CHAPTER – II

REVIEW OF LITERATURE

There have been a lot of studies conducted in the field customer satisfaction towards banking services both at national and international level. Some of the previous related research studies are given below.

International Studies

Arne Floh Horst Treiblmaier\(^1\) investigated the importance of antecedents of online loyalty such as trust, quality of the Web site, quality of the service and overall satisfaction. Rather than investigating which factors drive customers to use online banking instead of offline banking, his study addresses the problem of how to keep customers online and loyal to a specific supplier. A survey among more than 2,000 customers of an Austrian online bank was conducted and a structural equation modeling approach was used to gain important insights into how customer retention in the online banking business can be ensured. Satisfaction and trust were identified as important antecedents of loyalty. Additionally, the moderating role of consumer characteristics (gender, age, involvement, perceived risk and technophobia) was supported by the data.

Ahasanul Haque, et.al,\(^2\) their study investigated the factors determining the Malaysian banking consumers’ perception on e-banking transactions. A research framework was developed to testify the statistical relationships among consumer


perceptions on e-banking transaction. Factor analysis was performed to extract and decide on the number of factors underlying asset of measured variables of interest. Structural equation model (SEM) was tested to anticipate the effects of the explanatory variables. This study showed that only protected transaction, have significant impact on consumers’ perception about e-banking security, followed by service quality and regulatory frame work issues. This study offered an insight into e-banking in Malaysia, which has not previously been investigated and at the same time, statistical tests significance makes this study a potential cornerstone for future research.

Kari Pikkarainen, et.al, their study aims to test and validate the End-User Computing Satisfaction (EUCS) model in order to investigate online banking users' satisfaction with the service. A survey (n=268) was carried out using convenience sampling. An exploratory factor analysis followed by a confirmatory factor analysis run in LISREL 8.7 is used to test the validity of the model in an online banking context. The survey results support three constructs (content, ease of use, accuracy) from the original model, indicating that the modified EUCS model labeled EUCS2 can be utilized in analyzing user satisfaction with online banking among private customers. Findings of the study indicate that banks could improve end-user computing satisfaction with online banking by concentrating on the three constructs obtained from the analyses. Moreover, the results indicate that banks can increase satisfaction of online banking services by personalizing the service, allowing easier and more convenient use experience.

Nath, Ravi and Schrick Paul,\(^4\) examined bankers' views on providing banking services to customers using the web in Unites States. Specifically, it addresses issues such as the strategic need for Internet banking, its effect on customer-bank relationships, and customers' experiences in Internet banking. Data collected from 75 banks show that most banks do not yet offer full-fledged Internet banking. However, most have plans to do so. Furthermore, bankers see Internet banking as a strategic opportunity that can reduce transaction costs, enhance customer service, increase the customer base and improve cross-selling opportunities. Also, Internet banking is perceived more favorably by banks that offer it compared to those that do not.

Mohammed Hossain and Shirley Leo,\(^5\) the purpose of their study is to evaluate the service quality in retail banking in the Middle East in general, and Qatar in particular, based on different levels of customers’ perception regarding service quality. This is an analytical study based mainly on the primary data collected through a scientifically developed questionnaire. The questionnaire have been personally administered on a sample size of 120, chosen on a convenient basis from four Qatari banks, i.e. Qatar National Bank, Doha Bank, Qatar International Islamic Bank, and Arab Bank. The questionnaire has been designed on the basis of the study of previous scholars such as Berry et al., Parasuraman et al., Zeithaml and Bitner, and Stafford. The result indicates that customers’ perception is highest in the tangibles area and lowest in the competence area. They suggested that, in order to achieving higher levels of quality service in retail banking, banks should deliver higher levels of service quality and in the present

\(^4\) Bankers' Perspectives on Internet Banking, e-Service Journal 1.1, Fall 2001

\(^5\) Customer perception on service quality in retail banking in Middle East: the case of Qatar, International Journal of Islamic and Middle Eastern Finance and Management Vol. 2 No. 4, pp. 338-350, 2009
context customers’ perceptions are highest in the level of infrastructure facilities of
the bank, followed by timing of the bank, and return on deposit. Owing to the
increasing competition in retail banking, customer service is an important part and
bank managers should be rethinking how to improve customer satisfaction with
respect to service quality.

M. Sadiq Sohail and Balachandran Shanmugham,\(^6\) examined the current
trends in the e-commerce revolution that has set in motion in the Malaysian
banking sector and reports on an empirical research that was carried out in
Malaysia to study the customers’ preference for electronic banking and the factors,
which they considered influenced the adoption of electronic banking. Results based
on the analysis of data relating to 300 respondents indicate that while there is no
significant differences between the age and educational qualifications of the
electronic and conventional banking users, some differences exists on other
demographic variables. Analysis further revealed that accessibility of Internet, a
wareness of e-banking, and customers’ reluctance to change are the factors that
significantly affected the usage of e-banking in Malaysia.

R. A. Gbadeyan\(^7\) examines the customers’ choice of banks is influenced by
the quality of e–banking services provided. Stratified sampling was used; while the
survey Instrument was a developed Questionnaire comprising open ended and
Likert type of questions. The Likert type questions have a 4 point scale (indicating
1 = very comfortable and 4 = uncomfortable) divided into two (2) sections:

\(^6\) E-banking and customer preferences in Malaysia: An empirical investigation, Information

\(^7\) Customers’ Preference For E – Banking Services: A Case Study Of Selected Banks In Sierra
personal details and customers’ e-banking preference in Sierra Leone. The instrument contained 36 items and was administered to about 400 respondents, while 360 completed and returned their Questionnaire. The statistical techniques used for the analysis were the Chi–Square and correlation. The Chi–Square analysis revealed that the quality of e–banking services offered by banks have significant influence on their customers at 95%, degree of freedom. He recommends that various measures should be put in place to ensure more security such as installation of encrypted software, verification system of customer’s identification cards, frequent change of password, examining test questions and using mixed password such as the use of alphanumeric amongst others. The study concludes that e–banking has become important phenomenon in the banking industry and it will continue as more progress and innovations are made in information technology

Huam Hon Tat and Khalil Md Nor,8 their study investigates predictors of intention among current users to continue using the services. Questionnaires were distributed to 210 residents in Klang Valley, Malaysia, of whom 204 (97.1%) responded to the survey. The findings demonstrated that, among the predictors tested, trust was found to be the strongest predictor of intention to continue using Internet banking, followed by compatibility and ease of use. Recommendations to Internet banking service providers and discussions for future study are provided.

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Booi Hon Kam and Hernan Riquelme,\textsuperscript{9} they examined a sample of Australian Internet Banking users based on their frequency and length of usage. The results showed that as customers become more acclimatized to Internet Banking, they use these services more often. Further, daily and frequent Internet Banking users are more pleased with "ease of use" and "aesthetics" and tend to use Internet Banking more for electronic fund transfer and foreign exchange transactions than the less frequent users. The findings suggested that banks need to develop more customized services since there are distinct market segments with different banking requirements.

Lim Yik Ming,\textsuperscript{10} in his study he developed and empirically tested a conceptual model of the impact of internet banking service quality on customer satisfaction and behavioral intentions. Based on the relevant literature review, a questionnaire was designed and administered to 300 users of internet banking in Mauritius. The findings revealed that customers' perceptions are consistently lower than their expectations and the most dissatisfied dimension was reliability. It was further found that reliability and security was perceived as the most important dimensions in internet banking transactions that influences satisfaction and behavioral intentions. Customer satisfaction was found to mediate the relationship between customer behavioral intentions.

\textsuperscript{9} An exploratory study of length and frequency of internet banking usage, Journal of Theoretical and Applied Electronic Commerce Research, Volume 2 Issue 1, April 2007

\textsuperscript{10} The Impact Of Internet Banking Service Quality On Satisfaction And Behavioral Intentions, International Journal of Business and Information, Volume 3, Number 2, December 2008.
Asma Mobarek\textsuperscript{11} pointed out that the banks' external environment, including globalization and deregulations, have made the banks highly competitive. Banks find it difficult to compete on price, and need to look at other ways to retain customers. As customers become more sophisticated, it becomes essential for banks to consider the use of technology to respond to their continuously changing requirements. After conducting this research, it is clearly seen that delivery channels are lacking in meeting the demands of the customer by not making them aware of e-banking and using obsolete or not too up-to-date technology. The problem statement is solved. The hypotheses are tested and show that there is a relationship between age group, occupation type and some aspects of e-banking. The responses obtained for the acceptance of the electronic age were unanimous as the banking industry strongly feels that it must adapt to the electronics age if they are to move with time and customer demands and not be left behind. The author would thus conclude that banks should drown themselves in all the intricacies regarding e-banking to determine ways that will affect the customers in Botswana and use it to their maximum benefit.

Marvin E. Gonzalez\textsuperscript{12} developed a case study that considers both external and internal service management issues and subsequent service innovations based on the framework of quality function deployment (QFD). The application of the customer window quadrant (CWQ) and the action plan matrix in the analysis of customer and service elements constitute a different approach for QFD. Some benefits and disadvantages of the QFD process were discussed as compared to extant service quality and customer paradigms. Finally, suggestions and directions


are offered for future applications, with particular interest in the e-bank service management issues.

Jau-Shyong Wang\textsuperscript{13} emphasized that the numerous Vietnamese banks have launched online banking services to offer improved service to existing customers and attract new ones. However, on-line banking was new to most people in Vietnam, and rates of adoption of on-line banking. His study focuses on this issue and attempts to identify the determinants of customer intention to use online banking. A research framework based on the DeLone and McLean Information System Success (D and M IS) model for assessing website quality and the literature on brand credibility was developed to identify the factors that can affect customer intention to use online banking. This study uses customers of the financial industry in Vietnam as subjects and collects 164 valid questionnaires. Partial Least Squares (PLS) method is applied in the investigation. The analytical results indicate that brand credibility can affect customer intention to use online banking.

Mohammad Khurram Manzoor\textsuperscript{14} examined the impact of e-banking on the profitability of Pakistani banks, in particular. His study covers twelve banks across Pakistan. The study is qualitative in nature which examines different objectives which determine the performance of banks mainly in terms of profitability. It also discussed the effect of customers’ literacy on provision of services from banks’ perspective. It also discussed the basic motive of banks to adopt e-banking services. The study was done through taking interviews from the managers of these

\textsuperscript{13} Drivers of customer intention to use online banking: An empirical study in Vietnam, African Journal of Business Management Vol.3 (11), pp. 669-677, November, 2009

\textsuperscript{14} The Impact of E-Banking on the Profitability of Banks: A Study of Pakistani Banks, Information Management and Business Review Vol. , No. 12 , pp. 52- 58, 2010
banks. The results showed that e-banking has increased the profitability of banks; it has enabled the banks to meet their costs and earn profits even in the short span of time. The illiteracy of customers is not regarded as a major impediment in provision of their products and services. For banks, the main motive to adopt e-banking is to increase their clientage and to retain their customers. The profitability of banks has augmented in transitioning to e-banking medium.

Kesseven Padachi, et al.,\textsuperscript{15} their study analyzed the factors that influence the adoption of internet banking for the case of the emerging African economy of Mauritius. Results based on the analysis of data relating to 200 respondents indicate that the mostly used services are inter account transfer, payment to other personal account, transfer to credit card account, recharge mobile phones among others. Comparing demographic variables of the internet banking users to the non-internet banking users, the analysis also reveals that there is no significant difference between the two groups of users with respect to age group and the education level of the respondents. This is however not the case for the mean monthly income. Using factor analysis to identify the factors affecting the adoption of internet banking in Mauritius, it was found that the most significant factor is ease of use and that other important elements featured reluctance to change, trust and relationship in banker, cost of computers, internet accessibility, convenience of use, and security concerns. Further analysis using cross tabulations suggested important statistical relationship between awareness, access to Internet facility, length of banking relationship, people working in the Internet banking/finance sector, education level in the category ‘post graduate’ and also income group with the usage of internet banking.

\textsuperscript{15} Analyzing the Factors that Influence the Adoption of Internet Banking in Mauritius, Proceedings of the 2007 Computer Science and IT Education Conference
Dr. Ala’Eddin Mohd Khalaf Ahmad, the purpose of his study is to explore the adoption of e-banking functionality and investigates the impact of e-banking on the outcomes of customer satisfaction within the Jordanian Commercial Banks. A purposive sampling technique was employed to recruit 179 customers representing the desired range of demographic characteristics (e.g. gender, age, and computer use), previous internet experience levels and product-related knowledge. This research showed that adoption of e-banking (accessibility, convenience, security, privacy, content, design, speed, fees and charges) had a positive effect on Jordanian Commercial Bank customers' satisfaction and loyalty.

Cheolho Yoon investigated the antecedents of customer satisfaction with online banking in China, and explores the effects of experience on the relationships between the antecedents and customer satisfaction. Based on prior research, the six antecedents of customer satisfaction - ease of use, design, speed, security, information content and customer support service - are proposed, and the effects of experience on the relationships between these and customer satisfaction are analyzed using a structural multi-group (a high-experience group and a low-experience group) model. The results showed that design, speed, security, information content, and customer support service have a significant influence on customer satisfaction in the high-experience group or the low-experience group, but ease of use does not have a significant influence on customer satisfaction in either of the groups. Also, the results relating to the influence of the level of customer experience reveal that the effects of design, security, speed and

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information content on customer satisfaction were significantly higher in the high-
experience group, whereas the effect of customer support service on customer
satisfaction was significantly higher in the low-experience group.

Lin Ching Tsung and Jung-Yu Lai,18 their study attempts to explore what
factors affect corporate customer satisfaction with e-banking (CCSEB) which is
one surrogate variable of success of e-banking services. Based on a survey of 178
respondents collected from Taiwan companies, the results support that
environmental, organizational, and globalization factors will affect customer
satisfaction with e-banking significantly. Furthermore, there exist a reciprocal
relationship between customer satisfaction and post-usage favorite behavior.

Durkin, Mark,19 he adopted a quantitative methodology and examined
customer communication preferences when interacting with their bank, with a
particular focus on Internet banking registration. The customer satisfaction
questionnaire was issued to over 2,000 retail customers. Through regression
analysis the key predictors that indicate whether or not customers will register as
Internet banking users were identified. Twenty-five senior branch bank managers
were then asked to rank the same set of issues to ascertain what they felt to be the
key influencers to customer registration for Internet banking. The similarities and
differences between the two sets of findings are identified and the managerial
implications for the case bank's marketing strategy discussed.

18What factors drive corporate customer satisfaction with e-banking services,
http://aisel.aisnet.org/pacis2008/84
19 On e-banking adoption: from banker perception to customer reality, Journal of Strategic
Shih-Chih Chen and Huei-Huang Chen\textsuperscript{20} examined the consumer satisfaction and the long-term usage intention of SSB. In the proposed model, four dimensions of Technology Readiness (TR) (including optimism, innovativeness, discomfort and insecurity) influence a consumer's continuance intention through the mediation of satisfaction. The research model was evaluated using web-based survey data collected from 388 users about their perceptions of SSB. Overall, the results revealed that the effects of optimism and innovativeness are very important, but that discomfort and insecurity do not influence an individual's satisfaction and behavioural intention towards the continued use of SSB.

Ilias Santouridis\textsuperscript{21} investigated internet service quality and its impact on customer satisfaction in the banking context. Internet service quality is operationalized by adopting an instrument, which is based on SERVQUAL and consists of six dimensions, namely assurance, quality of information, responsiveness, web assistance, empathy and reliability. The field research, which resulted in 184 valid questionnaires, was conducted among internet banking customers in Greece, a country with relatively low internet penetration rate. The findings confirm, to a great extent, the validity of the instrument and highlight the above average performance of service quality delivered by Greek banks via the internet. All quality dimensions are proved to be antecedents of overall customer satisfaction, with reliability having the most significant impact. Furthermore, quality of information is a crucial dimension driving the customer intentions for internet banking future usage. Finally, familiarization-related dimensions, such as

\textsuperscript{20} The empirical study of customer satisfaction and continued behavioural intention towards self-service banking: technology readiness as an antecedent, International Journal of Electronic Finance 2009 - Vol. 3, No.1 pp. 64 - 76

empathy and web assistance, play a very important role in customers’ willingness to recommend the service to other people.

Lo Liang Kheng\textsuperscript{22} pointed out that the emergence of new forms of banking channels such as Internet Banking, Automated Teller Machines (ATM), phone banking and also maturing financial market and global competition have forced bankers to explore the importance of customer loyalty. Therefore, studies need to focus on the changing role of the banking system and its dynamic financial market. The underlying model of SERVQUAL (Parasuraman et al., 1988) with five dimensions was used by his research to evaluate the impact of service quality on customer loyalty among bank customers in Penang, Malaysia with customer satisfaction mediating these variables. The findings showed that improvement in service quality can enhance customer loyalty. The service quality dimensions that play a significant role in this equation are reliability, empathy, and assurance. The findings indicate that the overall respondents evaluate the bank positively, but still there are rooms for improvements.

Padachi K.\textsuperscript{23} analyses the factors that influence the adoption of internet banking for the case of Mauritius, the future IT-hub of Africa. Results based on the analysis of data relating to 200 respondents indicate that the mostly used services are inter account transfer, payment to other personal account, transfer to credit card account, recharge mobile phones among others. Comparing demographic variables of the internet banking users to the non-internet banking users, the analysis also revealed that there is no significant difference between the two groups of users.

\textsuperscript{22} The Impact of Service Quality on Customer Loyalty: A Study of Banks in Penang, Malaysia, International Journal of Marketing Studies Vol. 2, No. 2; November 2010

\textsuperscript{23} Investigating into the factors that influence the adoption of internet banking in Mauritius, Journal of Internet Business, Issue 5 - 2008 99
with respect to age group and the education level of the respondents. This is, however, not the case for the mean monthly income. Using factor analysis to identify the factors affecting the adoption of internet banking in Mauritius, it was found that the most significant factor is ease of use and that other important elements featured reluctance to change, trust and relationship in banker, cost of computers, internet accessibility, convenience of use and security concerns. Further analysis using cross tabulations suggested important statistical relationship between awareness, access to Internet facility, length of banking relationship, people working in the banking/finance sector, education level in the category ‘post graduate’ and also income group with the usage of internet banking.

Ravi Kalakota\textsuperscript{24} presents a framework that provides a conceptual understanding of electronic commerce-based financial services. The study discussed some of the research issues that need to be addressed in this emerging area. Systematic research on online financial services is virtually non-existent. Most of the early work consists of anecdotal evidence from individual companies, usually in the form of trade journal articles which have no empirical basis. Clearly there is a need for industry-academia collaboration to understand the online financial services area better. There is also a need to develop methods and tools for measuring the effectiveness of these services. Traditional effectiveness measuring methods will be of limited use in cyberspace as banks enter an era in which financial products are treated as information commodities and banks are in competition with non-banks to serve customers with the best bundle of information.

\textsuperscript{24} The Impact of Cyber communications on Traditional Financial Services, University of Rochester, New York 14627, published in the www.vii.org/papers/ravi.htm
Sun Quan\textsuperscript{25} study use E-S-QUAL scales and D&M IS success model to design the research model of this research. Structural equation modeling was used to analyze the data collected from banks’ customers in China. The main findings are as follows: 1) the research supported that the four e-SERVQUAL dimensions—efficiency, fulfillment, system availability and privacy are the determinants of Chinese internet banking service quality. 2) System quality, electronic service quality and information quality all have a positive effect on customer perceived value and customer satisfaction. 3) E-service quality has both direct effect on customer loyalty and indirect effect on customer loyalty through customer perceived value and customer satisfaction.

Chen, Shih-Chih and Chen, Huei-Huang\textsuperscript{26} examined consumer satisfaction and the long-term usage intention of Self-Service Banking. In the proposed model, four dimensions of Technology Readiness (TR) (including optimism, innovativeness, discomfort and insecurity) influence a consumer’s continuance intention through the mediation of satisfaction. The research model was evaluated using web-based survey data collected from 388 users about their perceptions of Self-Service Banking. Overall, the results revealed that the effects of optimism and innovativeness are very important, but that discomfort and insecurity do not influence an individual's satisfaction and behavioural intention towards the continued use of Self-Service Banking. The implications of this study are also discussed.


\textsuperscript{26} The empirical study of customer satisfaction and continued behavioural intention towards self-service banking: technology readiness as an antecedent, International Journal of Electronic Finance, Volume 3, Number 1, 30 March 2009 , pp. 64-76(13)
Vimi Jham and Kaleem M. Khan\textsuperscript{27} examined the survey responses of 560 bank customers who provided information regarding their satisfaction towards financial distribution channels with respect to five banks. The study found that there were distinctive segments within the financial market that had significantly different levels of usage of financial distribution channels. Financial customers' satisfaction with human tellers, automated teller machines, money transfer at the point of sale, credit cards, debit cards, internet banking and telephone banking was investigated, and this information was used to determine if relationships exist between customer satisfaction and the usage of financial distribution channels. Systematic methodology, including design and validation of questionnaire and factor analysis were used to enhance the reliability of the findings.

Emari H. et al.,\textsuperscript{28} the main objective of their research was to determine the dimensions of service quality in the banking industry of Iran. For this purpose, the study empirically examined the European perspective (i.e., Gronroos’s model) suggesting that service quality consists of three dimensions, technical, functional and image. This research is an applied research and its strategy is casual strategy. A standard questionnaire was used for collecting the data. Two hundred and eighty seven customers of Pasargad Bank of Northwest were selected through cluster sampling and were studied. The results from a banking service sample revealed that the overall service quality is influenced more by a consumer’s perception of technical quality than functional quality. So, the Gronroos model is a more appropriate representation of service quality than the American perspective with its limited concentration on the dimension of functional quality in the banking


\textsuperscript{28} Determining the Dimensions of Service Quality in Banking Industry: Examining the Gronroos’s Model in Iran. Trends in Applied Sciences Research, 6: 57-64.
industry of Iran. So, knowing the key dimensions of the quality of services in this industry and planning for their improvement can increase the satisfaction of customers and productivity of this industry.

Hsin-Ginn Hwang, et al.,\(^{29}\) their purpose of this study is to develop a measurement instrument for customer satisfaction with internet banking (IBCS). A web survey was used with the subjects being internet banking users of Taiwanese banks. A total of 226 valid questionnaires were obtained with an 85% response rate. For the development of a standardised instrument, an exploratory factor analysis was used. The study demonstrates that all the items in the Doll and Torkzadeh instrument for end-user computing satisfaction measures are still valid in the context of internet banking, and that IBCS depends heavily on security and trust considerations on the internet.

Yuan-shuh Lii,\(^{30}\) his study models e-loyalty includes three exogenous variables (website quality, corporate image and perceived social presence) and two mediating variables (satisfaction and trust). The model was empirically tested using data collected from an online survey of Internet forums based in Indonesia. Using structural equation modeling, the results of statistical analysis showed that the model is an adequate fit to the data. All the causal relationships in this model were found to be significant. He discussed some interesting results and provided several implications for those banks which want to enhance loyalty of e-banking customers.


Waleed Al-Ghaith’s study based on the diffusion of innovations (DOI) theory leveraged into the online environment, investigates factors that influence adoption and usage of e-service, especially, in Saudi Arabia. Factors were empirically tested against data collected from 651 participants using survey questionnaires. Perceived Complexity was found to be the most significantly related factor affecting e-service adoption in Saudi Arabia, followed in turn by Privacy and Compatibility. Quality of the Internet and its relative advantage also had a notable affect on e-service usage and adoption in Saudi Arabia.

Richard Boateng and Alemayehu Molla explored some of the issues that affected the key decisions that the bank made. These decisions relate to entering e-banking, e-banking channel choice, e-banking development, enticing customers, and managing channel conflict. The findings indicate that operational constraints related to customer location, the need to maintain customer satisfaction and the capabilities of the Bank's main software have been influential factors in motivating the decision to enter electronic banking services. The bank's electronic channel choice is influenced by the systemic competence of a software technology that the bank acquired and the nature of the diffusion of information and communications technology among its clientele group. Technological and human resources capabilities together with the development of electronic transactions in the Ghanaian market influenced the e-banking development. The sophistication of the current e-banking services and the incremental approach followed in rolling out e-banking appear to influence strategies to entice customers and channel conflict issues. The study concludes by highlighting the need for African Banks to

31 Factors Influencing The Adoption And Usage Of Online Services In Saudi Arabia, The Electronic Journal on Information Systems in Developing Countries EJISDC (2010) 40, 1, 1-32

understand customers’ needs; the corresponding services to offer; the resources and partnerships required to offer it; and develop appropriate e-banking strategies that maximize value for both customers and banks.

Zhilin Yang\textsuperscript{33} examined the moderating effects of switching costs on customer loyalty through both satisfaction and perceived-value measures. The results, evoked from a Web-based survey of online service users, indicate that companies that strive for customer loyalty should focus primarily on satisfaction and perceived value. The moderating effects of switching costs on the association of customer loyalty and customer satisfaction and perceived value are significant only when the level of customer satisfaction or perceived value is above average. In light of the major findings, the article sets forth strategic implications for customer loyalty in the setting of electronic commerce.

Chung-Hung Tsai\textsuperscript{34} made a study which integrates web quality (system quality, information quality, and service quality), perceived interactivity (human-message, human-human), and web outcomes (web usage, web satisfaction, and web loyalty) to explore the e-commerce model of health websites. A survey of 1076 users of health websites was conducted to validate the proposed model. The findings show that web quality has significantly positive effect on perceived interactivity, web usage, and web satisfaction separately, which in turn influence web loyalty. This study also confirms that perceived interactivity is an important mediator between web quality and web outcomes. This study emphasized the


\textsuperscript{34} The E-Commerce Model of Health Websites: An Integration of Web Quality, Perceived Interactivity, and Web Outcomes, Journal of Networks, Vol 6, No 7 1017-1024, Jul 2011
importance of both web quality and perceived interactivity in the progress towards success health websites.

Wai-Ching Poon the purpose of his study is to explore the determinants of users’ adoption momentum of e-banking in Malaysia. A questionnaire with four-point Likert scale is applied to 324 usable responses. Ten attributes are tested, namely convenience of usage, accessibility, features availability, bank management and image, security, privacy, design, content, speed, and fees and charges. Results indicate that all elements for ten identified factors are significant with respect to the users’ adoption of e-banking services. Privacy and security are the major sources of dissatisfaction, which have momentously impacted users’ satisfaction. Meanwhile, accessibility, convenience, design and content are sources of satisfaction. Besides, the speed, product features availability, and reasonable service fees and charges, as well as the bank’s operations management factor are critical to the success of the e-banks. WAP, GPRS and 3G features from mobile devices are of no significance or influence in the adoption of e-banking services in this study. Results also reveal that privacy, security and convenience factors play an important role in determining the users’ acceptance of e-banking services with respect to different segmentation of age group, education level and income level.

Rafiu Ovesola Salawu and Mary Kehinde Salawu evaluated the tangible benefits of e-business as an organizational tool and its influence on banking activities, as well as customer satisfaction practices. Cross tabulations and Chi-square were used to analyze the data. The study revealed that there is a linear

36 The Emergence of Internet Banking in Nigeria: An Appraisal, Information Technology Journal, 6: 490-496.
relationship between high-level automation of banking services and improvement in service delivery. Also, there exist a significant relationship between customer’s choice of bank and implementation of e-business. Based on the findings, bank managers need to be knowledgeable and apply internet technologies in their banking activities.

Dr. Younos Vakil Alroaia, et al., the aim of their study is to determine the extent to which customer satisfaction's in the e-banking in Semnan area had organizational and customer readiness for developing their services. One of the most important sectors that plays key role for grasping developed condition is banking sector. Banks like other institutions also look for augmenting their profits and increasing their strength by expansion. The designing of bank must involve selection of those that have sufficient success potential. Hence, from several factors of success, the following three criteria factors have been selected-customer satisfied; one dimensional, and product fully functional. These factors offers three question multi criteria group extracted from a 16 norms. Also, three criteria factors have been studied over a period of five years and important criteria for evaluating the norms. The Analytical Hierarchy Process (AHP) has been employed to calculate the success potential of each norm. The empirical data comprises the longitudinal survey of the agricultural banking of the Semnan province. The study, also, finds that product fully functional is placed as the first priority.

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37 Priority Of Factors Affected On Customer's Satisfaction In The E-Banking By Using Kano Model And Analytical Hierarchy Process (A Case Of Iranian Commercial Bank), International Conference On Management (Icm 2011) Proceeding 631
National studies

Mohammed Sadique Khan and Siba Sankar Mahapatra,\textsuperscript{38} their study aims at evaluating the service quality of internet banking (i-banking) services in India from customer’s perspective. A structured questionnaire containing 44 quality items is administered to various target groups. Seven quality dimensions, viz. reliability, accessibility, user friendliness, privacy/security, efficiency, responsiveness and fulfillment, are identified based on principal component factor analysis. Demographic analysis of data reveals that gender is hardly a bias for use and evaluation of service quality of i-banking in most of the cases across various categories of customers. A valid mathematical model was proposed to assess the overall service quality using regression analysis. The results showed that customers are satisfied with quality of service on four dimensions such as reliability, accessibility, privacy/security, responsiveness and fulfillment, but least satisfied with the ‘user-friendliness’ dimension. The empirical findings not only prioritize different parameters but also provide guidelines to bankers to focus on the parameters on which they need to improve.

Geetika, Shefali Nandan,\textsuperscript{39} in her study, she pointed out that the service quality has been viewed as a determinant of customer satisfaction. Different dimensions of service quality have been considered by various researchers. This study identified components of service quality of Indian Railways at railway platforms. The study is exploratory in nature and uses factor analysis to identify the most important factors of customer satisfaction with service quality. The research methodology is empirical, and a survey of passengers (customers) was conducted. The findings revealed that five factors are considered important for


determining satisfaction with railway platforms, the most important of which are refreshments and behavioral factors. Managerial and theoretical implications were drawn and discussed in the study, and a model was proposed.

Arpita Khare, et al.,\textsuperscript{40} they attempt to study the role of personality in evaluating online banking in India. The personality dimension scale developed by Aaker and the attributes of online banking (like perceived ease of use, security and privacy, perceived usefulness, amount of information and perceived enjoyment) developed by Pikkarainen et al., were adapted to measure the role of personality in online banking in India. The research findings showed that certain personality factors – such as those who are more imaginative, reliable, intelligent, up-to-date and charming – affect the consumers’ evaluation of online banking in India. Using multiple regression tests, we attempted to predict the online banking attributes that are most important for different personality types. The banks should give importance to consumer personality while designing their websites. Personality of the consumers can play a significant role in the success of online banking in a developing country like India.

Arpita Khare\textsuperscript{41} studied the applicability of online banking in India and its role in fostering relationships with customers and giving them more value. The research was conducted on customers familiar with online banking in India, and their perceptions about online banking were studied. The findings revealed that customers are using the services but are skeptical about the financial transactions and service quality dimensions.

\textsuperscript{40} Role of consumer personality in determining preference for online banking in India, Journal of Database Marketing & Customer Strategy Management 17, 174-187, 2010

\textsuperscript{41} Online banking in India: An approach to establish CRM, Journal of Financial Services Marketing 15, 176-188 (September 2010)
Kumbhar V. M.\textsuperscript{42} the aim of his study was to provide a preliminary comparative investigation of the customer satisfaction in ATM service of public and private sector banks in India. For this investigation primary data was handling and compensation and collected from 150 respondents of public and private sector banks through a structured questionnaire. Collected data was analyzed according to the objectives of the present research and result of the statistical analysis indicates that private sector banks are providing more satisfactory ATM service as compared to public sector banks. Empirical evidences indicates that customers perception about Efficiency, Security and Responsiveness, Cost Effectiveness, Problem Contact service related to ATM service is low in both public and privates sector banks (ranging between 3.00 to 3.50). Therefore both types of banks should aware about these aspects of ATM service to enhance customers’ satisfaction.

R. K. Uppal\textsuperscript{43} made a study concerned with the problems and prospects of e-banks in India. The study suggests some policies on the basis of perceptions of 60 selected e-bank employees regarding the various issues related to e-banking services. The study concluded that not more then 50\% of Indian bank customers are using e-channels, these channels are not much popular among old age and middle age persons as much as among youngsters and finally the study concludes that the most of the customers are shifting from public sector banks to new private sector banks or foreign banks to avail innovative and attractive services. On the basis of these conclusions, study suggests some strategies to make the public sector banks more competitive in the era of IT.


Dr. H. N. Ramesh, has demonstrated the model of service quality gaps; it aims to measure customers' gap between satisfaction levels of interpretation of services and their preferences of the interpretive service in internet banking at Indian commercial banks. The research questions are utilized to measure the gap between expectation and satisfaction levels of customers about quality of internet banking. For this purpose a questionnaire with five-point Likert scale is applied to measure customers expectation as well as satisfaction. Data was obtained from 102 respondents and analyzed using SPSS 12 software by employing factor analysis and multiple regressions. Results indicated that there are significant differences between overall expectations and satisfaction levels of customers. For practitioners, it is worth noting that customers are exclusively concerned with the “Sufficient menu for transaction”, "Variety of services readily accessible", "Availability for business" and "Have a user-friendly system", as important factors for them to apply internet banking. The study contains material relevant to the internet banking industry, and implications were discussed and recommendations were offered for improving internet banking services.

Ms. Malarvizhi.V, the objective of her study were to present an overview of e-banking services offered by both public and private sector banks in Coimbatore city; to examine the socio-economic profile of e-banking user; to study the extent awareness and the usage of e-banking Services and to ascertain the customer’s satisfaction about various e-banking services. The data was collected with the help of a well-structured and pre-tested interview schedule, administered

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45 An Analysis On The Usage Of E-Banking Services In Coimbatore City, IJBEMR, Volume 2, Issue 1 (January 2011)
to 100 e-banking users during the period November 2008 to January 2009. The data collected was tabulated and analyzed by using simple percentages, Chi-square test and Garrett ranking technique. From the findings of the study, it was revealed that customers are satisfied with the services provided by the public sector banks than the private sector banks. The study suggested that, customers have to be educated in the use of every new technology. On the whole e-banking increased operational efficiencies and reduces costs, besides giving a platform for offering valued added services to the customer, thereby fulfilling all the essential prerequisites for a flourishing banking industry. In a nutshell, to meet the emerging challenges banks have to undertake a series of changes in original, structure, functions, practices and marketing to popularize e-banking.

S. Kavitha pointed out that today banking industry has undergone a sea change. Bank employees need to provide quality information at the branch at his/her finger tips. It is also necessary that the information should be consistent with all branches and other direct access channels like ATM’s. Phone Banking, Mobile banking and Net banking throughout the country. The banking industry should always adapt to the new technology today and basically make the necessary adjustments to gain competitive advantage with other competing banks. E-banking is one such technology and the bank which implement this technology in their organization can definitely survive in this era of intense competition. The main objective of his study is to identify the overall satisfaction of customer regarding the e-banking transactions. The study also aims at knowing whether demographic variables of the respondents have influence on customer satisfaction on E-banking.

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Reeti Agarwal\textsuperscript{47} conducted the study on Customers’ perspectives regarding e-banking in an emerging economy. The respondents were taken from the northern part of India. The major findings depict that customers are influenced in their usage of e-banking services by the kind of account they hold, their age and profession, attach highest degree of usefulness to balance enquiry service among e-banking services, consider security & trust most important in affecting their satisfaction level and find slow transaction speed the most frequently faced problem while using e-banking.

Jayalakshmi S.\textsuperscript{48} the main purpose of his study is to know the E-banking services. She pointed out that the traditionally the relationship between the bank and its customers has been on a one-to-one process. This process takes time to complete a single transaction and may result in frauds and mistakes. Modern banks can not depend on one-to-one process as the customers demand advanced services. While computerization of banks tries to satisfy expectations of the customer, it also reduces frauds and mistakes. This research study makes an attempt to analyze how banks are attracting the various customers and how the customers are satisfied with the services provided by the banks.

Dr. Saroj K. Datta\textsuperscript{49} investigated the factors which are affecting the acceptance of e-banking services among adult customers and also indicates level of concern regarding security and privacy issues in Indian context. Primary data was

\textsuperscript{47} Customers’ perspectives regarding e-banking in an emerging economy, Journal of Retailing and Consumer Services Vol.16, Issue 5, Pages 340-351, 2009,


\textsuperscript{49} Acceptance of E-banking among Adult Customers: An Empirical Investigation in India, Journal of Internet Banking and Commerce, August 2010, vol. 15, no.2
collected from 200 respondents, above the age of 35, through a structured questionnaire. Statistical analysis, descriptive statistics was used to explain demographic profile of respondents and also Factor and Regression analyses were used to know trend of internet use and factors affecting e-banking services among adult customer in India. The finding depicted many factors like security & privacy, trust, innovativeness, familiarity, awareness level increase the acceptance of e-banking services among Indian customers. The finding showed that in spite of their security and privacy concern, adult customers are willing to adopt online banking if banks provide him necessary guidance. Based on the results of current study, Bank’s managers would segment the market on the basis of age group and take their opinion and will provide them necessary guidance regarding use of online banking.

Uppal. R. K.\(^{50}\) made a study based on the responses of 768 customers of public sector bank, Indian Private Sector Bank & Foreign Bank (each one from these groups) operating in Amritsar district of Punjab and in case of fully E-bank, (three banks, one from each bank group) have been taken into consideration. It may be inferred that there is significant difference among three bank groups with regard to the time customers have to spend to transact a business. The E-banks are more efficient in regard to time factor. This is the very important factor of shifting of potential customers in E-banks. The survey was conducted in Amritsar district of Punjab in the month of September 2007. Chi-Square test is used to check the level of significance difference among various bank groups and coefficient of contingency among various bank group customers’ responses is also calculated.

Mathur Garima, et al., they studied aims to analyze the major factors that are contributing towards customer satisfaction in banking services. The study also attempts to investigate any difference in the customer satisfaction of public and private sector banks. The study revealed that Innovative services, Network, Access, Technicalities, Behaviour, Comfort and Image are some of the factors responsible for customer satisfaction. Results have also revealed that there is no significant difference in the customer satisfaction of public and private sector banks.

Pooja Malhotra and Balwinder Singh described the current state of Internet banking in India and discussed its implications for the Indian banking industry. Particularly, it seeks to examine the impact of Internet banking on banks’ performance and risk. Using information drawn from the survey of 85 scheduled commercial bank’s websites, during the period of June 2007, the results showed that nearly 57 percent of the Indian commercial banks are providing transactional Internet banking services. The univariate analysis indicates that Internet banks are larger banks and have better operating efficiency ratios and profitability as compared to non-Internet banks. Internet banks rely more heavily on core deposits for funding than non-Internet banks do. However, the multiple regression results revealed that the profitability and offering of Internet banking does not have any significant association, on the other hand, Internet banking has a significant and negative association with risk profile of the banks.


Usha Lenka, et al.,\textsuperscript{53} examined whether service quality of Indian commercial banks increases customer satisfaction that fosters customer loyalty. Data were collected from 350 valued customers of scheduled commercial bank branches in Orissa (India). A questionnaire elicited information on socio-demographic variables along with human, technical, and tangible aspects of service quality, customer satisfaction, and loyalty. Results suggested that better human, technical and tangible aspects of service quality of the bank branches increase customer satisfaction. Human aspects of service quality were found to influence customer satisfaction more than the technical and tangible aspects. Customer satisfaction furthers customer loyalty. Increase in service quality of the banks can satisfy and retain customers. In the Indian banking sector, human aspects are more important than technical and tangible aspects of service quality that influence customer satisfaction and promote and enhance customer loyalty.

Uma Sankar Mishra\textsuperscript{54} presented two structural equation models (SEMs), one for public and another for private sector banks in India, to show the relationship between customer satisfaction on bank services and the attributes of the perceived service quality. Specifically, structural equation model is formulated to explore the impact of the relationship between customer satisfaction and service quality attributes.

\textsuperscript{53} Service Quality, Customer Satisfaction, and Customer Loyalty in Indian Commercial Banks, Journal of Entrepreneurship March 2009 vol. 18 no. 1 47-64

Sadia Samar Ali and R.K. Bharadwaj emphasized that the globalization has been regarded as the standard process for success. Financial institutions are providing better service to have competitive advantage. Banking industry worldwide is offering various options, financial products and services to enhance customer satisfaction. Innovative ways for information technology are used to provide services. Undoubtedly e-banking (EB) is the technological wonders and is gaining popularity. EB is regarded as pulse of the nation. It is important for banks to encourage customers to use EB. Banks-trusted business service providers, have the opportunity to leverage their existing relationships to provide full range of high quality trusted internet business services to their customers. Their study investigated several factors affecting adoption of EB. The prominent among these factors are ease of use of EB followed by some reluctance of customers to change relationship and trust in banker, cost of computers, internet accessibility and security concerns. This study clearly revealed the segment, which are in demand for attention of managers and researchers of EB services.

G. Kannabiran and P.C. Narayan discussed the experiences of a private-sector bank in deploying Internet banking and e-commerce in India. Strategic alignment of business and IT strategies, planning and implementation of e-banking initiatives and management of benefits are captured, along with key contributions to development.

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56 Deploying Internet banking and e-commerce—case study of a private-sector bank in India, Information Technology for Development Volume 11, Issue 4, pages 363–379, Autumn (Fall) 2005.
Rajesh Kumar Srivastava\textsuperscript{57} carried out a research to validate the conceptual model of internet banking. The causes were identified and researched through correcting the causative factors so that internet banking can be used by more people. This will help the banking operations to be more cost effective. The research is focused on what are the customer’s perceptions about internet banking and what are the drivers that drive consumers. How consumers have accepted internet banking and how to improve the usage rate were the focus of research area in this study. Qualitative exploratory research using questionnaire was applied. 500 respondents were selected for study after initial screening. They were all bank customers. The study reveals that education, gender, income play an important role in usage of internet banking. Not much research has been done on these areas as they were focused more on the acceptance of technology rather than on people.

The research corroborated the conceptual framework stating that if skills can be upgraded there will be greater will to use internet banking by consumers. Inhibitory factors like trust, gender, education, culture, religion, security, price can have minimal effect on consumer mindset towards internet banking.

Rahmath Safeena\textsuperscript{58} determines the factors influencing the consumer’s adoption of internet banking in India and hence investigates the influence of perceived usefulness, perceived ease of use and perceived risk on use of IB. It is an essential part of a bank’s strategy formulation process in an emerging economy like India. Survey based questionnaire design with empirical test was carried out. The results have supported the hypothesis.


\textsuperscript{58} Internet Banking Adoption In An Emerging Economy Indian Consumer, International Arab Journal Of E-Technology, Vol. 2, No. 1, January 2011
Kumar V.,\textsuperscript{59} investigate the linkages between business process management (BPM) and customer satisfaction. Also, to challenge the dominance of the customer contact perspectives on service processes and to propose a more systemic focus on the totality of service design. The research builds on the existing work of Maddern et al. through the use of structured equation modeling (SEM) tool. The multiple SEM models described here provide a more robust statistical approach for confirming/refuting the constructs found in the earlier research. This study presented the results of an empirical analysis, based on longitudinal data from a large UK bank on drivers of customer satisfaction. The results confirm that process management is a critical driver of technical service quality. This suggested that companies with reliability/dependability issues should not emphasize customer satisfaction programs based on SERVQUAL intangibles until substantial improvements in process design have been achieved.

Satendra Thakur\textsuperscript{60} examined the effect of service quality and customer satisfaction on customer loyalty among the group of customers in Indian banking industries. Data has been collected from 298 customers of the Indian banking industries; this study is cross sectional and descriptive in nature. With the help of the result of the study we can say that customer satisfaction is significantly and positively related with customer loyalty customer satisfaction is also to be found important mediator between service quality and customer loyalty.


Prof. (DR.) Sultan Singh\textsuperscript{61} examined the progress of e-banking scenario concerned with ATMs, Internet banking, Mobile banking and Credit cards and their impact on customers’ satisfaction by analyzing the problems faced by the customers in India. The analysis shows that among all the e-banking products, Customer Satisfaction Level (CSL) of ATMs is highest and the number of users of ATMs is also highest as compared to other services. Internet banking and credit cards are at second and third position as far as CSL is concerned, but the number of users is more in case of credit cards as compared to Internet banking. Mobile banking is at the lowest position in terms of CSL and also in number of users.

Anubhav Anand Mishra\textsuperscript{62} postulates on the present levels of customer satisfaction, and also tries to explore the factors that lead to customer satisfaction in retail banking in India. Data from 100 survey respondents were collected from one branch of one of the prominent retail banks in the city of Hyderabad. The findings revealed that customer satisfaction, a transaction-specific attribute is dependent on seven factors, which concur with extensive academic literature.

Devi, P Ambiga investigated the level of awareness among the customers on the use of e-banking and their expectations from e-banking. From the findings of the study, it was inferred that the customers are satisfied with the quality of e-banking services. But they face technical as well as administrative and procedural problems. Further to promote e-banking services, it is of importance that the banks must ensure quality in customer service. ‘Quality in work’ and

\textsuperscript{61} E-Banking Scenario And Its Impact On Customers’ Satisfaction In India, International Journal Of Research In Commerce & Management, Volume No: 2 (2011), Issue No. 4 (April)

\textsuperscript{62} A Study on Customer Satisfaction in Indian Retail Banking, Journal of Management Research, vol.12, issue 9, 2009
'satisfaction of the customers' are the two key words, which must be given sterner attention to promote a product.

Ankit Kesharwani\textsuperscript{63} using WEBQUAL scale he has made an attempt to assess internet banking website quality in India from customers’ perspective. An exploratory factor analysis, followed by a confirmatory factor analysis has been applied on data collected from 593 respondents in India using an online questionnaire. Findings demonstrate that there are some variations in WEBQUAL dimensions in the context of internet banking services in India.

Daneshvar Poolad,\textsuperscript{64} his study deals with the concept of service quality and has demonstrated the model of service quality gaps; it aims to measure customers gap between satisfaction levels of interpretation of services and their preferences of the interpretive service in internet banking at Indian commercial banks. The research questions are utilized to measure the gap between expectation and satisfaction levels of customers about quality of internet banking. For this purpose a questionnaire with five-point Likert scale is applied to measure customers expectation as well as satisfaction. Data was obtained from 102 respondents and analyzed using SPSS 12 software by employing factor analysis and multiple regressions. Results indicate that there are significant differences between overall expectations and satisfaction levels of customers. For practitioners, it is worth noting that customers are exclusively concerned with the “Sufficient menu for transaction”, “Variety of services readily accessible”, “Availability for business” and “Have a user-friendly system”, as important factors for them to apply internet

\textsuperscript{63} Exploration Of Internet Banking Website Quality In India: A WEBQUAL Approach, journal of Management Research, Vol. 9 No. 6, October 2010.

banking. The study contains material relevant to the internet banking industry, and Implications are discussed and recommendations are offered for improving Internet banking services.

Sunayna Khurana\(^{65}\) have observed a considerable growth of internet based services. Managing service quality while using internet as a distribution channel is a challenge for the service provider. The main objectives of this research study are to identify the customer preferences towards online banking and to find out the various service quality dimensions that affect customer satisfaction in internet banking. Primary data was collected from internet banking users of public and private banks in Hissar district with the help of a structured questionnaire. For the collection of primary data, he confined himself only to the Hissar district. A sample of 100 respondents who actually use internet banking was selected by following non-probabilistic convenience sampling technique as it is appropriate for exploratory studies. Data presentation and analysis were done with the help of various statistical tools using SPSS. Efficiency, responsiveness, fulfillment, privacy of personal information and easiness to use was found to be the core service quality dimensions of internet banking.

R. K. Uppal\(^{66}\) explored the extent of Internet banking in Indian banking industry. Time period taken for study is 2000-01 to 2006-07 because this period is the eye-witness of infant condition of IT and during the same period IT became mature. Simple statistical tools like average, standard deviation, co-efficient of variation are used to calculate the efficiency of various bank groups providing the


\(^{66}\) Internet banking in India: Emerging risks and new dimensions, Business Administration and Management (BAM) Vol. 1(3), pp. 73-81, March 10
service of I-banking. On the basis of analysis, the paper concludes that the private sector banks are on the top in providing the I-banking services to their customers and have high profitability as compared to other bank groups under study except foreign banks. The study also highlights the benefits of i-banking to customers as well as to bankers and suggests some strategies with their possible solutions like to spread awareness regarding I-banking and to increase its area and scope to enhance I-banking services in India, particularly in rural and semi-urban areas.

Ravi Kant Sharma\textsuperscript{67} study the growth of retail lending, especially, in emerging economies, is attributable to the rapid advances in information technology, the evolving macroeconomic environment, financial market reform, and several micro level demand and supply side factors. The savings rate in Asia is another factor that may increase the attractiveness of retail banking markets. As the emergence of customers middle class in India and China need better service quality in the “customer centric era. Due to this, Service qualities have been important primary competitive tool for banks to achieve success in the market place with commonly undifferentiated services. The results of the study indicate that the relative significance of commercial banks in the financial system in both India and China is more or less same. The cost of intermediation by banks in India is significantly higher than that of China. The size of the commercial banking system of China is about eight times the size of the Indian commercial banking system. China's banking system is quite large both in absolute and relative terms. Even though Indian banks are beaten on size on quality parameters they are far ahead of the Chinese counterparts because of their conservatives approach. Foreign banks in India are relatively more significant than they are in China. McKinsey’s surveys

\textsuperscript{67} Service Quality in the Retail Banking Sector: A Study of India vs. China, Business Administration and Management (BAM) Vol. 5(7), pp. 63-69, 2009
of Asian Consumers show that affluent Chinese are less satisfied with the level of Service they receive than their counterparts elsewhere in the region and that they would switch to banks providing better service even the cost of higher fee or interest rates. Overall studies, India have far better service quality to their customers as compare to Chinese retail banks.

Puja Khatri and Yukti Ahuja\(^\text{68}\) compare the public sector banks and private sector banks in terms of customer satisfaction and to study the various variables of service quality using SERVQUAL model. The work has been carried out with the objective of understanding the reasons of customer dissatisfaction and what are the opportunity areas wherein these banks need to focus and strengthen their Customer Relationship Management practices. The research work uses both the sources of information, i.e. Primary and Secondary sources, and thereafter SERVQUAL model has been used to identify the discrepancy in the service delivery system. Finally the study concludes by giving some recommendations to improve in the area where these banks do not meet the expectation of their customers.

Neha Dixit and Saroj K. Datta\(^\text{69}\) investigate on how the customers perceive the value of Internet banking over the traditional way of banking. It identifies the perceived service quality dimensions of self-service technology (Internet banking) and the impact of these perceived service quality dimensions towards customer satisfaction level in Internet banking. Primary data was collected from 250 respondents, through a structured questionnaire. Statistical analysis, descriptive statistics and correlation were used to know the perceived service quality of

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Internet banking (IB) and level of satisfaction between customers in India. The finding depicts many factors such as perceived value, perceived service quality; customer satisfaction and their loyalty have significant impact on a customer acceptance of Internet banking.

Bedi, Monica attempts to investigate the relationship between service quality, overall customer satisfaction and behavioral intentions across public and private banks in India. The findings indicated that service quality is a significant determinant of customer satisfaction in Indian banking industry irrespective of public and private sector banks. However, different dimensions of service quality were found to be statistically significant across public and private banks. Customer satisfaction was found to be strongly associated with propensity to recommend.

A review of the various studies on customer satisfaction towards banking services revealed that the empirical research on E-Banking Practices and Customer Satisfaction in Thanjavur district of Tamilnadu is not yet attempted. The present study “E-Banking Practices and Customer Satisfaction in Thanjavur district of Tamilnadu” attempts to fill this research gap. The results of the study are expected to provide a practical contribution in the area of e-banking services and in understanding customer behavior in the business-to-business financial services industry in the global competitive scenario.