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A Study of Customer Satisfaction Regarding Mobile Banking Services in Northern Haryana.

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Abstract: *Technology has brought a paradigm shift in the ways the banking sector perform its operations. With the inventions of recent development in IT, the banking sector has adopted e- banking measures to make effective relationship with its customers and to satisfy its customers in an efficient manner. In the recent years, innovations made in the field of mobile phones forced the banking sector to explore the ways through which banking transactions could be performed over mobile phones with 24x7 access. In this paper, attempts have been made to study the customer satisfaction in regards with mobile banking services provided by banking sector. A structured questionnaire was developed and distributed among 120 customers of SBI, PNB, Bank of Baroda, ICICI, HDFC and Axis Bank. 104 Questionnaire were found complete and effective. Data was collected and analyzed on 8 parameters of mobile banking services offered by banks. Chi-square test was performed on the selected parameters to know the association between banks regarding mobile banking services provided by them. Out of 8 parameters, on 7 parameters which are ease of doing transactions, less mental efforts required , less risk is involved in mobile banking, it is quicker use mobile banking than traditional forms, information concerning to the mobile transactions cant not be tempered by others, mobile banking allow customers to manage finances effectively and no charges for mobile banking, there is significant difference among all banks. Mean Score was calculated to access the satisfaction level of customers and analysis revealed that most of the respondents are lie between strongly agree and agree which indicates mostly respondents are satisfied.*

Key Words: Mobile banking, technology, customer satisfaction.

Introduction:

With the advent of information technology, revolutionized changes have been witnessed in the banking sector. Banking industry has shifted its way of operation from traditional to e-channels, which facilitate its customers 24x7 services through wireless channels. Mobile banking is also among those e-facilities which banks are now a day's using to cater the

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different needs of their customers. With the help of mobile banking services banks offer variety of services like account balance / statement enquiry, SMS alert, Cheque status enquiry, Bill Payment, Inter account fund transfer, missed call facility, Mobile/ Dish TV recharge, Credit/ Debit Alerts, Financial services like share trading, Create FD account, Payment of Tax & Insurance Premium and one can even easily locate ATMs/Branch with the help of mobile banking. According to the Reserve Bank of India's (RBI) annual report for 2017-18, mobile banking services has showed a growth of 92% in volume and 13% in terms of value. The number of registered customers increased by 54% to 251 million at end of March 2018 from 163 million at end of March 2017.[1] Due to the increasing competition and ever changing technology it becomes quite essential for every bank to satisfy its customers in an effective manner in all spheres. Therefore, in this paper, efforts have been made to study the customer satisfaction regarding mobile banking services.

Literature Review:

Mrs. R. Buvaneswari & et.al (April 2014), in their research concluded that mostly respondents are satisfied with latest innovations made in the banking services.[2] Nisha Sharma and Rupinderdeep Kaur (Apr-Jun 2016), analyzed that ICICI, HDFC , Axis, SBI and Kotak Bank were top five banks in mobile banking transactions in the year 2015. The value of payment and settlement system has also been increased from 18.20 billion in 2011-12 to 1035.30 billion in 2014-15, which indicates that the payment and settlement system has been showing a remarkable growth, both in terms of volume and value.[3] Alice Mueni Mwendwa & et.al (oct.-Dec 2016), has conducted a study in Trans-Nzoia County and concluded that reliability, responsiveness and accessibility have significant influence on mobile banking services provided by banks. They also found that most of the respondents are in the favour that mobile banking services provided are in the form as they were promised but there was network problem while performing transanctions.[4] Dr. Sajeeb Kumar Shrestha have studied that organizational, functional, and economic factors have significant influence on the determination of customer satisfaction in banks as far as mobile banking and customer satisfaction is concerned. He also found that respondents are adopting the mobile banking practices but economic constraints are also there.[5] Dr. S. Krishnasamy & et.al (Dec 2018) have studied 20 attributes on which customer satisfaction with regard to mobile banking servicers could be adjudged. In most of the parameters maximum respondents are highly satisfied. In spite of it, many respondents feel insecure regarding safety and security of transanctions.[6]

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Research Gap: From the recent literature available it has been observed that mobile banking services are widely accepted and popularized e-banking services. Researchers have studied customer satisfaction in context with mobile banking services in their respective area. That's why researcher has decided to study customer satisfaction regarding mobile banking services in Northern Haryana.

Objectives:

- To identify the variables related to customer satisfaction regarding mobile banking services.
- To study the satisfaction level of customers regarding mobile banking services.
- To investigate about whether there is significant difference between mobile banking services provided by six selected banks.

Study Area: The study is proposed to be confined to Northern Haryana which consists of six administrative divisions including Ambala, Faridabad, Hisar, Gurugram , Rohtak and Karnal. For the present study, selection of customers have been made from 03 Public Sector Banks viz. State Bank of India, Punjab national Bank and Bank of Baroda and 03 Private Sector Banks viz. HDFC Bank, ICICI Bank and Axis. The selection of banks is based on the ranking given on the "basis of operating profit" by KPMG study 2016-17. According to the report the selected banks are the on the top ranking, which is explained by the following table:

Name of Bank	Operating Profit(Rs in Crores)	Rank
SBI	43,25,781	I
ICICI	23,86,353	II
HDFC	21,36,354	III
AXIS	16,10,361	IV
Punjab National Bank	12,21,635	V
Bank of Baroda	8,81,558	VI

Source: www.businesstoday.in

Research Methodology:

The study is primarily based on primary data. On the basis of available literature and after consulting the PhD thesis of Mr. E.L. Ramar (Aug 2013) on "A Study on Electronic Customer Relationship Management Services of Banks"[8] questionnaire was developed. In all there were 08 variables were found regarding mobile banking services. Questionnaire was

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distributed among 120 respondents, out of which 104 Questionnaires were found complete effective for the analysis of the study. Response rate was about 86%. Respondents opinion was measured on 5 point likert scale ranking from strongly agree=1, agree=2, no opinion=3, disagree=4 and strongly disagree=5. Resultant data was processed through PSPP open source Statistical software. Cronbach's Alpha was used to test the reliability of the questionnaire. Mean value was used to identify respondent's satisfaction level and to access the rank of all 6 banks. Through mean score one can easily adjudge which bank is better in terms of mobile banking services**.** Chi-Square test was used to find the whether there is any significant relationship between mobile banking services provided by selected banks.

Data Analysis and Findings of the study:

Table:1 Case Processing Summary

		N	%
Cases	Valid	104	100
	Excluded	0	0
	Total	104	100

Source: Primary Data

Total 104 responses of the customers were found complete and could be used to draw some meaningful inferences.

Table:2 Reliability Statistics

Cronbach's Alpha	N of Items
0.72	8

Source: Primary Data

Table shows that the calculated value of Cronbach's Alpha for customers' opinion regarding mobile banking services is more than 0.7. Hence, it is concluded that customers' opinion regarding mobile banking services could be relied upon.

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Table: 3 Demographic Profile of the Respondents

Demographic Feature		Frequency	Percentage (%)
Gender	Male	51	49.04
	Female	53	50.96
	Total	**104**	**100**
Area	Urban	76	73.08
	Rural	28	26.92
	Total	**104**	**100**
Age	Below 20 years	1	0.96
	21-30 years	29	27.88
	31-40 years	46	44.23
	41-50 years	19	18.27
	above 51 years	9	8.65
	Total	**104**	**100**
Educational Qualification	Up to secondary level	1	0.96
	Graduate	17	16.35
	Post graduate	69	66.35
	Any other	17	16.35
	Total	**104**	**100**
Occupation	Salaried	62	59.62
	Business	24	23.08
	Profession	12	11.54
	Others	6	5.77
	Total	**104**	**100**
Income	Upto Rs 3 lakh	23	22.12
	Rs 3 lakh- Rs 6 lakh	38	36.54
	Rs 6 lakh- Rs 9 lakh	25	24.04
	Above Rs 9 lakh	18	17.31
	Total	**104**	**100**
Bank	SBI	28	26.92
	PNB	20	19.23
	BOB	13	12.5
	ICICI	16	15.38
	HDFC	15	14.42
	AXIS	12	11.54
	Total	**104**	**100**

Source: Primary Data

Above table depicts demographic profile of the respondents. Out of total respondents 49.04% are male and 50.96% respondents are female. In context with area of the respondents, 73.08% respondents belong to urban area while 26.92% belong to rural area. With regards to age wise

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distribution highest 44.23% respondents belong to 31-40 years age group, next 27.88% respondents belong to 21-30 years age group and 18.27% and 8.65% respondents belong to 41-50 years and above 51years age group respectively. There is only single respondent who belongs to below 20 years. Educational qualification could be major criteria for using mobile banking services. 66.35% respondents are post graduate, 16.35% respondents are graduate and also have other qualifications like M. Phil and PhD. There is only single respondent who is qualified up to secondary level. In context with occupation, 59.62% is the largest group of respondents belongs to salaried class, 23.08%, 11.54% and 5.77% respondents belong to business, profession and others class of occupation respectively. Up to Rs 3 Lakh-6 Lakh p.a. income group, there are 36.54% respondents, where as 24.04% respondents belong to Rs 6 Lakh- Rs 9 Lakh p. a. income goup. 22.12% respondents belong to Up to Rs 3 Lakh group p. a. and there is only 17.31% respondents who are above Rs 9 Lakh p.a. with regards to bank, respondents belong to SBI are 26.92% which highest among all, PNB comes after that with 19.23%, ICICI has 15.38% respondents, HDFC has 14.42% respondents, Bank of Baroda has 12.5% and AXIS bank has least respondents with 11.54%.

Table: 4 Frequency and Percentage of Respondent Data

Source: Primary Data

Sr. No	Opinions/ Parameters	Strongly Agree		Agree		No opinion		Disagree		Strongly Disagree		Mean
		F	%	F	%	F	%	F	%	F	%	
1	Mobile banking would be easy to ease	40	38.46%	60	57.69%	4	3.85%	0	0.00%	0	0.00%	1.65
2	Mobile banking would require less mental effort	32	30.77%	61	58.65%	8	7.69%	2	1.92%	1	0.96%	1.84
3	Mobile banking is less risky mode of banking to use	27	25.96%	45	43.27%	16	15.38%	14	13.46%	2	1.92%	2.22
4	I m concerned about the security aspect of mobile banking	32	30.77%	59	56.73%	8	7.69%	5	4.81%	0	0%	1.87
5	Information concerning my mobile banking transactions can not be tempered by others	23	22.12%	50	48.08%	19	18.27%	9	8.65%	3	2.88%	2.22
6	Mobile banking is quicker to use than traditional forms of banking	41	39.42%	54	51.92%	9	8.65%	0	0%	0	0%	1.69
7	Mobile banking would allow me to manage my finances more effectively	30	28.85%	64	61.54%	10	9.62%	0	0%	0	0%	1.81
8	No charges for mobile banking	15	14.42%	51	49.04%	22	21.15%	5	4.81%	11	10.58%	2.48

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The table above describes the frequency distribution and percentage wise detail of all the responses made by respondents on 5 point likert scale, ranks from strongly agree to strongly disagree along with their respective mean score.

Table: 5 Respondents satisfaction level (mean) for all Banks

Sr. No	Opinions/Parameters	SBI N=28	PNB N=20	BOB N=13	ICICI N=16	HDFC N=15	AXIS N=12
1	Mobile banking would be easy to ease	1.71	1.75	1.85	1.62	1.4	1.5
2	Mobile banking would require less mental effort	1.82	1.9	2.38	1.62	1.6	1.75
3	Mobile banking is less risky mode of banking to use	2.46	2.75	2.31	1.56	1.67	2.25
4	I m concerned about the security aspect of mobile banking	1.93	1.95	1.92	2	1.53	1.75
5	Information concerning my mobile banking transactions cannot be tempered by others	2.64	2	2.23	1.75	1.8	2.75
6	Mobile banking is quicker to use than traditional forms of banking	1.54	1.4	1.77	1.87	1.73	2.17
7	Mobile banking would allow me to manage my finances more effectively	1.82	1.6	1.85	1.75	1.8	2.17
8	No charges for mobile banking	2.79	2.45	2.85	2.38	1.87	2.33

Source: Primary Data

From the above table it can be interpreted that on the basis of mean customer satisfaction could be assessed effectively. Bank of Baroda and AXIS bank has ranked first in terms three variables/parameters, PNB and SBI are on first rank only in case of one parameters as their calculated mean is higher than their counter parts. SBI and PNB ranked second on three parameters where as Bank of Baroda and ICICI are on second rank only in case of one parameters. SBI is on third rank on four parameters, PNB is on third rank only in case of one parameters and Bank of Baroda comes on third position in case of three parameters. It can be seen from the table that mean score of all the statements is between 1 and 2, which means mostly respondents gave their response between strongly agree and agree with regards to mobile banking services satisfaction.

Hypothesis:

H_0: There is no significant difference among all six banks in terms of mobile banking services provided by them.

H_A: There is significant difference among all six banks in terms of mobile banking services provided by them.

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Table: 6 Chi-Square test conducted for all banks

Sr. No	Opinions/ Parameters	**Pearson Chi-Square Value**	**df**	**Asymp. Sig. (2-tailed)**	**Accept/ Reject H_0**
MB1	Mobile banking would be easy to ease	14.35	10	0.158	Reject H_0
MB2	Mobile banking would require less mental effort	28.79	20	0.092	Reject H_0
MB3	Mobile banking is less risky mode of banking to use	30.39	20	0.064	Reject H_0
MB4	I m concerned about the security aspect of mobile banking	10.61	15	0.779	Reject H_0
MB5	Information concerning my mobile banking transactions can not be tempered by others	27.99	20	0.11	Reject H_0
MB6	Mobile banking is quicker to use than traditional forms of banking	26.22	10	0.003	Accept H_0
MB7	Mobile banking would allow me to manage my finances more effectively	8.76	10	0.555	Reject H_0
MB8	No charges for mobile banking	24.89	20	0.206	Reject H_0

Source: Primary Data

From the above table it can be inferred that null hypothesis was rejected on 7 parameters i.e. MB1, MB2, MB3, MB4 MB5, MB7 and MB8 because significant value of chi-square is more than 0.05, which means that there is significance difference among all six banks in terms of mobile banking services provided by them in case of all these 7 parameters. Null hypothesis was accepted only in case of single parameters i.e. MB6 because significant value of chi-square is less than 0.05, which means that there is no significance difference among all six banks in terms of mobile banking services provided by them regarding MB6 parameter.

Conclusion:

It can be summarized from the above discussions that on all the parameters of satisfaction level related to mobile banking services mostly respondents are either strongly agree or agree. Out of 8 parameters, in case of only one single parameter i.e. mobile banking is quicker to use than traditional forms of banking, all the banks do not differ significantly, otherwise all the banks differ significantly in rest of the cases which are ease of doing transactions, less mental efforts required , less risk is involved in mobile banking, it is quicker to use mobile banking than traditional forms, information concerning to the mobile transactions cant not be tempered by others, mobile banking allow customers to manage finances effectively and no charges for mobile banking.

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