

THE IMPACT OF SBI BANK'S RETAIL BANKING SERVICES ON CUSTOMER SATISFACTION: AN ASSESSMENT

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Abstract: This study aims to examine consumer satisfaction and propensity to use the e-banking services of SBI and Kotak Mahindra Bank. For this investigation, 1000 samples were collected, 570 from SBI and 430 from Kotak Mahindra bank. After analyzing the questionnaire data, the researcher believes that e-banking clients are content with e-banking products, perceived ease of use, website design, security and privacy, perceived cost, responsiveness, and computer self-efficacy. Comparing the mean satisfaction of SBI and Kotak Mahindra Bank sample consumers with respect to e-banking modes or services revealed either negligible or identical results. SBI is India's greatest public sector bank. In order to maintain this position, SBI must tread cautiously; otherwise, it will lose market share to competitors such as Kotak Mahindra Bank. Therefore, it is recommended that banks improve their customer relationship management by cultivating rapport with consumers at the branch level. Through publicity and advertising, significant efforts should be made to educate the public on the numerous e-banking methods. Customers should be instructed on how to utilize e-banking services and the advantages of doing so.

Key words: *Customer Satisfaction, Public and Private Sector Banks, E-banking, E- Services.*

1.INTRODUCTION

E-banking is the automated distribution of new and traditional banking products and services to consumers via interactive electronic channels. E-banking systems permit financial institutions, consumers, individuals, and businesses to access accounts, conduct transactions, and obtain information on financial products and services via a public or private network, such as the Internet. E-banking is also referred to as internet banking, online banking, and personal computer banking. E-banking includes ATMs, wire transfers, phone banking, electronic funds transfers, and mobile transfers through various banking applications and credit cards. Modern online banking services include the management of customer service inquiries, the facilitation of account transfers, the acceptance of loan applications, and the opening of new accounts. In addition to the pervasive adoption of electronic bank branches, a comprehensive financial community has emerged, offering a variety of financial services. Customers are progressively using ATMs, home banking terminals, and the internet to conduct financial transactions in lieu of visiting banks. It is supported by high-speed connectivity, capable, inexpensive processors, and secure encryption. This internet fee increases the number of market competitors. For instance, ATMs and internet banking have introduced new methods for customers to obtain banking services. The year 2019 (Sanjeev Pradhan).

Technology has simplified many aspects of contemporary life (Rust & Oliver, 1994). Moreover, it has become a crucial element in improving overall service quality, particularly in E-Banking services (Joseph & Stone, 2003). According to Darwish and Lakhtaria (2011), e-banking is predicated on the electronic transmission of information between consumers and service providers, as opposed to face-to-face interaction. The banking

sectors of the majority of developed nations were pioneers in the field of e-services and have actively contributed to its ongoing development. The goal was to meet the ever-changing requirements and lifestyles of existing customers. The financial sector in Lebanon, which is central to the country's economy, has experienced remarkable growth, especially in electronic services (Fakhoury & Aubert, 2015). The use of E-Banking services by bank customers has increased by approximately 25 to 30 percent over the past few years ("Bank to the Future," 2013). Indeed, Lebanese banks are deliberately utilizing E-Banking service advancements to retain and acquire customers. As a result, they are investing significantly in the implementation of the most recent E-Banking techniques to maintain and enhance their competitive advantage.

Commercial banks provide their consumers with primary, secondary, and agency functions/services via a variety of banking channels. Following an evaluation of the various banking services offered by banks, the principal retail banking services were selected. Withdrawing cash, depositing cash, managing debit/credit cards, paying utility bills, requesting account balance/statement/cheque book, fund transfer, shopping at a physical store/online store, brokerage and agency services, and all other services offered by banks were categorized as "other e banking services."

OBJECTIVES OF THE STUDY

- To study the awareness of the services offered by SBI, among the customers.
- To enlighten the problem faced by the customers.
- To obtain the ways of increasing the service of the organization.
- To attain maximum benefits by customer service.
- To impart quality for the customer service.
- To give the suitable suggestions to improve the customers satisfaction level.
- To give the suitable suggestion to improve the customer satisfaction.

IMPORTANCE OF THE STUDY

The importance of doing this project is to understand, how customer satisfaction needs changes the customer's life and with references to the others factors. Some of the factors which are derived in term of

- Customers safety
- Services to the customers
- Quality of work
- Fulfilment of required customers need
- Organizational climate
- Personal growth of each individual's in the organization.

SCOPE OF THE STUDY

Scope refers to the future utility of the study conducted. Though the major coverage is about the customer satisfaction of STATE BANK OF INDIA, under the study, it is seen how services are done and what factors influence in its services. Another aspect covered under the study is the organization's strength, weakness, opportunity, and threat and also the mode of distribution is covered in this. This study also shows the factors by which the organization's services might be affected and it suggest the way and mean of overcoming such issue.

The study also reveals the present economic condition prevailing among the STATE BANK OF INDIA and also lends a hand in seeing the future outlook of the organization as well as the organization is concerned.

1. To implement the finding of the market research conducted as to for increasing the services awareness and to formulate the better marketing strategies.
2. To ascertain how many of these customer needs the product and why they need the product.

LIMITATIONS OF THE STUDY

1. Maximum number of public to prefer only SBI saving account, so it leads are to create delay of services at a time. It is not possible to provide better services to a/c holders.
2. Heavy formalities and documentation methods followed by SBI compare to other nationalise bank.
3. There is no proper response from the highly officially for sanctioning the loan.
4. The business man and salary people are enjoying more benefit from SBI compare to village farmer.
5. Problem to collect information from all over in India.

2.LITERATURE REVIEW

Aborampah Amoah-Mensah (2010) The study compares customer assessments of bank service efficacy in Ghana and Spain. A total of 1400 individuals from 24 communities in both countries were surveyed. Five-dimensional SERVPERF questionnaires were disseminated. Using the fundamental components of Factor Analysis, the initial 21 SERVPRF elements were reduced. 1.Four factors were identified as a consequence of the factor analysis: dependability, convenience, tangibles, and empathy. In Ghana, reliability, convenience, and tangibles were used to describe consumer satisfaction, whereas in Spain, only reliability was mentioned. The majority of bank consumers in both countries were dissatisfied.

The researchers K.N Lakshmipathi and S.V Pradeep Kumar services and merchandise. The researcher urged Ghanaian and Spanish institutions to collaborate in order to earn the consumers' confidence and trust. Internet banking and ATMs should be heavily promoted in Ghana. Customers from Spain and Ghana should be given priority.

(2011) Hisayat Sharma This study investigates the perspectives of financiers on e-banking. Using strategic statistical techniques, the e-banking industry endeavors to comprehend the global banking industry. It discusses the impact of e-banking as well as the numerous promotional strategies employed by bankers to promote e-banking. This study's data was collected using a questionnaire disseminated to 192 bankers in northern India. 192 bankers from public, commercial, and foreign banks in northern India provided primary and secondary data for this investigation. According to collected data, bank customers use e-banking services after being persuaded by bankers. The respondents' demographics are used to learn about the relationship between bankers and customers. Due to the prevalence of ATMs and smart cards, bank account bearers are required to visit multiple branch offices. Smart cards, or plastic cards with embedded microprocessors, have revolutionized commerce. E-banking is routinely utilized by randomly selected respondents between the ages of 30 and 50. Men are more likely to use online banking than women. The most popular e-banking service is business class. The researcher determined that the media must support e-banking.

(2012) The phrase Sarita Bahl While electronic banking offers significant advantages to consumers in terms of convenience and cost, it presents numerous challenges in terms of regulating and supervising the financial industry as well as developing and implementing economic policy. The purpose of the study is to emphasize the limitations of E-Banking and provide policy recommendations for its improvement. As a result of the research,

numerous major banks have discussed the development and implementation of several significant earlier e-banking applications, allowing their customers to pay utility bills, transfer money between accounts, check account history, download statement information, and computerize checkbooks online. While some nations have made significant strides in modifying banking and supervision laws, the researcher has concluded that ongoing monitoring and adjustments will be required as the scope of e-banking expands.

Nester Kawamala (2013) authored the article "E-banking and customer satisfaction in Tanzanian banks: the case of Azania Bank LTD." The researcher investigated the factors influencing the adoption of electronic banking in Tanzania. The researcher investigated the nation's rise, its effect on e-banking, and consumer satisfaction. In this investigation, 58.5% of men and 41.5% of women completed the questionnaires. Sixty percent of customers are pleased with their e-banking services. The researcher also mentioned customer hazards such as operational, legal, reputational, and security code control. In conclusion, the researcher discovered that the polled respondents favored online banking and ATM services. The researcher also highlighted the usernames and passwords used to safeguard the customers' interests. Typically, online banking services operate in less than 5 minutes.

Innovative banking is defined by Basavarajappa M.T. (2014) as "banking that focuses on various bank products and services within the banking and financial industries while keeping the customer in mind." Online banking, electronic funds transmission, and other similar products and services aid traditional banking services in resolving security issues based on secrecy and privacy of account holders in e-banking in a matter of seconds with the aid of the internet and interconnection. The researcher discussed current global industry trends that present numerous opportunities for banking services. Increasing customer satisfaction on a daily basis is the most important factor for growth and development in the competitive financial industry of today. The financial institution offers numerous access locations to their services. Finally, the researcher examined the current regulatory framework, how banks overcame it, and the expansion of E-banking services. It addressed technological, regulatory, and legal concerns.

2015 Pooja Choudhary This study assessed customers' perceptions of the efficacy of e-banking services. It was believed that Delhi and Gurgaon would provide the best data.

A Study of Selected Public and Private Banks' E-Banking Services and Customer Satisfaction in India There would be more online banking. The study utilized both qualitative and quantitative approaches. The sample included 447 retail customers and 43 bank employees. Nevertheless, the survey was sent to 600 retail consumers and 150 bank employees. The analyzed data were depicted as averages, percentages, and bar graphs. For individuals to adopt e-banking, the study suggests that bank websites must be easy to use.

June 2016 - Narendra Devkot and associates The researcher wishes to determine what factors affect consumer satisfaction and loyalty in Nepalese commercial banks. The SERVQUAL model was created in an effort to determine their interrelationship, and a conceptual model was constructed based on the observations. The data was collected from 375 individual Kathmandu, Nepal commercial bank clients. We utilized factor analysis, multiple regression, descriptive analysis, and the Sobel test for mediation analysis. The study revealed a significant positive correlation between customer satisfaction, loyalty, and service quality parameters such as tangibility. Similarly, the researcher identified a strong positive relationship between the respondent's years of banking relationship with the banker and their contentment, as well as a strong negative relationship between the respondent's frequency of branch visits and their satisfaction. There was no correlation found between education, affluence, or gender and consumer loyalty.

3. DATA ANALYSIS AND INTERPRETATION

Frequency of Availing e-banking Services and Customer Satisfaction

Observing the frequency of use of the banking service and the contentment of customers while utilizing the service allowed researchers to determine if there was a correlation between frequency and customer satisfaction. If a consumer is satisfied with a product or service, he will continue to use it and remain loyal to the company, and vice versa. In addition, they will advocate for the service or act as discreet campaigners. Customer will utilize the service that provides the highest level of satisfaction and avoid the service that provides the lowest level of satisfaction. To succeed, the majority of businesses rely on repeat business from loyal customers, as content customers are more likely to remain clients.

There is no correlation between customer satisfaction and the frequency of using electronic banking channels at the selected institutions.

To observe the frequency of banking transactions across electronic channels, 9 services and 5 frequencies of availing the services in a year in customers' perceptions were selected (Very Often ->20 times, Often -20-15 times, Seldom-15-10 times, Very Rarely -10-5 times, Negligible-5-1 time), and 9 cross tables were constructed to compare the frequency of availing the services bank by bank.

To evaluate customer satisfaction with banking services across nine electronic channels, five levels of satisfaction were selected (1- very poor satisfaction, 2- poor satisfaction, 3- average satisfaction, 4- high satisfaction, and 5- very high satisfaction). Following the frequency table, 9 cross tables were constructed service by service to compare customer satisfaction bank by bank, followed by a chi square table to observe the relationship between frequency of use and satisfaction while using the service. This would place the H02 hypothesis under scrutiny. Nine subhypotheses were devised in order to evaluate the relationship between the frequency of using the specified service and customer satisfaction with that service.

A Study of Selected Public and Private Banks' E-Banking Services and Customer Satisfaction in India

Reliability Statistics

To ensure the internal consistency of the data Cronbach Alpha was used.

Table 1 Cronbach's Alpha based on frequency of availing the selected services of the banks

Cronbach's Alpha		Cronbach's Alpha Based on Standardized Items		No. of Items
SBI	KMBL	SBI	KMBL	
0.964	0.967	0.957	0.964	9

Source: Primary Data

Cronbach's Alpha was utilized to evaluate the internal consistency of the data. The foregoing table contains information about State Bank of India and Kotak Mahindra Bank. Alpha for SBI was 0.964, while Alpha for Kotak Mahindra Bank was 0.967. The items on the Likert scale were internally consistent.

Frequency, Customer Satisfaction and Chi Square Test - Cash withdrawals Table 2 would show the frequency of cash withdrawals made by consumers regardless of banking mode. Table 3 would describe the current state of customer satisfaction, excluding financial channels.

Table 2 Frequency of cash withdrawals

Frequency/Bank	State Bank of India	Kotak Mahindra Bank	Total
Negligible	60	44	104
	57.7%	42.3%	100.0%
	10.5%	10.2%	10.4%
	6.0%	4.4%	10.4%
Very seldom	60	48	108
	55.6%	44.4%	100.0%
	10.5%	11.2%	10.8%
	6.0%	4.8%	10.8%
Seldom	65	75	140
	46.4%	53.6%	100.0%
	11.4%	17.4%	14.0%
	6.5%	7.5%	14.0%
Often	60	112	172
	34.9%	65.1%	100.0%
	10.5%	26.0%	17.2%
	6.0%	11.2%	17.2%
Very often	325	151	476
	68.3%	31.7%	100.0%
	57.0%	35.1%	47.6%
	32.5%	15.1%	47.6%

Source: Primary Data

After monitoring the frequency of cash withdrawals across multiple banks over the course of a year, it was discovered that 104 clients out of a sample size of 1000 used the service between 1 and 5 times in the preceding year. Among the overall sample, 57.7% (60) are related with the State Bank of India (SBI), while the remaining 42.3% (44) are associated with Kotak Mahindra Bank. A total of 108 people used the service multiple times, ranging from 5 to 10 times. 55.6% (60) of those polled are involved with the State Bank of India (SBI), while 44.4% (48) are associated with Kotak Mahindra Bank. The service was used by 140 people, with each person using it between 10 and 15 times. Among the overall sample, 46.4% (65) are related with the State Bank of India (SBI), while the remaining 53.6% (75) are associated with Kotak Mahindra Bank. A total of 172 people took advantage of the program. Lakshmipathi K.N and Pradeep Kumar S.V are the researchers behind this work.

The number of occurrences ranges between 15 and 20. The State Bank of India (SBI) is related with 34.9% (60) of the entire sample, whereas Kotak Mahindra Bank is associated with 65.1% (112). A total of 476 people used the service on more than 20 occasions. SBI accounts for 68.3% (325) of the entire sample size, while Kotak Mahindra Bank accounts for 31.7% (151).

During the preceding year, the frequency of cash withdrawals was observed and documented. 10.5% (60 individuals) of the 570 clients sampled from the State Bank of India (SBI) engaged in cash withdrawals between 1 and 5 times per year. A total of 10.5% (60) of the participants made cash withdrawals from 5 to 10

times. A total of 65 individuals, or 11.4% of the sample, made cash withdrawals ranging from 10 to 15 times. A total of 10.5% (60) of people withdrew cash between 15 and 20 occasions. A total of 325 people, or 57% of the sample, reported making more than 20 withdrawals from their accounts in a single year. Among the 430 Kotak Mahindra Bank clients examined, 44 individuals, or 10.2% of the sample, were observed making 1 to 5 cash withdrawals. A total of 48 people, representing for 11.2% of the sample, made cash withdrawals from 5 to 10 times. A total of 75 people, or 17.4% of the sample, made cash withdrawals ranging from 10 to 15 times. A total of 26% (112) of the participants made between 15 and 20 cash withdrawals. A total of 151 people, representing for 35.1% of the sample, made more than 20 cash withdrawals in a single year.

Table 3 Customer Satisfaction While Withdrawing Cash

Customer Satisfaction / Bank	State Bank of India	Kotak Mahindra Bank	Total
Very Poor Satisfaction	57	43	100
	57.0%	43.0%	100.0%
	10.0%	10.0%	10.0%
	5.7%	4.3%	10.0%
Poor Satisfaction	57	43	100
	57.0%	43.0%	100.0%
	10.0%	10.0%	10.0%
	5.7%	4.3%	10.0%
Average Satisfaction	57	43	100
	57.0%	43.0%	100.0%
	10.0%	10.0%	10.0%
	5.7%	4.3%	10.0%
High satisfaction	57	43	100
	57.0%	43.0%	100.0%
	10.0%	10.0%	10.0%
	5.7%	4.3%	10.0%
Very High Satisfaction	342	258	600
	57.0%	43.0%	100.0%
	60.0%	60.0%	60.0%
	34.2%	25.8%	60.0%

Source: Primary Data

A study of 1000 clients indicated that 100 individuals had very poor levels of satisfaction when it came to cash withdrawals. 57% (50) of these unsatisfied customers were with the State Bank of India (SBI), while the remaining 43% (43) were with Kotak Mahindra Bank. A significant proportion of the total sample size of 100 respondents (57%, n = 50) expressed dissatisfaction with their banking experience with the State Bank of India

(SBI), while the remaining 43% (n = 43) expressed dissatisfaction with the services provided by Kotak Mahindra Bank. Out of a total of 100 respondents, 57% (50 individuals) were SBI customers, while the remaining 43% (43 individuals) were Kotak Mahindra bank customers. These respondents' overall satisfaction was assessed to be ordinary. A significant majority of the 100 respondents in the entire sample size expressed a high level of satisfaction. Specifically, 57% (50 people) said they were affiliated with the State Bank of India (SBI), whereas the remaining 43% (43 people) said they were affiliated with Kotak Mahindra Bank. A considerable proportion of the 600 respondents in the entire sample size expressed a high level of pleasure. 57% (342 people) of these respondents were SBI clients, while the remaining 43% (258 people) were Kotak Mahindra bank customers.

When satisfaction levels were compared across banks, it was discovered that 10% (57) of State Bank of India (SBI) customers expressed very poor satisfaction, 10% (57) expressed poor satisfaction, 10% (57) expressed average satisfaction, 10% (57) expressed high satisfaction, and 60% (342) expressed very high satisfaction. According to the study titled "E Banking Services and Customer Satisfaction - A Study with Reference to Select Public and Private Banks in India," among the 430 customers sampled from Kotak Mahindra bank, 10% (43) expressed very poor satisfaction, 10% (43) expressed poor satisfaction, 10% (43) expressed average satisfaction, 10% (43) expressed high satisfaction, and 60% (258) expressed very high satisfaction.

Table 4 Chi-Square Tests - Customer Satisfaction and Frequency of Cash Withdrawals

Bank		Chi-square value	Degrees of freedom	Asymptotic Sig. (2-sided)
State Bank of India	Pearson Chi-Square	154.830 ^b	16	0.000
	N of Valid Cases	570		
Kotak Mahindra Bank	Pearson Chi-Square	49.242 ^c	16	0.000
	N of Valid Cases	430		

Source: Primary Data

Hypothesis: "There exists no statistically significant correlation between the frequency of cash withdrawals and customer satisfaction in the context of cash withdrawals."

The chi-square values for SBI and Kotak Mahindra Bank were found to be 0.00, which is below the significance level of 0.05. Consequently, the null hypothesis was rejected, and the alternative hypothesis, suggesting a link between customer happiness and the frequency of cash withdrawals, was accepted.

Frequency, Customer Satisfaction and Chi Square Test - Cash Deposits

The tables 5 and 6 depict the frequency and levels of customer satisfaction when depositing currency into their bank account.

Table 5 Frequencies of Cash Deposits

Frequency/Bank	State Bank of India	Kotak Mahindra Bank	Total
Negligible	115	93	208
	55.3%	44.7%	100.0%
	20.2%	21.6%	20.8%
	11.5%	9.3%	20.8%
Very seldom	60	50	110
	54.5%	45.5%	100.0%

	10.5%	11.6%	11.0%
	6.0%	5.0%	11.0%
Seldom	10	65	75
	13.3%	86.7%	100.0%
	1.8%	15.1%	7.5%
	1.0%	6.5%	7.5%
Often	60	71	131
	45.8%	54.2%	100.0%
	10.5%	16.5%	13.1%
	6.0%	7.1%	13.1%
Very often	325	151	476
	68.3%	31.7%	100.0%
	57.0%	35.1%	47.6%
	32.5%	15.1%	47.6%

Source: Primary Data

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Upon analyzing the frequency of cash deposits made by customers across various banks over the course of a year, it was noted that within a sample of 1000 consumers, a total of 208 respondents utilized the service between 1 and 5 times within the last year. Out of the total sample, 55.3% (115) are affiliated with the State Bank of India (SBI), while 44.7% (93) are associated with Kotak Mahindra Bank. A total of 110 individuals availed the service on multiple occasions, ranging from 5 to 10 times. Out of the total sample, 54.5% (60) are affiliated with the State Bank of India (SBI), whereas 45.5% (50) are associated with Kotak Mahindra Bank. Seventy-five individuals availed of the service on a range of 10 to 15 occasions. Out of the total sample, 13.3% (n=10) are affiliated with the State Bank of India (SBI), while the remaining 86.7% (n=65) are associated with Kotak Mahindra Bank. A total of 131 individuals availed the service on a range of 15 to 20 occasions. Among the surveyed individuals, it was found that 45.8% (60) are affiliated with the State Bank of India (SBI), whereas 54.2% (71) are associated with Kotak Mahindra Bank.

The study involved the observation of cash deposit frequencies over the course of one year, during which the researchers documented the responses pertaining to these frequencies. Among the 570 clients sampled from SBI, it was found that 20.2% (115) of them deposited cash between 1 to 5 times during a year. A total of 10.5% (60 individuals) engaged in the act of depositing cash within the range of 5 to 10 occurrences. A total of 10 individuals, including 1.8% of the sample, engaged in depositing cash within the range of 10 to 15 occurrences. A total of 10.5% (60) of the participants engaged in depositing cash within the range of 15 to 20 occurrences. A majority of respondents, comprising 57% (n=325), reported depositing cash more than 20 times within a single year. Among the 430 clients sampled from Kotak Mahindra Bank, a total of 93 individuals, representing 21.6% of the sample, were observed to deposit cash between 1 to 5 times. A total of 11.6% (50) of the participants engaged in the act of depositing cash within the range of 5 to 10 occurrences. Approximately 15.1% (65) of participants engaged in the act of depositing cash within the range of 10 to 15 instances. A total of 71 individuals, including 16.5% of the sample, engaged in depositing cash within the range of 15 to 20 occurrences. A total of 151 individuals, accounting for 35.1% of the sample, engaged in cash withdrawals exceeding 20 instances within a single year.

Table 6 Customer Satisfaction While Depositing Cash

Customer Satisfaction / Bank	State Bank of India	Kotak Mahindra Bank	Total
Very Poor Satisfaction	114	86	200
	57.0%	43.0%	100.0%
	20.0%	20.0%	20.0%
	11.4%	8.6%	20.0%
Poor Satisfaction	57	43	100
	57.0%	43.0%	100.0%
	10.0%	10.0%	10.0%
	5.7%	4.3%	10.0%
High satisfaction	57	43	100
	57.0%	43.0%	100.0%
	10.0%	10.0%	10.0%
	5.7%	4.3%	10.0%
Very High Satisfaction	342	258	600
	57.0%	43.0%	100.0%
	60.0%	60.0%	60.0%
	34.2%	25.8%	60.0%

Source: Primary Data

Upon considering customer satisfaction during cash deposits, it was shown that a total of 200 individuals out of a sample size of 1000 expressed significantly low levels of satisfaction. Among these dissatisfied customers, 57% (200) were associated with SBI, while the remaining 43% (86) were affiliated with Kotak Mahindra bank. Out of a total of 100 clients, it was found that there was a dissatisfaction rate of 57% (50 customers) among those associated with SBI, whereas 43% (43 customers) expressed dissatisfaction with Kotak Mahindra bank. Out of a total of 100 consumers, it was found that 57% (50) were affiliated with SBI, while the remaining 43% (43) were associated with Kotak Mahindra bank. These customers expressed a high level of satisfaction. Out of a total of 600 consumers, a significant majority expressed a high level of satisfaction. Specifically, 57% (342 individuals) were affiliated with SBI, while the remaining 43% (258 individuals) were associated with Kotak Mahindra bank.

The examination of satisfaction levels across various banks revealed that 20% (114) of the sampled customers from the State Bank of India (SBI) reported very low levels of satisfaction. Additionally, 10% (57) of the customers were found to have utilized e-banking services, and their satisfaction levels were examined as part of a study conducted on selected public and private banks in India.

A low level of satisfaction was indicated by 10% (57), whereas a high level of satisfaction was indicated by 60% (342). Among a sample of 430 clients from Kotak Mahindra bank, it was observed that 20% (86) expressed very low satisfaction, 10% (43) reported bad satisfaction, 10% (43) indicated excellent pleasure, and 60% (258) expressed very high content.

Table 7 Chi-Square Tests customer satisfaction and frequency of depositing cash

Bank	Chi-square	Degrees of freedom	Asymptotic Sig. (2-sided)
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		value		
State Bank of India	Pearson Chi-Square	94.287 ^b	12	0.000
	N of Valid Cases	570		
Kotak Mahindra Bank	Pearson Chi-Square	43.656 ^c	12	0.000
	N of Valid Cases	430		

Source: Primary Data

Hypothesis: 'There is no relationship between the frequency of cash deposits and customer satisfaction with cash deposits.'

When chi square values for SBI and Kotak Mahindra Bank were observed, the value was 0.00, which is less than 0.05, therefore the null hypothesis was rejected and the alternate hypothesis, that there is a relationship between customer happiness and frequency of cash deposits, was accepted.

4. CONCLUSION

The Indian banking system is on the cusp of yet another revolution, namely the transition to a cashless economy. The consumers are required to adopt digital banking as a lifestyle. Digital banking, also known as e-banking, has experienced rapid growth. Both push factors and draw factors contribute significantly to the spread of e-banking practices. The Indian banking sector is extremely receptive and exceeding customer expectations. However, consumer acceptance is slower than in western countries. The resilience of the nation's internet backbone must be enhanced. This study attempted to evaluate the popularity of e-banking in terms of its modes and services, as well as to compare customer satisfaction in e-banking at designated banks in south Bangalore. Banks evaluate customer contentment in e-banking based on the e-banking channels and services they provide.

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