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ABSTRACT

This study aims to evaluate the level of usage and awareness of digital banking services and facilities among customers in India and examine the impact of these services on customer satisfaction. This study used a well-structured questionnaire to collect data from Canara Bank, The Federal Bank Ltd., and HDFC Bank customers. The data collected from 200 respondents were analyzed to gain insights into their experiences with digital banking services. This study found that customers of different banks have varying levels of satisfaction with other factors, such as their account type and expertise with digital banking services. Several factors influence customer satisfaction, including prompt handling of calls, courteous and professional manner, and ease of use and navigation. This study provides valuable insights into customer satisfaction with digital banking services in India. It can help banks improve their services to meet their customers' needs and expectations.

Keywords: digital banking, customer satisfaction, facilities offered

1.1 Introduction

After India's independence, one of the government's central tasks was to focus on the country's economic development. In the 1990s, several developments led to significant changes in the structure of banking products. The digital economy is increasing, and all parts of the economy, including commerce, financing, and logistics, require next-generation solutions. The banking industry in India plays a significant role in the country's development. Banks in India are transitioning from conventional banking to digital banking. Digital banking involves high service levels through a digital platform, eliminating paperwork such as cheques, pay-in slips, and demand drafts. This means that all banking activities are available online. The Indian banking sector is moving towards digitalized banking. This research aims to evaluate customers' usage and awareness of digital banking services and facilities and examine the impact of these services on customer satisfaction.

1.2 Review of Literature

Several studies have been conducted on customer satisfaction with digital banking services.

Sathiskumar & Rajaraman (2021) surveyed 300 respondents in Coimbatore city and found that the majority were happy with the performance of ICICI bank's ATMs. Still, many were not satisfied with the bank's grievance settlement system.

Drigă & Isac (2014) surveyed 300 people and found that 65% were aware of e-banking services. The study, titled "E-banking services – features, challenges and Benefits," provides an overview of electronic banking services and highlights aspects of e-banking. The authors note that although e-banking offers many advantages to corporate and individual clients, it is not without certain challenges and issues regarding security and customer interest.

Tandon et al. (2016) studied the responses of 450 consumers in the Delhi/NCR regions using a 5-point Likert Scale. They found that e-banking is the preferred delivery channel for banks and is gaining widespread acceptance among consumers.

Dhanya (2021) conducted a study to identify the factors influencing consumers' adoption of Internet banking services in Chennai. The study also aimed to examine the relationship between the adoption of these services and the demographic characteristics of consumers. This research provides valuable insights into the factors that drive consumer adoption of Internet banking services and can help banks improve their services to meet their customers' needs and expectations. The study found