

**A STUDY ON CUSTOMER SATISFACTION AND PERCEPTION TOWARDS MOBILE BANKING SERVICES IN
SRIRANGAM, TRICHIRAPPALLI**

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ABSTRACT:

E-Banking has definitely brought more to impart convenience to the customer as well as to the bankers. The ease with which a customer can check his account, make online payments, make error free transactions, economy in costs, reduction in time spent in carrying out business activities, reduce congestion in banking halls, improve delivery system and quick transfer money between accounts has made this mode of banking hugely popular among Indians who are perpetually short of time to visit the bank premises physically. E-banking also provides a host of non-transactional features, which are quite handy to the customer. Mobile banking is one of the e-banking services provided by the banker to do the banking transactions in an effective manner. Hence, the study is undertaken with an objective of knowing customer perception and satisfaction towards mobile banking services in srirangam, Tiruchirappalli district. The data were collected with the help of questionnaire and the data were collected from 50 respondents using mobile banking services. Further, the data were analysed through chi square and anova test. The major findings revealed that mobile banking helps to do the banking transactions in an effective manner.

Keywords: E-banking, Perception, security and satisfaction

INTRODUCTION:

Nowadays, the human society meets the most profound transformations from its entire existence, in which information technology plays a determinant part and has begun to transfer to the networks most of the common activities. The new economy or the digital one resulting from the interaction between the personal computer, telecommunications, Internet and electronics, is characterized by a range of features completely different from the traditional economy and is subjected to the principle according to which the more people involved the bigger the benefit for everyone involved.

Electronic banking (e-banking) is the newest delivery channel of banking services. The definition of e-banking varies amongst researches partially because electronic banking refers to several types of services through which a bank's customers can request information and carry out most retail banking services via computer, television or mobile phone. Electronic banking can also be defined as a variety of the following platforms: internet banking, telephone banking, TV-based banking, mobile phone banking, and PC banking.

SIGNIFICANCE OF THE STUDY:

E-banking refers to electronic banking. E-banking is also called as "Virtual Banking" or "Online Banking". The evolution of electronic banking started from the use of automatic teller machines (ATM) and has passed through telephone banking, direct bill payment, electronic fund transfer and the revolutionary online banking (Alter, 2002). The rise in the e-commerce and the use of internet in its facilitation along with the enhanced online security of transactions and sensitive information has been the core reasons for the penetration of online banking in everyday life. The fundamental shift towards the involvement of the customer in the financial service provision with the help of technology especially internet has helped in reduce costs of financial institutions as well as helped client to use the service at anytime and from virtually anywhere with access to an internet connection. Hence, the study was undertaken to know the customer satisfaction towards e-banking services with special reference to mobile banking services.

LITERATURE REVIEWS:

Safeena et al (2010) determined the consumer's perspective on internet banking adoption. Finding showed that perceived usefulness, perceived ease of use, consumer awareness and perceived

risk are the important determinants of online banking adoption and had strong and positive effect on customers to accept online banking system.

Uppal, R.K (2011) threw light on growth of information technology in various banks. His research objective was to analyze the extent of technological developments in various bank groups. Findings showed as compared to new private sector banks and foreign banks, in public sector banks very less IT has taken place. The maximum technology was taken place in new generation private sector banks and foreign.

Rao, K. Rama Mohana and Lakew, TekesteBerhanu (2011) examined the service quality perceptions of customers of public sector and private sector banks in the city of Visakhapatnam, India. The author revealed that the Reliability and Assurance dimensions of service quality scored the highest ratings while the Tangibles dimension got the lowest score. Moreover, the study found a strong dissimilarity in service quality perceptions between customers of private sector and public sector banks.

Santhiyavalli, G. (2011) determined the customer's perception of service quality of the select branches of State Bank of India and studied the major factors responsible for their satisfaction. In this research SERQUAL Model had been used and study indicated that among five dimensions 'Reliability', 'Responsiveness', 'Empathy' and 'Tangibility' are the major factors responsible for customer satisfaction.

STATEMENT OF THE PROBLEM:

E-banking is a result of the growing expectations of bank's customers. Banks has invested heavily to leverage the Internet and transform their traditional businesses into e-businesses in the last ten years. Nationalized and private banks have increasingly resorted to e-business to capitalize on the opportunities of business efficiencies. These banks adopted the Business to Consumer (B2C) e-business model to increase market share, offer better customer service and to reach out to customers at greater geographic distances. Confidentiality, integrity and authentication are very important features of the banking sector and were very successfully managed the world over in pre-internet times. Hence, the study has been undertaken to know the effectiveness of mobile banking services in Tiruchirappalli District.

OBJECTIVES OF THE STUDY:

The study aims at identifying the following objectives:

- To know the overall customer perception towards the mobile banking services
- To ascertain the users level of satisfaction with mobile banking services.

- The study also aims at knowing whether demographic variables of the customer have influence on customer satisfaction on mobile banking services.

HYPOTHESES:

- There is no significant association between age and conveniently assessable, security, service efficiency, privacy information, easy learning and reduces waiting time.
- There is no significant association between account type and conveniently assessable, security, service efficiency, privacy information, easy learning and reduces waiting time.
- There is no significant difference between respondents educational qualification and security measures in mobile banking,
- There is no significant difference between respondents account type and increased service efficiency of mobile banking service

RESEARCH DESIGN AND METHODOLOGY:

For this study descriptive research for selected. This research is one that simply describes demographic of customers who use the mobile banking and customer perception about mobile banking services. Questionnaire is used as a data collection instrument. This questionnaire is a structured one and it consist of dichotomous questions and multiple choice questions. This questionnaire is used to collect the opinion feeling and attitudes of the respondents. The sample size for this study is fifty and the method used for selection is random sampling. The samples were the selected in Srirangam at Tiruchirappalli District.

ANALYSIS AND INTERPRETATION:**TABLE NO. 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

DEMOGRAPHIC PROFILE	PARTICULARS	RESPONDENTS	PERCENTAGE
AGE	21-30 years	46	92
	31-40 years	02	4
	Above 40 years	02	4
GENDER	Male	27	54
	Female	23	46
QUALIFICATION	Graduate	19	38
	Post Graduate	28	56
	Professional	03	06
OCCUPATION	Self Employed	6	12
	Government Employee	5	10
	Private Employee	29	58
	Professionals	4	08
	Others	6	12
MARITAL STATUS	Married	11	22
	Unmarried	39	78
NAME OF THE BANK	Public sector banks	12	24
	Private sector banks	38	76
TYPE OF ACCOUNT	Current account	12	24
	Savings bank account	38	76
PERIOD OF USING MOBILE BANKING SERVICES	Below one year	30	60
	1 – 3 years	15	30
	Above 3 years	05	10

From the above Table No. 1 it is clear that 92% of the respondents using mobile banking services are in the age group of 21-30 years, 54% of them are males, 56% of the respondents are post graduates, 58% of the respondents using this service are employed in the private concern, 78% of them unmarried, 76% of the respondents using the services mobile banking services of private sector banks, 76% of them operating saving bank account and 60% of the respondents indulged this service for the period of below one year.

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TABLE NO. 2: CONVENIENTLY ASSESSABLE

CONVENIENTLY ASSESSABLE	Frequency	Percent
Yes	38	76.0
No	12	24.0
Total	50	100.0

The above table reveals that 76% of the respondents agree that mobile banking services are conveniently assessable at any places whereas 24% of the respondents disagree with convenient accessibility.

TABLE NO.3: FACTORS PROMOTE TO USE

Promoting factors	Frequency	Percentage
Reduced time of transactions	20	40.0
Cost effectiveness	4	8.0
Ease of use	21	42.0
Technology Savvy	5	10.0
Total	50	100.0

The above table depicts that 42% of the respondents preferred to use mobile banking service for the purpose of ease of use, 40% of the respondents preferred to use due to reduced time of transactions, 5% of the respondents preferred for the reason for adopting new technological savvy and 8% of the respondents prefer due to cost effectiveness.

TABLE NO. 4: ENOUGH SECURITY

Security	Frequency	Percentage
Yes	43	86.0
No	7	14.0
Total	50	100.0

The above table stated that 86% of the respondents agreed that enough security measures had been provided by the banker to the customer using mobile banking services and only 14% of the respondents stated that security measures provided by the bankers are not enough to the mobile banking users.

TABLE NO. 5: CUSTOMER OPINION ABOUT MOBILE BANKING SERVICES

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Reduced waiting time	11 (22%)	30 (60%)	6 (12%)	2 (4%)	1 (2%)
Increased service efficiency	6 (12%)	25 (50%)	14 (28%)	3 (6%)	2 (4%)
Easy learning	10 (20%)	25 (50%)	11 (22%)	4 (8%)	-
Less mental effort	5 (10%)	24 (48%)	13 (26%)	4 (8%)	4 (8%)
Easier than Traditional Banking	12 (24%)	22 (44%)	11 (22%)	3 (6%)	2 (4%)
Not possible while Poor network	8(16%)	23 (46%)	13 (26%)	5 (10%)	1 (2%)
Privacy of information	7 (14%)	21 (42%)	13 (26%)	9 (18%)	-

From the above table no. 5 illustrated that 60% of the respondents agreed that mobile banking services reduced the waiting time of the customers for making banking transactions. Half of the percentage of the respondents agreed that mobile banking service increased the service efficiency of the banker and learning its usage is easy and 16% of the respondents strongly agreed that it impossible to use this service where there no network especially in rural areas.

TABLE NO. 6: ONE WAY ANOVA BETWEEN AGE AND CONVENIENTLY ASSESSABLE, SECURITY, SERVICE EFFICIENCY, PRIVACY INFORMATION, EASY LEARNING AND REDUCES WAITING TIME

Null Hypothesis: There is no significant association between age and conveniently assessable, security, service efficiency, privacy information, easy learning and reduces waiting time.

Factors		Sum of Squares	df	Mean Square	F	Sig.
Conveniently assessable	Between Groups	.250	2	.125	.664	.520 (Insignificant)
	Within Groups	8.870	47	.189		
	Total	9.120	49			
Security action	Between Groups	.341	2	.170	.330	.720 (Insignificant)
	Within Groups	24.239	47	.516		
	Total	24.580	49			
Increased service efficiency	Between Groups	2.087	2	1.043	1.229	.302 (Insignificant)
	Within Groups	39.913	47	.849		
	Total	42.000	49			
Privacy information	Between Groups	2.002	2	1.001	1.107	.339 (Insignificant)
	Within Groups	42.478	47	.904		
	Total	44.480	49			
Easy learning	Between Groups	1.054	2	.527	.722	.491 (Insignificant)
	Within Groups	34.326	47	.730		
	Total	35.380	49			
Reduces waiting time	Between Groups	.616	2	.308	.434	.650 (Insignificant)
	Within Groups	33.304	47	.709		
	Total	33.920	49			

From the above anova table test result revealed that the calculated value is greater than the table value. Hence Null hypothesis is accepted. Therefore it is concluded that there is no significant difference between respondents age such as 20-31 years, 31-40 years and above 40 years and conveniently assessable, security, service efficiency, privacy information, easy learning and reduces waiting time.

TABLE NO. 7: ONE WAY ANOVA BETWEEN ACCOUNT TYPE AND CONVENIENTLY ASSESSABLE, SECURITY, SERVICE EFFICIENCY, PRIVACY INFORMATION, EASY LEARNING AND REDUCES WAITING TIME

Null Hypothesis: There is no significant association between account type and conveniently assessable, security, service efficiency, privacy information, easy learning and reduces waiting time.

Factors		Sum of Squares	df	Mean Square	F	Sig.
Conveniently assessable	Between Groups	.002	1	.002	.008	.928 (Insignificant)
	Within Groups	9.118	48	.190		
	Total	9.120	49			
Security action	Between Groups	1.453	1	1.453	3.015	.089 (Insignificant)
	Within Groups	23.127	48	.482		
	Total	24.580	49			
Increased service efficiency	Between Groups	.070	1	.070	.080	.778 (Insignificant)
	Within Groups	41.930	48	.874		
	Total	42.000	49			
Privacy information	Between Groups	.835	1	.835	.919	.343 (Insignificant)
	Within Groups	43.645	48	.909		
	Total	44.480	49			
Easy learning	Between Groups	1.617	1	1.617	2.299	.136 (Insignificant)
	Within Groups	33.763	48	.703		
	Total	35.380	49			
Reduces waiting time	Between Groups	.030	1	.030	.042	.838 (Insignificant)
	Within Groups	33.890	48	.706		
	Total	33.920	49			

From the above anova table test result revealed that the calculated value is greater than the table value. Hence Null hypothesis is accepted. Therefore it is concluded that there is no significant association between account type and conveniently assessable, security, service efficiency, privacy information, easy learning and reduces waiting time.

TABLE NO. 8: RELATIONSHIP BETWEEN QUALIFICATION AND SECURITY MEASURES

Null hypothesis: There is no significant difference between respondent's educational qualification and security measures in mobile banking service.

QUALIFICATION	Yes	No	TOTAL
Graduate	16	3	19
post graduate	26	2	28
Professionals	1	2	3
Total	43	7	50

$$\chi^2 = 8.055, \text{ d.f. } 2, \text{ p-value} = .018$$

The above chisquare test result reveals that p-value .018 is lesser than the table value. Hence null hypothesis is rejected at 5% level of significance. So it is concluded that there is a significant difference between respondent's qualification and opinion about the security measures provided by the banker for mobile banking service.

FINDINGS:

- 92% of the respondents in the age group of 20-30 years
- Majority of the respondents are male
- More than three-fourth of the respondents are unmarried.
- More than half of the respondents using mobile banking services are postgraduates.
- 58% of the respondents using mobile banking services are employed in the private concern.
- 76% of the respondents having an account in public sector bank and the same percentage of the respondents operating savings bank account.
- 60% of the respondents using mobile banking services for a period of below one year
- Majority of the respondents agree that mobile banking services are conveniently assessable at any places
- 42% of the respondents prefer to use mobile banking service for the purpose of ease of use.
- 60% of the respondents agreed that mobile banking service helps to reduce the waiting time of the customers.
- 50% of the respondents agreed that mobile banking increased the service efficiency of the banker and it is easy learning procedure to use mobile banking services.
- 48% of the respondents agreed that the interaction with the banker through mobile banking service takes less mental effort.

- 44% of the respondents agreed that mobile banking services are very easier to do the banking transactions than traditional banking.
- It is revealed from the anova test result that there is no significant difference between respondents age such as 20-31 years, 31-40 years and above 40 years and conveniently assessable, security, service efficiency, privacy information, easy learning and reduces waiting time.
- Anova test result concluded that there is no significant association between account type and conveniently assessable, security, service efficiency, privacy information, easy learning and reduces waiting time.
- The chi square test revealed that there is a significant difference between respondent's qualification and opinion about the security measures provided by the banker for mobile banking service.

SUGGESTIONS:

The following are the various suggestions drawn from the above research work:

1. The various campaigns should be launched to disseminate the usefulness of the technology.
2. More improvement in the quality of the services increases the customer E-satisfaction.
3. Broadening the knowledge of mobile banking to be able to access to the services, so they do not hesitate to use the services.
4. Telecoms and banks should work hand-in-hand to offer a high quality service and can reach to customer satisfaction in security way.
5. The navigational functions and compatibility of mobile banking application should enhance in order to increase the speed of online system responses to customer.

CONCLUSIONS:

E-banking can improve a bank's efficiency and competitiveness, so that existing and potential customers can benefit from a greater degree of convenience in effecting transactions. This increased level of convenience offered by the bank, when combined with new services, can expand the bank's target customers beyond those in traditional markets. The e-banking revolution has fundamentally changed the business of banking by scaling borders and bringing about new opportunities. In India also, it has strongly impacted the strategic business considerations for banks by significantly cutting down costs of delivery and transactions.

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