



A STUDY ON CUSTOMER SATISFACTION ON MOBILE BANKING

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Abstract

The central catalyst for advancing integrated banking services is technology. In the context of India, banks have lagged behind in embracing technological solutions to streamline operations and provide comprehensive banking experiences. This research focuses on gauging customer satisfaction with mobile banking services in the vicinity of Chennai. Mobile banking, facilitated through handheld devices and features like Short Message Service (SMS), empowers customers to conduct banking activities conveniently and efficiently anytime, anywhere. This study gathered data from 105 participants primarily through a well-structured questionnaire. The analytical methodologies applied encompass Correlation, ONE-WAY ANOVA and CHI-SQUARE test. Addressing security concerns is paramount to instilling customer trust. Notably, females exhibit strong awareness of available services, while college students emerge as the primary users of mobile banking. Additionally, the majority of mobile banking users demonstrate moderate trust in technology. To engender trust, banks must proactively address security apprehensions. Awareness regarding mobile banking needs to be raised, particularly in remote villages where accessibility might be limited. Offering services in local languages and user-friendly interfaces can effectively simplify the mobile banking experience, fostering positive customer perceptions and reducing complexity.

Keywords: *Customer Satisfaction, Loyalty, Attitude, College Students, Trust, Security.*

Introduction

In the era of rapid technological advancement and digital transformation, the banking industry has undergone a significant shift towards offering services through digital channels. Mobile banking is one such innovation that has revolutionized how people manage their finances. Mobile banking allows customers to access a wide range of financial services, from checking account balances to conducting transactions, all from the convenience of their smartphones or mobile devices. With its potential to enhance convenience, accessibility, and efficiency, mobile banking has the capacity to reshape traditional banking relationships. The primary objective of this study is to delve into the realm of customer satisfaction with mobile banking services. By examining the factors that influence customer satisfaction, the banking industry can gain insights into how to enhance the user experience, optimize service offerings, and ultimately build stronger customer relationships.

Review of Literature

Ms. Shilpa. D, Veena K.P (2018) analyzed the Customer Satisfaction on Acceptance of Mobile Banking Services offered by State Bank of India. The main objective of the study is to examine the current scenario of mobile banking services in India and to analysis the reasons for customers' adoption of SBI mobile bank services. The study has been conducted with 100 customers of SBI in Mysore city. The demographic profile of SBI customers were gathered and their usage of SBI mobile banking services. The study is carried out mean, standard deviation, Non parametric test like MannWhitney. The study results revealed that Customers were very satisfied with the use of mobile banking services provided by the SBI. The study conducted by Shilpa & Veena (2018) on customer



satisfaction on mobile banking services provided by SBI and found that majority of the respondents are satisfied with the mobile banking facilities provided by the bank due to faster 24x7 transaction facility, low banking charges, easily availability of mobile network, etc. The researchers also found that some security issues, annual charges and lack of knowledge with the consumers.

Methodology

The primary objective is about A study on customer satisfaction on mobile banking and the secondary objective is to understand the factors that influenced the customer to use mobile banking and to identify the benefits and limitations of mobile banking. The research study on mobile banking and customer satisfaction is crucial for in the world of today's telecommunication and internet based digital business economy, mobile banking is a target for banking sector. The present study has been confined to study on customer satisfaction towards mobile banking services. The study has been covered only from the customers of Chennai city. They focused on mobile banking customers. The type of search used is descriptive research. The features are depicted as well as the sample population behaviour. It usually includes studies and surveys that plan to distinguish between facts. The limitation in the study is the the respondents are not giving the proper data asked in the question. Primary data is collected by providing questionnaire to friends, relatives & colleagues, through emails, WhatsApp, etc. Secondary data is collected by analyzing through websites, vlogs, etc.

Analysis

1. Percentage Analysis For Age Variable

TABLE 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-20	26	26.0	26.0	26.0
	21-25	58	58.0	58.0	84.0
	26-30	10	10.0	10.0	94.0
	31-35	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

INFERENCE: From the table, it is observed that out of 100 respondents, 26% are 15-20, 58% are 21-25, 10% are 26-30 and 6% are 31-35.

2. Percentage Analysis For Gender Variable

Table 2

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	59	59.0	59.0	59.0
	female	41	41.0	41.0	100.0
	Total	100	100.0	100.0	

Inference: From the above data, it is found that out of 100 respondents, 59% are male and 41% are female.



3. Percentage Analysis For Income Variable

Table 3

		Income (per month)			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 25,000	71	71.0	71.0	71.0
	26,000-35,000	11	11.0	11.0	82.0
	36,000-45,000	6	6.0	6.0	88.0
	46,000-55,000	5	5.0	5.0	93.0
	above 56,000	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Inference: From the above data it is found that out of 100 respondents, 71% earn below 25000, 11% earn 26000-35000, 6% earn 36000-45000, 5% earn 46000-55000 and 7% earn above 56000.

4. Percentage Analysis for overall user experience of mobile banking services

Table 4

		How would you rate the overall user experience of your mobile banking apps?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	excellent	34	34.0	34.0	34.0
	good	58	58.0	58.0	92.0
	fair	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Inference: From the above data, it is found that out of 100 respondent's 34% rate excellent, 58% rate good and 8% rate fair.

5. Chi-Square Test

The Chi-Square test is a statistical method used to determine if there is a significant association or relationship between categorical variables. It's commonly used to analyse data in the form of frequency counts or proportions in contingency tables. The Chi-Square test assesses whether the observed frequencies in the table differ significantly from the expected frequencies, assuming that there is no association between the variables. To find the relationship between quality services and customer satisfaction.

To find the difference between gender and the main reason for using mobile banking .

Null Hypothesis

H0: There is no association between gender and the main reason for using mobile banking

Alternative Hypothesis

H1: There is an association between gender and the main reason for using mobile banking



Table 5

	Gender	What was the main reason you started using mobile banking?
Chi-Square	3.240 ^a	37.680 ^b
Df	1	3
Asymp. Sig.	.072	<.001

Inference: From the test it is found that the significance value is 0.001 which is less than the table value 0.5. Therefore, the null hypothesis was rejected.

That is there is an association between gender and main reason for started using mobile banking.

6. One-Way Anova

One-Way Analysis of Variance (ANOVA) is a statistical technique used to compare means across multiple groups. It's commonly used when you have one independent variable (also known as a factor) with more than two levels, and you want to determine if there are any significant differences in the means of a dependent variable among those levels.

Null Hypothesis

H0: There is no difference between the age and frequent usage of mobile banking services.

Alternative Hypothesis

H1: There is a difference between the age and frequent usage of mobile banking services

Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.454	4	.614	1.016	.403
Within Groups	57.386	95	.604		
Total	59.840	99			

Inference: From the above test it is found that the significant value is 0.403 which is less than the table value 0.5, the null hypothesis is rejected.

That is there is a difference between the age and frequent usage of mobile banking services.

Findings

According to the study 26% of the respondents belong to age group of 15-20, 58% below to 21-25, 10% are 26-30 and 6% are 31-35. According to the study Out of 100 respondents 59% are male and 41% are female. According to the study Out of 100 respondents 71% earn below 25000, 11% earn 26000-35000, 6% earn 36000-45000, 5% earn 46000-55000 and 7% earn above 56000. According to the study Out of 100 respondents 34% rate excellent, 58% rate good and 8% rate fair. According to the chi-square test the significance value is .001 which is less than the table value of 0.5. Therefore, the null hypothesis was rejected. That is, there is an association between the age and the current



smartphone brand perception. According to one-way ANOVA test the significant value is 0.403 which is less than the table value 0.5, the null hypothesis is rejected. That is there is a difference between the age and frequent usage of mobile banking services.

Suggestions

In terms of user experience, a significant portion of the participants provided a favorable rating, while a smaller percentage expressed an excellent rating for the mobile banking service. This divergence in ratings could potentially be attributed to security and technical concerns. It is advisable for mobile banking applications to take note of these aspects in order to enhance overall customer satisfaction. Based on the aforementioned study, it becomes apparent that a majority of participants encounter issues such as transactional system hang-ups, while a smaller number report sluggish processes as shortcomings related to mobile banking applications. It is imperative for mobile banking applications to acknowledge these challenges and take corrective actions to rectify them, ultimately leading to the retention and acquisition of both new and existing customers. The findings indicate that a considerable number of respondents anticipate an easily navigable plan search feature as an added component. This suggests an opportunity for mobile banking applications to consider implementing this feature to entice and engage both new and existing customers.

References

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