

## **Adaptation of Technologies Based Banking Services and its Impact on Customers Satisfaction**

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### **ABSTRACT**

*Technology plays a tremendous roll on banking services countries like India has given lot of priority on the technology based service in banking industry and has lot of dare enough strategies in the banking operation. This study is an attempt to know the customers 'satisfaction towards the technology based banking service in the tire II cities like Thanjavur. There are 250 sample where selected on convenience sampling method and this study employed ex post facto method of research. The result indicates that respondents are highly satisfied towards the ATM and mobile banking service due to it benefits and conformability. It would found that almost all the service largely utilised by the customer therefore difference between the low and high level of satisfaction is negligible. Respondents also welcoming Tech based banking services.*

**Keywords:** ATM, net banking mobile banking, satisfaction UPI.

### **INTRODUCTION:**

In recent days banks has adapted more technology for service efficiency. It reduces the customers waiting time and paper work and increase operation efficiency. It gives more comfort in exercising all kind of banking operations. For the last 2 decades many banks has offer services using more technologies. It can be viewed as web-based banking as a strategic imperative. The magnetism of banks to online banking is fairly obvious: diminished transaction costs, easier integration of services, interactive marketing capabilities, and other benefits that enhancement customer lists and profit margins. Additionally, online banking services allow institutions to more services into single packages, thereby attracting customers and minimizing overhead. In this contest banks in India offers all types of service through single umbrella called web based services. Today paying Phone bills to school bills happening through online. The government is also has good eco system to encourage both customer and industry to use online banking than the traditional banking systems. This paper is an investigation on how the customers satisfied towards the technology based service in tire to City like Thanjavur. Though lot of technology available at affordable cost for doing banking operation but still number of people having or using banking service through online less. This study addresses the customer satisfaction towards the various types of technology banking services in Thanjavur.

### **REVIEW OF LITERATURE:**

Hwang et al. (2007) states that e-banking has emerged as a significant and rapidly growing component of the world economic exchange. Through e-banking the world economic exchange has been reduced to a tiny global village in terms of its information capacity and the resources it holds which can be accessed by anybody from anywhere in the globe. Rahmath Safeena, Hema Date and Abdullah Kamman (2011) have made a study entitled "Internet banking adoption in an emerging economy: Indian consumer's perspective". This study has determined the factors influencing the consumer's adoption of Internet Banking. The sample size of the study

has been 300, which have been distributed by mail to student customers using convenience sampling. Statistical tools used for analysis are Ronbach's coefficient, Kaiser- Meyer-Oklin (KMO), Chi-square, regression analysis and correlation analysis. This study has been as conducted to explore the factors influencing customers "intentions to adopt Internet Banking services. The replication of this study on a wider scale has been conducted with more Internet Banking customers and with different national cultures, is essential for the further generalization of the findings. Study has investigated the research model in different time periods and has made comparisons too, thus providing more insight into the phenomenon of online banking adoption. This result shows that perceived usefulness and perceived ease of use has positive effect on use of internet banking and perceived risk has less effect on use of internet banking. The study titled "Factors Affecting Adoption of Electronic Banking System in Ethiopian Banking Industry" Ayana Gemechu Bultum(2014) identified factors that affect adoption of e-banking in the Ethiopian banking industry. The study suggests a series of measures which could be taken by the banking industry and by government to address various challenges identified. These measures include: Establishing a clear set of legal framework on the use of technology in banking industry, supporting banking industry by investing on ICT infrastructure and banks needs to be focused on technological innovation competition rather than traditional bases of retail bank competition. Harshita Bhavnagar (2015) presents the preliminary findings on investigation of the level of the customer's awareness as well as adoption of banking services by the rural customers based on demographics, bank type, and familiarity with computer internet. In this study simple random sampling method has been used.

### **OBJECTIVES OF THE STUDY:**

1. Customer's satisfaction towards the tech based services offered by the Banks in Thanjavur
2. Overall customer's satisfaction towards the general quality aspects of the banks services

### **STATEMENT OF THE PROBLEM:**

The government is launching many new programs in the country to meet the objective of the country's development which are suitable to people's community. One such program is launching of technology based services. As the tech based services have started flourishing in the district in the past few years, the banking organizations have to meet the competition among the banking sector as customers become more sophisticated in using tech based banking, it becomes very important for banks to consider the use of technology to respond to their continuously changing requirements. There are several major challenges and issues facing the tech based banking industry today. First, and perhaps most important is the security concern. Through online customers are paying their invoice by giving their account number. The challenge facing by the Tech based banking industry and the e-business in general is the quality of delivery service – including both delivery speeds (i.e., short advance time required in ordering) and delivery reliability (i.e., delivery of items/services on time), which caused many e-business failures in the earlier dot.com era. The issue of customer unfamiliarity with the internet, which is prominent among senior citizens, has recently caught some attention, because these customers believe that they are left in a disadvantageous position and have become very reluctant in doing business online. Hence, it is right time to study the customer satisfaction towards the Tech based services in tire two cities like Thanjavur. There are numerous studies focussed in the cities but virtually speaking none of the study carried out in the rural area like Thanjavur. Therefore it is an attempt to study the customer satisfaction on Tech based service in the rural area.

### **NEED OF THE STUDY:**

The study has an attempt to find out the customers satisfaction toward adoption of the Tech based banking service. Also, it aims to find the factors attracting them to use the tech based banking service and restrain them to use the same. It is relevant to the current context since number of tech based banking services being added to the banks now the question is whether all these services being utilized by the customers if so what extant? This study will help the Government and policy maker to look at the issue and find the optimum solution.

### **SCOPE OF THE STUDY:**

There are various facilities provided by maximum banks in India as the tech based banking service which are utilized by the customers. The research is based on the customer's satisfaction towards the using tech based service offered by the banks. The research evaluates the customer's satisfaction on the following tech based

services that, is e-banking services. The researcher has taken ATM/debit card, credit card, mobile banking, online banking and Tele banking as the e-banking services which the customer uses for various modes of services like mobile recharge, payment of telephone bills, payment of electricity bills, money transfer, railway ticket booking, air ticket booking, tax returns , investments etc .

**RESEARCH METHOD:**

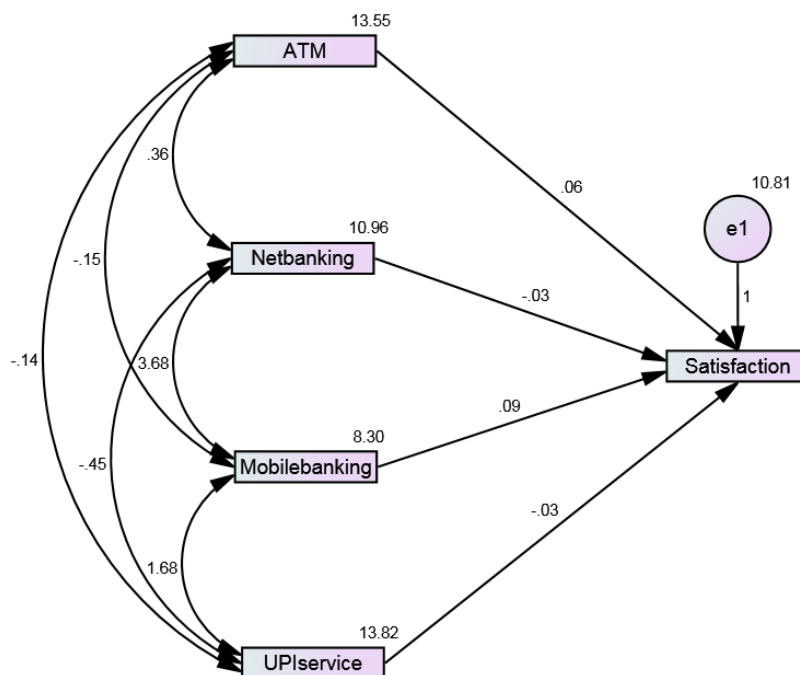
In this study scientific research methodology has been used. By means of obtaining detailed opinion of the customers, this research falls under the category of ex post facto research. This study was conducted as a survey that examined customers’ satisfaction on Tech based banking services in public sector banks located in Thanjavur District of Tamil Nadu. The 5-point Likert type scale items are included in the questionnaire for obtaining the customers’ views about various aspects of Tech based services. The questionnaire was distributed to selected bank customers in the study region and 250 filled in questionnaire were collected in person by the researcher on convenience sampling techniques

**ANALYSIS AND DISCUSSION:**

The demographical distribution of the respondents shows that there are 56% of the respondents are male and 44 % of the respondents are female. There are 37 % of the respondents are in the age range of 40 years and above. There are 27% of them are in the age range between 36 years to 40 Years. Therefore, it is clear that the data acquired from them will has more validity than anything else. Out of the total the highest percentage of the people who are doing business dealing with the bank which found 29%. There are 26% of the private employees took part of this survey. Nearly 82% of the respondents are transacting with bank is more than 2 years. Based on the demographical distribution of the study we could understood that data were collected across the population that will give us appropriate answers.

The structural equation modeling will give us a clear picture on the satisfaction level of the customers after the adaptation of Tech based bank service

**Fig 1: Overall customer’s satisfaction on the Tech based banking services**



The factor model is to determine whether the four dimensions (ATM, Mobile banking, Net banking and UPI Service) can be viewed as appropriate indicator for measuring customer’s satisfaction about the Tech based banking services. The measurement model for the overall satisfaction shows that  $\chi^2=0.00$   $P < 0.05$ ; GFI = 0.93; CFI =1.00; AGFI = 0.897; and RMSEA = 5 It indicates that model fit with the data is fairly well. Where the Chi-square minimum and Degree of freedom is less than or equal to 5 indicates the model is fit.

**Table 1: Regression Table**

Endogenous		Observed	Estimate	S.E.	C.R.	P	Label
Satisfaction	<---	ATM	.058	.057	1.029	.303	Not supported
Satisfaction	<---	Mobile banking	.091	.080	1.138	.255	Not supported
Satisfaction	<---	Net banking	-.031	.069	-.456	.649	Not supported
Satisfaction	<---	UPI service	-.030	.057	-.523	.601	Not supported

The above regression line shows that how each dimension correlates the each other's. It shows that P value is greater than 0.05 therefore there is no significant relation between the overall satisfaction and various Tech based service offered by the bankers in the rural area.

**Table 2: Covariance's on various dimension of tech based service and customers satisfaction**

Endogenous		Observed	Estimate	S.E.	C.R.	P	Label
Mobile banking	<-->	UPI service	1.677	.687	2.441	.015	Supported
Mobile banking	<-->	Net banking	3.678	.648	5.678	***	Supported
ATM	<-->	Net banking	.358	.773	.463	.643	Not Supported
Net banking	<-->	UPI service	-.454	.781	-.582	.561	Not supported
ATM	<-->	Mobile banking	-.145	.672	-.216	.829	Not supported
ATM	<-->	UPI service	-.143	.867	-.165	.869	Not supported

The table 2 represents the covariance of the model it shows that Mobil banking and unified payment interfaces (UPI) service has significant influences the satisfaction. Whereas all other parameters has less influence on the satisfaction level of the customers based on the (P<0.05) Based on this we can conclude that ATM banking and mobile banking service has given high satisfaction compare to other service.

**CONCLUSION:**

E-banking blow-outs rapidly all over the globe and most of the banks provide tech based service to their customers. Technology based services have increased the satisfaction level of the bank customers. People can utilise these services expediently and feel secure while using Tech based banking services. It involves new methods of banking from remote. It provides wide choice of services to its customers. This study concludes that respondents satisfied towards the following tech based service ATM, moiling banking. However the difference between high and low level satisfactions is negligible. Therefore we conclude that respondents are highly satisfied towards the tech based banking services even in the rural area like Thanjavur.

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