

CUSTOMER SATISFACTION ON SECURITY SYSTEM IN E-
BANKING SERVICES WITH SPECIAL REFERENCE TO
CHENNAI CITY

S.Poornima¹, Dr.R.Sridharan²

¹Research Scholar, Department of Commerce, College of Science and
Humanities,

SRM Institute of Science and Technology, Chennai – 603203

²Associate Professor, Department of Commerce, College of Science and
Humanities,

SRM Institute of Science and Technology, Chennai – 603203

**S.Poornima¹, Dr.R.Sridharan², Customer Satisfaction On Security System In E-
Banking Services With Special Reference To Chennai City– Palarch's Journal of
Archaeology of Egypt/Egyptology 17(6) (2020). ISSN 1567-214X.**

Keywords: E-banking, Customer Satisfaction, Service quality, Security, Privacy

ABSTRACT

The banking trade consumes remained speedily rising the usage of E-banking such as a well-organized also feasible device towards make consumer rank. It remains unique of the wide spread facilities accessible via the traditional banks into offer quicker also dependable facilities towards wired consumers. By the speedy growth of CPU too such as a viable too E-banking can stand used toward interest additional consumers to execute banking transactions now connected banks. But, the main problematic of E-banking met via the suppliers exists that a huge amount of the banks consumers are not prepared to usage the E-banking facilities obtainable. This occurred payable to the facilities obtain able over E-banking takes however to fulfill their consumers. Customer satisfaction remains a vital aspect to support banks to endure viable benefits. Hence, the determination of this study is to examine and observe the issues which effect customer satisfaction to E-banking. Designed questionnaire survey also interview were used in gathering the data, a sample of 64 respondents providing valued response also a reaction concerning to the overhead issues that affect clients conclusion to do E-banking.

INTRODUCTION

The banking trade is individual of the majority main trade, mainly banks contain their have banking websites as stir to raise their efficiency. E-banking brings expediency to clients and encourages customers to perform dealings added simply also competently through the banking website. E-banking also helps the banks to ease their in utilize expenditure The growth of e- banking is reliant on the rapidity of internet entrée, E-banking was

primary introduced in India in 1997. To persuade customers require, various types of goods also services be provided via the banks throughout Internet banking websites. The surfacing of E-Banking altered the whole fixed banking and fiscal method into a new era of banking technology and online financial system making it most popular and widely used in this internet era. The banks are more focused on innovation and to provide secured E-banking services which benefits both banks and customers. This led to a bonding relationship between the customers and the bank by providing anytime and anywhere banking services.

Security and privacy risks in e-banking services: The raise in Cyber Crime/Threats / Frauds in E-Banking, has impacted the customers and banks mainly like

- Loss of Customer and input significant information by banks, Defeat of funds from Customer Accounts.
- Hoax calls, SMS and emails, Enchanting control of the bank's network or customer system i.e. Personal Computer (PC), Mobile, bank server etc.,
- Defeat/theft of data specially client responsive information from PC, Mobile or while using ATM, EDC etc. like User ID, Password, PIN no., Card details, CVV no. etc.,
- SMS hacking – steals verification facts, mobile is hacked and hoax SMS etc.,
- Removing of records from client PC / Mobile etc. with at era still bank database like consumer relation facts etc.

REVIEW OF LITERATURE

Fozia (2013) determined that the consumer's opinion on e-banking services. In which it specified that the dissimilar age set also dissimilar occupation of clients take altered view to the e-banking facilities. Also it conditions that observed helpfulness, perceived comfort of usage, user alertness & observes threat exist the essential factors of virtual banking acceptance also take tough as well as progressive result on consumer to receive wired banking structure.

Priyanka (2017) created happening study revealed E-banking is the recent banking facility providing through banks to its clients. In this time of globalization, tools play a main part in victory of association. Customer satisfaction is also essential to live in this modest domain for each secure also consumer satisfaction be contingent on facility value provided via fixed. E- banking is the facility which is providing through banks to fulfill its clients.

Sharaff N.A.et. al. (2016) specified wired banking essential to progression great level safety in instruction to deliver safe, reliable, as well as forceful wired environs which assurances protected statistics broad cast also character of together bank and client. Absence of security could principal to a lesser amount of faith otherwise firm to belief approach towards wired banking.

Internet banking has increased advanced acceptance from the consumers who stand very supportive of different tools. Internet banking acts as a kind of banking intermediation which makes action through Internet (Ahanger, 2011).

OBJECTIVES OF THE STUDY

- To find out the satisfactions of customers towards security systems and privacy those are offered by their respective banks.
- To study the influence of technical issues and facility issues that related to

security of e-banking wise public sector, private and foreign banks.

- To assess the leading difficulties and problems while functioning ATM, EDC, Net banking and mobile banking.

RESEARCH METHODOLOGY

Sample Method: The sampling technique used in for the study was Non-Probability convenient Sampling. The primary cause for use convenient sampling was the non-availability of consumer report for Random Sampling frame. Yet although residents is defined but the convenient approach is complicated to classify the randomized customers.

Sample Size: A Sample of 64 respondents was chosen. The study was carried out in Chennai city by selecting the respondents who are using E-banking.

DATA ANALYSIS

Table 1.1 Age of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
18 - 30 years	32	50.0	50.0	50.0
31 - 40 years	21	32.8	32.8	82.8
Valid above 41 years	11	17.2	17.2	100.0
Total	64	100.0	100.0	

Table 1.1 shows that 50% majority of the respondents are 18-30 age group. 17.2% of respondents are above 41 age group.

Table 1.2 Monthly Income of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
upto Rs. 30000	24	37.5	37.5	37.5
Valid Rs. 31000 - Rs. 1,00,000	28	43.8	43.8	81.3
Above Rs. 1,00,000	12	18.8	18.8	100.0
Total	64	100.0	100.0	

Table 1.2 shows that 43.8% majority of the respondents monthly income are Rs.31000- Rs.1,00,000.18.8% of the respondents income are above Rs.1,00,000.

Table 1.3 Occupation of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Business	18	28.1	28.1	28.1

Professional	20	31.3	31.3	59.4
Valid Student	16	25.0	25.0	84.4
Others	10	15.6	15.6	100.0
Total	64	100.0	100.0	

Table 1.3 shows that 31.3% most of the respondents are professional. 15.6% of the respondents are others.

One way ANOVA Test showing different banking sector and their Security system towards E-banking services

Table 1.4 Comparison between Income and Public Sector Bank ANOVA

Monthly Income of the respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.475	4	7.119	79.616	.000
Within Groups	5.275	59	.089		
Total	33.750	63			

Table 1.5 Comparison between Income and Private Bank ANOVA

Monthly Income of the respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.158	4	7.040	74.273	.000
Within Groups	5.592	59	.095		
Total	33.750	63			

Table 1.6 Comparison between Income and Foreign Bank ANOVA

Monthly Income of the respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.271	4	6.068	37.769	.000
Within Groups	9.479	59	.161		
Total	33.750	63			

INFERENCE:

The hugeness esteem is 0.000 which is under 0.05 in this way the model measurably Essentialness in anticipating comparison relationship between income and public sector bank, private bank, foreign bank the customer satisfaction. Since, F determined is more noteworthy than the F basic public sector bank (value=79.616), private bank (value=74.273), foreign bank (value=37.769). Here displays effective general miniature act critical.

Descriptive statistics of the respondents on the opinion about the security system in E- banking**Table 1.7 Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Confidentiality	64	1	3	1.81	.774	.599
SMS and Mail alert	64	1	3	1.91	.750	.563
Cost effectiveness	64	1	3	1.91	.706	.499
Trust on Security	64	1	3	1.62	.701	.492
Service Quality	64	1	3	1.81	.732	.536
Valid N (list wise)	64					

INFERENCE:

In this analysis of descriptive statistics it is seen that the highest mean is 1.91 which indicates that SMS & Mail alert and Cost effectiveness can be highly useful for consumer's security on e-banking. The mean for trust on security cost is 1.62.

Table 1.8 Correlation Statistics

		Trust on Security	Service Quality	Confidentiality	SMS and Mail alert	Cost effectiveness
Trust on Security	Pearson Correlation	1	.850**	.862**	.807**	.793**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	64	64	64	64	64
Service Quality	Pearson Correlation	.850**	1	.946**	.922**	.917**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	64	64	64	64	64

Confidentiality	Pearson Correlation	.862**	.946**	1	.926**	.896**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	64	64	64	64	64
SMS and Mail alert	Pearson Correlation	.807**	.922**	.926**	1	.942**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	64	64	64	64	64
Cost effectiveness	Pearson Correlation	.793**	.917**	.896**	.942**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	64	64	64	64	64

** . Correlation is significant at the 0.01 level (2-tailed).

Chi-square analysis showing service factors that influencing on security concern at while surfing online/Net banking

Table 1.9 Comparison between Income and Trust on security Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.889 ^a	4	.000
Likelihood Ratio	75.933	4	.000
Linear-by-Linear Association	45.538	1	.000
N of Valid Cases	64		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.50.

INFERENCE:

This chi-square analysis on 5% equivalent regarding significance p-value is less than 0.05. So, Null hypothesis is accepted. Thus, is significant distinctive among Income of the respondent for Consideration into Trust on security.

FINDINGS:

- 50% of the customers are 18-30 age group.
- 43.8% of the customer’s income level Rs.31000-Rs.100000.
- 31.3% of the customers are professionals and 28.1% of them business.

- 50% of the customers trust on security in public sector bank, 37.5% are private bank, 12.5% are foreign banks.
- 43.8% of the customers likes private bank service quality, 37.5% of them liking public sector bank, 18.8% are like foreign bank.
- The highest mean is 1.91 which indicates that SMS & Mail alert and Cost effectiveness can be highly useful for consumer's security on e-banking.

CONCLUSION

The purpose of this study was to explore the issues persuading customer satisfaction on security system in e-banking services in Chennai city. The growth, the extension of progressive devices also innovation take regularly infused our everyday survives, the necessity of the digital security has developed. To develop our cybernetic defences, Banks would consider security issues as a major aspect of their management offerings. E-banking service providers should put more effort to improve on these three factors in order to rise customer satisfaction on service quality, security system and privacy. This research can support E-banking service earners to know E-banking users opinion and find the solution through customer's perspective. It can help E-banking providers easily achieve customer satisfaction. The conclusions on the study increase standards to recent state of understanding, mainly to security system in e-banking service, so that development can be through to promote growth consumer faithfulness.

REFERENCES

- Fozia (2013) determined that the consumer's opinion on e-banking services.
- Priyanka (2017) created happening study revealed E-banking is the recent banking facility providing through banks to its clients.
- Sharaff N.A.et. al. (2016) specified wired banking essential to progression great level safety in instruction to deliver safe, reliable, as well as forceful wired environs.
- Internet banking acts as a kind of financial intermediation which makes transaction through Internet (Ahanger, 2011).
- Sonali Shah (2014) elucidated when it comes to cyber risk, the mismatch between perception and reality is great.