

Linking Service Quality And Customer Loyalty In The Digital Banking Platforms

Ms. Rashmi Umarji¹, R. Gayathri Bai², Prof. Veena T³, Dr. Veena A Karagudari⁴

¹Assistant Professor, Department of Commerce and Management Dayananda Sagar College of Arts, Science and Commerce, Bengaluru

²Principal BNM Degree College, Bengaluru

³Principal, Jindal College for Women, Bengaluru

⁴Director, Department of Post Graduation, Jindal College for Women, Bengaluru

Abstract

The primary objective of this paper is to examine the relationship between customer satisfaction and service quality in the context of online banking. It aims to explore how well customers are satisfied with the quality of service provided and to identify any gaps between their expectations and perceptions of the services offered by online financial providers. The study employs a convenient sampling method, gathering data from 100 respondents, with the analysis utilizing the percentage method. The findings indicate that customers are generally highly satisfied with the services provided by the online banking sector. Key factors contributing to this satisfaction include continuous improvement in service quality, ease of access to banking websites, and significant time savings. While the overall satisfaction is high, the study also reveals some areas of concern, such as dissatisfaction with security measures and the fees associated with using online banking services. Despite the advanced nature of the services, these aspects remain a challenge for some customers.

Keywords: Satisfaction, Expectation, Service quality, Online Banking, Customer.

Introduction

The banking sector plays a major and very critical component of the world economy by providing different financial services to who needed like Individual, government and business houses. Financial services encompass a wide range of economic services provided by the finance industry, including banking, insurance, investment, and wealth management. These services play a crucial role in the economy by facilitating the flow of capital and liquidity in the marketplace. By getting and improving awareness of financial services is crucial for both consumers and providers. Awareness levels and service quality can significantly impact on the customer satisfaction financial services which may reflect on well-being of individuals and the effectiveness of financial institutions. The government bodies are bringing the awareness on the banking services and educating the public regarding service even it is online or off line services. while using these services how far the customers are satisfied is a big question to the service providers either their meeting the customer expectation or there has to improve in any aspects which customers are more likely to perceives because the service quality and customer satisfaction are both sides of the same coin. Increasing awareness of financial services is essential for fostering financial inclusion and stability.

Review Of Literature

Technology is very useful to customers to do online banking (Dr.S.Sangeetha 2020)connectivity, credibility , access and reliability these are consideration assessed by e-banking serviceproviders(Dr.Jagdeep singh 2018) customer services being an integral part of

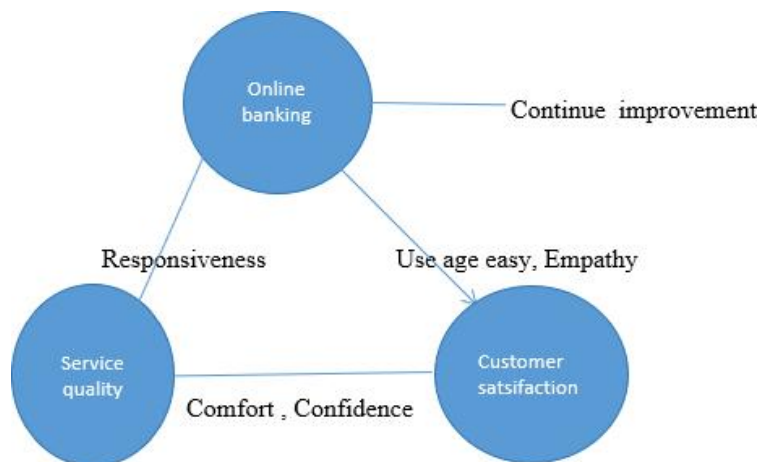
banking and the dynamic nature of technology and time may lead to change in customer preference with this there is a need for introduce new services and strategies to attract the customers(C.K.Sunith 2019) the gap between teenagers and adults so the adults and senior citizen need some awareness about the technical aspects (Ms.J.Swathi Nayak, Mrs Madhura and Dr.Raghavendra B, 2023).Responsiveness , security and site atheistic in order are the major factors which strongly leads to customer satisfaction.(Jasveen Karu and Balijit Karu 2022). Jaenudin and Evi Verawati (2022) there is a positive and significant influence of service quality to the customer satisfaction in this way company should perform qualified services and make continues improvements.

Objectives Of The Study:

1. To study the customer satisfaction towards online financial service
2. To know which factors, effect most the customer satisfaction towards online banking service.

Hypothese Of The Study

1. There is no significant association between Age and the factors influencing the use of onlinebanking services.
2. There is no significant association between education and the factors influencing the use of online banking services.



Sources: Researcher Proposed Model

Research Methodology

Table .1

S.no	Methodology in the Study	A Brief Draw of the Study
1	Research Type	Descriptive study
2	Sampling method	Convenient Sampling
3	Size of sample	100
4	Nature of respondents	ACCOUNT HOLDERS
5	Nature of data	Primary and secondary data
	Primary data	ACCOUNT HOLDERSOF DIFFERENT BANKS

	Secondary data	Journals, websites, books, discussion with students
6	Instrument used for research	Self- designed Questionnaire
7	Analysis of Data collected	Frequency and Percentage method is used for data Analysis

Data Analysis

The main objectives of the study is to find out the customer satisfaction on online banking service which depends up on various determinate. The researcher used frequency and percentages tools for data analysis. The selected population are only account holders from the selected area of the study.

Table 2 Demographic profile of the Respondents

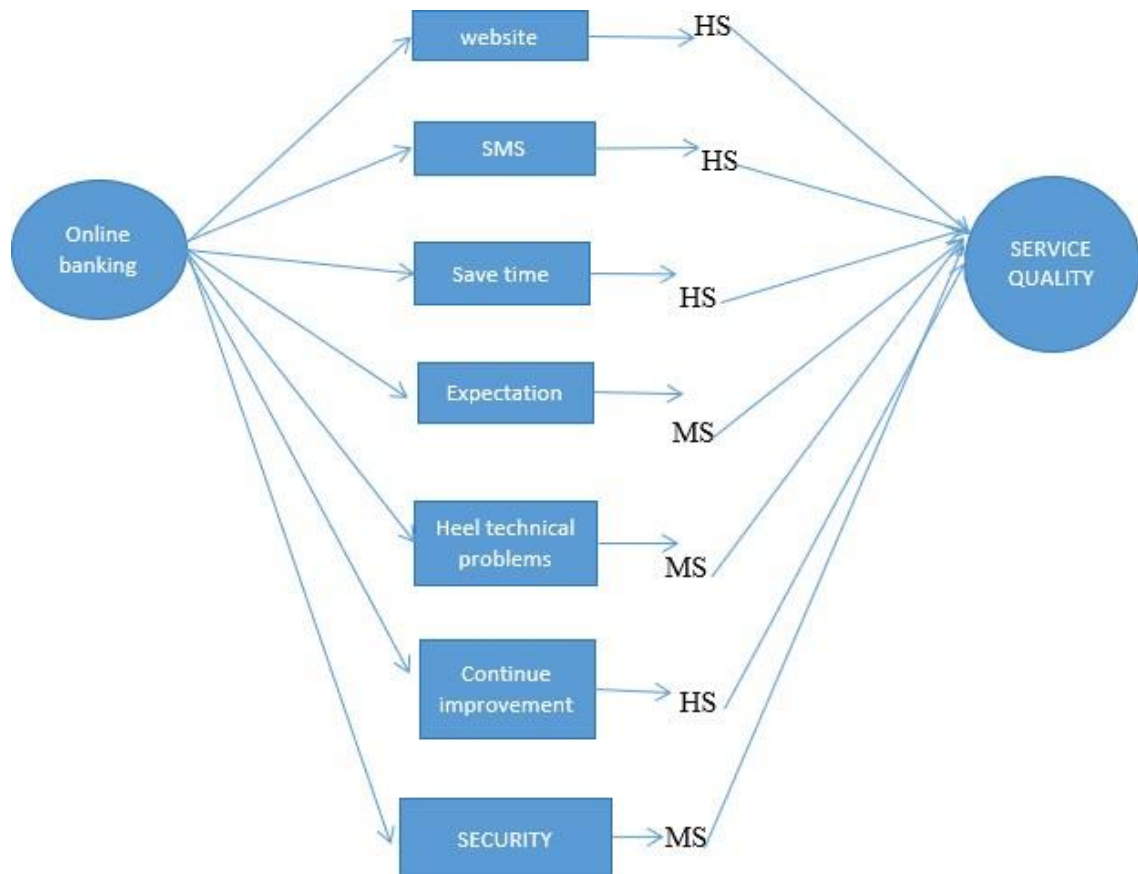
Elements	Frequency	Percentage
Gender		
Male	38	36%
Female	58	64%
Age		
21 yrs. to 26 yrs.	49	49%
27 yrs. to 32 yrs.	30	30%
32 yrs to 38 yrs	18	18%
Education		
SSLC	10	10%
PUC	28	28%
Under graduate	30	30%
Post graduate	16	16%
Professional course	10	10%
Occupation		
Employee	34	34%
Self-employee	20	20%
Business	12	12%
Marital Status		
Signal	20	20%
Married	55	55%
Single parent	15	15%
Account type		
Saving Account	59	59%
Current Account	40	40%
Period of your account		
0-5 years	12	12%
5-8 years	15	15%

8-10years	43	43%
10 and above	30	30%
Often cards used by you		
Debit card	63	63%
Credit card	47	47%
Aware of online banking		
Yes no	100 yes	100
Reasons for going online-banking		
Comfort	Highly agree	
Easy to use	Highly agree	
Confidence	Moderate agree	
Responsiveness	Moderate agree	
Empathy	Moderate agree	
Money less	Highly agree	
Time less	Highly agree	
Communication	Highly agree	
Security	Moderate agree	
Accessibility	Highly agree	
Mostly used for		
Checking account balance	10	12%
Payment of bills	48	48%
Shopping	35	35%
Money transfers	20	20%
Usage of online services		
Everyday	42	42%
Weekly	13	13%
Three time in a week	30	30%
Monthly	15	15%
Satisfaction Determinates(Attractive)		
Determinants	Scales	
My bank assistant me in online operations	Highly satisfied	
My bank website is easy to visit	Highly satisfied	
My bank's ATMs are located as near	Satisfied	
My bank sends SMS to me	Highly satisfied	
My bank makes me aware on online transactions	Highly satisfied	
My bank ensures about the security	Moderate satisfied	
My bank saves my time	Highly satisfied	
My bank service charges while using online banking	Moderate Satisfied	
My bank meets my expectations	Moderate satisfied	

My bank makes continues improvement for quality service	Highly satisfied
My bank heels my technical problems	Moderate satisfied
My bank make online transactions very fast	Highly satisfied

Source: Primary Data

All Over Satisfaction on service quality determinants



Source: Researcher own model

Finding Of The Study

1. In this study majority of respondent are female with (58%) and male with (38%) mainly the womenrespondents are very must interested in online banking services .
2. Majority of respondents are of teenagers with the age of 21 to 26 (49%) and second majority of 27 to 32 with (30%) this shows the teenagers and middle age peoples uses the online banking more.
3. Majority of customers had the education with under graduation with (30%) and the inter places thesecond highest with (28%). The respondents least with post graduate (16%).
4. High percentage of respondent are employees with (34%) and self-employee with (20%). The employees are often uses the online services.
5. Most of the respondents are married with (55%) and unmarried with (20%).
6. Majority of respondents are having saving account with (59%) and most less respondents are withcurrent account (40%).

7. Most of respondents are having more than 10 years of period with (45%) and least with (10%) of 5years.
8. Majority of respondents are using debit card for their online banking with (63%) and least with credit card used with (47%).
9. 100% of the respondents are fully aware of the online-banking services.
10. Majority of respondent with (48%) are online-banking are used for payments of bills and with (35%) for shopping. Lastly, only 10% of respondents are using online banking for balance checking.
11. The usage of online banking every day is the highest percentage with (42%) when compared with weekly and most of the respondents uses the services three time in a week with (35%).
12. The respondents selected some of the reasons for going are comfort, easy to use, moneyless, with in no time the transaction is completed, responsiveness communication and accessibility are very much highly satisfied and moreover the confidence, security empathy also show moderately agree .so, here even its fast technology there is a fear of security.
13. The allover satisfaction of the customers mainly is continuing improvement for quality service, easy to access the website, more on saving time is high factor of satisfied.

Conclusion

The study found that majority of customers are satisfied with the services of the online services of banking sector. Here the service quality and customer satisfaction are the both sides of the same coin. Without the customers there is no services render, so the service provider should take at most proclivity to fill the gap between the expectation and receiving end. Satisfaction level is more in women when compared to men because they are using the online services for shopping without moving anywhere. Comfort level is increased and easy use of account on internet hence, the study concludes that there is no significant relationship between age and education to use these online services.

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