CUSTOMER SATISFACTION ON E BANKING SERVICES - A COMPARATIVE STUDY WITH REFERENCE TO SBI AND ICICI BANK IN CHENNAI CITY

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Introduction

Traditional banks offer many services to their customers, including accepting customer money deposits, providing various banking services to customers, and making loans to individuals and companies. In the same way, E-Banking services are revolutionizing the way business is conducted. Electronic based business models have gradually been replacing conventional banking system and almost of banks are rethinking business process designs and customer relationship management strategies. It is also known as e-banking, online banking which provides various alternative e-channels to using banking services i.e. ATM, credit card, debit card, internet banking, mobile banking, electronic fund transfer, electronic clearing services Cash Deposit Machines, etc. however, as per Indian e-banking scenario ATM and CDM are most acknowledged than other e-channels.

E-banking can be offered in two main ways. First, an existing bank with physical offices can also establish an online site and offer e-banking services to its customers in addition to the regular channel. Generally, e-banking is provided without extra cost to customers. Customers are attracted by the convenience of e-banking through the Internet, and in turn, banks can operate more efficiently when customers perform transactions by themselves rather than going to a branch and dealing with a branch representative.

E-banking services are delivered to customers through the Internet and the web using Hypertext Markup Language (HTML)**.** In order to use e-banking services, customers need Internet access and web browser software. Multime dia information in HTML format from online banks can be displayed in web browsers. The heart of the e-banking application is the computer system, which includes web servers, database management systems, and web application programs that can generate dynamic HTML pages.
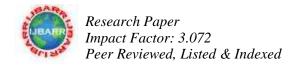
Bank customers' account and transaction information is stored in a database, a specialized software that can store and process large amounts of data in high speed. The function of the web server is to interact with online customers and deliver information to users through the Internet. When the web server receives a request such as an account inquiry from an online customer, it requires an external web application program to process the request. C, Visual Basic, VBScript, and Java are some of the languages that can be used to develop web application programs to process customer requests, interact with the database, and generate dynamic responses. Then, the web server will forward the response HTML files to e-banking customers. Several banks, such as NationsBank, also use state-of-the-art imaging systems, allowing customers to view images of checks and invoices over the Internet.

One of the main concerns of e-banking is security. Without great confidence in security, customers are unwilling to use a public network, such as the Internet, to view their financial information online and conduct financial transactions. Some of the security threats include invasion of individuals' privacy and theft of confidential information. Banks with e-banking service offer several methods to ensure a high level of security:

1. **Identification and Authentication:** First, the identification of an online bank takes the form of a known Uniform Resource Locator (URL) or Internet address, while a customer is generally identified by his or her login ID and password to ensure only authenticated customers can access their accounts.
2. **Encryption:** Second, messages between customers and online banks are all encrypted so that a hacker cannot view the message even if the message is intercepted over the Internet. The particular encryption standard adopted by most browsers is called Secure Socket Layer (SSL). It is built in the web browser program and users do not have to take any extra steps to set up the program.
3. **Firewalls:** Third, banks have built firewalls, which are software or hardware barriers between the corporate network and the external Internet, to protect the servers and bank databases from outside intruders. For example, Wells Fargo Bank connected to the Internet only after it had installed a firewall and made sure the firewall was sufficiently impenetrable.

Statement of the Problem

E-banking poses some different risks as compared to the traditional banking. These risks are more pronounced in the case of Internet banking. Firstly, the risk of technological changes has to be carefully watched. This is essential to update technologies and remain cost effective and customer friendly. The technologies are generally obtained from outside parties.

The banks have to be careful about risks involved in such agreements. The security is an important area of risk. 'Net Banking' breaks the geographical boundaries. Imposing regularity conditions on such transactions will be a difficult task. While carrying out online transactions there are many instances when the banker might need help of a representative, from the bank. The brick and mortar banks have customer care representatives who are easier to talk to, but in case of online banking, in which the banks provide customer care numbers, the bankers find it difficult to get their problems solved. Sometimes there is congestion in the network and they have to wait for some time, in order to talk to the bank's representative at the other end.

Although E-banking involves risk and imposes certain problems, there are many facilities provided by it. To avail these benefits, it is important for one to educate him about the risks, and the steps he can take to protect his financial information. It is also necessary to understand the rights and responsibilities as an online banking consumer, in order to make a difference to one's own financial well-being.

Scope and Importance of Study
Traditional banking services are likely to vanish in the years to come as e-banking services reaches out to doorstep of many masses. The range of e-banking services is likely to increase in the future. Some banks plan to introduce electronic money and electronic checks. Electronic money can be stored in computers or smart cards and consumers can use the electronic money to purchase small value items over the Internet. Electronic checks will look similar to paper checks, but they can be sent from buyers to sellers over the Internet, electronically endorsed by the seller, and forwarded to the seller's bank for electronic collection from the buyer's bank. Further, banks seek to offer their customers more products and services such as insurance, mortgage, financial planning, and brokerage. This will not only deliver more value to the customers but also help banks to grow business and revenues.

Objectives of the Research Study
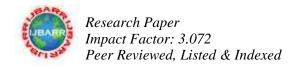The objectives of the study taken up by the researcher are spelt out as follows:
1. To evaluate the various dimensions that have significant role to satisfy customers between two banks in Chennai city such as State Bank of India (SBI) and Industrial Credit Investment Corporation of India (ICICI).
2. To scale the satisfaction of customers towards e-banking services between State Bank of India (SBI) and Industrial Credit Investment Corporation of India(ICICI).

Review of Literature
Suresh (2012) highlighted that recently developed e-banking technology had created unpredicted opportunities for the banks to organize their financial products, profits, service delivery and marketing. The objectives of the study were to evaluate the difference between traditional and e-banking, and to identify the core capabilities for the best use of e-banking. The author analyzed that e-banking will be an innovation if it preserved both business model and technology knowledge, and disruptive if it destroys both the model and knowledge. He also differentiated e-banking from traditional banking in five ways, namely, value proportion, market scope, cost structure, profit potential and value network. However, in order to exploit technical and business capabilities of ebanking, banks should generate more customers inside and outside India so that more revenues could be generated that lead to better future of Indian economy.

Liao and Wong (2013) empirically explored the major considerations associated with internet-enabled e-banking systems and systematically measured the determinants of customer interactions with e-banking services. In order to study customers' interaction with internet banking, the respondents were asked to explain the extent of using internet banking services. The results suggested that perceived usefulness, ease of use, security, convenience and responsiveness to service requests significantly explained the variation in customer interactions. Exploratory factor analysis and reliability test indicated that these constructs were relevant and reliable. Confirmatory factor analysis confirmed that 58 they possessed significant convergent and discriminatory validities. Both perceived usefulness and perceived ease of use have significant impact on customer interactions with e-banking services. Perceived security, responsiveness and convenience also represented the primary avenues influencing customer interactions. In particular, stringent security control was critical to e-banking operations. The findings had managerial implications for enhancing extent of e-banking operations and developing viable e-banking systems and services.

Gabriel et al. (2014) tried to evaluate the quality of banking services and customer satisfaction. The authors surveyed 11936 customers of Brazilin banks. They explored five factors for assessing the services of these banks, i.e., 1. Relationship with the customer, 2. Business and financial transactions, 3. Information technology, 4. Brand, 5. Image of the bank. Out of these five factors, first two factors have significantly higher impact on customer satisfaction. The authors highlighted that as

information technology changes very fast, so utmost care should be given while providing quality service to customer. Further, with the advent of information technology, banks should diversify the portfolio of services so that the customers could not move to another bank.

Research Methodology
Research Design: The present study emphasizes on comparative study on the satisfaction of E-banking services with reference to SBI and ICICI banks. Therefore, the research work has been accompanied by the combination of descriptive and analytical research design.

Research instrument: The research instruments have been used in the questionnaire so as to elicit the information. After the pilot study was made by the researcher, the questionnaire had been modified to meet the actual demand of the research work. The researcher has used open and close ended questions in most of the places across the research work which may be taken as research instrument for the present study.

Research Variables: The researcher has divided the entire variables into two parts such as dependent variables and independent variables. Dependent variables are named as income level of the customers, and age whereas safety reliability, transaction efficiency, customer support, service quality and performance between SBI and ICICI banks are taken as independent variables.

Sample size: The sample size of the present study has stood at 100. Of which, 50 customers were interviewed in State bank of India and another 50 customers were interviewed in Industrial Credit Investment Bank of India.

Sample Area: The researcher conducted his research work in two banks as mentioned above such State Bank of India (SBI) and Industrial Credit Investment Corporation of India (ICICI). The researcher held in discussion with the customers only after getting consent from the respective bankers.

Sampling Type: Multi stage sampling has been deployed in the study since it highlights the customer satisfaction on e - banking services of two banks in Chennai city.

Sources of data: As far as this study is concerned, the researcher has collected the data by two sources such as primary source and secondary source. Primary data have collected from the respondents through well structured questionnaire whereas secondary data have been collected through magazines, websites, books, and articles etc.

Statistical tools: The art of writing the article rests on the principle of using the effective statistical tools in the research work. The present study carries a number of statistical tools namely Chi Square and Anova.

Data Analysis and Results Discussion
Table 1,Chi – Square test for satisfaction level toward e-banking services between SBI and ICICI banks and income status of customers
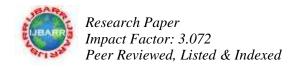
Satisfaction level towards e-banking services		Income				Total
		10000-20000	21000-30000	31000-40000	Above 40000	
SBI	Yes	5	11	6	8	30
	No	3	6	3	8	20
ICICI	Yes	8	12	5	2	27
	No	3	4	4	12	23
Total		19	33	18	30	100

Source: Primary Data

From the above table, it is inferred that satisfaction level towards e-banking services between SBI and ICICI banks and income status of customers are tested under chi-square test at 5% level of significance. Both customers of SBI and ICICI have expressed their views towards e-banking services depending on their income.

Chi-Square
To determine whether there is any association between satisfaction level towards e-banking services and income level.

Null Hypothesis
There is no significant association between satisfaction level towards e-banking services and income level.

Alternate hypothesis
There is a significant association between satisfaction level towards e-banking services and income level.
Source: Primary data

Chi – Square	Value	Df	Significance
Pearson Chi-Square (SBI)	7.682	3	0.52
Pearson Chi-Square (ICICI)	7.987	3	.046

In the above table, since the significance value of chi-square is more than 0.05 the null hypothesis is accepted i.e. there is no significant association between satisfaction level towards e-banking services and income level in State Bank of India. Null hypothesis is rejected and it is concluded that there is significant association between satisfaction level towards e-banking services and income level in ICICI bank.

Analysis of Variance (ANOVA)
The following ANOVA table explains the difference between respondent's age factor (dependent variable) and the dimensions of independent variables of customers (safety reliability, transaction efficiency, customer support, service quality and performance) in State Bank of India (SBI)**.**

Age wise perception – Hypothesis
H0: There is no significant difference between the age variable and the dimensions of independent variables of customers of State Bank of India (SBI)
H1: There is a significant difference between the age variable and the dimensions of independent variables of customers of State Bank of India (SBI).

Table 2,Analysis of Variance (One Way ANOVA) to show significant difference between age and dimensions of independent variables of customers of SBI

Dimensions of Independent Variables	Sum of squares	Degree of freedom	Means square	F	Sig.
Safety reliability	2.529	3	0.843	2.023	0.116
Transaction Efficiency	6.426	3	2.154	5.505	0.002
Customer Support	2.702	3	0.901	3.391	0.210
Service Quality	1.081	3	0.360	1.216	0.308
Performance	5.311	3	1.770	3.344	0.022

Source: Primary data

The above table reveals that there is no significance level is more than 0.05 for safety reliability, transaction efficiency, customer support, service quality and performance. Therefore, the null hypothesis is accepted that there is significant difference between age group of the respondents and the dimensions of independent variables of customers of State Bank of India (SBI).

Analysis Of Variance (ANOVA)
The following ANOVA table explains the difference between respondent's age factor (dependent variable) and the dimensions of independent variables of customers (safety reliability, transaction efficiency, customer support, service quality and performance) in Industrial Credit Investment Corporation of India (ICICI)**.**

Age wise perception – Hypothesis
H0: There is no significant difference between the age variable and the dimensions of independent variables of customers of Industrial Credit Investment Corporation of India (ICICI).

H1: There is a significant difference between the age variable and the dimensions of independent variables of customers of Industrial Credit Investment Corporation of India (ICICI).

Table 5,Analysis of variance (One Way ANOVA) on Age Factor

Perception	Sum of squares	Degree of freedom	Means square	F	Sig.
Safety reliability	2.433	3	0.811	1.942	1.280
Transaction Efficiency	3.170	3	1.057	2.483	0.065
Customer Support	0.276	3	0.092	0.317	0.813
Service Quality	1.515	3	0.5.5	1.731	0.166
Performance	6.849	3	2.283	4.447	0.006

Source: Primary data

The above table reveals that there is no significance level is more than 0.05 for safety reliability, transaction efficiency, customer support, service quality and performance. Therefore, the null hypothesis is accepted that there is significant difference between age group of the respondents and the dimensions of independent variables of customers of Industrial Credit Investment Corporation of India (ICICI).

Suggestions and Conclusion
- From the table analysis, the researcher has inferred his suggestions so as to bridge gap between e-banking services of two banks such as SBI and ICICI. Satisfaction level of customers towards e-banking services between two banks is to be strengthened in various aspects. Half of the customers have expressed their satisfaction towards e-banking services remaining half expressed their dissatisfaction over the e-banking services. Therefore, many issues related to e-banking services between both the banks remain not addressed such as server down, lack of e-banking facilities in villages. Performance, transaction efficiency is not up to the mark etc.
- Service quality in SBI bank differs from that of ICICI. Therefore, service qualities between both the banks are to be enhanced to create long way relationship between customer and banker.
- Customer support is a great boon to all most all the customers. Some banks have it on own while some other do not have. So, the head offices of both banks have to monitor how far customer support is extended. If there is any gap in this regard, immediate effects are being taken in to consideration to set right it.

Some suggestions are left with this study to eradicate ill effects of e-banking services of SBI and ICICI banks. As was recorded our views somewhere in the beginning part, E-banking services will revolutionize across the world. Therefore, the bankers have to increase the quality of service of E-banking in the subsequent period to ensure that services to be offered by them in fact satisfy all the customers. Adding to this, banker should hold discussion with customers at frequent intervals to reveal their feedback and take necessary action to set the customer feedback right. Above all, customer satisfaction towards e-banking services between both the banks SBI and ICICI are good. In spite, some aspects are to be addressed well in advance to draw due attention of the customers in future.

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