



Relationship between electronic banking and customer satisfaction among college students

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Abstract

Electronic banking has evolved itself as one of the leading segments of the spectrum of the internet. With growing requirements and digitalization, consumers' needs have been advancing and it calls for improvements and the need for the redressal of the requirements. The following study has been done to draw a significant relationship between electronic banking and customer satisfaction. The research was conducted through a structured questionnaire conducted on a number of 236 college students.

After the collection of data, analysis was done and the interpretations of the study were drawn. This study revealed a link between consumer satisfaction and other elements including service quality, security, and dependability. The promotion of ideas for a Digital India has advanced thanks to the use of electronic- banking, which has led to a proactive move towards the economy's digitization.

Keywords: Consumer satisfaction, college students, electronic banking, Digital India

Introduction

Electronic banking is an amalgamated form of banking services and internet facility in which funds are transferred through an exchange of electronic signals rather than through an exchange of cash, cheques or paper documents.

Customer satisfaction can be defined as the parameter that ascertains the level of contentment among the customers pertaining to the services provided by the organization's products, services, and capabilities.

Philip Kotler defines customer satisfaction as “a person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations.”

(<https://www.freshworks.com/freshcaller-cloud-PBX/call-center-software/customer-satisfaction-definition-blog/>)

The burden of limited banking hours and a drawn-out process can be managed with the aid of electronic banking. Customers' level of satisfaction is increased by the ability to use their bank's services even when they are not present physically. Customers of electronic banking must be satisfied based on a number of factors, including the effectiveness and speed of service delivery.

Digital India was a campaign launched on 1st July 2015, by our Prime Minister, Narendra Modi to develop online infrastructure and internet connectivity in order to make government services available to citizens electronically.

(<https://csc.gov.in/digitalIndia>)

Types of Electronic Banking

There is a plethora of modes of electronic banking. A few of them have been stated as follows:

- Internet banking
- Mobile Banking
- ATMs
- EFT
- Smart Cards
- Tele-banking

(<https://www.indiafilings.com/learn/electronic-payment-systems-India/>)

Objectives of the study

- To identify the vulnerable spheres of net banking with reference to customer satisfaction.
- To identify the most trusted electronic- banking source used by the customers
- To evaluate the frequency of usage of net banking by our targeted customer group.
- To determine whether electronic banking satisfies the goal of Digital India.

Hypotheses

The essential assumptions or convictions that underlie the entire study and are based on limited data are expressed in the study's hypotheses.

H1: It is presumed that college students utilize online banking resources on a daily basis.

H2: It is assumed that tele-banking would eventually become obsolete.

Research Methodology

Research Design

To determine a connection between various forms of electronic banking and client happiness. Quantitative information on students' preferences for various electronic-banking providers was gathered using a survey method.

Sampling design

For the purpose of this research study, a sample of 236 students was gathered from a group of college students. People were asked to respond to a questionnaire that was distributed to various groups asking why they favoured using electronic banking sources. Based on the data gathered, a correlation between customer satisfaction (college students) and other elements such as service

quality, security, and dependability was identified at the conclusion.

Data Collection

Primary Data

The data was collected through a survey in which 236 participants contributed. An unstructured review of a couple of students was also done by members of the team.

Secondary Data

A review of a few research papers was done in order to collect static data regarding electronic banking. Articles and magazines were referred to have insight into the previous research done on sources of electronic banking. The data was read and reviewed according to the requirements of the research.

Primary Data

To gather the data for this study, a questionnaire was distributed and a response of 236 participants was collected.

Most preferred type of banking among college students of electronic

Table 1

Response	No. of respondents	Percentage
ATMs	203	86%
Smart cards	207	87.7%
Electronic Fund Transfer	62	26.3%
Mobile Banking	227	96.2%
Tele-banking	9	3.8%

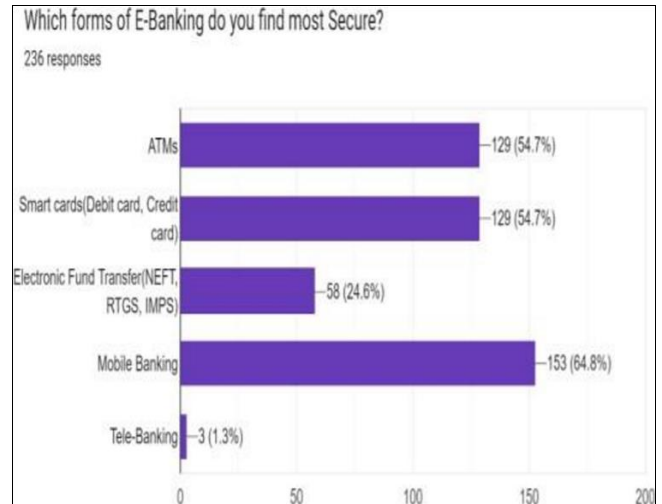


Fig 2

Interpretation: The process for mobile banking is the most straightforward and secure with 64.8% of respondents' votes because a PIN is required from the very first step to the very last. A pop-up notification displaying the amount taken frequency of usage of electronic from the bank account is displayed at the banking or any of its type among conclusion of the transaction only 1.3% college students. of respondents chose telebanking because it offers insufficient security and confidence.

Purpose of Using Electronic Banking Or Any Of Its Type Among College Students

Table 2

Response	No. Of respondents	Percentage
Study purpose	171	72.5%
Personal use	160	67.8%
Online shopping	120	50.8%
Conveyance or traveling	21	8.9%

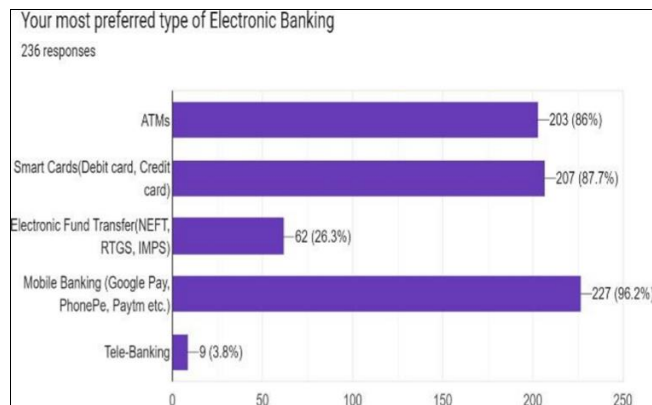


Fig 1

Interpretation: Out of 236 respondents, 96.2% preferred using Mobile Banking (Google pay, phonepe, etc) followed by 87.7% of them using smart cards (debit card, credit card). Telebanking was concluded to be the least preferred type of electronic-banking with only 3.8% responses.

Type of electronic banking which college students find most secure.

Table 3

Response	No. of respondents	Percentage
ATMs	129	54.7%
Smart Cards	129	54.7%
Electronic Fund Transfer	58	24.6%
Mobile Banking	153	64.8%
Tele- Banking	3	1.3%

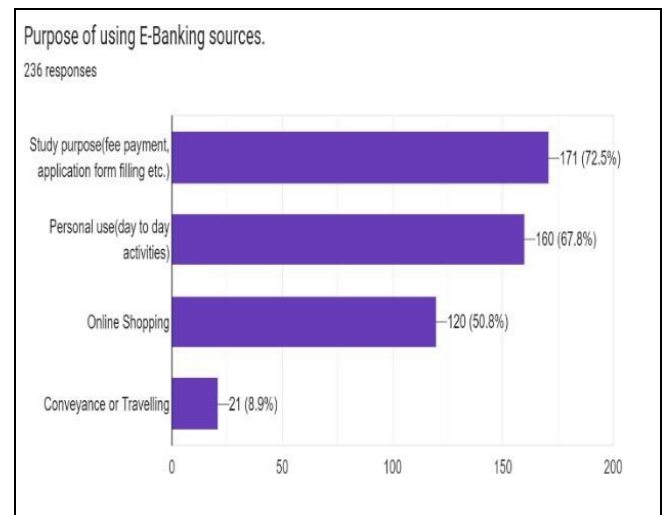


Fig 3

Interpretation

44.9% of the respondents who participated in the study used one or the other type of electronic-banking sources every day while 29.7% preferred using it on a weekly basis.

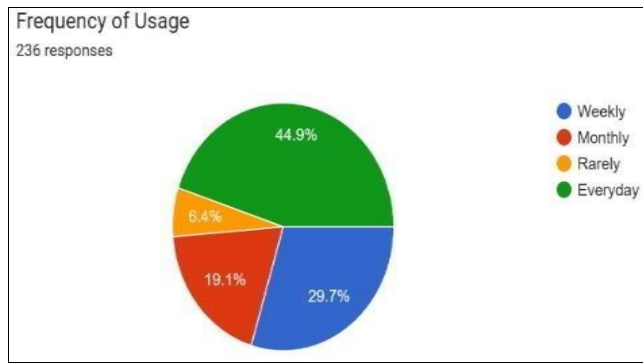


Fig 4

Interpretation

With the help of the bar graph given above, it was observed that the majority of the respondents i.e. 72.5% are more likely to use the modes of electronic-banking sources for study purposes.

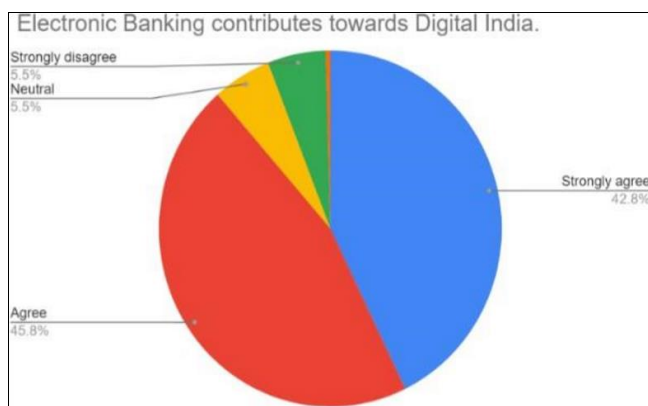


Fig 5

Whether electronic banking contributes to digital India or not electronic banking for a variety of uses,

Table 4

Response	No. Of respondents	Percentage
Strongly agree	101	42.8%
Agree	108	45.8%
Neutral	13	5.5%

Including study, personal use, online shopping, and transportation (Fig. 3).

- It was found that Telebanking has become obsolete and will be phased out of existence in the near future (Fig 1).
- The majority of people were found to believe that online banking paved the door for the digitalization of our Indian economy (Fig.5).

Disagree	1	0.4%
Strongly disagree	13	5.5%

Fig. 5 Interpretation: When asked about the contribution of electronic banking towards Digital India it was concluded that, nearly 88.6% agreed that electronic-banking sources contribute towards digital India. There were only 6.9% of respondents disagree to the same. It was found that the majority of individuals believe that electronic- banking has prepared the way for the digitalization of our Indian economy.

Major Findings of the Study

- College students utilize online banking sources on a daily basis (Fig. 4).
- It has been discovered that most individuals utilize mobile banking over other electronic-banking options due to the factors of stability, zero commutations, ease, and steady work (Fig 1).
- Mobile banking was found to be the most secure platform for the audience because each step requires a pin, creating a secure environment (Fig.2).
- The audience as a whole was discovered to be avid users of

Suggestions

- To track the smart card's current location in case it is lost.
- Electronic banking sources can produce better servers using a variety of advancements so that they won't crash amid heavy server traffic.
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Conclusion

According to the findings of our study, consumer satisfaction and the services offered by online banking share a positive correlation. By conducting an online survey of 236 participants, research was done on the basis of the data extraction process.

To gather the necessary information, we created a questionnaire comprising 10 questions that demonstrated how students preferred different types of electronic-banking for various purposes.

The acquired data was used to draw inferences from our research.

Throughout this research study, we had the opportunity to review a few previously released research articles in order to gather a wealth of useful data. We gained in-depth information about the numerous banking procedures and extra online banking services that banks provide to their customers.

Certain inconveniences pertaining to the electronic-banking also came into our light when an interview through personal interactions was conducted on a couple of college students.

A certain number of suggestions were formulated based on the inconveniences quoted by the targeted audience.

Electronic-banking is the hotspot for customers and dominates it over other banking platforms since it is secure, and reliable, just needs the barest number of legal requirements, and involves paperless transactions.

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