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# Influence Of E-Banking On User's Satisfaction In India

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## Abstract

This research paper is a critical study on the influence of E-banking on user's satisfaction. Now a days everything is becoming online and so are banking services. Before people used to travel to the banks to avail services and invest their time and money. But now people can avail some of the banking services while sitting at home. So through this research it is aimed to find out that as compared to the traditional banking whether E-banking facilities drives customer satisfaction or not. For this different factors or benefits gained from E-banking facilities to the customers and the banks themselves have been analysed. With this factors acting as hurdles in the way of E-banking services have also been examined.

A survey has been done considering 100 users using E-banking through a Google form to determine the same. The results gave a substantial positive effect of E-banking on user's satisfaction.

**Key words:** E-banking, user's satisfaction, traditional banking, customer survey.

## 1. INTRODUCTION

E-banking stands for electronic banking. It is a fast and convenient facility that allows the users to do the transactions electronically rather than dealing with cash while being at any place and at any time using internet. In earlier days people have to travel to banks to avail the services but it used to take time and in fact it used to cost them. Now with a single click users can use some of the banking services while sitting at home.

There are different types of services which are covered under E-banking like checking bank balance, transferring money, calling for a cheque book or finding near ATM etc. These services are delivered in order to ease the users' life and they can avail the services during any time in the day and anywhere.

## 2. LITERATURE REVIEW

S.no	Author	Year	Topic	Publication
1.	Suresh Kumar	2018	A Critical Study of Customer Satisfaction for E-Banking in India	Ignited Minds Journals
2.	S.C. Gupta	2018	Fundamentals of Statistics	Himalaya Publishing house
3.	CR Kothari Gaurav Garg	2019	Research Methodology Methods and Techniques	New age international publishers
4.	Steve McKillup	2019	Statistics Explained	Cambridge University Press
5.	N. Saravanan Dr. R. Leelavathi	2020	Impact Of E- Banking Services With Customer Attitude And Satisfaction With Special Reference To Chennai District	European Journal of Molecular & Clinical Medicine

### 3. OBJECTIVES

1. To determine whether E- banking influences user's satisfaction
2. To determine the factors driving E-banking satisfaction
3. To determine the benefits of E-banking to the banks
4. To determine the limitations in using E-banking

### 4. HYPOTHESIS

H0: E- banking influences user's satisfaction positively

H1: E- banking influences user's satisfaction negatively

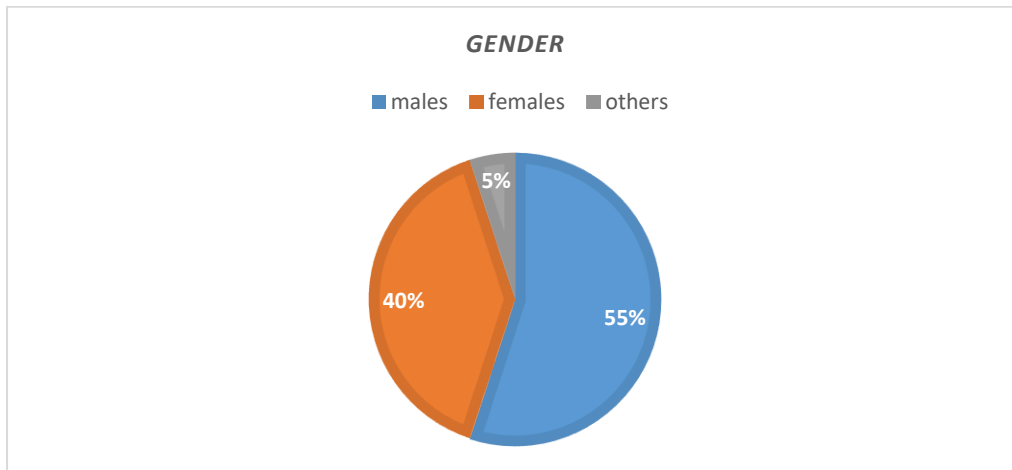
### 5. RESEARCH METHODOLOGY

The primary data has been collected from 100 respondents through Google form and that has been analysed using Pie chart and its interpretation. The secondary data has been collected from various websites and books.

## 6. DATA ANALYSIS

### (SHOWCASING THE LINK BETWEEN E-BANKING AND USER'S SATISFACTION THROUGH A SURVEY)

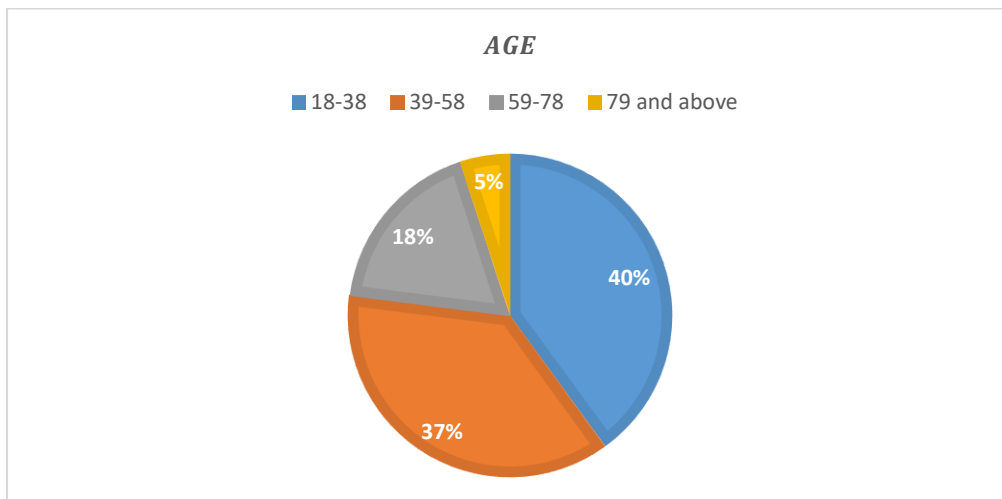
#### GENDER



#### Interpretation

It shows that 55% of the E-banking services users are males, 40% users are females and rest are others

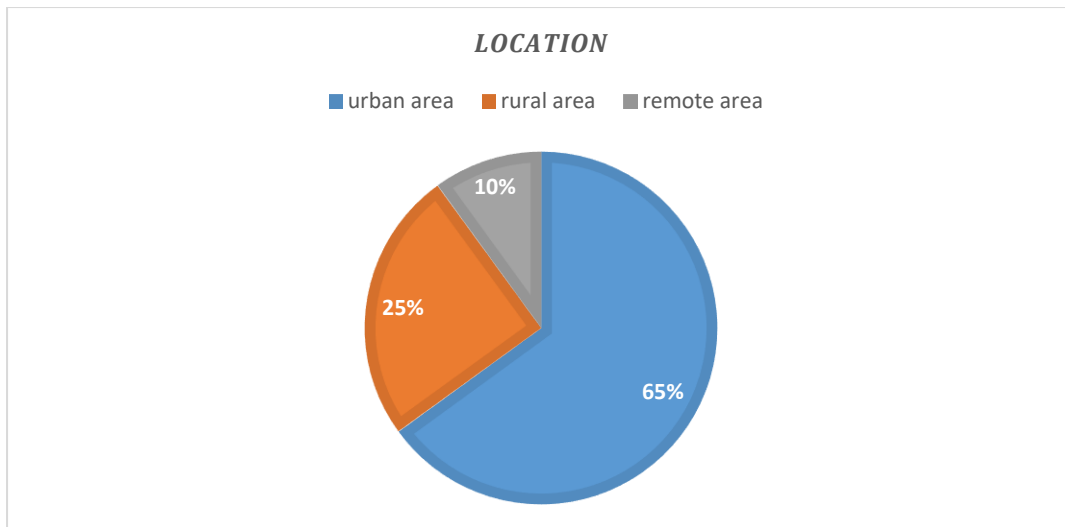
#### AGE:



#### Interpretation

It shows that most of the E-banking services are availed by the age group of 18-58

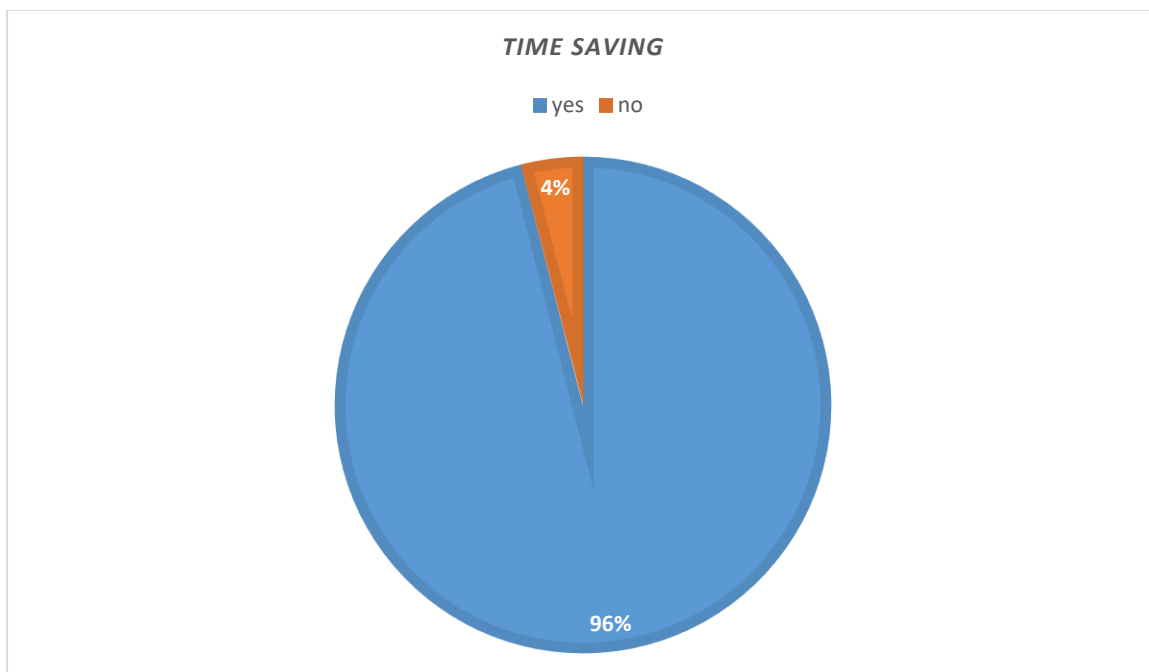
#### LOCATION:



**Interpretation**

It shows that 65% of the users live in urban areas, 25% users live in rural areas and rest live in remote areas.

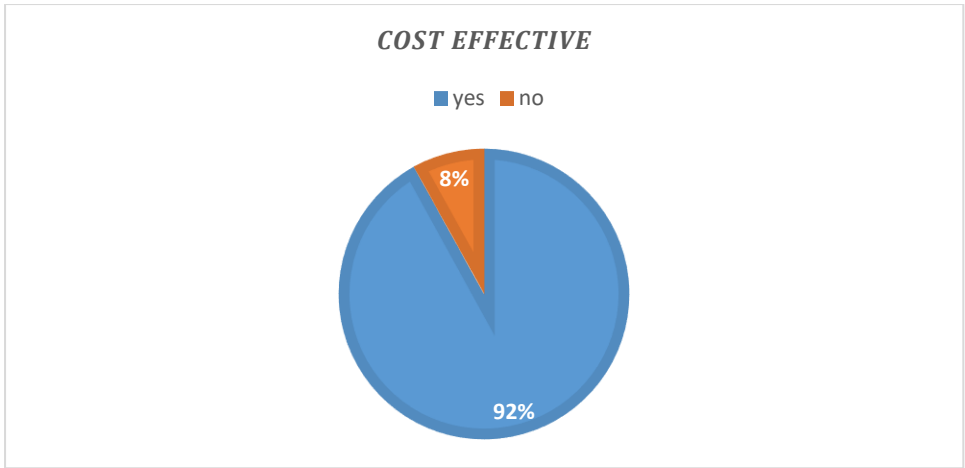
**TIME SAVING**



**Interpretation**

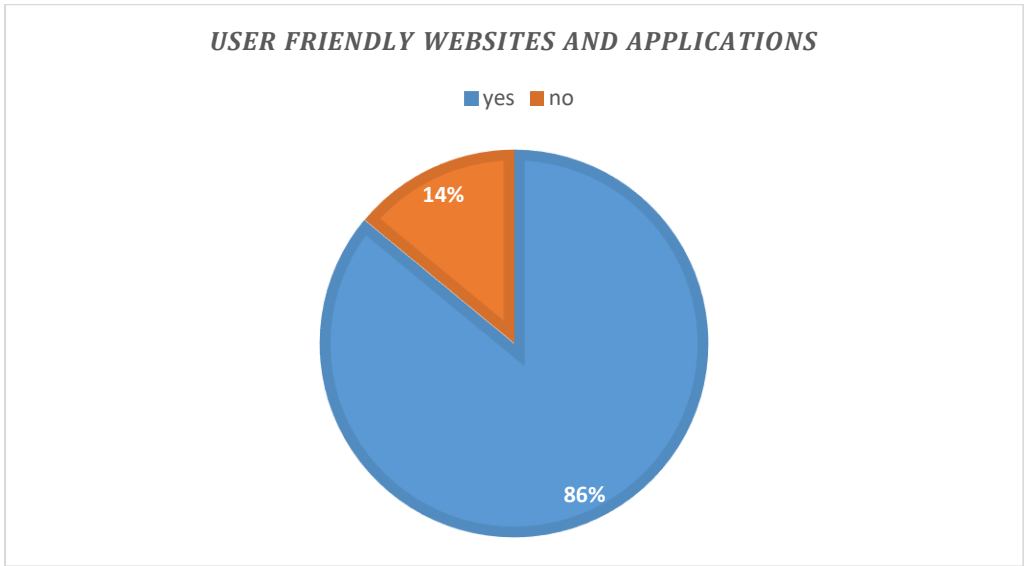
According to 96% of users E-banking is time saving

**COST EFFECTIVE**



According to 92% of users E-banking is cost effective

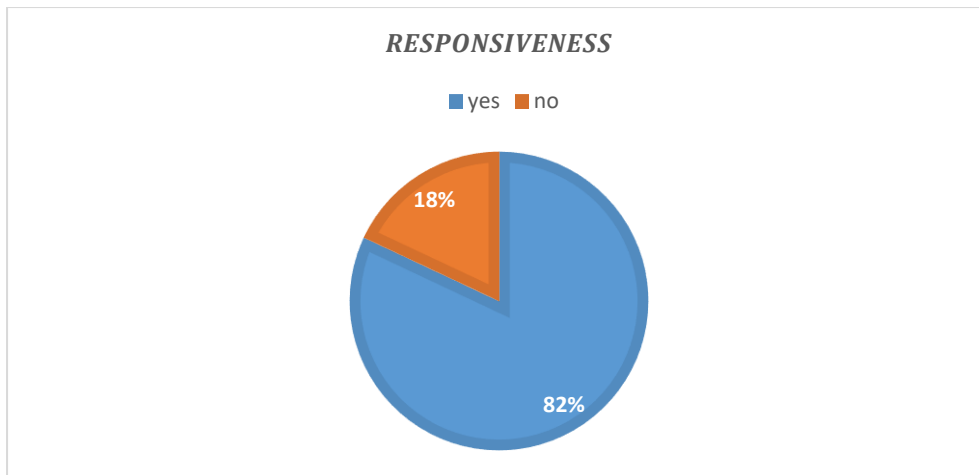
**USER FRIENDLY WEBSITES AND APPLICATIONS**



Interpretation

According to 86% users, banks have user friendly websites and applications

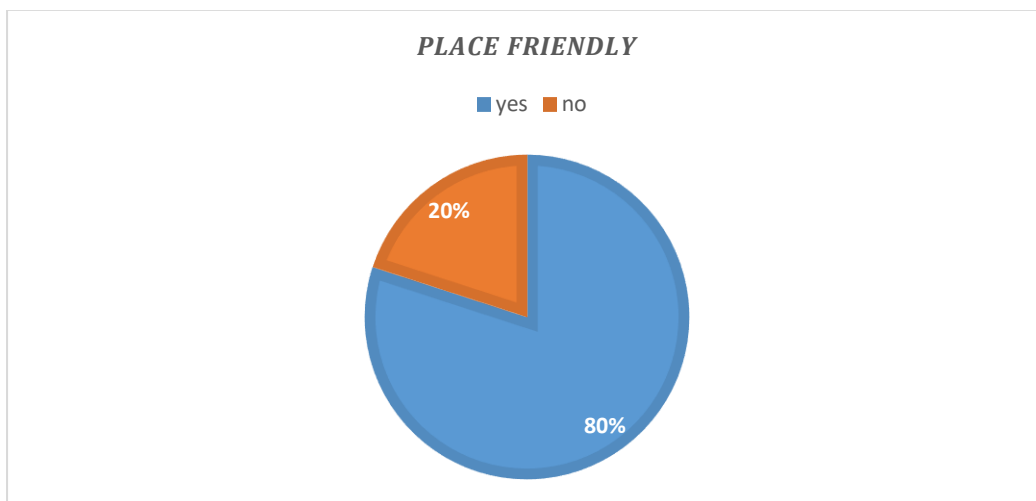
**RESPONSE BY CONCERNED BANKS**



**Interpretation**

According to 82% users every bank is fast enough to respond to the queries of their customers

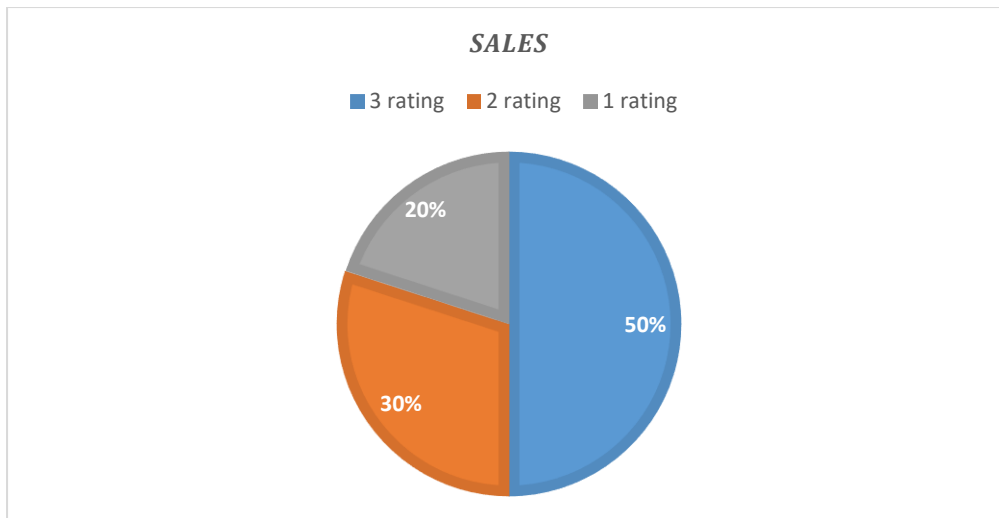
**PLACE FRIENDLY**



**Interpretation**

According to 80% users E-banking services can be availed at any place

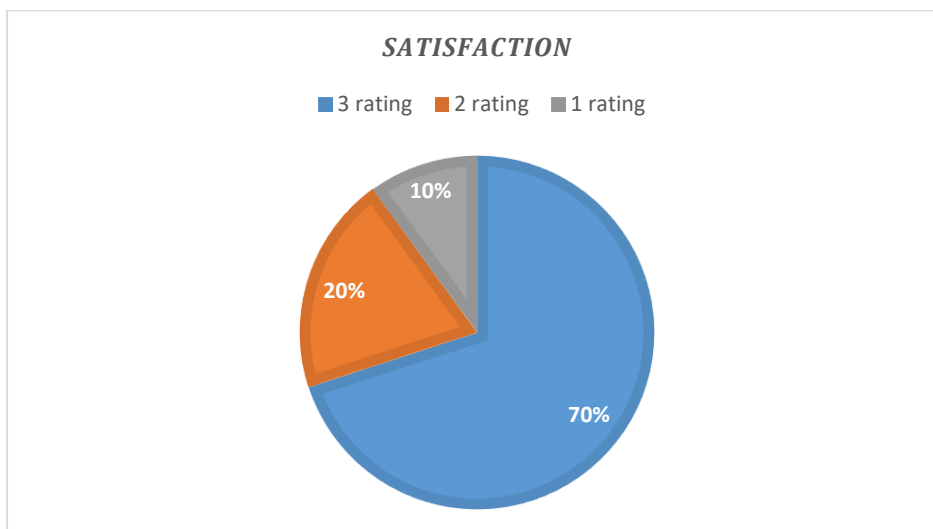
**USER'S TRUST ON E-BANKING SERVICES**



#### Interpretation

It shows that 50% users have trust on the services as they gave full ratings (they believe that they will not become a victim of identity theft), 30% of users gave ratings of 2 which shows that they have medium trust i.e. they do not have full trust and 20% users gave a rating of 1 which shows have no trust at all.

#### ARE USERS SATISFIED WITH E-BANKING?



#### Interpretation

70% of users are satisfied with E-banking as they give full ratings, 20% users gave a rating 2 and 10% users are not satisfied as they gave only 1 rating.

#### Factors driving e-banking satisfaction

(Benefits of E-banking to the customers)

1. Availability

E-banking facilities are available to bank customers for 24 hours a day, 365 days a year.

2. Place friendly  
Customers can use their mobile phones or laptops to do some of the approved transaction while sitting at home or at any other place.
3. Time saving and cost effective  
As compared to traditional banking, E-banking is time saving and cost effective as customers don't need to invest their time and money like they have to do to travel to the traditional banks and also transactions can be done within seconds
4. User friendly websites and applications  
It is easy for the customers to navigate through the websites or even mobile applications of the concerned banks as they are built user friendly.
5. Responsiveness  
Now a days every bank is fast enough to respond to the queries of their customers in order to maintain good relation with them and form a good image.
6. Automated teller machine  
Users can withdraw their money from a near available automated teller machine at any point of time
7. Non transactional services  
E-banking also made it easier and more convenient for the users to avail the services like checking their bank balance or calling for a cheque book etc. while sitting at home.
8. Debit and credit cards  
Availability of debit and credit cards made it convenient for the users not to carry cash along with them and make payments just by using the cards

#### Benefits of E-banking to the banks

1. Less burden on the staff  
The staff at the banks remains less burdened as some the services like withdrawing money or checking bank balance etc. are being performed with the help of E-banks
2. Wide reach  
The banks have wider reach to their customers where they don't have their branches available.
3. Cost effective



As some of the services are being performed with the help of E-banks, banks can reduce the number of staff to some extent leading to a decrease in the cost

4. Time saving

The banks can focus on some other activities like training and development of their workforce as some time will be saved with the staff due to the services performed with the help of E-banks

5. Healthy relation with customers

The banks can maintain healthy relations with the customers by providing them with good quality and trustworthy E-banking services

### Limitations of using E-banking

1. Internet availability

Availability of internet is one of the major limitations of E-banking as if there no internet, the users would not be able to avail the services of net banking and other service of E-banking.

2. Customer awareness

Knowledge about the different facilities of E-banking available among the people especially in Indian rural is still quite less. They do not have appropriate information about it and how to use it.

3. Trust issues or security concerns

While using E-banking, most of the customers fear that it might make them open to cyber-crime as they have to sometimes disseminate their essential information for using the services. So fear of fraud makes the users uncomfortable leading to suspicions on the technology.

4. Limited services

Using E-banking facilities does not provide the users with all the banking services. Still there are many services for which the users have to invest their time and money and travel to the banks.

5. Remote areas

There are many places in India which are quite remote and the E-banking facilities like ATMs are not available there at all. So no presence of the concerned facilities for people living in such places is one of the major limitations.

## 7. CONCLUSION

Based on the results of the research it is concluded that use of E-banking drives customer satisfaction. As compared to traditional banking E-banking is found to be more

convenient by the users as it provides them with various benefits. Although there are some limitations in using E-banking, still users prefer to go for it as the benefits available overpowers the limitations to some extent. Hence H1 fails.

## **8. LIMITATIONS**

There are three major limitations in this study:

1. Lack of time

Due to limited time this study is not complete in full aspects

2. Sample size

The survey conducted does not give the results belonging to the whole population as the primary data has been collected considering 100 respondents

## **9. SUGGESTIONS**

1. Increase customer awareness

In order to make the customers completely aware about the facilities of E-banking available especially among the Indian rural people, banks must spread out proper information to educate people regarding it.

2. Win the trust of people

People do not completely trust the E-banking services, so in order to win their trust banks need to ensure that the private details of customers which are being disclosed by them to avail the services is completely safe with them.

3. Reach out to rural and remote areas

Banks must widen their reach to Indian rural and remote areas where there are no E-banking facilities available

4. Increased E-banking services

There are still many services for which the users have to travel to the banks. So in order to make it easy and convenient for the users to avail those services while sitting at home, banks must increase the number of E-banking services.

## **10. FUTURE SCOPE OF STUDY**

1. To study about the awareness of E-banking in Indian rural area.
2. To study the research paper including a larger sample.

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