

Saarth

E-Journal of Research

ISSN NO: 2395-339X

CUSTOMER SATISFACTION WITH MOBILE BANKING SERVICES

Gaurav Gopalbhai Virpariya, Dr. Amul K Kotadia*

1.0 Introduction:

The rapid evolution of information technology (IT) has transformed the whole world. With the change in technology, life of people has also become easier. Use of information technology has spread very widely in the last decade. With the widespread use of internet, the banking industry has gradually shifted to a more advanced technology and secured transactions. In the earlier time, banking transactions were done through traditional methods but now with the change in time banking transactions are done with the use of the latest technology. Banking transactions have become easier and very fast with the help of the technology. Banking industry has grown up significantly in the last decade. Mobile banking is one of the latest and most innovative services offered by the Banks due to such innovation in technology. Mobile banking is a service provided by a bank or other financial institution that allows its customers to conduct financial transactions remotely using a mobile device such as a smartphone or tablet. Mobile banking facility is used with the help of the android application provided by the bank or the financial institution. The most important benefit of this facility is that it is available for 24 hours. Customers can use this facility at any time easily with the help of mobile internet connection. Mobile banking allows transactions between different accounts, payment of utility bills, checking of the account balance, and more without any additional fee. Today mobile banking has emerged as a wireless communication channel for creating value by customers in banking transactions. Customers have become more aware about mobile banking technology. This technological change has also made the market more competitive and customer oriented. Now a day banking sector has become more competitive due to awareness of customers and easy availability of banking facility. The present study examines the awareness of customers towards the mobile banking facility and also measure the level of customers' satisfaction towards the mobile banking use.

Meaning of Mobile Banking:

In the simple term mobile banking refers to any banking activities conducted on a cell phone. It allows customers to conduct financial transactions electronically using cell phone. Customers can perform common functions like accessing bank account, receiving text alerts for fraudulent activities, payments of bill etc. Customers can perform banking transactions with the help of mobile application with the high security. Mobile banking has become very useful tool for the bank as well as customers.

*Gaurav Gopalbhai Virpariya

Ph.D. Scholar, Bhakta Kavi Narsinh Mehta University, Junagadh

Dr. Amul K Kotadia

Asst. Professor, Shri Patel Kelavani Mandal College of Technology & B.Ed, Junagadh

Saarth

E-Journal of Research

ISSN NO: 2395-339X

Objectives of the study:

The primary objective of the study is to measure the customers' satisfaction with mobile banking services. Specific objectives of the study are as follows:

- 1) To check the awareness of customers towards the mobile banking facility.
- 2) To examine the purpose of using the mobile banking.

2.0 Literature review:

There have been many surveys are conducted at national level as well as international level regarding the customers' satisfaction towards the mobile banking. Most of the survey favours the positive impact of mobile banking facility.

According to Z. Liao and M. Cheung (2002), customers have less time to spend on activities such as visiting a bank and therefore want a higher degree of convenience and accessibility. The service-quality attributes that the Internet banks must offer to induce consumers to switch to online transactions and keep using them are perceived usefulness, ease of use, reliability, responsiveness, security, and continuous improvement

Barnes et al.(2003) suggest that M-banking is the result of recent telecommunication growth and innovation, which provide a new access point to the customer. In mobile banking bank customer interact with bank through mobile and enjoying all facilities and services provided by banks via mobile applications. Banks are taking advantages of mobile innovation to provide its services to customers economically and profitably. The introduction of m-banking helps banks to perform its activity efficiently which leads to consumer satisfaction and loyalty.

In the context of mobile banking, Saleem & Rashid (2011) found that antecedents of mobile banking satisfaction are organizational factors, technological factors, strategic factors and functional factors.

Dr. Trapti Pandya et.al (2016) in his study they stated that every organization should concentrate on customer's satisfaction so that they can easily retained the customers and they need not to spend too much money for attracting new customers. The data analysis was done by using Coefficient of Correlation. The study concluded that the customers are satisfied with the various services and products which is providing by the banks.

M Sakthivel Murugan(2019), in the study they stated that E-banking helps the banks in all traditional activities which made the life very easier and convenient. It is also profitable to the bankers also made their life very easy. This study is to analysis the clients preferences and to search the level of satisfaction of customers through internet banking.

Anis Ali and S. Bisht(2018) in the study they tried to analyze the level of customer satisfaction in both banks and wants to know about the reason of satisfaction and dissatisfaction. The data were collected through the primary data. The result concluded that the customers of both banks were satisfied but private sector banks need to improve the behavioral factors of employees.

3.0 Significance of the Study

The present study of customer satisfaction with mobile banking services is beneficial for the bankers to measure customers' satisfaction with banking services. The study should help to the customers to realise the various available services of mobile banking. The

Saarth

E-Journal of Research

ISSN NO: 2395-339X

research will also help to the bankers to understand the behavior of customers towards the online banking services. This will help to measure the customers loyalty towards the bank.

4.0 Methodology:

Methodology refers to a process by which researcher tries to find solution of given problem. Questionnaire is the proper method of data collection for such studies. For the present study a structured questionnaire was designed to collect the data. The data collected was analysed and presented in this paper.

4.1 Population and sample size of the study:

The population for this research is the mobile banking users. A total of 167 questionnaires were collected as sample from customers using mobile banking services. A total of 161 samples being 96.41% of total samples were analysed for the present study. 6 samples were rejected due to insufficient data.

4.2 Data presentation, analysis and discussion of result

A total of 167 responds were received from the customers using mobile banking services. Out of which 161 responses were considered suitable for the given study.

1. Gender-wise distribution of respondents

Gender	Male	Female
No. of respondents	86	75

Table 1: Gender wise distribution of respondents

From the above table, a majority of the respondents are male 86 (53.42%) and female respondents are 75(46.58%).

2. Age wise distribution of respondents:

Age	Less than 20	21-30	31-40	40 or more
No. of respondents	36	72	35	18

Table 2: Age wise distribution of respondents

From the above table, 36 (22.36%) respondents are from the age less than 20 years. 72(44.72%) respondents are from the age between 21 to 30 years, 35(21.74%) respondents are from the age between 31 to 40 years and 18 (11.18%) respondents are from the age of more than 40 years. So it's clear that majority students are from the age between 21 to 30 years.

3. Marital status wise distribution of respondents:

	Married	Unmarried
No. of respondents	64	97

Table 3: Marital status wise distribution of respondents

From the above table, it is clear that 64 (39.75%) respondents are married and 97 (60.25%) respondents are unmarried. So, majority respondents are unmarried.

Saarth

E-Journal of Research

ISSN NO: 2395-339X

4. Education qualification wise distribution of respondents:

Education Qualification	Less than H.S.C.	H.S.C.	Graduate	Post Graduate	Any Other
No. of respondents	02	38	58	53	10

Table 4: Education qualification wise distribution of respondents

From the above table, 02 (01.24%) respondents are with education qualification with less than H.S.C., 72(23.60%) respondents have education qualification up to H.S.C., 35(36.02%) respondents have education qualification up to Graduation, 35 (32.92%) respondents have education qualification up to Post Graduation and 18 (06.21%) respondents are with other education qualification. It is clear that most of mobile banking users are educated.

5. Use mobile phone

From the responds available it is clear that all the respondents are using mobile phone regularly.

6. Use of Internet

From the responds available it is clear that all the respondents are using internet regularly.

7. Awareness of Mobile banking

From the responds available it is clear that most of the respondents are aware of mobile banking facility. 155 (96.27%) respondents are aware of mobile banking facility and 06 (03.73%) respondents are not aware of mobile banking facility.

8. Use of Mobile banking

From the responds available it is clear that most of the respondents are using of mobile banking facility. 148(91.92%) respondents are aware of mobile banking facility and 13(07.08%) respondents are not aware of mobile banking facility.

9. Factors which promotes to use the mobile banking services

Factors available	No. of respondents	Percentage (%)
Time saving for transactions	138	85.71%
Cost effectiveness	94	58.39%
Technology savvy	71	44.10%
Easy to use	128	79.50%
Service availability 24 x 7	85	52.80%

Table 5: Factors which promotes to use the mobile banking services

Saarth

E-Journal of Research

ISSN NO: 2395-339X

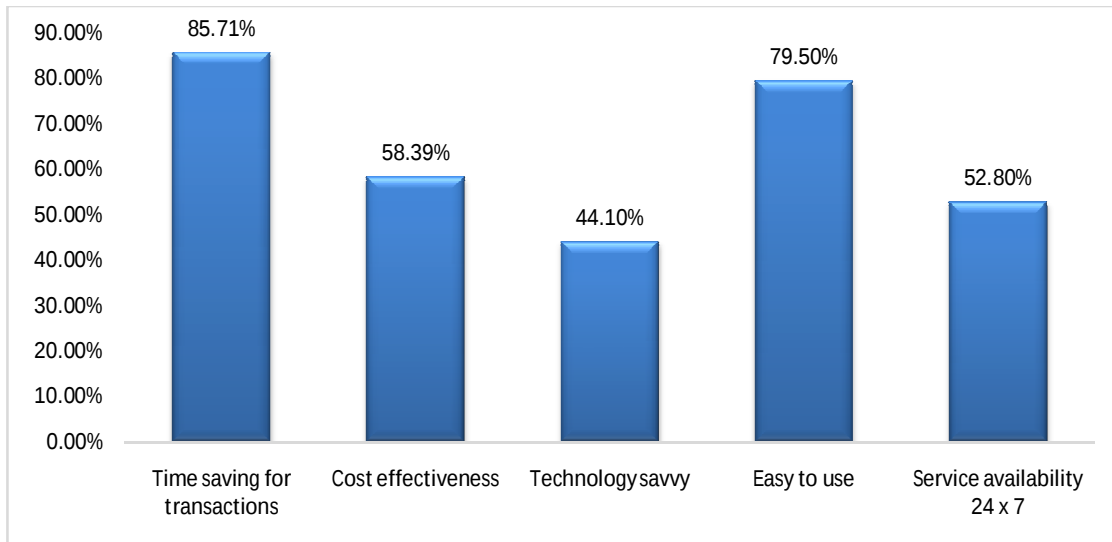


Chart 1: Factors which promotes to use the mobile banking services

The above chart indicates the factors promoting to use of mobile banking services. It is clear from the chart that time saving for transactions (85.71%) is the most promoting factor for mobile banking use. Easiness of mobile banking use (79.50%) is the second most effective promoting factor for mobile banking use. Technology savvy (44.10) is the least effective factor to promote the use of mobile banking facility.

10. Frequency used mobile banking services

	No. of respondents	Percentage (%)
To get account balance update	58	36.02%
To transfer money	52	32.30%
To pay utility bills	48	29.81%
To buy goods or services	43	26.71%
To make payment of credit card bills	11	06.83%
All of the above	98	60.87%

Saarth

E-Journal of Research

ISSN NO: 2395-339X

Table 6: Frequency used mobile banking services

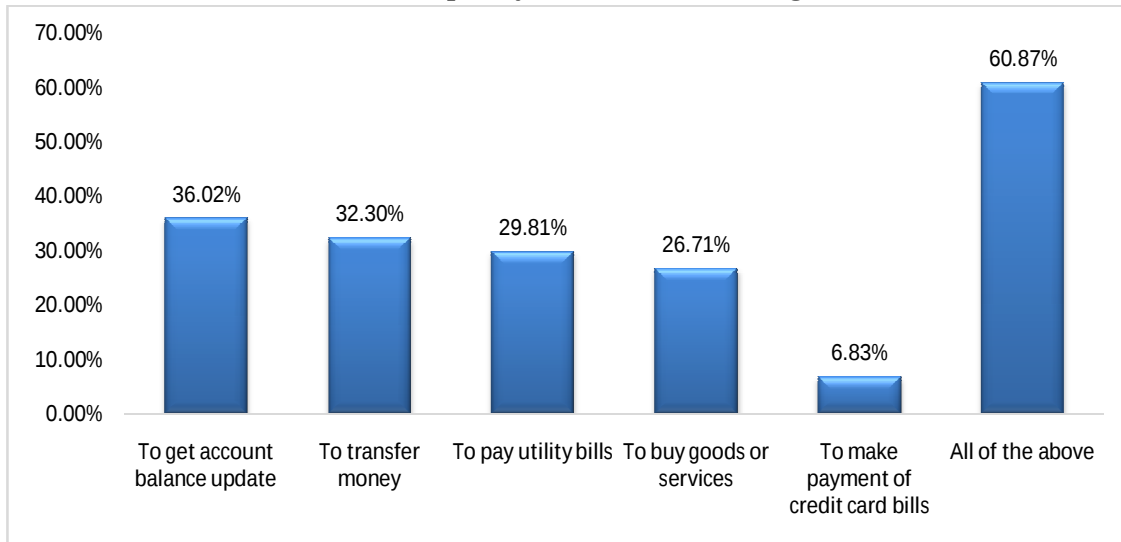


Chart 2: Frequency used mobile banking services

The above chart indicates the frequency used for mobile banking services. It is clear from the chart that most of the respondents used mobile banking services for all of the listed facilities (60.87%). 36.02% respondents use mobile banking to get account balance update, 32.30% respondents use mobile banking to transfer money, 29.81% respondents use mobile banking to pay utility bills, 26.71% respondents use mobile banking to buy goods or services and 6.83% respondents use mobile banking to make payment of credit card bills.

11. Perception analysis

Benefits of use of Internet	Mobile banking is easy to use	Mobile banking saves time	User interface of mobile banking is attractive	Mobile banking is cost effective as compare to visiting banks	Satisfied with the information provided by the bank	Services are available 24 x 7	Mobile banking services are fully secured
Strongly Agree	111	100	81	74	75	104	73
Agree	38	52	59	68	63	47	59
Neutral	12	09	15	16	20	08	22
Disagree	00	00	05	01	02	01	06

Saarth

E-Journal of Research

ISSN NO: 2395-339X

Strongly Disagree	00	00	01	02	01	01	01
-------------------	----	----	----	----	----	----	----

Table 7: Perception analysis

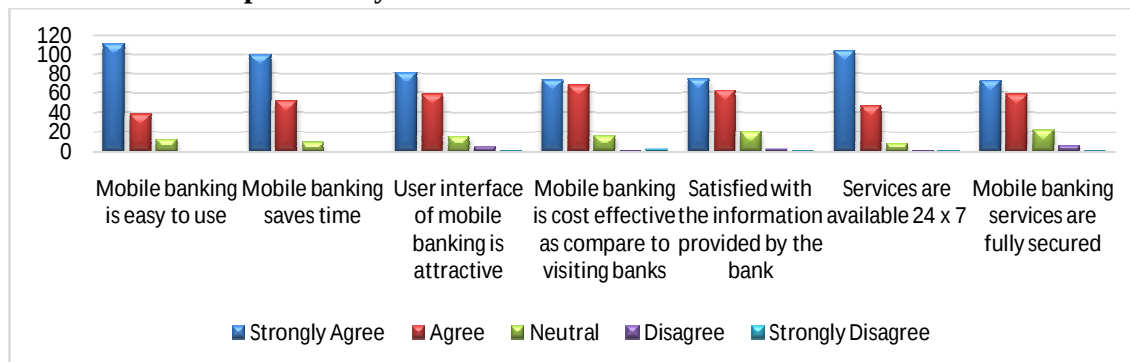


Chart 3: Perception analysis

- From the above chart it is found that most of the respondents 111 (68.94%) strongly believe that mobile banking use is very easy. 38 (23.60%) respondents believe that mobile banking use is easy. 12 (7.45%) respondents are neutral with easiness of the use of mobile banking.
- From the above chart it is found that most of the respondents 100 (62.11%) strongly believe that mobile banking saves time. 52 (32.30%) respondents agree that mobile banking saves time. 9 (5.59%) respondents are neutral that mobile banking saves time
- From the above chart it is found that most of the respondents 81 (50.31%) strongly believe that user interface of mobile banking is attractive. 59 (36.65%) agree that user interface of mobile banking is attractive. 15 (9.32%) respondents are neutral that user interface of mobile banking is attractive. 5 (3.11%) respondents are disagree that user interface of mobile banking is attractive.
- From the above chart it is found that most of the respondents 74 (45.96%) strongly believe that mobile banking is cost effective compared to visiting bank. 68 (42.24%) agree that mobile banking is cost effective compared to visiting bank. 16 (9.94%) respondents are neutral that mobile banking is cost effective compared to visiting bank.
- From the above chart it is found that most of the respondents 75 (46.58%) very satisfied with the information provided by the bank. 63 (39.13%) respondents are satisfied with the information provided by the bank. 20 (12.42%) respondents are neutral with the information provided by the bank.
- From the above chart it is found that most of the respondents 104 (64.60%) strongly agree that mobile banking services are available 24 x 7. 47 (29.19%) respondents agree that mobile banking services are available 24 x 7. 8 (4.97%) respondents are neutral that mobile banking services are available 24 x 7.

Saarth

E-Journal of Research

ISSN NO: 2395-339X

- From the above chart it is found that most of the respondents 73 (45.34%) strongly agree that mobile banking services are fully secured. 59 (36.65%) respondents agree that mobile banking services are fully secured. 22 (13.66%) respondents agree that mobile banking services are fully secured.

12. Customer satisfaction with mobile banking services

Benefits of use of Internet	User interface of mobile banking	Balance inquiry service	Money transfer facility	Bill Payment service	Stop Payment service	Credit card payment service
Very Satisfied	96	90	81	64	35	43
Satisfied	44	54	66	82	87	88
Neutral	18	12	10	13	32	23
Poor	03	04	04	02	06	06
Very Poor	00	01	00	00	01	01

Table 7: Customer satisfaction with mobile banking services

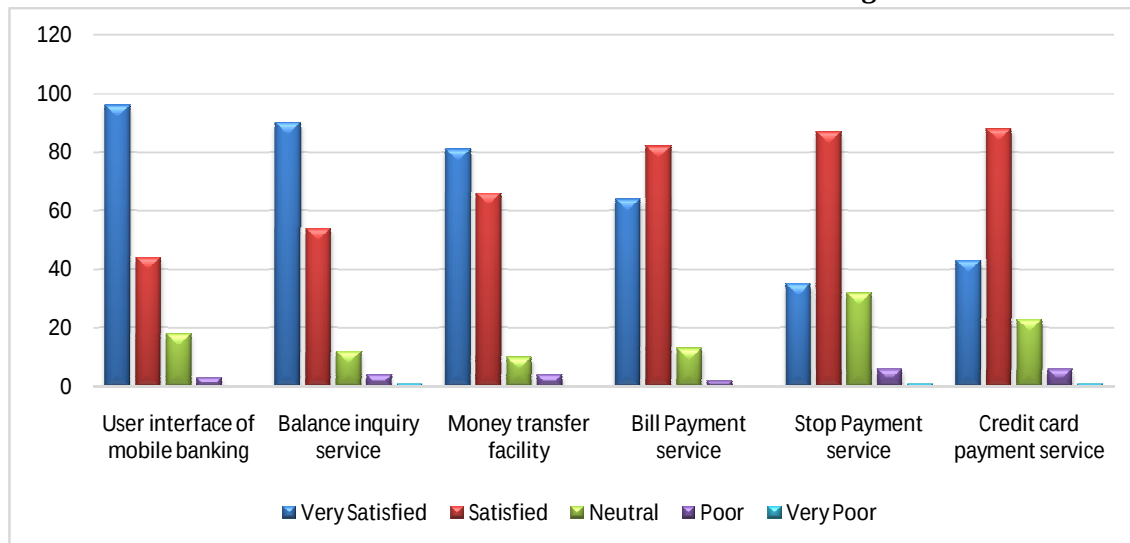


Chart 4: Customer satisfaction with mobile banking services

- From the above chart it is found that most of the respondents are very satisfied with mobile banking interface (59.63%), balance inquiry service (55.90%) and money transfer facility (50.31%). In case of bill payment service (50.93%), stop payment service (54.04%) and credit card payment service (54.66%) majority respondents are satisfied. In case of stop payment facility 32 (19.88%) respondents being the most frequency in all other facility are neutral.

Saarth

E-Journal of Research

ISSN NO: 2395-339X

13. Overall satisfaction with mobile banking services of Bank

	Frequency	Percentage(%)
Very Satisfied	77	47.83%
Satisfied	70	43.48%
Neutral	13	8.07%
Dissatisfied	00	0.00%
Highly Dissatisfied	01	0.62%

Table 8: Overall satisfaction with mobile banking services of Bank

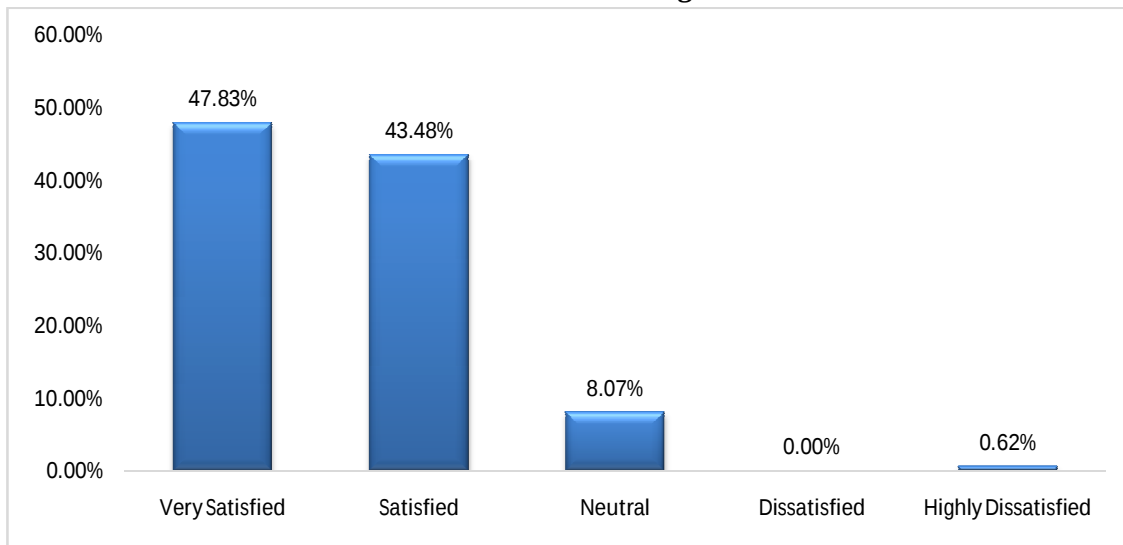


Chart 4: Overall satisfaction with mobile banking services of Bank

From the above chart it is clearly found that most of the respondents 77 (47.83%) are very satisfied with the mobile banking facility provided by the banks. 70 (43.48%) respondents are satisfied with the mobile banking services. 13 (8.07%) respondents are neutral with the mobile banking services. Only 1 (0.62%) respondent is highly dissatisfied with mobile banking services.

4.3 Limitations of the study:

At the time of the study was conducted to meet the objectives of the study, there are some limitations that need to be faced and addressed by the researcher. The present study was conducted on mobile banking service users from different banks. It is also noted that the present study was conducted on mobile banking users from different banks, so result may differ for the services of particular banks. Data was collected through online mode so result may be differ for offline mode respondents.

5.0 Findings and Conclusion:

The result shows mobile banking services are used considerably and it is also very secured. From the data analysis carried out on the data collected, it is found that the younger generation has accepted the change in the banking industry and they are using banking

Saarth

E-Journal of Research

ISSN NO: 2395-339X

facility confidently and electronically than traditional use of banking facilities. It is also found that banking industry is updating with the passage of time and they are providing various facility online using internet facility considering the comfortness of their customers. It is also found that people are accepting this changed phenomenon and using various offered facilities securely and confidently. This shows the positive impact on the banking industry as well as customers satisfaction level is also increased.

References:

1. Barnes SJ, Corbitt B (2003) Mobile banking: concept and potential. International Journal of Mobile Communications 1: 273-288.
2. Saleem, Z. & Rashid, K. (2011). Relationship between Customer Satisfaction and Mobile Banking Adoption in Pakistan, International Journal of Trade, Economics and Finance, 2(6), 537-544
3. Z. Liao and M. Cheung, "Internet-based e-banking and consumer attitudes: an empirical study," Information & Management, vol. 39, pp. 282-295, 2002.
4. Trapti Pandya et.al(2016)Customer satisfaction in public sector bank(A study of South Rajasthan),Imperial journal of interdisciplinary Research(IJIR) Vol-2,Issue-9,2016.
5. M SakthivelMurugan(2019), A study on customer satisfaction towards internet banking in Chennai. International journal of current advanced research , Volume 6; issue 10,October 2017.
6. Anis Ali and BabitaRatwani (2017),Customer satisfaction in Indian banks:problems and solutions, International Journal of Economic Research : 14(9)69-76 · August 2017
7. Bryman, A. *Research Methods and Organization Studies*, Unwin Hyman, London, 1989.
8. Miles, M.B. and Huberman, A.M. *Qualitative Data Analysis: A Sourcebook of New Methods*, Sage Publications, Newbury Park, CA, 1984.
9. <https://docs.google.com/spreadsheets/d/19tEV31I0uMyj6dwzBv9Kstl5Edsj6HaCbXiWYRfNLBw/edit?usp=drivesdk>
10. www.google.com