

ROLE OF TECHNOLOGY IN BANKING SERVICES: A STUDY

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Abstract

A tremendous change is taking place in 21 centuries, Accounting is not exceptional for that and also the growth of any field is depending up on Digitalization. So accounting is not using still what comes in debit and what goes out credit, and we need not to wait to know profitability position or financial position of the business firm till ending of financial year. Banking is tied with accounting from the inception. So as a part of rapid changes in the world, banking system is also moved from que line banking system to paper less banking system and it is moved from paper currency to paper less currency India. Indian banking system is 100% computerized and digitalized, in banking system is also having separate operating systems (OS) and developed mobile versions for smart banking

Even in smart banking, digital banking and AI in banking system, but still it is depending up on core accounting rules and principles. In new era so many new accounting concepts are developed and changes is reporting system according to digitalization. Now a day's customers are desired convenient and easy banking system. This paper will discuss the role of accounting in digital trends and customer satisfaction in current banking system. Indian banking system is very strong comparatively world countries banking system.

Key Words: Digital Era, Artificial Intelligence, Smart Banking, Operating System (OS).

1. INTRODUCTION:

The banking sector reforms are initiated in India in the early 1990s revitalized the banking sector but the computerization of banking sector is started in 1983 and fully computerized all the branches in India by 2010. The private and foreign banks brought new technology and rendered technology based world class quality services through ATMs, credit cards, Internet Banking, Mobile banking. World class quality services in banking was mirage to Indian

customers and services of private and foreign banks was delight for them. The usage of internet and mobile banking services by the customers has grown in the past few years about 50% to 75%. In India most of the businessmen and street vendors are using smart banking in the form of digitalization through scan QR codes and easy payment methods, Covid-19 pandemic is also boosted the digital payments. So the technological impact is very high in Indian banking system.

The internet banking services are available to customers to access banking services at any time. Internet banking driven their customers to check their account details, get their bank statement, perform the transactions like; transferring money to their beneficiary accounts or transferring through quick pay and pay their bills sitting in their comfort of their time from homes and offices. Besides, digitalization has enabled banks to leverage of power of data analytics and artificial intelligence (AI) to make better business decisions and offer personalized services to their customers. Through hyper automation can help customers to collect and analyze the vast amount data including the spending habits, transaction history and account balance of customers. Now-a-days, there are many banking frauds; through hyper automation technology we can prevent those fraudulences in real time analysis. Another technology is used in banking is that the Internet of Things (IoT) has the potential to revolutionize the banking sector by improving.

With the vision of Government of India, a cash less economy and rapid development in improving internet availability throughout the nation, the country economy recorded over 48.6 billion real time payment transactions in 2021, it the highest in the world. China, Thailand and Brazil are 2nd, 3rd and 4th place respectively. Even in cheque clearing also using digital process. The major digital banking transactions through IMPS, NEFT, and UPI Payments get way only. As per the Digital Research Report (DRR), the future digital form of banking will be options to order cash, accounts linked to tax exemptions status, enable grouping of accounts of different banks and etc.,

2. REVIEW OF LITERATURE:

A number of academicians and professionals have written articles, explained about the customer satisfaction on digital banking and the perception of banking services with reference to adoption of technology in banking service. They also highlighted the need and importance of digital banking system in India.

Aayasha Nawaz, Dr. Deepak Mishra (2018) were discussed about customer satisfaction is the major component in Indian banking system, and Indian banks would be face the

computation better if the requirements and expectation of the customers are known. In this study the authors are adopted qualitative approach based on the ground theory method has enabled to understand the concept of customer satisfaction starting from the basic principles.

Ramnaresh Molguri, Dr. Aravind Sarawat (2018) focused on to understand the banking scenario in India, and highlighted the importance of quality in banking services in rural areas. Studies the service quality dimensions to improve the bank performance and which dimensions needs to improve. Reveled the study is that the private banks are performing and providing better services than the public sector banks. And focused the all the dimensions of administrative quality.

Mayank Jindal, Dr. Sanjeev Saxena (2019) studied on customer satisfaction on banking services and what are the services are avail by customers. The study revealed that with the help of different types of services the customers are saved their time and money and availability of services 24/7. Customers are highly satisfied with the services provided by the banks.

Dr. S. Kavitha Devi (2020) studied that customer satisfaction and its performance in nationalized banks and to examine the attitude of customers long retain in the nationalized banks. And focused the needs and priorities of customers and expectations of the customers for banks. Customer satisfaction is the key factor in success rate of banking system.

S. Chitra, Dr. A. Ramasethu (2021) were focused on levels of customers' satisfaction towards the services provided by the SBI in Coimbatore city, and the particular factors influencing selection of SBI banking services in Coimbatore city. And reveled that banking sector undergoing major changes due to competition and advent of technology so SBI bank cater the most of the customer needs and it's has satisfied by the all services to the customers

Samir Mansuri, Akansha Bansal, Nitin Vankar, Chintan Prajapati (2021) the study based on customers' awareness on digital baking, the impact of their education level in digital awareness and the adoptability of digital banking on customer satisfaction levels. The study is confined to Indian banks only. In this study the quality attributes are analyzed and stated that digital banking is customized, comfort, convenient and cost less for their customers.

Vinnarasi B, Nikhil Kumar, Ch. Ganesh, Anurag Agarwal, Lakshamana Phaneendra Maguruli (2022) were focused on factors are influence of service quality on banking sector, customer satisfaction on banking sector and highlighting the challenges faced by the customers in banking sector. They observed worldwide banking customers' satisfaction in 2021 year. And

concluded that customer satisfaction on banking sector has altered the dynamics of this industry. A variety of customer services is implemented by the different banks based on the demands of the customers.

Tran Thi Quynh Trang, Le Thanh Tam (2022) study is based SERVQUAL model which is proposed by Parasuraman & LB Leonard. The concept this model is that measure the service quality in customer point of view. And they measure the relationship between the customers' expectation and their perception. The study proposed that the feature Covid-19 pandemic has most influence on the individual customer happiness and the impact of demographic characters is novel study findings.

3. RESEARCH GAP:

From the above review of literature, we can understand that the most of the academicians and researchers are studied on customer satisfaction on banking services and problems are facing by the bankers. Some of the studies are highlighted the challenges are facing by the customers; other studies are related to physical mode of banking. The banking system is integrated with technology and artificial intelligence (AI) for the benefit of the customers. So there is a need to study and focus on these aspects.

4. STATEMENT OF THE PROBLEM:

The banking terminology is totally changing; there is lot of variation from initial banking system to present banking system. At present the banking system is using robotic technology, artificial intelligence and human less banking system or digital banking system. So there is a need to study the customer satisfaction of banking with reference to technology.

5. OBJECTIVES OF THE STUDY:

Against this backdrop, the following objectives are proposed to study the digital banking in India;

1. To study the factors affecting customer satisfaction with reference to technology in banking system in India.
2. To examine the major issues facing by the customers while using Digital Banking System in India.
3. To evaluate the level of customers' satisfaction towards digital banking system in India.

6. RESEARCH METHODOLOGY:

The study is empirical and descriptive in nature and based on primary data and secondary data. The primary data is collected from customers of various banks in India through a structured questionnaire with the help of Google Forms. The secondary data is collected from articles, periodicals, magazines, newspapers, research journals and different websites.

7. SELECTION OF SAMPLES SIZE:

The selection of sample respondents is done by random sampling method. The online questionnaire (Google Forms) was shared to customers of various banks through What’s App groups and E-Mails across the India. We have received 260 responses from 15 states across the India. Accordingly, a sample of 260 respondents constitutes the sample size.

8. SCOPE OF THE STUDY:

The present study confined to customer satisfaction towards banking services with reference to adoption of technology and problems facing by customers in banking services in India.

9. STATISTICAL TOOLS USED:

The collected data is analyzed with the help of various statistical tools such as; Mean, Ranking Test, Reliability Test, Normality Test, Homogeneity Test, Percentages, ANOVA Test and Chi-Square Test.

10. DEMOGRAPHIC PROFILE OF THE RESPONDENTS:

The data is collected from the customers of various public sector and private sector banks in India. The demographic profile of the respondents is shown in Table No. 1.

Table:1

Demographic Profile of the Respondents

Gender	Male			Female		Total
Response	128			132		260
Age (in Years)	18 to 28	29 to 39	40 to 50	51 to 61	62 & above	Total
Response	131	76	46	7	0	260
Area of Living	Urban		Rural		Semi-Urban	Total
Response	171		56		33	260

Education Qualification	SSC	Intermediate	B. Com / B. Sc / B.A	M.Com / M.B.A / M.Sc / M.A	BE/ B. Tech/ ME/ M. Tech	M.Phil./ Ph. D	Total
Response	0	9	39	123	6	83	260
Occupation	Govt. Employee	Private Employee	Business	House Wife	Student	Professional	Total
Response	53	69	6	4	91	37	260
Monthly Income (In rupees)	5,000 to 20,000/-	20,001 to 40,000/-	40,001 to 60,000 /-	60,001 to 80,000 /-	80,001 to 1,00,000/-	1,00,001 & above	Total
Response	103	56	41	21	16	23	260

Source: Compiled from Primary Data

From the above table, it is observed that, 49% are male respondents and 51% are female respondents, the female respondents are more than the male respondents. Out of which, 50% respondents are in the age group of 18 to 28 years, 29% of respondents are in the age group of 29 to 39 years, 46% of respondents are in the age group of 40 to 50 years and 7% of respondents are in the age group of 51 to 61 years. It is also observed from the table that majority of respondents are living in urban area followed by rural and semi-urban areas. As far as educational qualifications are concerned, majority of the respondents have completed Post Graduation followed by Ph.D., /M.Phil., and Under-Graduation etc. It is also noted that the majority of respondents are students followed by government employees and private employees.

11. CUSTOMERS HAVING DIFFERENT TYPES OF ACCOUNTS:

The following table gives different types of accounts maintained by the banking customers;

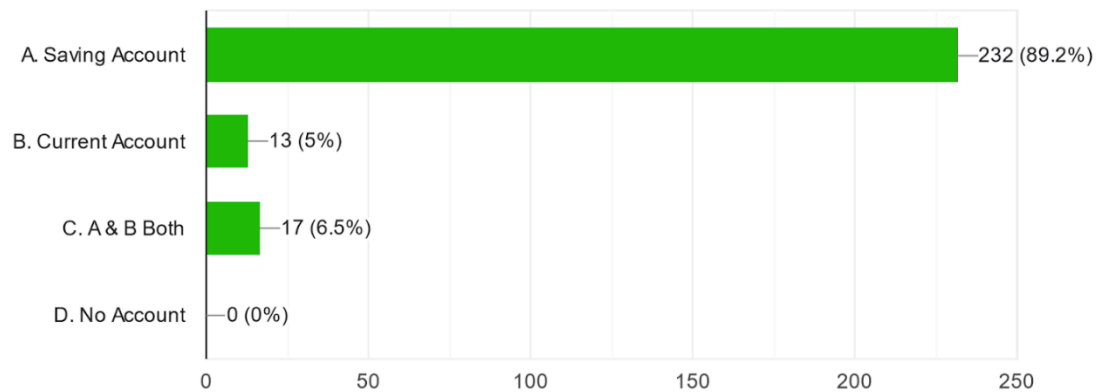
Table: 2

Type of Account

Account Types	Respondents	Percentage
Saving Account	231	89
Current Account	12	5
Both Savings & Current accounts	17	6
No Account	0	0
Total	260	100

Source: Compiled from primary data

260 responses



The above table shows that the majority (89%) of customers are having savings accounts.

12. CUSTOMERS HAVING NUMBER OF BANK ACCOUNTS:

The customers with number of accounts are shown in table 3.

Table: 3

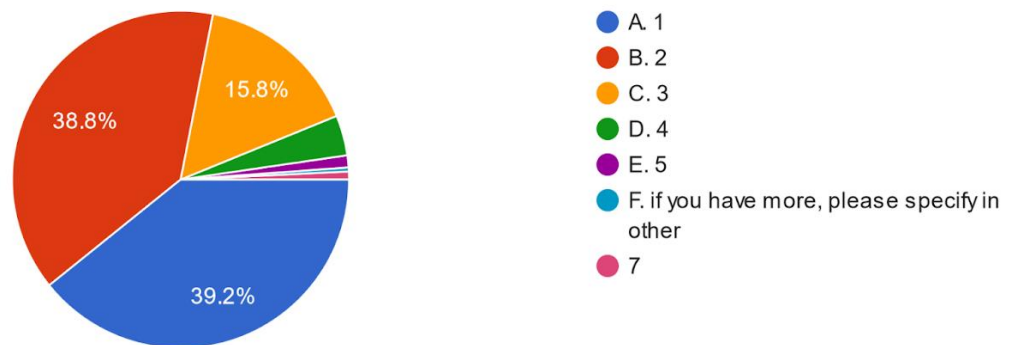
Number of Accounts

Number of Accounts	Respondents	Percentage
1 Account	102	39
2 Account	101	39
3 Account	41	16
4 Account	10	4
5 Account	3	1

6 Account	1	0.38
7 Account	2	0.77
Total	260	100

Source: Compiled from primary data

260 responses



The above table shows that the majority of respondents (102) are having only one bank account to do their banking transactions with 39% and almost equal numbers of respondents (101) are having two bank accounts with 39%. Interestingly some of the respondents are having three or four bank accounts.

13. USE OF INTERNET BY THE RESPONDENTS:

The following table shows the respondent's use of internet.

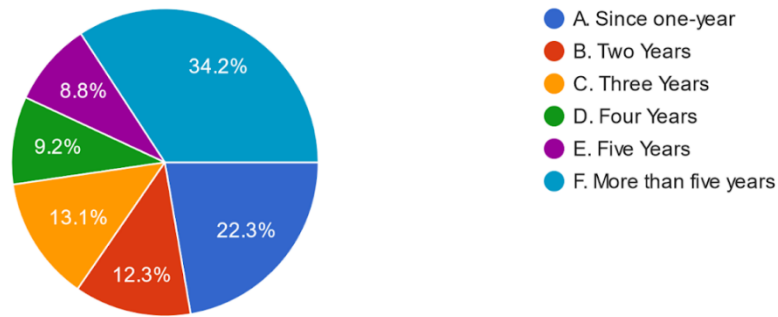
Table: 4

Use of Internet by the Respondents

Number of years	Respondents	Percentage
One Year	58	22
Two Years	32	12
Three Years	34	13
Four Years	24	9
Five Years	23	9
More than five years	89	35
Total	260	100

Source: Compiled from primary data

260 responses



The above table reveals that majority 35% of respondents are using internet banking since more than 5 years and 22% of respondents are using internet banking since one year only. It is also observed that rest of the respondents is using internet banking from two years to five years.

14. USE OF MOBILE BANKING FOR MONEY TRANSFER:

The use of mobile banking applications by respondents is presented in table-5:

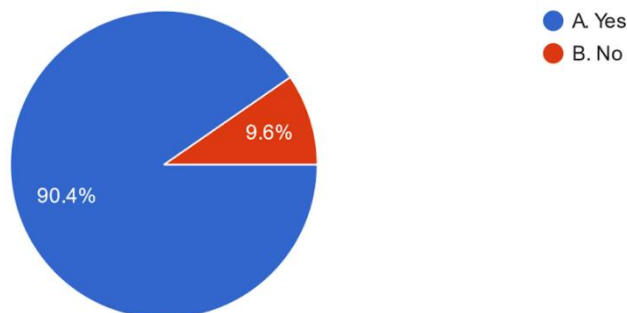
Table: 5

Using Mobile Banking Application for Money Transfer

Using Mobile Banking Application	Respondents	Percentage
Yes	235	90
No	25	10
Total	260	100

Source: Compiled from primary data

260 responses



The above table indicates that the high numbers of respondents (90%) are using mobile banking applications for transfer the funds from one account to one account, the remaining

respondents are using other modes to transfer the funds like; online banking or physical banking.

15. USE OF MOBILE BANKING FOR TRASFER OF FUNDS:

The following table shows mobile banking for funds transfer;

Table: 6

Mode of Mobile Banking Application for Transfer of Funds

Mode of Mobile Banking Application	Respondents	Percentage
Bank Apps (Like: SBI, HDFC, AXIS etc.,)	38	15
Third Party Apps (Like: Phone Pay, G Pay etc.,)	99	38
Both Bank Apps. & Third Party Apps.	123	47
Total	260	100

Source: Compiled from primary data

260 responses



From the above table, it can be observed that 47% of respondents are using both banking applications as well as third party apps for banking activities. 38% of respondents are using third party applications like; Phone Pay, Google Pay etc., and very few respondents 15% are using bank applications which are developed by the own banks.

16. TYPE OF BANKING APPLICATION USED BY THE RESPONDENTS:

The type of mobile banking applications used by the customers is shown in table 7.

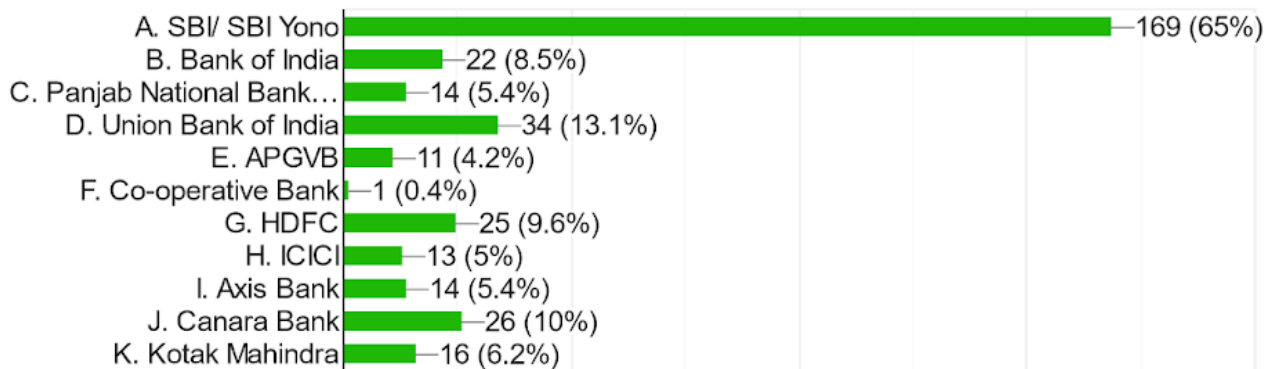
Table: 7

Respondents having Bank Accounts

Bank Name	Respondents	Percentage
SBI/ SBI Yono	169	65
Bank of India	24	9
Panjab National Bank (PNB)	14	5
Union Bank of India	34	13
APGVB	12	5
Co-operative Bank	2	1
HDFC	26	10
ICICI	14	5
Axis Bank	14	5
Canara Bank	26	10
Kotak Mahindra	16	6
Other Banks	45	17
Total	396	100

Source: Compiled from primary data

260 responses



The above table indicates that majority (65%) of the respondents are using SBI/ SBI YONO bank application, 13% respondents are transferring funds through Union Bank of India Bank application and remaining customers are using their own banking application.

17. USE OF THIRD PARTY APPLICATIONS FOR TRANSFER OF FUNDS:

The use of third party applications for transfer of funds is shown in table 8.

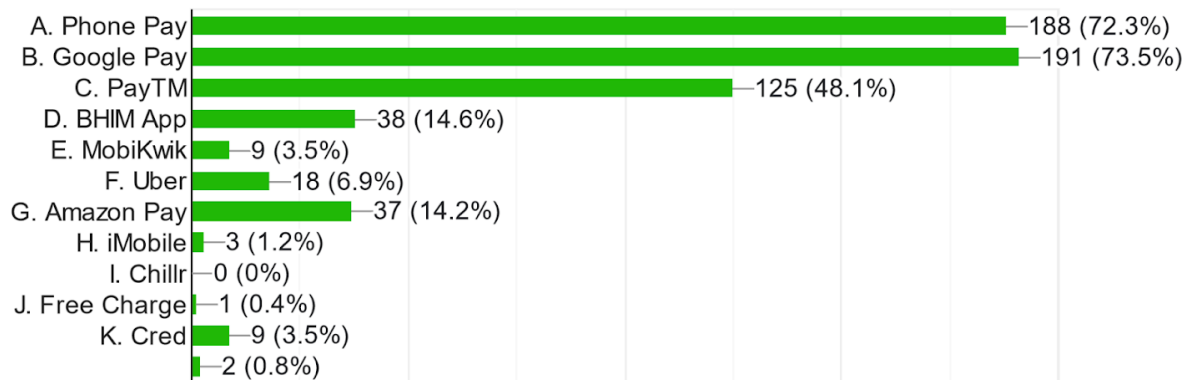
Table: 8

Respondents Using Third Party Applications

Application Name	Respondents	Percentage
Phone Pay	188	72
Google Pay	191	73
Pay TM	125	48
BHIM App	38	15
MobiKwik	9	4
Uber	18	7
Amazon Pay	37	15
iMobile	3	1
Chillr	0	0
Free Charge	1	0.38
Cred	9	3
Other Banks	11	4
Total	630	100

Source: Compiled from Primary Data

260 responses



The above data are indicating that majority (74%) of respondents are using Google-Pay for transfer of funds, followed by 73% of respondents are using Phone-pay and 48% of respondents are using Paytm for transfer of funds. The remaining respondents are using other applications for transfer of funds.

18. RESPONDENT'S OPINION ABOUT QUALITY OF BANKING SERVICES:

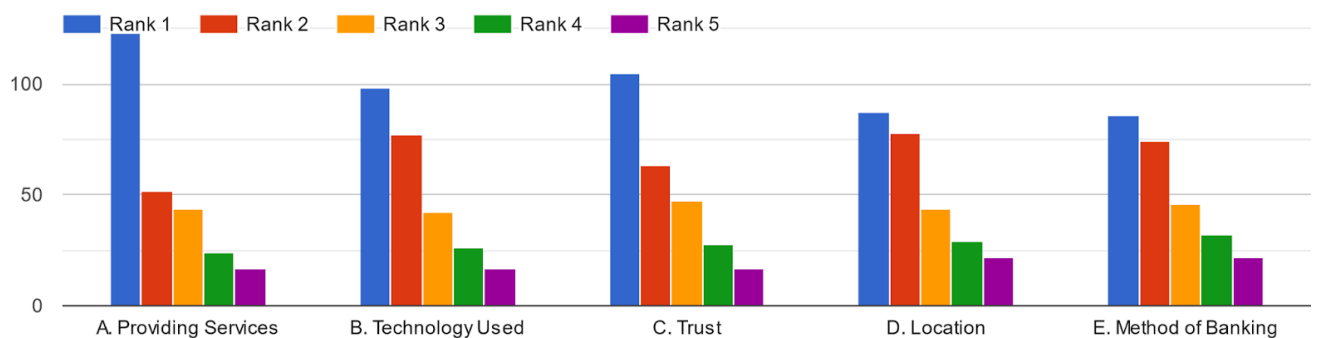
The respondent's opinion about quality of banking services is shown in table: 9

Table: 9

Respondent's Ranking about Quality of Services

S. No.	Statement	Rank 1	Points	Rank 2	Points	Rank 3	Points	Rank 4	Points	Rank 5	Points	Total	Rank
		1	5	2	4	3	3	4	2	5	1		
1	Providing Services	123	615	52	208	44	132	24	48	17	17	1020	1
2	Technology Used	98	490	77	308	42	126	26	52	17	17	993	2
3	Trust	105	525	63	252	47	141	28	56	17	17	991	3
4	Location	87	435	78	312	44	132	29	58	22	22	959	4
5	Method of Banking	86	430	74	296	46	138	32	64	22	22	950	5

Source: Compiled from primary data



The above table indicates that the majority of the respondents assigned first rank to providing services followed by technology in banking, trust, location and method of banking.

19. FREQUENCY OF BANKING SERVICES USED BY THE RESPONDENTS DURING THE MONTH:

The frequency of banking services used by the respondents during the month is shown in table 10.

Table: 10

Frequency of Banking Services Used by the Respondents

S. No.	Statement	Nil	Points	1 to 5 Times	Points	6 to 10	Points	11 to 15	Points	16 to 20	Points	21 to 25	Points	26 & Above	Points	Total	Rank
		1	1	2	2	3	3	4	4	5	5	6	6	7	7		
1	Physical Banking Services	108	108	116	232	21	63	8	32	2	10	2	12	3	21	478	5
2	ATM Services	51	51	148	296	40	120	13	52	5	25	0	0	3	21	565	4
3	Internet Banking	54	54	92	184	60	180	33	132	4	20	6	36	11	77	683	3
4	Mobile Banking	41	41	70	140	59	177	50	200	12	60	10	60	18	126	804	2
5	Using third part apps	50	50	48	96	52	156	38	152	19	95	14	84	39	273	906	1

Source: Compiled from primary data

From the above table it is concluded that most of the respondents are using third party applications followed by mobile banking, internet banking, ATM Services and physical banking services.

20. SATISFACTION LEVEL OF RESPONDENTS TOWARDS INTERNET BANKING SERVICES:

The satisfaction level of customer towards internet banking services is shown in table 11.

Table: 11

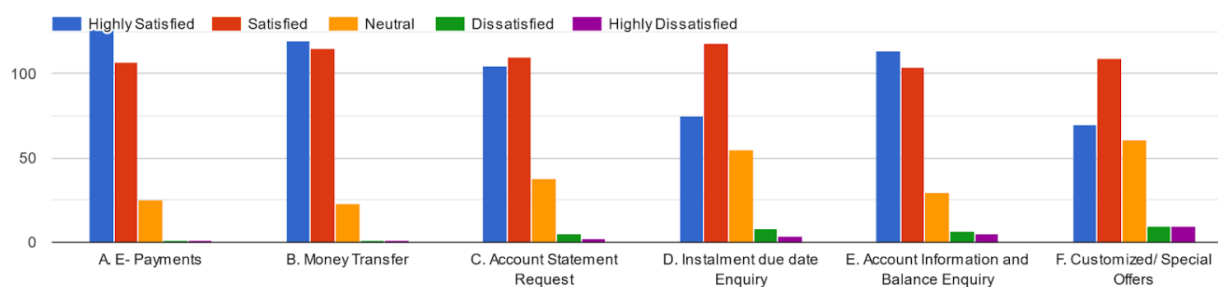
Customer's Satisfaction Level towards Internet Banking Services

S. No.	Statement	Highly	Points	Satisfied	Points	Neutral	Points	Dissatisfied	Points	Highly	Points	Total	Rank
		1	5	2	4	3	3	4	2	5	1		

1	E- Payments	126	630	107	428	25	75	1	2	1	1	1136	1
2	Money Transfer	120	600	115	460	23	69	1	2	1	1	1132	2
3	Account Statement Request	105	525	110	440	38	114	5	10	2	2	1091	4
4	Installment due date Enquiry	75	375	118	472	55	165	8	16	4	4	1032	5
5	Account Information and Balance Enquiry	114	570	104	416	30	90	7	14	5	5	1095	3
6	Customized/ Special Offers	70	350	109	436	61	183	10	20	10	10	999	6

Source: Compiled from

Primary Data



The above table reveals that a large number of respondents are satisfied and assigned first rank to payments in electronic mode followed by money transfer, request for account statement, enquiry about installment due date and so on. Most of the respondents are highly dissatisfied with customized/special offers as customers expect more customized offers and respondents who inquire about installment due date are also dissatisfied.

21. SATISFACTION LEVEL OF CUSTOMERS TOWARDS THE SERVICE QUALITY DIMENSIONS:

The satisfaction level of customers towards the service quality dimensions is presented in table 12.

Table: 12

Satisfaction Level of Customers towards Internet Banking Services

S. No.	Statement	Highly	Points	Satisfied	Points	Neutral	Points	Dissatisfied	Points	Highly	Points	Total	Rank
		1	5	2	4	3	3	4	2	5	1		
Statements about Security:													
1	Security at ATM Centers	79	39 5	12 5	50 0	38	11 4	14	28	4	4	10 41	23
2	Online Banking	94	47 0	12 1	48 4	36	10 8	9	18	0	0	10 80	10
3	Mobile Banking Apps	97	48 5	11 7	46 8	35	10 5	5	10	1	1	10 69	16
4	Protection of Banking Transactions	86	43 0	12 5	50 0	35	10 5	13	26	1	1	10 62	19
5	Privacy/ Confidentiality of the banks	95	47 5	11 4	45 6	41	12 3	7	14	3	3	10 71	13
6	Care for Personal Data/ Information	76	38 0	12 0	48 0	43	12 9	12	24	9	9	10 22	32
Statements about Efficiency of Banking Services:													
7	Faster Login Facility	88	44 0	13 2	52 8	26	78	10	20	4	4	10 70	15
8	Performance of Plastic Card (Debit/ Credit Cards)	76	38 0	15 1	60 4	24	72	7	14	2	2	10 72	12
9	Funds Transfer (NEFT/ RTGS)	90	45 0	11 9	47 6	44	13 2	6	12	1	1	10 71	13
10	Electronic Clearing Services (ECS)	82	41 0	12 8	51 2	35	10 5	12	24	3	3	10 54	20

11	Privacy/ Confidentiality of the banks	10 1	50 5	12 3	49 2	25	75	8	16	3	3	10 91	7
Statements about Reliability:													
12	Bank website does not freeze after the customer gets all the information	66	33 0	13 4	53 6	45	13 5	10	20	5	5	10 26	28
13	Information provided on website	59	29 5	15 2	60 8	39	11 7	5	10	5	5	10 35	26
14	Up to date content	69	34 5	14 0	56 0	39	11 7	5	10	7	7	10 39	25
15	Up to date mobile banking version	75	37 5	14 1	56 4	33	99	4	8	7	7	10 53	21
16	Range of Products/ services provided	71	35 5	14 0	56 0	37	11 1	4	8	8	8	10 42	22
Statements about Easy & Convenient:													
17	Language and Information Content	11 0	55 0	13 2	52 8	16	48	2	4	5	5	11 35	1
18	Easy to find and change	82	41 0	14 3	57 2	28	84	6	12	1	1	10 79	11
19	Instructions on the website	82	41 0	13 4	53 6	35	10 5	9	18	0	0	10 69	16
20	User friendly system	92	46 0	13 5	54 0	26	78	7	14	0	0	10 92	6
21	Convenient hours of operations (24/7)	10 9	54 5	11 9	47 6	24	72	4	8	4	4	11 05	3
Statements about Technology Aspects:													
22	Automatic up- gradation of version	99	49 5	12 6	50 4	31	93	3	6	1	1	10 99	4
23	Mobile banking application technically strong	97	48 5	13 1	52 4	27	81	4	8	1	1	10 99	4

24	Frequently up gradation of version	85	42 5	12 6	50 4	40	12 0	6	12	3	3	10 64	18
25	About antitheft software	71	35 5	11 8	47 2	59	17 7	9	18	3	3	10 25	29
26	Security -OTP time	11 6	58 0	11 0	44 0	30	90	3	6	1	1	11 17	2
27	Auto check security OTP	95	47 5	12 2	48 8	33	99	7	14	9	9	10 85	9
28	Artificial intelligence in Banking	78	39 0	11 5	46 0	53	15 9	8	16	6	6	10 31	27
Statements about Customer Services:													
29	Customer friendly banking system	92	46 0	13 1	52 4	29	87	8	16	0	0	10 87	8
30	Customer feedback services	72	36 0	13 3	53 2	41	12 3	12	24	2	2	10 41	23
31	Brochures to educate new users	73	36 5	11 5	46 0	58	17 4	11	22	3	3	10 24	30
32	Special services extremely satisfied	65	32 5	12 6	50 4	53	15 9	10	20	6	6	10 14	33
33	Capable of solving problems	68	34 0	12 8	51 2	48	14 4	12	24	4	4	10 24	30

Source: Compiled from primary data

Form the above table it is concluded that out 33 statements, majority of the respondents are highly satisfied with ‘convenience of information in local language’ and assigned first rank followed by security of one-time password, availability of banking services (24x7) and so on.

The customers are highly dissatisfied about special services offered by the bankers and assigned 33rd rank and care of personal data/ Information and assigned 32nd rank.

22. CUSTOMER’S SATISFACTION TOWARDS MOBILE BANKING:

The customer’s satisfaction towards mobile banking is shown in table 13.

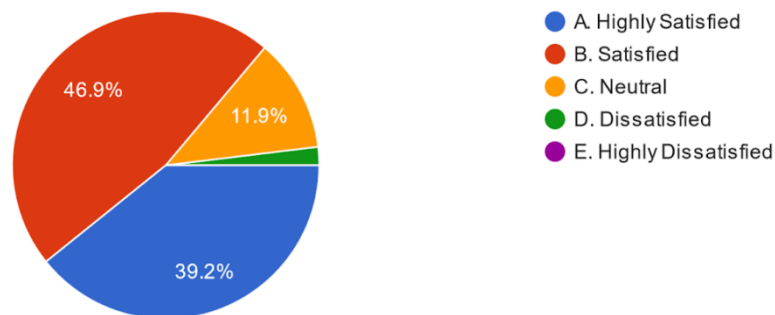
Table: 13

Customer’s Satisfaction towards Mobile Banking

Ranking	Respondents	Percentage
Highly Satisfied	102	39
Satisfied	122	47
Neutral	31	12
Dissatisfied	5	2
Highly Dissatisfied	0	0
Total	260	100

Source: Compiled from Primary Data

260 responses



The above table shows that the majority (47%) of respondents are satisfied with mobile banking application and 39% of members of respondents are highly satisfied and 12% of respondents are neutral about mobile banking services. Only 2% of respondents are dissatisfied due to different reasons in mobile banking, overall the mobile banking is good and better service in all banking services.

23. CUSTOMER'S OPINION ABOUT ROLE OF NEW TECHNOLOGY FOR THE SUCCESSES OF BANKING SYSTEM:

The customer's opinion about role of new technology for the success of banking system is shown in table 14.

Table: 14

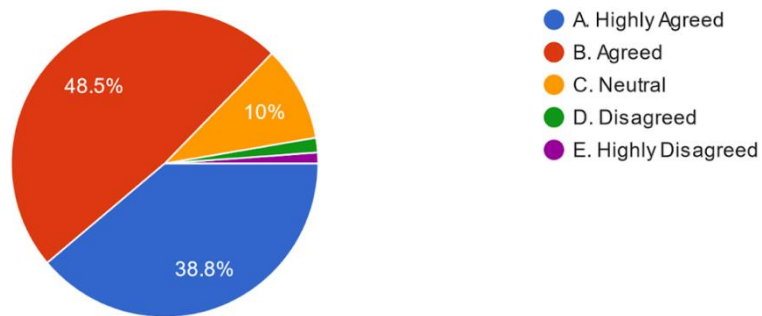
Role of New Technology for the Success of Banking System

Ranking	Respondents	Percentage
Highly Agreed	101	39
Agreed	126	48

Neutral	26	10
Disagreed	4	2
Highly Disagreed	3	1
Total	260	100

Source: Compiled from primary data

260 responses



The above data indicates that 48% of respondents are agreed and believed that the new technology will help to boost the banking sector in India, 39% of respondents are highly agreed and said that the technology will improve the banking sector in India and 10% of respondents are neutral about new technology.

24. ANALYSIS OF DATA:

It is necessary to apply the Reliability Test, Homogeneity Test and Normality Test for the data to apply Chi-Square Test.

Reliability Test:

The reliability test is conducted to know the data reliability, with the help of SPSS to verify the data. For this we used the Cronbach's Alpha test. If the alpha value falls between 0.1 - 0.6, the data is said to be not reliable and if the alpha value falls between 0.7 - 0.9, the data is said to be reliable.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items

.851	.889	13
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The reliability statistic Cronbach's Alpha is calculated for 13 items is 0.889 so the data is said to be highly reliable for select items for analysis.

Normality Test:

The normality test is conducted in SPSS to test whether data is normally distributed or not. For the normality test compared 'p' value with Shapiro- Wilk test value. If the p value is more than 0.5 the data said to be normally distributed. The normal distribution values are all more than 0.5; hence, it can be said the data is normally distributed.

Homogeneity Test:

The homogeneity test is conducted to know the homogeneity of the population distribution with reference to variance/ dispersion with in the population distribution and 'p' values are compared with Mann-Whitney Test are more than the 0.5; so it is concluded that the data is having homogeneity.

Application of Chi-Square Test:

The occupations of respondents are influence the customer satisfaction of banking services offered by varies banks in India. the services are concentrated on Security, Efficiency of banking services, Reliability, Easy and Convenient banking, Technical aspects and customer service point of view with the help of Likert 5-Point scale.

Formulation of Hypotheses:

The following hypotheses are formulated to analyzed to know the satisfaction levels on varies services offered by different banks in India.

H₀: There is no significance difference between occupations of respondents and satisfaction level towards services offered by the banks in India.

H₁: There is a significance difference between occupations of respondents and satisfaction level towards services offered by the banks in India.

Chi-Square Test:

The above hypotheses are tested through applying the Chi-Square Test with the help of SPSS at 5% level of Significance. The Chi-Square test results are shown in table 15.

Table: 15

Chi-Square Test Results

S.NO	Parameters	Chi-Square Test	Degrees of Freedom	Asymp. Sign (2 Side)
1	Payments	30.871	20	0.057
2	Money Transfer	24.489	20	0.222
3	Account Statement Request	26.085	20	0.163
4	Installment due date Enquiry	28.578	20	0.096
5	Account Information and Balance Enquiry	43.378	20	0.02
6	Customized/ Special Offers	29.565	20	0.076
7	Reward Points Status	25.988	20	0.166
8	Mobile Recharge	21.564	20	0.365
9	SMS alert/ offers through SMS	20.307	20	0.439
10	Transaction Status	23.99	20	0.065
11	Shopping	27.747	20	0.116
12	Quick payment of money	30.808	20	0.058

Source: Compiled from primary data (SPSS)

From the above it is observed that the calculated alpha values of all variables using through SPSS are greater than the p value 0.05. So the null hypothesis is accepted. Hence, it means that there is no significance difference between occupations of the respondents and satisfaction levels on services offered by banks in India.

25. CONCLUSION:

From the forgoing analysis made this paper, it is concluded that majority of the respondents are satisfied the language of content is available in website and mobile banking and security with OTP in confirming the transactions. Majority of the respondents are highly satisfied with mobile banking and more than 50% of the respondents are strongly agreed that role of technology is important for success of banking operations. The study also reveals that incomes levels of respondents are influenced on the types of services are offered by various

banks in India. The study also found that there is need for strengthen security for online and mobile banking.

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