

E- Banking services of State Bank of India**Archana Pandey, Research Scholar****G.S. College, Jabalpur****ABSTRACT-**

Banking Industry is a piece of the economy in the world. Today we are placed in the time of globalization around the world. Worldwide acquaintances have acknowledged globalization as their first vital decision. Improvement in technology has encouraged globalization also. E-commerce, e-marketing, e-banking are today's buzzwords. Banks have transformed them and are offering services through the Internet. Banking institution is indispensable in a modern society. E-banking reduces time, money and efforts so, it is regarded as best practice in today world. Main objective of this research paper is to investigate the modern services quality dimension which affects the customer satisfaction. Sample size of 150 respondents, collected from internet banking users of Jabalpur City, who are using the internet banking services of State Bank of India. An analysis of e-banking services most of the users are like ATM facility, Credit Card facility, fund transfer and bill payment facility. The skills of bank staff should be upgraded continuously through training. Bank must develop various measures for providing satisfaction to the customers for e-banking services.

Key words: E-Banking, ATM, Bill Payment, Fund Transfer

Introduction-

OVERVIEW OF STATE BANK OF INDIA State Bank of India (SBI) is the largest Indian banking and financial services company (by turnover and total assets) with its headquarters in Mumbai, India. It is state-owned. The bank traces its ancestry to British India, through the Imperial Bank of India, to the founding in 1806 of the Bank of Calcutta, making it the oldest commercial bank in the Indian Subcontinent. Bank of Madras merged into the other two presidency banks, Bank of Calcutta and Bank of Bombay to form Imperial Bank of India, which in turn became State Bank of India. The government of India nationalised the Imperial Bank of India in 1955, with the Reserve Bank of India taking a 60% stake, and renamed it the State Bank of India. In 2008, the government took over the stake held by the Reserve Bank of India. SBI provides a range of banking products through its vast network of branches in India and overseas, including products aimed at non-resident Indians (NRIs). The State Bank Group, with over 16,000 branches, has the largest banking branch network in India. SBI has 14 Local Head Offices and 57 Zonal Offices that are located at important cities throughout the country. It also has around 130 branches overseas. With an asset base of \$352 billion and \$285 billion in deposits, SBI is a regional banking behemoth and is one of the largest financial institutions in the world. It has a market share among Indian commercial banks of about 20% in deposits and loans. The State Bank of India is the 29th most reputed company in the world according to Forbes. Also SBI is the only bank featured in the coveted "Top 10 Brands of India" list in an annual survey conducted by Brand Finance and The Economic Times in 2010. The banking industry plays an important role in the economic development of a country. It supplies the lifeblood-money that supports and fosters growth in all the industries. Growth of the banking sector is measured by the increase in the number of banks' branches, deposits, credit, etc. In analyzing the banking sector, it indicates the direction in which the country's economy is moving. SBI is the oldest bank of India and India's largest commercial bank, which is a government, owned bank was established in 1806. The bank provides a wide array of banking products through their effective network not only in India but also overseas. The bank has about 18,266 branches, including 4,724 branches of its five Associate Banks, and is also accountable for one-fifth of the loans of India. It has about 8500 ATMs across the nation.

The subsidiary banks of the SBI include:

- State Bank of Indore
- State Bank of Bikaner & Jaipur
- State Bank of Hyderabad
- State Bank of Mysore
- State Bank of Patiala

State Bank of Travancore The various services offered by SBI can be divided into 6 main segments. These are:

- Personal Banking
- Agricultural or Rural Banking
- NRI Services
- Corporate Banking
- International Banking
- Other Services

E-Banking in India -

Over the last decade India has been one of the fastest adoptions of information technology, particularly because of its capability to provide software solutions to organizations around the world. The system provides customer- specific information in the form of account balances, transaction details, and statement of accounts. General purpose information like interest rates, branch location, bank products and their features, loan and deposit calculations are provided in the banks website. The communication is normally done through e-mail. In this system, there is no possibility of any unauthorized person getting into production systems of the bank through internet. In India many services offer online banking, such as –

- 1) Bill Payment Service,
- 2) Funds Transfer (Electronic fund transfer),
- 3) Credit/ Debit Cards,
- 4) Railway ticket booking,
- 5) Investment through internet banking,
- 6) Online Shopping and
- 7) Mobile Recharge etc .

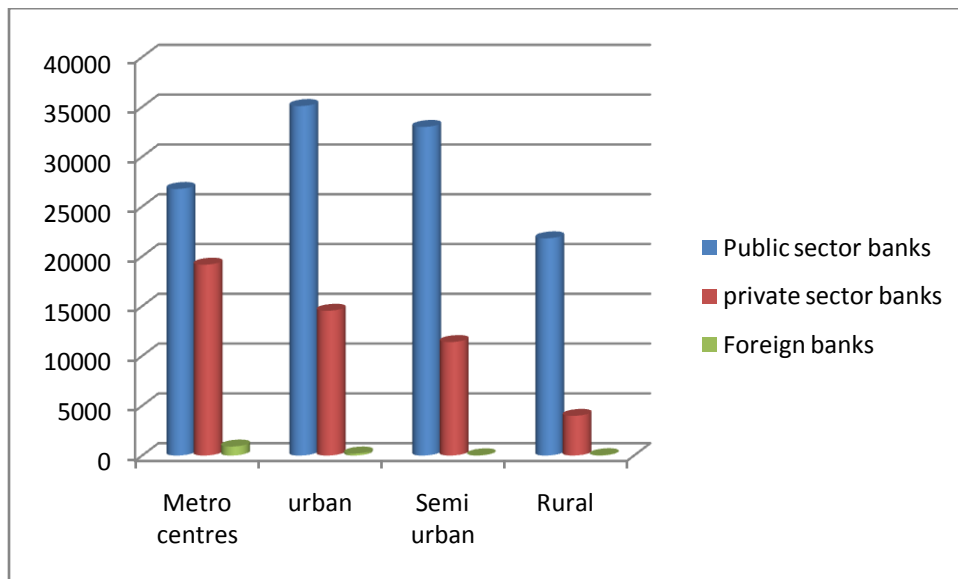
Role of Technology

Technology has started playing a very important role in banking sector. Indian banks are using all the avenues available to increase their reach and penetration. One of the recent technologies that has made the banking system much easier is the ATMs. The statistics that provides the distribution of ATMs in rural and urban areas are shown in Table 1-

Table 1
Distribution of ATMs (Rural-Urban)

Banks	Metro centres	Urban	Semi urban	Rural
Public sector banks	26767	35093	32994	21810
Private sector banks	19163	14535	11394	3982
Foreign banks	903	201	20	32
Total	46833	49829	44408	25792

Source- Based on secondary data (RBI 2014)



Source – Based on Table 1

Literature Reviews

Francis Buttle in his article (2000) reveals that CRM is widely misunderstood by marketing management and misrepresented by software houses. Companies are being sold front-office and back office solutions, but are missing out on the fundamental, Strategic benefits that CRM can provide. CRM at its most sophisticated has the potential to integrate all business processes around the requirements of strategically significant customers, a fact that most IT solutions fail to acknowledge. Akiko Ueno(2010) The paper stressed on the importance of quality. The study finds out the features that are important in supporting service quality. The secondary research found that the human resource functions like recruitment, teamwork are helpful in maintaining service quality. Dr Ravichandran et al(2010) The paper tries to understand socio demographic and rational profile of public retail banking consumers. Also, the importance of service quality dimensions to predict the multidimensional model of behavioral intentions among public sector consumers in India are studied. Loyalty was found to be influenced by operating hours, error free records etc. Service quality parameters like tangibility, responsiveness were

also found to be very important. Sachin Mittal & Rajnish Jain(2010) The role of banking industry and effect of IT based services on customer satisfaction was studied in this paper. The study highlights customer satisfaction levels among young customers in banking industry. A survey indicates the gaps between customer's expectations and perception with respect to IT based banking services. Findings indicated need to improve the IT based services for enhancing customer satisfaction. The studies mentioned above clearly points out to the importance of having a structured study on this where banks in different categories are compared with respect to the service quality aspect which will help them to find out their core competencies and to capitalize on them and at the same time find out the areas where they can improve.

RESEARCH OBJECTIVES

- To study the awareness level of various e-banking services offered by SBI
- To study the effectiveness of advertisements for various e- banking services.
- To study the customer attitude towards the e-services.
- To study various problems faced by customer related to e-banking services.
- To study satisfaction level of customer relating to e-banking services offered by SBI.

RESEARCH HYPOTHESIS

- Healthy association between banks and customers.
- Banking channel is capable of fulfilling economic and social objectives.

RESEARCH METHODOLOGY

SOURCE OF DATA: Primary data is collected by personal interviews through Questionnaire. Some data is collected through Secondary data like Magazines, books, journals and internet.

AREA OF STUDY: The area of study is restricted to Jabalpur city (Madhya Pradesh).

SAMPLE SIZE: For the purpose of the study, a sample of 150 respondents was selected Out of the 150 questionnaire sent out, 150 were received, representing 100%. In the analysis and interpretation of the data, percentage analysis has been used.

RESEARCH RESULTS & DISCUSSIONS (Hypothesis Testing)

- **Healthy association between banks and customers.**

Particular	Male	Female	Total	C.V.	T.V.	C.V.<T.V.
Yes	101	39	140	0.21259	3.841	0.21259<3.841
No	07	03	10			
Total	108	42	150			

Source- Based on Primary data

The table value of χ^2 at 5% significant level for 1 d.f. is 3.841. Since the calculated value of χ^2 is less than table value therefore null hypothesis is accepted.

• **Banking channel is capable of fulfilling economic and social objectives.**

Particular	Male	Female	Total	C.V.	T.V.	C.V.<T.V.
Yes	103	42	145	0.2800	3.841	0.2800<3.841
No	03	02	05			
Total	106	44	150			

Source- Based on Primary data

The table value of χ^2 at 5% significant level for 1 d.f. is 3.841. Since the calculated value of χ^2 is less than table value therefore null hypothesis is accepted.

SUGGESTIONS:

1. Services should be made more accessible.
2. More advertisements for services.
3. In order to increase awareness.
4. Advertisements should be more attractive.
5. Services should be more user-friendly .
6. Improvements required in speed, cost and quality of the services.
7. Staff to be more helpful.

CONCLUSION:

E- banking services are becoming popular day by day. Due to cut-throat competition among various banks, it is important for a bank to offer quality services at competitive prices. SBI has branches all over the country as well as abroad, making it one of the biggest and most popular banks for Indians in the country and abroad. The internet banking has been growing rapidly in India. In recent years, banks offer many internet services; the competition resulted into benefit to the customers. No need of personal visit to bank. E-banking reduces time, money and efforts so it is regarded as best practice in today world. The consumers are provided with various services like ATM, mobile & internet banking, various loans etc., at good interest rates making it more attractive. Therefore, they possess all features which attract customers and satisfy them.

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