



A Comparative Study on Customer Satisfaction towards E-Banking Services with Special Reference to Karur Vysya Bank and Indian Bank at Chidambaram

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ABSTRACT:

The purpose of the study is to measure the customer satisfaction of people using KVB Bank and INDIAN Bank by Comparative analysis towards e banking services in Chidambaram. For this study, the data collected was from 30 respondents from each banking Chidambaram with the help of questionnaires. This study was conducted with due reference of literature review. This study focused on E banking services of KVB bank and Indian Bank. Analysis was made by the use of statistical tool like percentage and independent sample T-test. This study clearly shows the level of satisfaction of the customers with respect to each and every E banking service rendered by the bank.

Keywords: E-Banking services, Customer satisfaction, comparative analysis.

INTRODUCTION:

E-BANKING:

Electronic banking is that the abbreviation of E-Banking, it's conjointly called virtual banking, on-line banking and net banking. It's the procedure of victimization electronic and telecommunications network to convey varied banking services to folks and corporations. E-banking permits customers to access their account and managing transactions through their laptop, laptop computer or cellular phone.

E-BANKING IN INDIA:

E-banking services square measure launched in Republic of India in 1997. ICICI Bank was the primary bank to initiate E banking services. Nowadays all the banks started providing E-banking services to their customers. Even in outback areas the employment of e-banking is loosely utilized in the varied modes.

KARUR VYSYA BANK:

Karur Vysya Bank could be a regular full service bank in India. It's finished a hundred years of operation and is one among the most important banks in India, headquartered in Karur in province. It had been started in 1916 by M. A. Venkatarama Chettiar and Athi Krishna Chettiar. The bank basically operates in treasury, corporate/wholesale banking and retail banking segments.

INDIAN BANK:

Indian Bank could be a important nationalized bank. It's underneath the management of the Ministry of Finance and Government of Republic of India. It had been supported in 1907 and headquartered in city, India. What is more, it serves over a hundred million customers with forty one,620 workers, 6,004 branches with five,428 ATMs and money deposit machines and is one among the height playing public sector banks in India.

POPULAR SERVICES UNDER E-BANKING IN INDIA

- ATMs (Automated Teller Machines)
- Telephone Banking
- EFT (Electronic Funds Transfer) System
- Mobile Banking
- Internet Banking
- Telebanking

OBJECTIVES OF THE STUDY:

1. To Gain insights over E-Banking services rendered by Indian Bank and KVB Bank
2. To measure the level of Satisfaction towards E-Banking in Indian Bank and KVB Bank
3. To make Comparative analysis of difference in customer satisfaction between Indian Bank and KVB Bank

SCOPE OF THE STUDY:

The study is conducted to measure the customer satisfaction of the people while using E banking services offered by KVB bank and Indian bank through comparative analysis. It tries to insist whether or not there's a big distinction within the mean scores. The study defines concerning the extent of satisfaction towards the services provided by Bank.

LITERATURE REVIEW:

Hasanbanu and Jeya Shree (2003) The objective of study the various factors which influence the People who take housing loans for availing of such loans from public sector banks. It was found out That there is vital scope for housing promotion in India. Banks need to introduce more dynamic and Innovative housing loan schemes and also need to focus on mass customization versus mass market.

Al-Hawari et.al (2005) Developed a comprehensive model of banking automated service quality Taking into consideration the unique attributes of various delivery channels including ATM, Internet Banking, Telephone Banking and other dimensions tested for unidimensionally, reliability and Validity using confirmatory factor analysis. They compiled a list of major dimensions of ATM service Quality based on previous studies. The dimensions include secure locations, user – friendliness of the ATM system, convenient location and function of ATM. These dimensions were also tested by Conducting an empirical study.

Mohamad Rizal Abdul Hamid, Hanudin Amin, Suddin Lada (2007) The study analysing the Availability of the internet banking basic services and the differences of the features. Further, the Researchers can concentrate the problems that facing the institution in both countries. The data were Collected from 9 local banks and 4 foreign banks in Thailand and Malaysia. Finally, the empirical Study concluded that the government should step-in enforcing laws on protecting consumer rights. The government, as the statutory body should provide guidelines for internet banking services and Monitoring over banks operation to ensure their operation are legitimate.

Richard (2011) Studied the “perception towards e-banking: a comparative study of India and Kenya” This study examines the perspectives of customers as well as bankers has towards the use of electronic Devices in the provision of banking services. It focuses on some vital aspects like challenges Experienced by customers and bankers, value attribution to e-banking adaptation and some factors Attracting them to adopt and use e-banking systems. It also analyses the current status and trends of e-Banking indicators in both India and Kenyas The objectives of the study required the study of both customers and bankers order to make a comparative study between India and Kenya.

Puja Khatri and Yukti Ahuja (2011) The purpose of the study is to compared the public and private Sector banks in terms of customer satisfaction and to study the variables of service quality. Hypotheses are framed that is significant difference between respondents’ of public and private sector Banks as regard s different variables of quality. The total number of respondents surveyed were 122 And judgmental sampling technique used in Delhi and NCR. Analysis of the information has been Done by using the statistical package SPSS. Different tools like Mean, Standard deviation and T-test Have been used.

Poonam Sawant, Tandale, R.V. Kulkarni, (2012) Conducted a review on information communication Technology and service quality in banking industry. In this study the number of researches carried out In the area of e-banking in terms of customer’s perception towards e-services, technology, service Quality, privacy and security. Information and Communication Technology (ICT) is important in e-Banking to improve the performance and efficiency of banking transactions and to bring new quality To services as it re-organizes knowledge and effectively incorporates intelligent access to and use of The data in e- banking. The purpose of this study is to offer insights into the e-banking adoption and its Implications for e-banking growth in public and private sector banks in India.

Robert Raja Singh (2014) The thesis highlight the challenge of each bank is to work towards Ensuring that customers prefer its products and services to those of other competing banks. The key to Develop and nurture a close relationship with customers is the appreciation of their needs and Preferences and fulfilment of their requirements. Employment of Information Technology to Appropriately analyse and understand the needs of existing customers better, to ensure that customers Get their benefits and to explore the possibility of cross-selling products to gain a competitive Advantage is the other issue drawing their attention.

SAMPLE DESIGN:

SAMPLE SIZE:

The survey is conducted with sample size of 30 people from each respective banks.

SAMPLE UNIT:

The survey is conducted with people residing at Chidambaram.

SAMPLING TECHNIQUE:

Convenience Sampling Technique is used to collect data from people, which is a type of Non-Probabilistic sampling.

DATA COLLECTION:

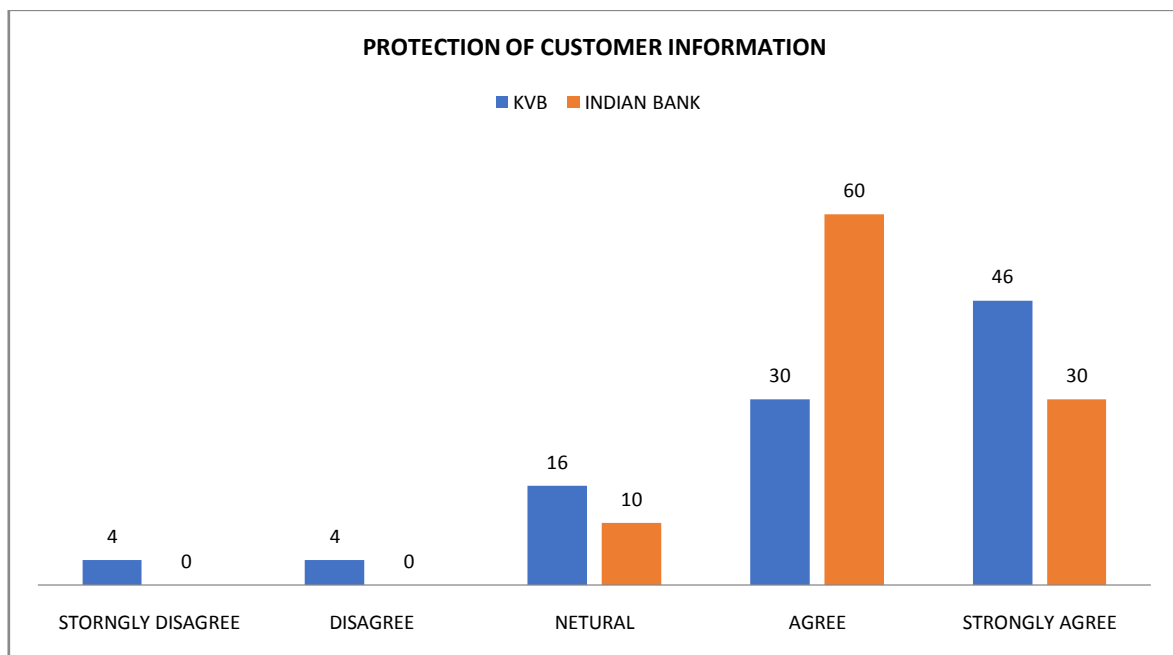
The primary data is collected through questionnaire from the customers of the bank.

STATISTICAL TOOL USED:

- i) Percentage Analysis

TABLE 1: PROTECTION OF CUSTOMER PRIVATE INFORMATION

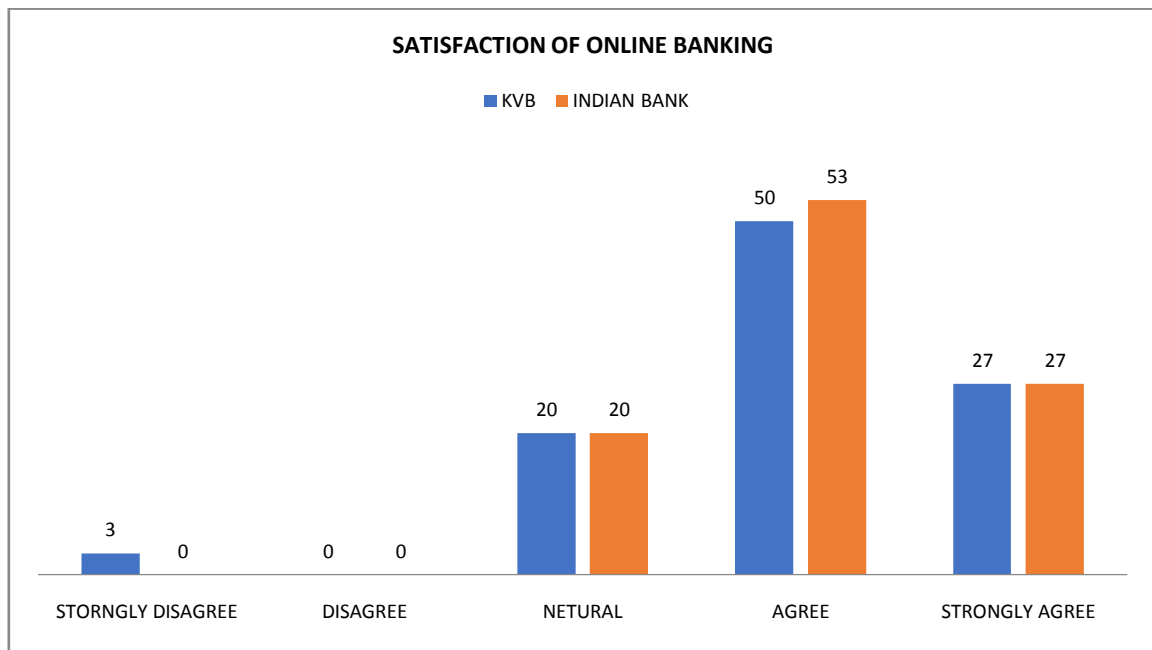
		NO. OF RESPONDENTS		PERCENTAGE	
		KVB	INDIAN BANK	KVB	INDIAN BANK
PROTECTION OF CUSTOMER INFORMATION	STORNGLY DISAGREE	1	0	4	0
	DISAGREE	1	0	4	0
	NETURAL	5	3	16	10
	AGREE	9	18	30	60
	STRONGLY AGREE	14	9	46	30
	TOTAL	30	30	100	100

**INTREPRETATION:**

This shows the Protection of customer information while using E banking services, in case of KVB bank it is found that 4% have strongly disagree, 4% of disagree, 16% of neutral, 30% of agree, and 46% of strongly agree the protection of customer private information. In case of Indian bank it is found that 10% of neutral, 60% of agree, 30% of strongly agree the protection of customer information.

TABLE 2: SATISFACTION OF ONLINE BANKING

		NO. OF RESPONDENTS		PERCENTAGE	
		KVB	INDIAN BANK	KVB	INDIAN BANK
SATISFACTION OF ONLINE BANKING	STORONGLY DISAGREE	1	0	3	0
	DISAGREE	0	0	0	0
	NETURAL	6	6	20	20
	AGREE	15	16	50	53
	STRONGLY AGREE	8	8	27	27
	TOTAL	30	30	100	100

**INTREPRETATION:**

This shows the satisfaction of online banking provided by the bank, in case of KVB bank it is found that 3% have strongly disagree, 20% of neutral, 50% of agree, and 27% of strongly agree the satisfaction of online banking.

In case of Indian bank it is found that 20% have neutral, 53% of agree, 27% of strongly agree the satisfaction of online banking.

ii) T-TEST:

1. Security and Privacy:

Table-1: Data Analysis of Security and Privacy for KVB & IND Bank:

Mean	KVB (3.9)	IND (4.33)
(T<=t) one-tail	0.023145349	
t Critical one-tail	1.672028889	
P(T<=t) two-tail	<u>0.046290698</u>	
t Critical two-tail	2.002465444	

HYPOTHESIS:

Null Hypothesis (H0): There is no Significance different between KVB Bank and Indian Bank in Security and Privacy

Alternative Hypothesis (H1): There is Significance different Between KVB Bank AND Indian Bank in Security and Privacy.

INTERPRETATION:

P value is **0.046**, it is less than level of significant **0.05**, So accept the H1 and reject H0, The alternative hypothesis is there is significant different KVB Bank and INDIAN Bank in Security and Privacy. The Security and Privacy of the Indian bank is better than KVB Bank, the mean value of KVB Bank is 3.9 and Indian Bank is 4.33.

FINDINGS:

The Security and Privacy of the Indian bank is better than KVB bank, the people using KVB bank feel more secure and safe while using the services.

2. Performance:**Table-2:** Data Analysis of Performance for KVB & IND Bank.

Mean	KVB (3.56)	IND (4.3)
P(T<=t) one-tail	0.007924731	
t Critical one-tail	1.672028889	
P(T<=t) two-tail	0.015849462	
t Critical two-tail	2.002465444	

HYPOTHESIS:

Null Hypothesis (H0): There is no Significance different between KVB Bank and Indian Bank in Performance.

Alternative Hypothesis (H1): There is Significance different Between KVB Bank AND Indian Bank in Performance.

INTREPRETATION:

P value is **0.015**, it is less than level of significant **0.05**, So accept the H1 and reject H0, The alternative hypothesis is there is significant different KVB Bank and INDIAN Bank in Performance. The Performance of the Indian bank is better than KVB Bank. the mean value of KVB Bank is 3.56 and Indian Bank is 4.3.

FINDINGS:

The Performance of the Indian bank is better than KVB Bank. The people using Indian bank are highly satisfied with the performance of the banking systems.

SUGGESTIONS AND CONCLUSION:

It is clearly seen that customers of Indian Bank are more satisfied than the customers of KVB bank. So KVB bank has to increase the efficiency on their services to satisfy more customers and increase their customer base. Indian bank satisfies customers but it also has some minor issues while providing services to customers. Hence by overcoming those minor issues Indian bank will be a good bank among the people. (Table.2)

The customers were found to be satisfied with certain services and they expressed their desire to improve some of the services in future. The online banking that satisfied it's customers in all dimensions will surely succeed.

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