

# A STUDY ON SBI CUSTOMERS' SATISFACTION TOWARDS E- BANKING SERVICES

**Author**

Sandhya S

Assistant Professor

Commerce and Management Department

MMK and SDM Mahila Mahavidyalaya,

Mysuru, Karnataka 570004.

## ABSTRACT

State Bank of India is an Indian multinational, public sector banking and financial services statutory body headquartered in Mumbai. SBI is the 43rd largest bank in the world. It is a public sector bank and the largest bank in India with a 23% market share by assets and a 25% share of the total loan and deposits market. E-banking refers to Electronic banking is a service that allows Customers to access their bank information, conduct financial transactions, make deposits, withdrawals and pay bills through the internet without having to physically visit their bank. This study is conducted in Mysore City and customers using E-banking service in State Bank of India (SBI). The sample size is of 50 respondents consisting of customers who are availing of E-banking services in SBI in Mysore city. The customer is looking for quality services which can provides satisfaction. From the study it is understood that the customers are highly satisfied with the E-banking services in Mysore city which is provided by SBI. SBI has providing various types of E-banking services but customers are not utilizing it in a proper manner. Therefore, hereby suggested that customers should utilize the facility given by banks.

**Keywords:** E-banking, Customer Satisfaction, Commercial Banks

## 1. Introduction

Now- a -days banks are not following the traditional or conventional banking with manual operations. Banks have moved from disbursed to a centralized environment, which shows the impact of technology on banks. Banks are using new tools and techniques to find out their customer's needs and satisfaction and offer them tailor made products and services to make it convenient. The customer is king and the service providers are rushing to pay observance to the king, the financial service providers are trying to provide their services to the Customers in the comfort of their homes. The E-banking has emerged as a convenient channel for these service providers.

E-banking refers to Electronic banking is a service that allows Customers to access their bank information, conduct financial transactions, make deposits, withdrawals and pay bills through the internet without having to physically visit their bank. E-banking is one of the most recent technological innovations, which is becoming a need for every common man so it is becoming "Need to Have" service. It makes the regular transactions for a customer speedy and time efficient with little or no paper work involved.

SBI is a well-known commercial bank which provides many of E-banking services to its customers. Therefore, the present study is being carried out on how this bank provides E-banking services to its customers in Mysore City. For this purpose, present study is being carried out on only selected 50 customers who have an account with SBI Bank in Mysore City.

## 2. Objectives of the study

The following objectives are formulated for the present study:

1. To analyse the awareness among Customers about E-banking Services of SBI in Mysore City
2. To study the reasons for Customers preferring E-banking Services
3. To suggest the remedial measure to improve the quality of services of E- Banking

## 3. Review of Literature

**Lakshmi Narayana et.al (2013)** in their study entitle “A Study on Customer Satisfaction towards Online Banking services with reference to Bangalore city” focuses on investigating the major factors that influence online customers’ satisfaction with the overall service quality of their banks. Assessing the power of these factors in the context of Online (Internet) banking and would, therefore, help the bank management not only in improving the level of satisfaction but also strengthening the bond between the banks and their customers, thereby helping them to retain and expand their overall customer base. Further this study reveals that online banking, to make a customer's banking experience more convenient, efficient, and effective, it becomes even more important to ascertain the customers’ perception of the overall service quality and their satisfaction with the current online banking services.

**Vimala (2015)** has attempted a study on "An Evaluative Study on Internet Banking Security among Selected Indian Bank Customers". This study shows that Internet banking is very convenient and fast, it is mired with several security issues. Banking institutions have taken several measures to ensure safety measures for their customers while performing various transactions online banking sector is one of the major beneficiaries of the Internet revolution and the growth of banking technology products have been remarkably increasing. Internet banking system proves to be very versatile in completing transactions like balance inquiry, withdrawal, deposits, viewing the bank statement, and record of recent transaction. From this study rightly observed that, very few works have focused on the Internet banking, its usage, safety measures and its perceptions, attentiveness level, satisfaction levels, attitudes and behaviour of the internet banking, security issues, and financial frauds.

**Reeta Clonia. (2016)** has conducted study on "E-banking in India: Current and Future Prospects". **Reeta** has examined that E-banking is the most pioneering trend among the customers in the present era of thrust for more expeditious and secured financial services. The transfer from the traditional banking to E-banking has been an elevating amendment in banking dealings. Banking industry in India and additionally discussed the magnification rate and future prospects of the E-banking services provided by the Indian banks in this regard. Economic growth and development of any country is mainly influenced by the advancement of the banking sector in that particular nation.

**Khaled Bin Amir and Dr. Hasina Sheykh (2017)** in their study entitle "Analysis of Customer Satisfaction on Online Banking: A Case Study on “One Bank Limited” has stated that customers are asked about their satisfaction level on online banking. Online banking services of One Bank Limited, is quite good and satisfactory but customers were not aware and willing to take this services. But level of satisfaction is greater for some parameters and less for some parameters. Likewise, customers are satisfied with security and user friendliness of the website of the banks and somewhat neutral in perception with update frequency. For this reason, internet banking has become an important measurement tools to attract larger customer base.

**Sunith C K (2019)** has made an empirical study of customer satisfaction in E-banking services. This study stated that Electronic banking incorporates systems that enable individual customers to access their accounts, transact with speed and obtain current and updated information on latest financial products and services through public or private networks. It accommodates a variety of platforms such as internet banking, telephonic and television based banking, automated teller services, mobile phone banking as well as personal computer based and offline banking services. Customer is distinguished from a consumer in the sense that a customer pays for a product or service while a consumer is the end user who experiences a product or service.

#### 4. Research Methodology

The present study has the following research methodology:

**(a) Sources of Data:** The present research study is based on both secondary and primary data. *Primary data* has been collected by preparing structured questionnaire interview method has been followed to ascertain the information from the customers who are availing of the E- Banking Facilities. In the present study the *secondary data* has been collected from different sources of literature like magazines, newspapers, text books, journals and internet and information from the banking staffs.

**(b) Sample Design:** For the present study purpose, simple convenient random sampling has been selected. This particular survey was directed at only in Mysore City and customers using E-banking service in State Bank of India (SBI). The sample size is of 50 respondents consisting of customers who are availing of E-banking services in SBI.

**(c) Tools and Techniques:** The simple average method and percentage method has been used to analyse the data. The data has been analysed with the help of Tabular method.

#### 5. Analysis of Research Work

##### 5.1 A Brief Profile of the SBI

State Bank of India is an Indian multinational, public sector banking and financial services statutory body headquartered in Mumbai. SBI is the 43rd largest bank in the world. It is a public sector bank and the largest bank in India with a 23% market share by assets and a 25% share of the total loan and deposits market. The bank descends from the Bank of Calcutta, founded in 1806 via the Imperial Bank of India, making it the oldest commercial bank in the Indian Subcontinent. The Bank of Madras merged into the other two presidency banks in British India, the Bank of Calcutta and the Bank of Bombay, to form the Imperial Bank of India, which in turn became the State Bank of India in 1955.

The rich heritage and legacy of over 200 years, accredits SBI as the most trusted Bank by Indians through generations. SBI, the largest Indian Bank with 1/4th market share, serves over 44 crore customers through its vast network of over 22,000 branches, 58,500 ATMs, 66,000 BC outlets, with an undeterred focus on innovation, and customer centricity, which stems from the core values of the Bank - Service, Transparency, Ethics, Politeness and Sustainability. The Bank has successfully diversified businesses through its 11 subsidiaries i.e. SBI General Insurance, SBI Life Insurance, SBI Mutual Fund, SBI Card, etc. It has spread its presence globally and operates across time zones through 233 offices in 32 foreign countries.

The SBI's popular services covered under E-banking include: Automated Teller Machines (ATM) Credit Cards, Debit Cards, Smart Cards, Electronic Funds Transfer System, Mobile Banking, Internet Banking, Telephone Banking, E-Lobby etc.

##### 5.2 Data Analysis and Interpretation:

**Table 1: Gender of Respondents**

Gender	No of Respondents	Percentage
Male	36	76
Female	12	24
Total	50	100

Source: Field Survey

The above table1 shows that 24% of the respondents are female, 76% of the respondents are male. It can be seen that that majority of the respondents are male (76%).

**Table 2: Age Group of Respondents**

Age Group	No of Respondents	Percentage
18-25	31	62
25-35	13	26
35-45	3	6
Above 45	3	6
Total	50	100

Source: Field Survey

From the above table it is observed that, 62% of the respondents belongs to age group between 18 to 25 years, 26% of the respondents belongs to age group between 25-35, 6 % of the respondents belongs to age group between 35-45, and 6 % of the respondents belongs to age group Above 45 years. This is shows that youths are more attracted to E-banking services when compare other age groups.

**Table 3: Educational Level of Respondents**

Educational Level	No of Respondents	Percentage
S S L C	6	12
P U C	4	8
Under graduation	25	50
Post-graduation	15	30
Total	50	100

Source: Field Survey

Table 3 shows that 12% of the respondent's educational level is SSLC, 8% of the respondent's educational level is PUC/equivalent, 50% of the respondents are undergraduates, and 30% of the respondents are Post-graduates. It interprets that majority of the respondents are undergraduates.

**Table 4: Respondents Have Type of Account in SBI Bank**

Type of Account	No of Respondents	Percentage
Savings Account	38	76
Current Account	3	6
FD Account	6	12
RD Account	3	6
Total	50	100

Source: Field Survey

The above table 4 shows that 76% of the respondents have savings account, 6 % of the respondents are current account holder, 12% of the respondents are FD account, 6% of the respondents are RD account. Majority of the respondents have savings account in the SBI bank.

**Table 5: Respondents Know about E- Banking Services**

Know about e- banking Services	No of Respondents	Percentage
Yes	38	76
No	12	24
Total	50	100

Source: Field Survey

The above table 5 shows that 76% of the respondents know about E-banking services, remaining 24% of the respondents don't know about e- banking services. The study reveals that majority of the respondents know about E- banking services.

**Table 6: Respondents are aware about E-Banking services while opening the account**

Aware about E-banking Services	No of Respondents	Percentage
Yes	35	70
No	15	30
Total	50	100

Source: Field Survey

The above table 6 shows that 70% of the respondents are aware about E-banking services while opening the account, 30% of the respondents are not aware about this. It interprets that majority of the respondents are aware about E-banking services while opening the account in SBI.

**Table 7: The Way Respondents Learned about E-banking Services**

Educational Level	No of Respondents	Percentage
Personal visit	12	24
Executive from the bank	5	10
Advertisements	20	40
Friends and Relatives	13	26
Total	50	100

Source: Field Survey

The above table 7 indicate that 24% of the respondents are personally visit they came to Know E-banking services, 10% of the respondents are executive from the bank, 40% of the respondents are from advertisements, 26% of the respondents are from friends and relatives. Majority of the SBI customers are influenced by advertisements they came to know e- banking services.

**Table 8: Respondents are Know about E-banking services**

Particulars	No of Respondents	Percentage
ATM/Debit Card	30	60
Credit Card	2	4
Internet Banking	10	20
Mobile Banking	8	16
Total	50	100

Source: Field Survey

From the above table 8 shows that 60% of the respondents are well known about of ATM /debit card services of the SBI, 4% of the respondents are aware of Credit Card Services, 20% of the respondents are known about Internet Banking and 16% of the respondents are aware of Mobile Banking Services. It interprets that majority of the respondents are aware of ATM card services.

**Table 9: Respondents Use Mode of Internet Baking**

Particulars	No of Respondents	Percentage
Computer	2	4
Mobile	42	94
Other Sources	1	2
Total	50	100

Source: Field Survey

The above table 9 shows that 4 % of the respondents are use computer mode of internet banking, 94% of the respondents are use mobile mode of internet banking 2% of the respondents are use other source mode of internet banking. It reveals that majority of the respondents are used Mobile mode of internet banking.

**Table 10: Respondents Are Performed the Following through E-banking Services**

Particulars	No of Respondents	Percentage
Purchasing of Goods and Services	28	56
Tax filing	4	8
Buying and Selling of stocks bonds etc.	4	8
Fund Transfer	5	10
Others	9	18
Total	50	100

Source: Field Survey

The above table 10 shows that 56% of the respondents are belongs to purchasing of goods and services performance activities through E-banking services, followed by 8% Tax- Filling performance activities, 8% Buying and Selling of stocks and bonds etc. ,10% Fund Transfer and 18% other activities. These data evidenced that majority of the SBI customers are belongs to purchasing of goods and services performance activities through E-banking services.

**Table 11: Factors Influence On Customers the Most to Use of Internet Banking Services**

Factors	No of Respondents	Percentage
All-time availability	25	50
Ease of use	5	10
Nearness	20	40
Total	50	100

Source: Field Survey

The above table 11 indicate that 50% of the respondents are strongly agreed all time availability factors influenced to use internet banking, 10% of the respondents are strongly agreed Ease of use factors influenced to use internet banking, 40% of the respondents are strongly agreed nearness factors influenced to use internet banking. Majority of respondents are opined that all time availability factors influenced to use internet banking.

**Table 12: Respondents Opinion About Benefits of E-banking Services**

Factors	No of Respondents	Percentage
Time saving	14	28
Inexpensive	11	22
Easy processing	20	40
Easy fund transfer	5	10
Total	50	100

Source: Field Survey

From the above table its clears that 28% of the respondents opinion Time Saving benefit provided from E-banking Services, followed by 22% Inexpensive 40% easy processing 10% easy fund transfer. It interprets that majority of the respondents opinion that easy processing benefit provided from E- banking Services.

**Table 13: Respondents Are Extent Satisfied with E-banking Services**

Factors	No of Respondents	Percentage
Highly Satisfied	10	20
Satisfied	35	70
Dissatisfied	4	8
Highly dissatisfied	2	2
Total	50	100

Source: Field Survey

Table 13 shows that 20% of the respondents are expressed that highly satisfied with E-banking services, 70% of the respondents are satisfied, 8% of the respondents are dissatisfied, 2% of the respondents are highly

dissatisfied with Banks internet services. It interprets that Majority of the respondents Satisfied with Banks internet services. Overall it can be observed that majority of the respondents are satisfied with E-banking services which are provided by SBI.

## 6. Major Findings of the Study

- Majority of the respondents are male (76%).
- Majority of the respondents belong to age group between 18 to 25 years (62%)
- Majority of the respondents are undergraduate (50%).
- Majority of the respondents who are participated in the survey they have savings account in SBI (76%)
- Majority of the respondents Know E-banking service from Advertisement (40%).
- Majority of the respondents are aware about E-banking services while opening the account (70%).
- Majority of the respondents are opinion from advertisements they came to know e- banking services (40%).
- Majority of the respondents are aware of ATM/Debit card facility provided by SBI (60%).
- Majority of the respondents use Mobile mode of internet banking (94%)
- The present study evidenced that majority of the SBI customers are belongs to purchasing of goods and services performance activities through E-banking services.
- Majority of the respondents' opined easy processing benefit provided from E- banking Services.
- Majority of respondents are opined that all time availability factors influenced to use internet banking
- Majority of the respondents Satisfied with E-banking Services which are provided by SBI.
- Majority of the respondents opined that easy processing benefit provided from E- banking Services.

## 7. Suggestions

- The bank staffs have to provide good services to the customers.
- Proper training facilities have to be provided to the staffs, so that they can give valid answers to the customers.
- The bank needs to educate the customers regarding the E-banking technology
- The bank has to inform the customers to frequently about online security techniques
- Banks should hold demonstration and provide training to customers to explain about its usage, effectiveness etc., for the usage of all types of E-banking services.
- Banks should encourage the usage of E-banking services by giving incentives
- Banks are providing various types of services but customers are not utilizing it in a proper manner. They have to utilize the facility given by banks.

## 8. Conclusion

At present banking sectors provide different services through E-banking systems. The customer is looking for quality services which can provides satisfaction. From the study it is understood that the customers are highly satisfied with the E-banking services in Mysore city. The suitable services available may be improved to give better customer satisfaction leading to retention of existing customers and attracting new customers. In recent years many changes have been taken place in the banking sectors. These changes do not reduce the errors and mistakes in terms of operational activities. The customers are still facing various problems while using banking transactions. Therefore, the banks need to focus more on service sector and operational activities, which makes the customer more comfort and satisfied in dealing with banking activities.

**REFERENCES:**

- **Lakshmi Narayana et.al (2013)** “A Study on Customer Satisfaction towards Online Banking services with reference to Bangalore city.” International Journal of Research in Management ISSN 2320-2793 (online).
- **Vimala (2015)** "An Evaluative Study on Internet Banking Security among Selected Indian Bank Customers “Amity Journal of Management Research
- **Reeta Clonia (2016)** – “E-banking in India: Current and future prospects” International Journal of Management & Business Studies
- **C K Sunith (2019)** -"Customer Satisfaction in E-banking Services" International Journal of Business and Management Invention (IJBMI) ISSN (Online)
- S S Kaptan and N S Choubay (2003) “Indian Banking in Electronic Era”, Sarup and Sons Publisher.
- Asifulla A (2016) “Introduction to Electronic Banking” Edu creation Publishers.

**Websites**

- [www.researchgate.net](http://www.researchgate.net)
- [www.slideshare.net](http://www.slideshare.net)
- [www.sbi.in](http://www.sbi.in)

**QUESTIONNAIRE**

I kindly request you to spend few minutes in filling this questionnaire.

**Name of Respondents:** .....

**1. Gender of Respondents:**

- I. Male ( )  
 II. Female ( )

**2. Age Group of Respondents:**

- I. 18 – 25 ( )  
 II. 25 – 35 ( )  
 III. 35 – 45 ( )  
 IV. Above 45 ( )

**3. Education Level of Respondents:**

- I. S S L C ( )  
 II. P U C ( )  
 III. Under-Graduation ( )  
 IV. Post-Graduation ( )

**4. Respondents Have Type of Account in SBI Bank:**

- I. Savings Account ( )  
 II. Current Account ( )  
 III. F D Account ( )  
 IV. R D Account ( )

**5. Respondents know about E-Banking service:**

- I. Yes ( )  
 II. No ( )

**6. Respondents are aware about E-Banking services while opening the account:**

- I. Yes ( )



II. No ( )

**7. The way respondents learned about E-Banking service:**

- I. Personal visit ( )
- II. Executive from the bank ( )
- III. Advertisements ( )
- IV. Friends and relatives ( )

**8. Respondents know about E-Banking services:**

- I. ATM or Debit Cards ( )
- II. Credit Card ( )
- III. Internet banking ( )
- IV. Mobile banking ( )

**9. Respondents Use Mode of internet banking:**

- I. Computer ( )
- II. Mobile ( )
- III. Other sources ( )

**10. Respondents are performed the following through E-Banking services:**

- I. Purchasing of goods and services ( )
- II. Tax filling ( )
- III. Buying and selling of stocks, bounds, etc... ( )
- IV. Fund transfer ( )
- V. Others ( )

**11. Factor influence on customers the most to use of internet banking services:**

- I. All time availability ( )
- II. Easy of use ( )
- III. Nearness ( )

**12. Respondents opinion about benefit of E-Banking services:**

- I. Time saving ( )
- II. Inexpensive ( )
- III. Easy processing ( )
- IV. Easy fund transfer ( )

**13. Respondents are extent satisfied with E-Banking services:**

- I. Highly satisfied ( )
- II. Satisfied ( )
- III. Dissatisfied ( )
- IV. Highly dissatisfied ( )