



ORIGINAL RESEARCH PAPER

Management

CUSTOMER SATISFACTION TOWARDS THE APPLICATION OF INTERNET TECHNOLOGY

KEY WORDS:

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ABSTRACT

With the invention of internet and various technological innovations a rapid growth has been seen in banking system also. Today, educated and aware people would like to use fastest banking services and they rarely want to visit the branches. This study is based on primary data and that carried out customer satisfaction regarding application of internet technology with special reference to SBI in Jaunpur city. The sample size of this study is 200 and convenience sampling method was used to collect the primary data. The appropriate statistical tools were applied in this study. Mobile banking made a great difference in the banking services as it involves SMS alert, mobile application with modern features like NEFT/ IMPS, cheque request etc. User friendly ATM services were also considered by majority of the bank customers. Most of the customers are found satisfied with SMS Alert, 24 hours helpline etc. Due to lack of awareness customers don't use frequently some banking services like mobile ATM facility, Internet technology, and RTGS etc.

INTRODUCTION

At international level used of internet technology in each and every sector frequently, banking sector is not exception, bank also adopted advanced technology to remain in competition to attract new customer and to remain older customer.

With the invention of internet technology the scenario of banking sector has change drastically with the increase in modern technology level of satisfaction also varied from bank to bank to improve the service quality bank have to update his services in accordance with the global market scenario.

After the introduction of ATM services, internet technology, and other electronic services there are rapid changes can be seen in the banking sector which can be understand with the examples of ICICI bank, as there total transaction in the branches declined to 94% to 19 % in their respective branches from 2000 to present.

CUSTOMER SATISFACTION

Customer Satisfaction is black-magic of each successful organisation either India or abroad but it is not so easy for every organisation to be successful. Every organisation tries its best to count itself in the list of successful organisations. These things bound to thinks organisation about the satisfaction of their customer as well as attract them towards the organisation.

Satisfaction is inner felling of the customer; it's over and above value of perception in comparison of their expectation. It is positive feeling about products or services it can be expressed with the help of the following formula

PS < CE = Delighted

PS = CE = satisfied

PS > CE = dissatisfied

Where, PS= Perceived Services and CE= Customer Expectation

SBI IN INDIA

State Bank of India had come into existence in the year 1955 on July 1st by the conversion of imperial bank. Imperial bank established by the merger of three banks Bank of Bombay, Bank of Bengal and Bank of Madras respectively

State bank have largest branches network and customer which is the symbol of success of the bank in providing best services to customers / among the customers.

SBI provides various type of financial services to its customer

expect these services bank performs different role in development of society through CRM. Gram Vikash is the NGO supported by the SBI to uplift the life style of rural people and society.

INTERNET TECHNOLOGY IN INDIA

The scenario of World Bank is totally changed by the emergence of internet technology. Now most of the work of the bank is done like account opening and closing, transactions, various type of bank request etc. with the help of internet technology, at his/her own place without visiting in the branches.

With the introduction of internet banking, competition in the banking sector increased day by day. Modern technology helped the existing of bank branches to become physical to virtual. Through online services most of the bank customers works are done without visiting the branches with proper security which is the prime concern of the customer. Except this, customers are seeking various types of services with the help of internet to which affect the customer while choosing the bank or availing the bank services that support the bank to retain old customer and attract new customers.

LITERATURE REVIEW

Dr. Naveen Kumar and Dr VK Gangal (2012) described that different customers have different satisfaction level about the same product/services or different product/ services. Satisfaction level depends upon various factors such as mental status, tangibility, like and dislike of customers as well as substitute available in the market. Except these, population is also one of the factors which influence the satisfaction and demand of the products/ services.

Mesay SalaShanka(2012) find out in his research that responsiveness and empathy were major factors which affect satisfaction level of the customers positively in comparison of assurance and reliability which are less effective factors. At last they found that loyalty was the least effective factor other than four factors.

Vinita Kaura(2013) found in his study that tangibility is one of the service dimensions which have positive impact on public as well as private banks. In private bank benefit of convenience was additional positive impact on satisfaction.

The study also suggests about the policy of public sector bank like trust among customers. Employees should be given autonomy in making decisions as well as framing strategies

like private sector banks. For gaining respects in the eyes of customers there should be recruitment of relationship officers in public sector banks also etc.

RESEARCH METHODOLOGY

Primary and secondary data have been used for this study. Primary data is collected through questionnaire which is filled by respondents from the Jaunpur district. Secondary data is used to review literature which is used for understanding concepts and methodology which is collected from various published articles from journals, books, magazine, newspaper, research paper and internet websites etc.

OBJECTIVES OF STUDY

To know customers satisfaction level regarding internet banking services of SBI.

To find out the services that customers prefer to use avail by SBI.

SAMPLE DESIGN

The present study has been conducted for the city of Jaunpur. Around 200 customers are taken in Jaunpur city area. However, the researchers have selected 200 respondents randomly. Due to limitations of time and cost the data was collected through convenient sampling method. A total of 200 cases were considered for the analysis.

STATISTICAL TOOLS

Instrument- Questionnaire

Sample size- 200 respondents of SBI customers

Area of research-Jaunpur district

SCOPE OF STUDY-

The study is more helpful for policy maker to developed appropriate strategies in the competitive environment for

future banking and service organizational growth.

LIMITATIONS OF STUDY-

This study is based on the sample convenience sampling on regional basis that's why result does not show holistic data /view.

RESPONDENTS' DEMOGRAPHIC PROFILE

S. No.	Particulars	Classification	No of respondents	Percentages
1.	Gender	Male	150	75
		Female	50	25
	Total		200	100
2.	Age	18-35	94	47
		36-50	76	38
		51-65	25	12.5
		Above 65	05	2.5
Total		200	100	
3.	Income	Up to 15,000	65	32.5
		15,000-30,000	85	42.5
		30,000-45,000	40	20
		Above 45,000	10	05
Total		200	100	
4.	Profession	Students	28	14
		Private employee	45	22.5
		Government employee	54	27
		Self-employee	32	16
		Others	41	20.5
Total		200	100	

Table-1.

Q.No.	ATM	Q.No.	IBS*	Q.No.	M/TBS*	Q.No.	C S*	Q.No.	Rate
01.	3.80	05.	4.10	08.	4.70	12.	4.375	15.	3.90
02.	4.69	06.	3.975	09.	4.85	13.	4.095	16.	3.675
03.	3.74	07	4.46	10.	3.95	14.	4.35	17.	3.85
04.	4.49			11.	4.75			18.	4.74
Total	16.72		12.535		18.25		12.82		16.165
AoA	4.18		4.178		4.5625		4.27		4.04125

Source: Primary Data

*IBS-Internet Banking Services, M/TBS- Mobile/Telephone Banking, CS-core services.

INTERPRETATION:

The above table reveals about satisfaction level of bank's customers with its services and product. The analysis shows that with the highest mean (4.5625) mobile/ telephone banking services of the concerned bank produce highest satisfaction level among the customers just followed by core services of the bank which mean score is (4.27) provided by the bank customers. Customers are also satisfied with the ATM services of the bank as it got the mean score (4.18). The result shows that customers of the concerned bank are also satisfied with internet banking services (4.178). Rate charges by bank on different services produce least satisfaction as it got mean score of (4.04125) in comparison of other services of the SBI.

Table 2-Preferable services

Null hypothesis (H₀) = there is no significance difference between preferable service of the bank.

S.No	Services	O	E	(O-E)	(O-E)^2	(O-E)^2/E
01.	ATM	44	50	-6	36	0.72
02.	Internet Banking Services	54	50	4	16	0.32

03.	Mobile/ Telephone Banking	68	50	18	324	6.48
04.	core services	34	50	-16	256	5.12
	Total	200				12.64

Degrees of freedom= (4-1) = 3

Level of significance =5%

Chi-square value is 12.64

Tabulated value= 7.815

INTERPRETATION:

The calculated value of chi-square (12.64) is more than the tabulated value (7.815), hence the null hypothesis is rejected and alternate hypothesis is accepted. Therefore, the services given by bank are preferred differently by different customers according to their own interest and needs.

FINDINGS

- The study comprises majority of male respondents as their percentage is 75% among 200 respondents whereas 18-35 years age group respondents are dominant in the study as they are 47% just followed by the age group of 36-50 years and their percentage is 38%.
- 42.5% of the respondents' monthly income lies between

INR 15000- 30000, that is in the majority and only 32.5% respondents earns below INR 15000 per month.

- According to the profession, with 27% representation government employees dominate in the group whereas, government employees are 22.5% in the group and with 14% representation students are least among 200 respondents.
- The analysis find out that the customers of State Bank of India (SBI) are more satisfied with mobile/ telephone banking services as it got the highest mean score 4.56 and could reduce in branch visits.
- Customers of the concerned bank are also satisfied with the core services of the bank and give the mean score 4.27 followed by ATM services (4.18).
- Customers are also satisfied with internet banking services as it got mean score of 4.17.
- According to their purpose and need, customer prefers different services of the bank and for this purpose chi-square is done which calculated value (12.64) is higher than that of tabulated value of chi-square (7.81). It means customers give preference differently to the different services of the bank.

SUGGESTION

It is suggested to the bank that in this digital world, paper work must be reduced for the purpose of environment safety and eco-friendly. Users' interface in applications either in mobile or net banking must be friendly and easy to understand and handle. The problems occur in mobile or internet banking must be sort out and solve as soon as possible.

CONCLUSION

Banking has become an essential part of life in this day to day life. Competition in the banking sector has increased at highest level as both public and private sectors compete with each other with their full efficiency. SBI is a well known and reputed bank and basically for providing services to all people. However, its mobile banking and core services are very helpful to the customers. In the areas of Jaunpur, people are so much aware about the banking facilities and services and SBI provide him a platform where they can operate their banking needs. The no. of SBI is less in the concerned city that make a cause of rush in the branches of SBI, hence, suitable steps should be taken to avoid rush in the branches and there are need of improvement in services and awareness is required.