptions of SBI customers towards internet banking

Perception	Gender	Mean Rank	Z Value	P Value
I find SBI's internet banking services to be user-friendly	Male	83.86	2.275	.023*
	Female	68.38	.	
The information provided in SBI's internet banking is clear and understandable	Male	80.06	2.625	.009*
	Female	71.62		
I trust the security measures implemented in SBI's internet banking	Male	70.87	-1.396	.163
	Female	79.44		
SBI's internet banking services meet my banking needs effectively	Male	82.85	1.997	.046*
	Female	69.24		
I prefer using SBI's internet banking over visiting a physical branch	Male	72.54	-1.367	.172
	Female	78.02		
The transaction processing speed in SBI's internet banking is satisfactory.	Male	79.56	2.245	.025*
	Female	72.04		
I feel confident in managing my finances through SBI's internet banking.	Male	80.07	2.891	.004*
	Female	71.60		
The design and layout of SBI's internet banking platform are appealing.	Male	76.93	.480	.631
	Female	74.28		
I have encountered few technical issues while using SBI's internet banking	Male	77.15	-.915	.360
	Female	74.09		
Overall, I am satisfied with my experience using SBI's internet banking services.	Male	78.50	2.300	.021*
	Female	72.94		

Source : Derived data

Since the **P value is less than 0.05**, the null hypothesis is rejected at the **5% level of significance**. The customers agree that I find SBI's internet banking services to be user-friendly. The information provided in SBI's internet banking is clear and understandable. SBI's internet banking services effectively meet my banking needs. The transaction processing speed in SBI's internet banking is satisfactory. I feel confident in managing my finances through SBI's internet banking. Overall, I am satisfied with my experience using SBI's internet banking services. The mean rank is higher for male SBI customers. There is a significant relationship between gender and perceptions of SBI customers towards internet banking.

Since the **P value is greater than 0.05, the null hypothesis is accepted at the 5% level of significance.** I trust the security measures implemented in SBI's internet banking. I prefer using SBI's internet banking over visiting a physical branch. The design and layout of SBI's internet banking platform are appealing. I have encountered few technical issues while using SBI's internet banking. There is no significant relationship between these four statements..

Table :3 Occupation and Perceptions of SBI customers towards internet banking

Null Hypothesis : There is no significant difference between Mean Rank of Occupation with respect to Perceptions of SBI customers towards internet banking

Perceptions	Students	Business	Govt. employee	Private employee	Chi-square value	P Value
I find SBI's internet banking services to be user-friendly	84.00	79.07	64.80	80.21	13.536	.004*
The information provided in SBI's internet banking is clear and understandable	80.28	73.02	72.24	78.00	4.306	.230
I trust the security measures implemented in SBI's internet banking	78.00	80.00	86.47	65.77	9.772	.021*
SBI's internet banking services meet my banking needs effectively	84.00	79.00	63.41	82.08	20.516	.000*
I prefer using SBI's internet banking over visiting a physical branch	74.50	79.50	69.79	80.65	5.362	.147
The transaction processing speed in SBI's internet banking is satisfactory.	85.50	80.57	63.34	79.81	15.771	.001*
I feel confident in managing my finances through SBI's internet banking	77.92	75.45	72.20	78.00	3.053	.384
The design and layout of SBI's internet banking platform are appealing	64.00	69.00	83.26	79.19	7.745	.052
I have encountered few technical issues while using SBI's internet banking	64.00	81.50	77.09	77.65	12.854	.005*
Overall, I am satisfied with my experience using SBI's internet banking services	62.00	89.50	72.29	79.31	8.791	.032*

Source : Derived data

Since the **P value is less than 0.05, the null hypothesis is rejected at the 5% level of significance.** Customers accepted that I find SBI's internet banking services to be user-friendly, I trust the security measures implemented in SBI's internet banking, SBI's internet banking services effectively meet my banking needs, the transaction processing speed in SBI's internet banking is satisfactory, I have encountered few technical issues while using SBI's internet banking, and overall, I am satisfied with my experience using SBI's internet banking services. There is a significant relationship between gender and the perceptions of SBI customers towards internet banking.

Since the **P value is greater than 0.05, the null hypothesis is accepted at the 5% level of significance.** The information provided in SBI's internet banking is clear and understandable, I prefer using SBI's internet banking over visiting a physical branch, I feel confident in managing my finances through SBI's internet banking, and the design and layout of SBI's internet banking platform are appealing. There is no significant relationship for these four statements.

Table :4 Factors influencing the internet banking services offered by SBI.

H0: There is no significance difference among mean rank towards Factors influencing the internet banking services offered by SBI

Factors	Mean Rank	Chi-square value	P Value
The user experience design of SBI's internet banking is satisfactory	5.85	248.298	.001
I feel secure using SBI's internet banking due to its security measures	6.26		
The technological infrastructure of SBI's internet banking is reliable	4.14		
Customer support for SBI's internet banking services meets my expectations	5.86		
SBI complies with regulatory standards in its internet banking services	5.83		
The mobile banking application provided by SBI is user-friendly	5.75		
The transaction fees for SBI's internet banking services are reasonable	6.25		
I am aware of the benefits of using SBI's internet banking services.	5.03		
My demographic factors influence my usage of SBI's internet banking services	6.03		
SBI actively seeks and incorporates customer feedback for its internet banking services	4.01		

Source : Derive data

From the above table, I feel secure using SBI's internet banking due to its security measures (6.26), which secured first place, followed by the reasonable transaction fees for SBI's internet banking services (6.25) that ranked second. My demographic factors influence my usage of SBI's internet banking services (6.03), which took third rank. The fourth and fifth ranks were held by customer support for SBI's internet banking services, which meets my expectations (5.86), and the user experience design of SBI's internet banking, which is satisfactory (5.85). SBI complies with regulatory standards in its internet banking services (5.83), securing seventh rank. The lowest ranks were held by the mobile banking application provided by SBI, which is user-friendly (5.75), my awareness of the benefits of using SBI's internet banking services (5.03), and SBI's active pursuit and incorporation of customer feedback for its internet banking services (4.01).

SUGGESTIONS

- Since client awareness of the benefits of internet banking services is minimal, SBI should establish a targeted marketing effort. This campaign could concentrate on informing customers about the different features and benefits of using internet banking. Tutorials, webinars, and user-friendly manuals can be useful resources.
- Conduct comparative studies with other banks to evaluate SBI's internet banking services versus competitors. This will assist identify best practices and areas where SBI can improve in terms of industry standards.
- With the lowest ranking for feedback inclusion, recommend that SBI create more structured methods for gathering and analysing consumer input. This could include regular surveys, suggestion boxes, and customer panels. Active communication on how customer feedback drove improvements can also improve perceptions.
- Consider offering loyalty programs or rewards to customers who frequently use internet banking services. This can stimulate repeat use and create a sense of appreciation among clients.
- With very few reported technical issues, SBI can improve customer satisfaction by employing proactive technical support initiatives. This might include a dedicated internet banking support team, live chat options, and extensive FAQs to help clients fast.

CONCLUSION

The study of customer perceptions of e-banking services with a focus on SBI Bank in Tirunelveli City showed a generally optimistic view among customers. Customers like the user-friendly interface of SBI's internet banking platform, which allows for easy navigation and access to banking services. Trust in SBI's security procedures boosts client confidence, helping customers feel secure when doing online transactions. Furthermore, the efficiency of SBI's internet banking services in addressing consumer banking needs is clear, since users are pleased with the variety of options available. The satisfactory transaction processing speed and few technical concerns contribute to a smooth banking experience, strengthening the overall positive view of SBI's e-banking services. Finally, the findings emphasise the significance of maintaining high standards for e-banking services while also responding to client feedback. Continuous improvement and innovation in service delivery will be critical for SBI to maintain client loyalty and satisfaction in today's competitive digital banking environment.

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