

A Study on Customer Satisfaction Towards The Digital Banking Features Offered by Private Sector Banks

Aiyesha Sayyad ¹, Dr. Pradeepa Subramanian ²

^{1,2} Ajeenkya D.Y.Patil University, Pune



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ABSTRACT

General Background: The banking industry is crucial for economic development, serving as a catalyst for growth in both agricultural and industrial sectors. As banks support modernization through financial products, they significantly impact the livelihoods of farmers and the expansion of businesses, ultimately fostering economic prosperity. **Specific Background:** In an increasingly competitive landscape, exemplary customer service emerges as a vital component for banks to establish trust and loyalty. Effective communication, salesmanship, and courtesy are essential attributes for bank staff, directly influencing customer satisfaction and retention. **Knowledge Gap:** Despite the growing importance of digital banking features, there is limited research investigating the factors influencing customer satisfaction within the private banking sector, particularly concerning the relationship between the quality of digital banking services and customer perceptions. **Aims:** This study aims to analyze customer satisfaction with digital banking features provided by private sector banks, identifying key factors that contribute to satisfaction or dissatisfaction. **Results:** Utilizing a mixed-methods approach, quantitative data will be collected through structured surveys, complemented by qualitative insights from in-depth interviews. A minimum sample size of 50 participants will be targeted to ensure statistical power and generalizability of findings. **Novelty:** This research addresses a critical gap in understanding customer satisfaction within the context of digital banking, emphasizing the need for continuous innovation and improvement in service delivery. **Implications:** By identifying key determinants of customer satisfaction, the study offers actionable insights for banks to enhance digital services, build trust, and improve customer loyalty. The findings are expected to contribute to the broader discourse on digital banking, guiding strategic decision-making in a rapidly evolving financial landscape.

INTRODUCTION

In the digital age, banking services have undergone a transformative shift, with the proliferation of digital technologies revolutionizing the way customers interact with their financial institutions. As private sector banks increasingly invest in digital banking platforms and services, understanding customer satisfaction becomes paramount in ensuring competitiveness and long-term success in the market.

This research paper aims to investigate the level of customer satisfaction towards the digital banking features offered by private sector banks. In today's fast-paced world, customers expect convenient, secure, and seamless digital banking experiences that empower them to manage their finances anytime, anywhere. Therefore, it is crucial for private sector banks to continually assess and enhance their digital offerings to meet evolving customer expectations and stay ahead of the competition.

The study will adopt a mixed-method approach, combining quantitative surveys and qualitative interviews, to gather comprehensive insights into customers' perceptions, preferences, and satisfaction levels regarding various digital banking features. These features may include online banking portals, mobile banking applications, digital payment options, account management tools, customer support services, and cybersecurity measures.

Furthermore, the research will explore the factors influencing customer satisfaction with digital banking, such as ease of use, reliability, speed, security, customization options, and responsiveness to feedback. By identifying key drivers of satisfaction, private sector banks can prioritize investments and initiatives that enhance the overall digital banking experience and foster stronger customer relationships.

Moreover, the study will assess the impact of demographic variables, such as age, income level, educational background, and digital literacy, on customer satisfaction with digital banking features. Understanding how different customer segments perceive and utilize digital banking services can inform targeted marketing strategies and product development efforts tailored to specific needs and preferences.

Ultimately, the findings of this research will provide valuable insights and actionable recommendations for private sector banks seeking to optimize their digital banking offerings and enhance customer satisfaction. By aligning digital strategies with customer expectations and preferences, banks can drive customer engagement, loyalty, and long-term profitability in an increasingly competitive landscape.

RESEARCH METHOD

To achieve our objectives, we plan to employ a mixed-methods approach, combining quantitative and qualitative research techniques. Quantitative data will be collected through structured surveys distributed to a sample of bank customers, while qualitative insights will be gathered through in-depth interviews with select participants. This combination will allow us to gather comprehensive data and gain deeper insights into the factors influencing customer satisfaction with digital banking features.

Data Collection:

Data for this study will be collected through a survey administered to customers of private sector banks. The survey will be distributed electronically via email or through online platforms accessible to bank customers. Participation in the survey will be voluntary, and responses will be kept confidential. The data collected will be analysed using statistical methods to draw meaningful conclusions and insights regarding customer satisfaction with digital banking features.

Sample Size Determination:

The sample size for this study will be determined using a power analysis calculation based on the anticipated effect size, level of significance, and desired statistical power. Considering the mixed-methods approach, a minimum sample size of 50 participants is deemed appropriate to ensure adequate representation and statistical power for both quantitative and qualitative analyses. However, efforts will be made to recruit a larger sample size to enhance the generalizability of the findings.

Research Objective:

The objective of this study is to examine and analyze the level of customer satisfaction with the digital banking features provided by private sector banks. By investigating customer perceptions and experiences, this research aims to identify factors that contribute to customer satisfaction or dissatisfaction in utilizing digital banking services.

Research Hypothesis :

1. Null Hypothesis : H0: There is no significant relationship between the quality of digital banking features and customer satisfaction.
2. Alternate Hypothesis : H1: There is a significant positive relationship between the quality of digital banking features and customer satisfaction.

Data Analysis And Data Interpretation :

In business terms, the interpretation of data is the execution of various processes. This process analyzes and revises data to gain insights and recognize emerging patterns and behaviors. These conclusions will assist you as a manager in making an informed decision based on numbers while having all of the facts at your disposal. Any decision is based on the information that is available at the time.

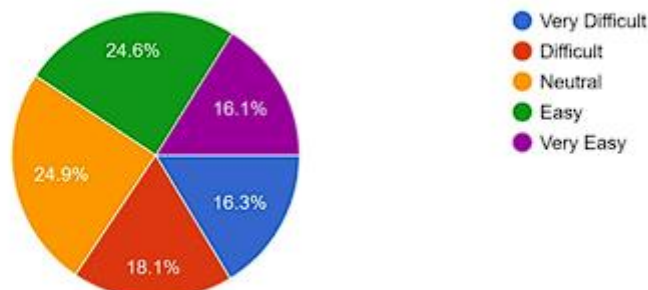
RESULTS AND DISCUSSION

In business terms, the interpretation of data is the execution of various processes. This process analyzes and revises data to gain insights and recognize emerging patterns and behaviors. These conclusions will assist you as a manager in making an informed decision based on numbers while having all of the facts at your disposal. Any decision is based on the information that is available at the time

| DESCRIPTIVE STATISTICS | | | |
|------------------------|--------------|-----------------------|--------------|
| <i>Easeofuse_02</i> | | <i>Reliability_03</i> | |
| Mean | 3.053030303 | Mean | 3.222222222 |
| Standard Error | 0.065928322 | Standard Error | 0.066341962 |
| Median | 3 | Median | 3 |
| Mode | 3 | Mode | 4 |
| Standard Deviation | 1.31195705 | Standard Deviation | 1.320188368 |
| Sample Variance | 1.7212313 | Sample Variance | 1.742897328 |
| Kurtosis | -1.091138026 | Kurtosis | -1.05135739 |
| Skewness | -0.111803263 | Skewness | -0.242521311 |
| Range | 4 | Range | 4 |
| Minimum | 1 | Minimum | 1 |
| Maximum | 5 | Maximum | 5 |
| Sum | 1209 | Sum | 1276 |
| Count | 396 | Count | 396 |
| <i>Accuracy_05</i> | | <i>Services_10</i> | |
| Mean | 3.363636364 | Mean | 3.26010101 |
| Standard Error | 0.065037456 | Standard Error | 0.065846974 |
| Median | 4 | Median | 3 |
| Mode | 4 | Mode | 4 |
| Standard Deviation | 1.294229025 | Standard Deviation | 1.310338246 |
| Sample Variance | 1.675028769 | Sample Variance | 1.716986319 |
| Kurtosis | -0.917430957 | Kurtosis | -1.070900805 |
| Skewness | -0.390648617 | Skewness | -0.272764528 |
| Range | 4 | Range | 4 |
| Minimum | 1 | Minimum | 1 |
| Maximum | 5 | Maximum | 5 |
| Sum | 1332 | Sum | 1291 |
| Count | 396 | Count | 396 |

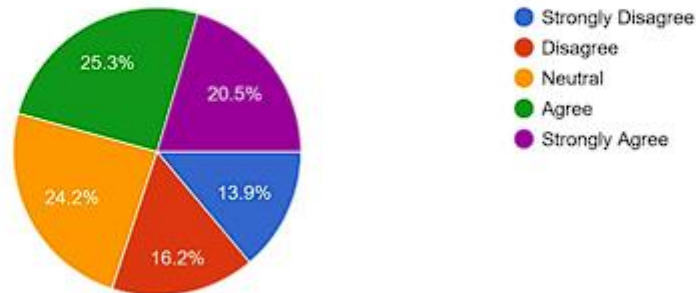
How would you rate the ease of use and navigation of the internet banking platform?

396 responses



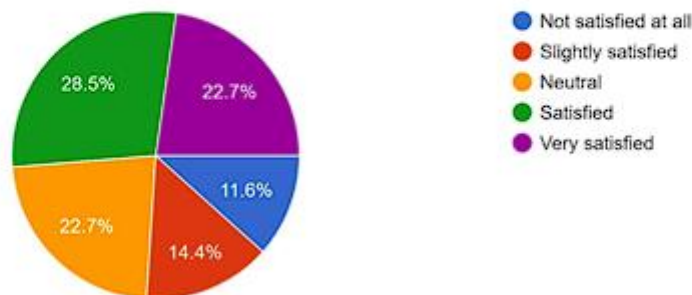
To what extent do you agree with the statement: "The internet banking platform is secure and reliable"?

396 responses



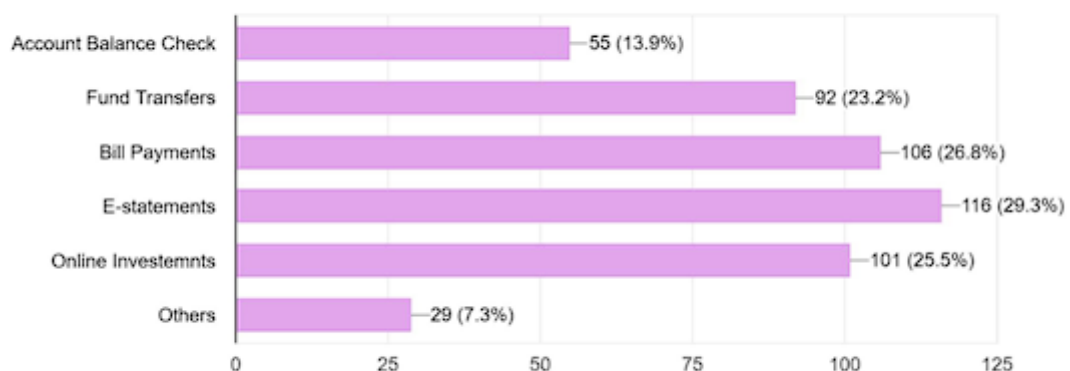
How satisfied are you with the timeliness and accuracy of the information provided by the internet banking platform?

396 responses



Which of the following internet banking services do you use the most?

396 responses



| Anova: Single Factor | | | | | | |
|----------------------|----------|------|-------------|----------|-------------|-------------|
| SUMMARY | | | | | | |
| Groups | Count | Sum | Average | Variance | | |
| Reliability_03 | 396 | 1276 | 3.222222222 | 1.742897 | | |
| Accuracy_05 | 396 | 1332 | 3.363636364 | 1.675029 | | |
| Services_10 | 396 | 1291 | 3.28010101 | 1.716986 | | |
| Easeofuse_02 | 396 | 1209 | 3.053030303 | 1.721231 | | |
| ANOVA | | | | | | |
| Source of Variation | SS | df | MS | F | P-value | F crit |
| Between Groups | 19.81313 | 3 | 6.604377104 | 3.853115 | 0.009218203 | 2.610534312 |
| Within Groups | 2708.177 | 1580 | 1.714035929 | | | |
| Total | 2727.99 | 1583 | | | | |

Interpretation:-

1. The F-value obtained (3.853115) is more than F-critical value (2.61053431) at significance level of 0.05
2. Therefore, we reject null hypothesis and we conclude that there is no significant difference between the quality of digital banking services provided and customer satisfaction.

CONCLUSION

In conclusion, **Fundamental Finding**, this study underscores the critical role of customer satisfaction in the success of private sector banks, particularly in the context of digital banking services. The research reveals that effective communication, service reliability, and user-friendly interfaces are essential factors influencing customer perceptions and experiences. **Implication**, these findings suggest that banks must prioritize customer needs by investing in technology and infrastructure that enhance service delivery, thereby fostering loyalty and engagement. **Limitation**, however, the study is limited by its sample size and scope, which may not fully capture the diverse experiences of all banking customers across different demographics. **Further Research** is warranted to explore the longitudinal impact of digital banking innovations on customer satisfaction, as well as to investigate the role of emerging technologies in shaping customer experiences in the banking sector. Such inquiries would provide a more comprehensive understanding of the dynamics at play in this rapidly evolving industry.

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* **Aiyasha Sayyad**

Ajeenkya D.Y.Patil University, Pune

Dr. Pradeepa Subramanian

Ajeenkya D.Y.Patil University, Pune
