

## **Account Holders' Perception towards E – Banking Services of Public and Private Sector Banks**

**Dr. D. Jagadeesan,**

Asst. Professor  
Dept. of Business Administration  
Arignar Anna Govt. Arts College  
Attur, Salem, Tamil Nadu, India.

**Dr. P. Chinnadurai,**

Asst. Professor  
Dept. of Business Administration  
Annamalai University  
Annamalai Nagar, Tamil Nadu, India.

### **ABSTRACT**

*It has become obvious that nothing can be done effectively without the help of Information Technology and it has shrunken the world, as a result of which, time and distance have become non-entities. It has enveloped every aspect of life. In this dynamic situation, the banking sector is not an exception. The concept of banking has drastically changed, where technology is the most dominating factor which has helped the banks to provide innovative products, such innovative product is e-banking services. E-banking services have become part and parcel of banking operations. E-banking plays a vital role in enhancing the banking operations and results in account holders' satisfaction. In this direction, this paper has made an attempt to examine the status of the account holders' perception towards the e-banking services offered by Public and Private sector banks function in Trichy region of Tamil Nadu, India. This study finds that both public and private sector bank account holders' perception is at positive side with their banks and on the other hand due to wide differences of the response of the account holders of both public and private sector banks should concentrate on their weak areas in order to meet their account holders expectations and this study provides some sort of strategies to managers of banks to take suitable decisions to get more satisfied responses from their account holders.*

**Keywords:** Account holders, E-banking, Perception, Services.

### **INTRODUCTION:**

E-banking is that the term used for brand new age industry. E-banking is also called as online banking and it is an outgrowth of PC banking. E-banking uses the web because the delivery channel by that to conduct banking activity, for example, transferring funds, paying bills, viewing checking and savings account balances, paying mortgages and purchasing financial instruments and certificates of deposits (D. Jagadeesan and P.Chinnadurai, 2015).

E-banking is a result of explored possibility to use internet application in one of the various domains of commerce. It is difficult to infer whether the internet tool has been applied for convenience of bankers or for the account holders' convenience. But ultimately it contributes in increasing the efficiency of the banking operation as well providing more convenience to account holders. Without even interacting with the bankers, account holders transact from one corner of the country to another corner. There are many advantages of e-banking. It is convenient, it isn't bound by operational timings, there are no geographical barriers and the services can be offered at a minuscule cost (IAMAI's, 2006). Electronic banking has old explosive growth and has remodelled ancient practices in banking (Gonzalez et al., 2008).

Private Banks in India were the first to implement E-banking services in the banking industry. Private Banks, due to late entry into the industry, understood that the establishing network in remote corners of the country is a very difficult task. It was clear to them that the only way to stay connected to the account holders at any place

and at anytime is through internet applications. They took the web applications as a weapon of competitive advantage to corner the nice monoliths like bank of Bharat, Indian Bank etc.

Private Banks are pioneer in India to explore the versatility of internet applications in delivering services to account holders. As per prediction of D. Jagadeesan and P.Chinnadurai (2015), the e- banking is leading to a paradigm shift in marketing practices resulting in high performance in the banking industry. Delivery of service in banking may be provided with efficiency only if the rear ground operations area unit economical.

The parts like information, hardware, software, network and people are the essential elements of the system. The account holders of banks get satisfied with the system when it provides them maximum convenience and comfort while transacting with the bank. Internet enabled electronic system facilitate the operation to fetch these result. An in-depth analysis would facilitate to grasp that net enabled electronic bank system differentiates from ancient banking operation through quicker delivery of data from the client and repair supplier. Additionally, it has to be noted that the banking operations does not transfer physical currencies instead it transfer the information about the value for currencies. E-banks enable transfer of information more swiftly on-line (Salawu et.al, 2007). In service organizations like banks, information flows more than physical items.

In the business world, especially in most advanced societies today, money is rather carried in information storage medium such as cheques, credit cards and electronic means that in its pure cash form. According to patron Saint et. al (2006), E banking has become an important channel to sell the products and services and is perceived to be necessity in order to stay profitable in successful. The perception is that the fashioned as a results of decoding the expertise. There is a growing interest in understanding the users' expertise (Hiltunen et al., 2002); as it is observed as a larger concept than user satisfaction. From this attitude, assessing the user experience is essential for many technology products and services (Wilson & Sasse, 2004).

Account holders have started perceiving the services of bank through internet as a prime attractive feature than any other prime product features of the bank. Account holders have started evaluating the banks based on the convenience and comforts it provides to them. Based on the previous works, Saha and Zhao's(2005) model and Zeithaml, Parasuraman and Malhotra (2002), provided a model. In this model identified seven service quality dimensions; Technology, Reliability, Responsiveness, Tangibles Assurance, Security and Quality. These factors added and examined influence of these factors to customer satisfaction in e-banking. In Figure 1 the theoretical framework of the study is shown.

## **REVIEW OF LITERATURE:**

E-banking is a highly profitable channel for financial institutions. It provides account holders convenience and flexibility and can be provided at a lower cost than traditional branch banking (Williamson, 2006). The convenience of e-banking is helping account holders gain greater control of their finances and contributing to changing patterns in cash withdrawal and day to day money management (Beer, 2006).

Flexible virtual banking system: Financial establishments have spent a good deal of your time and cash developing e-banking practicality to permit account holders a simple and convenient thanks to manage their money (Williamson, 2006). A account holder can check balance by logging into banks website through a user name and password. In this manner he will enquire balance, status of cheques, perform funds transfers, order drafts, request issue of cheque books etc (Srivastava, 2008).

Reliability: Jun(2001) identified one in every of the vital service quality dimensions of I-banking service quality is dependability. The e-banking environment has grown tremendously over the past several years and will continue to grow as financial institutions continue to strive to allow account holders to complete money transfers, pay bills, and access critical information online. During this same time, e-banking has been plagued by mobile criminals and fraudsters attempting to steal account holders information. Phishing, pharming, and other types of attacks have become well known and are widely used as a means for fraudsters to obtain information from account holders and access online banking accounts. As a result, authenticating account holders logging onto their online banking service has become a crucial concern of financial institutions (Williamson, 2006). Time issue: Liu and Arnett (2006) in their study known time factor collectively of the factor that in e-banking service quality feature for the account holders. Saving time is an importance factor which influences the account holders prefer to use e-banking. (Beer,2006). Banks will create the knowledge of product and services obtainable on their web site, which is, an advantageous proposition.

Prospective account holders can gather all the information through their mobile phones and thus if he comes to the branch with queries it will be very specific and will take less time of employee (Srivastava, 2006). Real time access to data: The banks started e-banking ab initio with straightforward functions like real time access to information concerning interest rates, checking account balances and computing loan eligibility. Then, the

services are extended to online bill payment, transfer of funds between accounts and cash management services for corporate (D.Jagadeesan and P.Chinnadurai ,2015).

Saving dealing cost: Improving service to account holders, increasing market reach and reducing costs are now basic expectations of e-banking services.

If the account holders are to use new technologies, the technologies must be reasonably priced relative to alternatives. Otherwise, the acceptance of the new technology may not be viable from the standpoint of the account holders (Suganthi et. al, 2001). E-banking model offers advantages for both banks and account holders. The Mobile provides the banks with the ability to deliver products and services to account holders at a cost that is lower than any existing mode of delivery.

On-line bill payments: The preferred on-line dealing through e-banking is funds transfer/bill payment (Beer, 2006). Of the twenty-two million users in United States of America, twenty percent or 4.6 million people regularly used online bill payment services offered by the top ten financial institutions.

This report conjointly highlighted that the usage of on-line bill payment services inflated by 37 % at the tip of the primary quarter 2004 (Strasburg, 2005).

Digital signature for security: In a survey conducted by the E-banking Association, member institutions rated security as the most important issue of e-banking. There is a dual requirement to protect account holders' privacy and protect against fraud. Digital signature may be a preventative live to forestall malpractices and change of state the knowledge. It is a kind of increased authentication (Williamson, 2006). Nearly one in 5 account holders were victims of identity theft and fraud (D. Jagadeesan and P.Chinnadurai ,2016). Faster transfer: Another vital issue that contributes the framework of the perception is that the quicker transfer of fund.

The fundamental advantage of the e-banking is the transfer of the information about the money's worth to any place at any time with a mouse clicks distance. Easy to use and user friendliness: Ease of use is another vital determinant for the account holders preferring the e-banking (Beer, 2006). In a study conducted by Cooper (1997); reported that ease of use of innovative product or service as one of the three important characteristics for adoption from the account holders' perspective. The user friendliness of domain names furthermore because the navigation tools obtainable within the web-sites is a vital determinant for simple use.

The design of the web-sites with acceptable use of graphical program is additionally thought of as a vital determinant (Cooper, 1997). It is also worth noting that proper navigation attributes and search facility will also certainly be helpful to account holders when they surf the Mobile. In addition, the level of interactivity of the site will certainly have an effect on the account holders' perception of the user friendliness of the Mobile (Suganthi et. al, 2001)

Low transaction fees: Another factor that would stand in the way of account holders' adoption of e-banking is the cost factor. In e-banking, two types of costs are involved. First, the normal costs associated with mobile access fees and connection charges and secondly the bank fees and charges (Suganthi et. al, 2001). These 2 kinds of prices form the perception of the customers". Anytime and anyplace banking facility: "E-banking users say that convenience is that the most vital issue, mobile banking lets them access their accounts from anyplace and at any time (D. Jagadeesan and P.Chinnadurai ,2015).

## **RESEARCH METHODOLOGY:**

The present study is an empirical study in nature and based on primary data. To collect primary data, a well-structured interview schedule was constructed with both open-ended and close-ended questions. Using the interview schedule a survey was conducted in Trichy region among 960 account holders of both public and private sector banks. Convenience sampling technique was adopted in the selection of the account holders these selective banks. In tune with prior studies all factors which were expected to affect E-banking services were included in the study. Data were collected in 2018. For analyzing the data, percentages, rank analysis were applied. The data were analyzed by using software package.

The study is based on a survey conducted in Public and Private sector banks function in Trichy region. The researchers selected Trichy region banks because all the bank group branches are operating in this region and it is known to be the commercial and agricultural region and it is also densely populated. The research attempts to achieve the following objectives;

- To study and analyze the account holders' perceptions regarding E-banking Services
- To study the problems faced by account holders while using E-channels
- To formulate certain strategies to enhance e-banking services on the basis of this study.

### **Population and sample:**

The strength of the account holders of the chosen banks of Public and Private sector functioning in the chosen region is 9600 and it is decided to choose 10% of the account holders from these chosen banks. Thus, the sample size of the study has arrived as 960. (Table I)

### **Tool :**

Survey was conducted using Likert scale based questionnaire ranging from 1=Strongly disagree to 5=Strongly agree.

### **HYPOTHESIS:**

The e-banking account holders in India are satisfied with the present levels of e-banking services offered by banks in India.

### **LIMITATION OF THE STUDY:**

The study is done on the basis of data provided by the sample respondent and it covers only Trichy region and it has considered only selective banks belong to the category public and private.

The findings of this study cannot be generalized to other banks functioning either in Trichy region or other regions of Tamil Nadu, India.

### **RESULTS AND DISCUSSIONS:**

The Table II presents the demographic characteristics of the sample. The account holders of about 6 per cent from below 30 years old, more than half of the sample (58 per cent) of the account holders has been chosen as respondents from the age group 41- 55 years and above 56 years respectively. There were about 64 account holders (7 per cent) out of 960 account holders having the qualification of school level, 174 respondents (18 per cent) having diploma as their educational qualification, 408 respondents(42 per cent) were under graduates, 276 account holders(29 per cent) were post graduates and rest of the account holders(4 per cent) chosen as respondents having professional degree qualifications like B.E,M.E,M.B.A and M.C.A.

There were more number of male account holders; this may be a reason that in a family the male preferably might have an account in a bank. Income wise classification of the respondents reveal that 126 respondents are having their monthly income as less than 20 thousand, 208 respondents are earning between 21 thousand and 30 thousand per month, 31-40 thousand is reported as the monthly income of 224 account holders where as majority(42 per cent) of account holders are having more than 40 thousand as their monthly income. Most of the account holders (572) chosen as respondents of this study used to do e-banking 1-2 times in a month,292 respondents go for e-banking 3-4 times in a week, 39 respondents are utilizing e-banking service hardly one time in a month and nine respondents(2 per cent) are doing e- banking transactions every day. Occupation wise classification of the account holders as respondents for this study disclose that 46 per cent of the account holders are Business people,13 per cent of account holders are teachers, 96 respondents(10 per cent) belong to Professional category and the rest of the respondents(31 per cent) belong to other category.

The primary aim of the study is to know the status of the account holders' perception towards the e-banking services provided by the selected banks of public and private sector. Account holders' perceptions are calculated separately for all the bank groups under this study.

The total sample survey of 960 account holders has been taken into consideration (Table I) and further, these respondents are divided into two bank groups i.e. Public Sector Banks and Private Sector Banks. Account holders who are not happy with the bank services tend to switch to other banks. Account holders' perception is one of the cardinal things in modern banking. In trying to find out whether the account holders' perception is high with the e-banking services of their banks. The present study finds that 67 per cent of the account holders of Public sector banks and 81 per cent of Private Sector Banks' account holders have really high perception with the e- banking services of their banks. 100 (19%) account holders of Public Sector Banks and fifty (11%) of Private sector banks expressed low level of perception toward the e- banking services of their banks. Seventy four account holders (14%) of Public sector and thirty four (8%) account holders of Private sector banks perceived as neutral toward the mobile banking services of their banks. It could be inferred that most of the account holders' perception is high toward the e- banking operations of their banks. To sum up, the data suggest that most of the account holders' perception is positive and are satisfied with the e- banking services of their banks (Tables III and IV).

It is known from Table V that the average of the variables reliability, empathy, responsiveness, tangibles and assurance are equivalent to 20.2734, 19.7214, 18.6130, 11.4220 and 97.0036. Dependent variable account holders' satisfaction in e-banking is 39.7. First, we need to analyze the data to understand that the data is normal or not, For the purpose of this object Kolmogorov - Smirnov (K-S) is used to check the normality of the variables. Assuming the test is as follows:

**H<sub>0</sub>:** Distribution is Normal (Sig  $\geq$  0.05).

**H<sub>1</sub>:** Distribution isn't Normal (Sig  $<$  0.05).

According to Table VI and the value obtained for the p-value 95% confidence level, the significant level  $\alpha=0.05$ . Observations strongly suggest that the framed research hypothesis (H<sub>0</sub>) is accepted with 95% so it could be claimed that any of the independent variables and the dependent variable follows a normal distribution. Therefore, it is necessary to analyze data by using non-parametric tests. To investigate the correlation between variables, Spearman correlation coefficient (non-parametric) was used. Table VII shows the correlation of the variables.

According to Table VII at a confidence level of 99 % of p-value Relationship between the dependent variable is equal to 0.000 for service quality in internet banking and independent variables, reliability, empathy, responsiveness and tangible are approved. Therefore, hypotheses 1 to 4 are confirmed. For test of hypothesis 5, Spearman coefficient correlation was used. Coefficient correlation was equivalent to 0.582 in the significant level  $\alpha=0.01$ . Therefore, the hypothesis 5 is confirmed.

So far in this study, five dimensions- reliability, tangible, empathy, responsiveness and assurance have been examined. In order to determine the ranking, the importance of each of these factors in increasing the satisfaction in Internet banking, the Freedman test was used. Table VII shows significant value as 0.00, it means average of variables is significantly differed from each of the five variables of satisfaction. Reliability has most influence on account holders' satisfaction and Responsiveness has less influence on account holders' satisfaction in e-Banking.

#### **Account holders' Preferences Regarding the Dimensions of E-Banking:**

Banks ensures various services while providing e-banking facilities to their account holders through certain channels such as ATMs, Mobile Banking, Tele-Banking, etc. An attempt is made to know as to which channel is the most popular among account holders and to which channel account holders prefer more. In this regard, ATM cards gained the highest score and they are given first rank. Online banking and e-payments have also gained better preferences of account holders and they are ranked second and third respectively. Mobile banking and tele-banking, which are ranked at fourth and fifth place respectively, are comparatively less popular among account holders.

#### **Problems Faced by Account holders While using E-Channels:**

- Lack of knowledge regarding IT and poor response of employees.
- Unsuitable location, time consuming & lack of cash of big amount are also the problems faced by bank account holders.
- Lack of online shopping facilities, misuse of ATM cards and difficulty in opening an account are also some problems faced by account holders.

#### **Suggestions to Improve the Services of Banks through E-Channels:**

- The account holders have given various suggestions to improve the services of banks through e-channels. As per the suggestions, banks should increase the variety of services and the employees of the banks also should have the thorough knowledge about the use of e-channels so that employee can effectively guide the account holders.

#### **Strategies to Enhance E-banking Service:**

A few strategies are given below to enhance the e-banking service:

- **Account holders education:** There should be account holders education campaign through communication media such as posters, publications, radio, television, lectures, seminars, training and so on.
- **Seminars/Account holders meetings:** Banks should organize meetings with their account holders to educate them regarding the use of e-channels.
- **Proper network and infrastructure facilities:** Many times, it is seen that the server goes down and account holders have to wait till the network is re-settled. Further, there is lack of infrastructure in many bank

branches, especially in rural areas.

- **ATMs should be installed at suitable locations:** Sometimes it is seen that ATM machines do not pick the card or remain out of work for few days. Further, these are installed at a location which does not suit account holders. Old models of ATM machines(card should be inserted) should be replaced by new type of ATM machines where the debit card to be swiped
- **Trained staff:** When a account holders go to a bank, they interact with employees of that bank. Therefore, the staff of the bank should be friendly, polite & trained enough to guide the account holders effectively.

## CONCLUSION:

It is concluded from the scores of account holders of both Public and Private sector banks in relation with their level of perception towards the e-banking services of their respective banks that account holders' perception vary according to the nature of the services. When the private sector banks are compared with public sector banks, their account holders' perception is high toward e-banking services of their banks because of their multiple branches at convenient locations and technology (like check deposit machines, utility bill accepting machines etc.) which were not even seen in public sector banks. But when we talk about the perception of account holders, the public sector banks' account holders' perception is high with responsiveness, assurance and security/Quality of services which public sector banks ensure to their account holders. When we compare both types of banks in terms of account holders expectations, private sector banks are favored more than public sector banks. Though both public and private sector bank account holders' perception is at positive side with their banks but due to wide difference of response, both public and private sector banks should concentrate on their weak areas in order to meet their account holders expectations and this study provides some sort of strategies to managers of banks to take suitable decisions to get more satisfied responses from their account holders.

## REFERENCES:

- Beer Stan (2006). Account holders Preference on Mobile Banking. Survey on 20 March 2009
- Broadie., Zafar, M.K., Khan, M.B.(2007). Customer Acceptance of Online Banking in Developing Economies. *Journal of Internet Banking and Commerce*, Vol.13, No.1, pp.12-37.
- Christopher,Q., K., Prabhakaran, S. & Kumar, A.S.(2010). Application of Servqual Model on Measuring Service Quality: A Baysian Approach. *Enterprise Risk Management*, 1(1), pp.145-169.
- D. Jagadeesan & P.Chinnadurai (2015). A Study On E-Banking Services Offered by Public and Private Sector Banks in Tamil Nadu. *GE – International Journal of Management Research*. Volume.03, Issue-08,August-2015.ISSN: 2321-1709.pp. 66-79
- D. Jagadeesan & P.Chinnadurai (2015). E -Banking Service Quality of Public Sector Banks: An Empirical Investigation. *International Journal of Engineering and Management*. Volume-5, Issue-5, October-2015.ISSN (ONLINE): 2250-0758, ISSN (PRINT): 2394-6962.pp.34-39
- D. Jagadeesan & P. Chinnadurai (2016). Service Quality of E-banking Services and Customer Satisfaction. *International Journal of Advanced Research and Review*. 1(6), 2016; 20-28. ISSN: 2455-7277. pp. 20-28
- D. Jagadeesan & P.Chinnadurai (2016). SERVQUAL of Private Sector Banks: A Study with Special Reference to Tamil Nadu. *Global Journal of Commerce and Management Perspectives*. Volume-5(2), March - April-2016.ISSN: 2319 – 7285.pp.7-10
- D. Jagadeesan & P.Chinnadurai (2017). Internet Banking Service Quality and Account Holders' Satisfaction. *IOSR Journal of Business and Management (IOSR-JBM)* e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 19, Issue 7. Ver. IV. (July 2017), pp. 81-86
- David (2009). Mobile Banking in India-Part I. Retrieved from <http://www.banknetindia.com/banking/ibkg.htm> on 18 March 2009
- Gonzalez, M. E, Rahurs, S & David Hooper (2008). An Alternative Approach in Service Quality: An E-Banking Case Study. *Quality Manage*, 15: 41-48.
- Haque, Roseman & Ducles (2009). Issues of Mobile Banking Transaction: An Empirical Investigation on Malaysian Account holders Perception. *Journal of Applied Sciences*.
- Hiltunen, M., Laukka, M., & Luomala, J. (2002). *Mobile Banking User Experience*. Helsinki: IT Press
- IAMAI's Report on Online Banking (2006). Retrieved from <http://www.iamai.in/Research.aspx?>
- Joseph, M., McClure, C. & Joseph, B. (1999). Service Quality in Banking Sector: The Impact of Technology on Service Delivery. *International Journal of Bank Marketing*, 17(4):182–191

Jun, M. (2001).The key Determinants of Mobile Bank Service Quality: a Content Analysis. *International Journal of Bank Marketing*, 19(7): 276–291

Lill & Arnett (2006). E-Banking Service Quality of Public Sector banks. *International Journal of Business Management*, Vol.2,2006.

Sadique Khan., Siba Sankar Mahapatra., and Sreekumar(2009).Service Quality Evaluation in Mobile Banking: An Empirical Study in India. *Int. J. Indian Culture and Business Management*, 2(1).

Saha,P., & Zhao,Y.,(2005).Relationship between online Service Quality and Customer Satisfaction. Lule University of Technology MSc Program me in Electronic Commerce (2005).

Salawu, Lazeras & Simon (2007). The Emergence of Mobile banking in Nigeria: An Appraisal. *Information Technology Journal* 6 (4): 490-496

Srivastva Saurabh (2008).Mobile Banking - A Global Way to Bank. Retrieved from [http://www.indianmba.com/Faculty\\_Column/FC908/fc908.html](http://www.indianmba.com/Faculty_Column/FC908/fc908.html) on 18 March 2009

Strasbourg(2005). A study on Mobile banking perception and Experience:Case study of Government Banks of Ethopia. *Journal of Business*, Vol.23, Issue.12,2005.

Suganthi, Balachandher & Balachandran, (2001). Mobile Banking Patronage: An Empirical Investigation of Malaysia. *Journal of Mobile Banking and Commerce*, 6 (1).

Tojib & Tsarenko(2012).Study the Effect of Development of Electronic Banking on Customer Satisfaction Levels by Using Kano Model (Case study: Refah Bank of Kermanshah, Iran). *International Research Journal of Applied and Basic Sciences*, Vol.3, No5, (2012) 950-960.

Tri Cipher(2007). *Consumer Online, Banking Study*. Tri Cipher Solution Series. March 2007

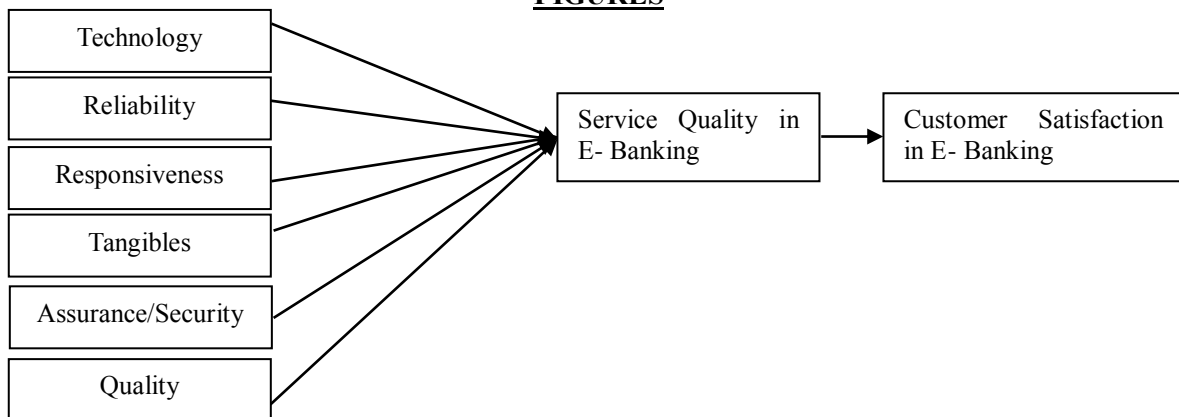
Williamson (2006). Enhanced Authentication In Mobile Banking. *Journal of Economic Crime Management*, Volume 4, Issue 2.

Wilson & Sasse (2004).Relationship between online Service Quality and Customer Satisfaction. *Lule University of Technology MSc Program me in Electronic Commerce*.

Zeithaml Valarie, A., Parasuraman, A., & Malhotra,A.,(2002). Service Quality Delivery Through Web Sites :A Critical Review of Extant Knowledge. *Journal of the Academy of Marketing Science*. Vol. 30, No4, (2002) 358-371.

**APPENDICES**

**FIGURES**



**Figure 1. The conceptual frame work of the study**

**Table I: Account Holders (Respondents) of the Study**

	<b>Public sector</b>	<b>Private sector</b>
State Bank of India	300	
Indian Bank	230	
ICICI Bank		260
City Union Bank		170
<b>Total</b>	<b>530</b>	<b>430</b>

**Table II : Demographic Characteristics of the respondents (N=960)**

	<b>Variables</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Age	Less than 25	56	6
	26 – 40	558	58
	41 – 55	274	28
	Above 56	72	08
Educational Qualification	School Level	64	07
	Diploma	174	18
	Undergraduates	498	42
	Postgraduates	276	29
	Professional Degree	38	04
Gender	Male	886	92
	Female	74	08
Monthly Income (thousand)	Less than 20	126	13
	21 – 30	208	22
	31 – 40	224	23
	Above 40	402	42
E-banking Frequency	Every day	18	02
	3 – 4 Per week	292	30
	1 – 2 Per Month	572	60
	Less than 1 per month	78	08
Occupation	Teaching	126	13
	Business	446	46
	Professional	96	10
	Others	292	31

**Table III : Public Sector Banks Account Holders’ Perception (N=530)**

<b>Variables</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>DS</b>	<b>SDA</b>
Technology	118(22)	128(24)	38(07)	80(15)	166(32)
Reliability	108(20)	138(26)	44(08)	66(13)	176(33)
Responsiveness	234(44)	136(26)	56(11)	58(11)	46(08)
Tangibles	184(35)	140(26)	46(09)	52(10)	108(20)
Assurance	212(40)	86(16)	38(07)	54(10)	142(27)
Security	198(37)	166(31)	42(08)	52(10)	72(14)
Quality	198(37)	162(31)	52(10)	44(05)	76(14)
<b>Over all Perception</b>	200(38)	156(29)	74(14)	46(09)	54(10)

**Source:**Computed

**Note:** Figures denote the no.of account holders in relation with their perception level.

Figures in brackets denote the percentage of account holders.

SA-Strongly Agree, A-Agree, N-Neutral, DS –Disagree, SDS-Strongly Disagree.



**Table IV : Private Sector Banks Account Holders’ Perception(N=430)**

Variables	SA	A	N	DS	SDA
Technology	262(61)	76(18)	32(07)	20(05)	40(08)
Reliability	218(51)	66(15)	38(09)	38(08)	70(16)
Responsiveness	82(19)	108(25)	78(18)	26(06)	136(32)
Tangibles	138(32)	156(36)	58(13)	34(08)	44(10)
Assurance	238(55)	122(28)	26(06)	24(06)	22(05)
Security	196(46)	146(34)	46(11)	36(08)	18(05)
Quality	274(64)	62(14)	26(06)	30(07)	38(09)
<b>Over all Perception</b>	266(62)	80(19)	34(08)	22(05)	28(06)

Source: Computed

Note: Figures denote the no.of account holders in relation with their perception level.

Figures in brackets denote the percentage of account holders.

SA-Strongly Agree, A-Agree, N-Neutral, DS –Disagree, SDS-Strongly Disagree

**Table V: Description of the variables**

Variable	Number	Rank	Minimum	Maximum	Average	Standard Deviation	Variance
Technology (T)	960	16	14	30	20.2734	2.6139	5.319
Reliability (R)	960	17	12	30	19.7214	2.4889	6.230
Responsiveness (RE)	960	25	05	30	18.6130	2.994	11.917
Tangibles (T)	960	11	07	18	11.4220	2.5867	2.845
Assurance (A)	960	78	63	141	97.0036	8.5764	91.149
Quality (Q)	960	69	58	139	96.453	2.4563	5.432
Security (S)	960	39	26	65	39.7	4.9165	28.225

**Table VI: kolmogorov-smirnov test**

	T	R	RE	T	A / S	Q
Number	960	960	960	960	960	960
Average	20.2734	19.7214	18.6130	11.4210	97.0036	39.7
Standard Deviation	2.61392	2.48891	2.99437	2.586723	8.57645	4.91658
Test	2.124	2.112	2.401	2.505	2.367	2.570
Significant	.000	.000	.000	.000	.000	.000

**Table VII: Coefficient correlations between original research variables and account holders’ satisfaction**

Dependent variable	Reliability	Empathy	Responsiveness	Tangible	Assurance / Security
Account holders’ Satisfaction	0.534	0.524	0.725	0.507	0.582
Sig	0.000	0.000	0.000	0.000	0.000

----