ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON RECENT TRENDS IN INTERNET BANKING – TEACHERS PERCEPTION

KEY WORDS: cost of service, customer satisfaction.

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ABSTRACT

In banking service, the quality of customer service plays a vital role in sustainable business progress. The transaction between a bank and its customers must be permanent, consistent, and maintained with good service quality. This research article aims to study customers' satisfaction with the services rendered by the Internet Banking. The author has conducted a survey of customer satisfaction of banking online services from 80 Teaching Faculties from various Universities in Karnataka State. The customer survey indicates that banks must prioritize these variables to develop a sustained relationship with customers.

INTRODUCTION

The knowledge is essential in every walk of human life. Teacher's knowledge of usage of internet banking is innovative methods than traditional banking system.

The banking industry as a service industry is the custodian of customer's money. The management, a membership relationship is entailed in this industry due to its continuous nature. The banking is also high in credence quality, meaning that it cannot be evaluated confidently even immediately after receiving the goods/ services. In addition, an extended period may require in this industry for a fully informed evaluation (Devlin 2001). Hence, customer satisfaction in banking is intangible.

Customer service is the primary goal of any bank. A customer always wants something and anticipates that the bank should come up to fulfill those needs. Again, the more you provide, the still more the consumer needs. Customer satisfaction is consistently inconsistent. Service quality is about meeting customers' needs and requirements. The quality of service will determine in retain the customers good will. The adequate quality of service in the banking sector will include adopting new technologies and in-service customer service. Customer satisfaction is the key to the profitability of retail banking. It implies, in general that, the retention of customers for the long-term may well be less expensive than attracting new customers (Harrison & Ansell, 2002).

REVIEW OF LITERATURE:

Allada and Dubey (2014), argued in their study that education level, age, and income of the participants has positive significant influence with digital banking and customers' satisfaction.

Khan et al., [2017], Banks in Muscat use social media to tackle the electronic transactions and customers has satisfied with this kind of transactions.

Jawdat Jaafat Khatab Ezat Sabir Esmaeel & Bestoon Othman [2019]. The Study highlights the quality of the services provided by public and private banks and the satisfaction level of banking clients in Kurdistan in Iraq. For that, 384 respondents are participated by convenience sampling technique. The Study covers service quality [customer satisfaction, tangible, empathy, Assurance, responsiveness and reliability]. The T-test result indicates that all the variables are significant from public and private bank in Kurdistan and satisfaction. The Study concluded that customer satisfaction is affected by the quality of banking service at a Kurdish bank.

Chandan Raj and Bindu [2022], concluded that majority of the customers are satisfied with online banking services offered by the banks. But still some of the customers are not satisfied or not using the services offered by the banks through online banking, because they are aged people or they may have less knowledge about these online services, internet and even computer.

Kavitha et al., [2023], focuses on awareness perception towards e-Banking services indicates a reasonably high level of awareness among the population.

NEED FOR THE STUDY

Customer is the lifeblood of the banking industry, irrespective of the service sector and nature of the transactions. The new generation banks have become pioneers in providing quick and quality service to help the customers, the review of literature reveals that many studies have examined in the view point of common banking transaction. And no study so far has tried to focus on Internet banking transaction from Teaching Faculties. Therefore, the present study entitled "A Study on Recent Trends in Internet Banking – Teachers Perception" an Unique Direction.

OBJECTIVES:

1. To analyze the type of services availed by the customers from the banks;

2. To study the significant difference of customer satisfaction based on Age;

HYPOTHESES:

Ho: There is no significant difference in the perception of faculties about level of satisfaction on the basis of age

H_1: There is a significant difference in the perception of faculties about level of satisfaction on the basis of age

RESEARCH METHODOLOGY:

Research Methodology has adopted descriptive, analytical and comparative methods for the study.

Primary Data: Primary data has been collected using questionnaires to gain insight into the effectiveness of Internet Banking transaction to teaching faculties. The Primary data collected through a sample survey method. 80 questionnaires are filled by respondents on the basis of convenience sampling method. The statistical methodology used for calculation is percentage, mean, standard deviation, ANOVA, test are used to test the hypotheses. The scales used for the variables are as under:

(a) For customer satisfaction;
Most satisfied, Satisfied, Cannot Say, Less Satisfied, Least Satisfied

TABLE - 1 Designation of Faculties

Sl. No	Designation	N	%
1	Assistant Professor	60	75.0
2	Associate Professor	13	16.2
3	Professor	7	8.8
Total		80	100.0

The present table highlights that designation of faculty's participation in our study. Out of the 80 faculties, 60 faculties' working as Assistant Professor, 13 faculty's working as Associate professor and 07 faculty's working as Professor. However, more number of Assistant Professors is participated in our study.

TABLE - 2 Satisfaction Level of Internet Banking:

Statements	No.s	Mean Value	Std Deviation
Authentication and Security of Internet Banking	80	4.3500	.65796
budgeting and financial goal setting	80	4.0125	.62630
customer support	80	3.8000	1.03606
quickness of the checkout procedure	80	4.1375	.65107
payment of bills	80	4.3250	.68943
investment activity	80	3.9747	.89119
optimum usage of available regular time	80	4.2250	.77908
Reliability and efficiency of Internet Banking	80	4.1625	.70160
cost of the services of internet Banking	80	3.9750	.82638
alertness and notification by banks	80	4.1500	.79715
accuracy of account details	80	4.4375	.65301
Total	80	4.1362	.54853

Source: Field survey

The table as mentioned above illustrates that mean scores are not too high for the variable customer satisfaction are the same, and it is less than 5 for all the variables. The customers' satisfaction concerning accuracy of account details is high, with a high mean score of 4.4375, and the mean score is the least concerning customer support. However, the standard deviation is less than one except for the "customer support" by bank.

TABLE - 2 Availed Service in Internet Banking

Sl. No	Designation	N	%
1	RTGS	5	6.2
2	NEFT	2	2.5
3	Balance check	5	6.2
4	IMPS	3	3.8
5	RTGS NEFT Balance cheek Request for personal loans IMPS Investment activity IMPS	32	40.0
6	NEFT Balance check	1	1.2
7	RTGS NEFT Balance check Request for pass book Request for debit card Request for credit card Request for personal loan Investment activity Request for account statement creation of D Mat account Request for vehicle loan	25	31.2
8	NEFT Balance check	1	1.2
9	RTGS Balance check IMPS	2	2.5
10	Request for personal loan	2	2.5
11	investment activity	2	2.5
Total	80		100.00

(Sources: SPSS Output)

The above table highlights that, service utilized by commerce teachers by digital banking on the basis of gender. out of the 80 faculties, 32 faculties utilized service like, "RTGS, NEFT, Balance cheek, Request for Personal Loans, IMPS Investment Activity & IMPS" secondly 25 teaching faculties used the service like; "RTGS NEFT Balance Check, Request for Pass Book, Request for Debit Card Request for Credit Card, Request for Personal Loan, Investment Activity, Request for Account, Statement Creation of D Mat Account And Request for Vehicle Loan" followed by RTGS, NEFT etc.,

Hypothesis:

Ho: There is no significant difference in the perception towards students about PPT Class on the basis of Age;

H1: There is a significant difference in the perception towards students about PPT Class on the basis of Age;

Table -03 Descriptive Statistics

Age	No's	Mean value	Standard Deviation	Standard Error	95 % Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below 30	5	4.2340	0.2525	0.1129	3.9204	4.5476	4.00	4.50
30-40	44	3.9823	0.4930	0.0743	3.8324	4.1322	2.67	5.00
40-50	20	4.0165	0.5913	0.1322	3.7397	4.2933	2.67	5.00
50-60	11	3.9100	0.3439	0.1037	3.6789	4.1411	3.17	4.50
Total	80	3.9966	0.4893	0.0547	3.8877	4.1055	2.67	5.00

(Sources: SPSS Output)

As in table -3, to measure the difference in the aggregate mean scores for perception of faculties about level of satisfaction; result in terms of different age groups. Out of 80 sample respondents between the age group of Below -30 has high mean value i.e. 4.2340 and between the age group of 50-60 mean value is low i.e. 3.9100 and all the age group mean value is more than 3 and standard deviation is 0.2525 to 0.5913 respectively.

The aggregate mean score and standard deviation are 3.9966 and 0.4893 respectively. The aggregate standard deviation being less than 1, it indicates that there is consistency in the view of expressed by the different age group beneficiaries.

Table -3.1

	Sum of Squares	Difference	Mean Square	F	Significance value
Between Groups	0.381	3	0.127	0.521	0.669
Within Groups	18.534	76	0.244		
Total	18.915	79			

(Sources: SPSS Output)

As in table -3.1 the F value and P value are 0.521 and 0.669 respectively. The results indicate that there is no difference between the age groups and level of satisfaction. P value is more than 0.05 [statistically it is not significant]. Hence Null Hypothesis "is accepted and alternative hypothesis is rejected.

FINDINGS:

1. From the study results shows that, 60 faculties' are working as Assistant Professor. However, more number of Assistant Professors is participated in our study.

2. The study found that; more than 38 faculties utilized most of the recent modern services from 80 faculties.

3. Out of 80 sample respondents, all the age group mean value is more than 3 and standard deviation is 0.2525 to 0.5913 respectively.

4. P value is more than 0.05 [statistically it is not significant]. Hence Null Hypothesis is accepted.

CONCLUSIONS:

Internet Banking— it refers to the use of digital platforms and technology to provide banking services. It allows customers to access financial services online through computers, smart phones, or other electronic devices, without needing to visit a physical branch. the survey results indicates that, banking service satisfaction level is insignificant on the basis of age [Annova Test P value is more than 0.005 . The customer survey indicates that banks must prioritize different age groups to develop a sustained relationship with customers.

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