



INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES AND INTERDISCIPLINARY STUDIES

(Peer-reviewed, Refereed, Indexed & Open Access Journal)

DOI : 03.2021-11278686

ISSN : 2582-8568

IMPACT FACTOR : 6.865 (SJIF 2023)

A STUDY OF ELECTRONIC BANKING WITH REFERENCE TO SANGLI DISTRICT CENTRAL CO-OPERATIVE BANK LTD, SANGLI

Dr. Ms. S. V. Chavan

Assistant Professor,
Vasanttraodada Patil Institute of Management Studies
and Research, Sangli (Maharashtra, India)

DOI No. **03.2021-11278686** DOI Link :: <https://doi-ds.org/doi/10.2023-51917344/IRJHISIC2302067>

Abstract:

From last twenty years, banks have Introduced Net banking a new channel between customers and banks which benefit both. E-Banking provides many advantages for banks and customers. From the last twenty years, banking sector has chosen a new method of banking based on progress of information technology. E-Banking has made life much easier and banking much faster for both customers and banks. This article focuses on financial literacy and customer satisfaction. The main objective of this research is to study status of a financial literacy among the respondent between services given by bank and customer satisfaction.

Keywords: E-Banking, Financial Literacy, Customer Satisfaction

1. Introduction:

Today traditional banking services, based on the lending and deposit taking operations, are only the part of the banking activities. Due to the improvement of the knowledge as well as information and communication in economy and society, technology advanced banking services have changed during the past decades. Banking services refers to use the technology which allows to customers to access banking services electronically like pay bills, transfers funds, to check account balance etc.

In the Modern age the Customer satisfaction and quality of services is the key factor for all banks. These two things are the main driver of banks success and survival is fulfilling customer needs and expectations. Thus, customer's satisfaction is most important.

Financial literacy is the ability to understand how money work in the world, how someone

manage to earn or make it, how that person manages is, it how he/she invests it and how the person donates it the help other. More specifically, it refers to the set of skills and knowledge that allows an individual to make informed and effective decisions with all of their financial resources. This financial literacy is important for adopting the E-banking services. In modern age, customer use modern communication media for remote communication with the bank telephone. (Modem, computer or payment card). A characteristic feature of these services is the save time of the customer i.e. independent of banking business hours and the ability to execute local and international payments directly from the comfort of the home or office. This reduces cash handling and transports costs, lowers the risk of theft or accepting counterfeit bank notes, increases speed and enhances the comfort the making payment.

E-Banking services are particularly more convenient, faster and often cheaper for the bank customer. In recent days Core Banking System is introduced i.e., CBS system. Normally, core banking system is including deposited, loans, mortgages and payments.

2. Statement of Research Problem:

Considering the above advantages of E-Banking, researcher has taken topic for study is "A Study of Electronic Banking with Reference to Sangli District Central Co-Operative Bank Ltd, Sangli"

3. Objectives of Study:

1. To know awareness of E-Banking Services among customer.
2. To identify satisfaction towards E-Banking services of the Bank.

4. Hypothesis:

H₀: There is no significance difference between the satisfaction levels of different E-Banking services.

H₁: There is significance difference between the satisfaction levels of different E-Banking services.

5. Use of E-Banking Services:

The below table shows the users of different E-Banking services of the bank include the ATM, Mobile Banking, UPI and RTGS/NEFT

Table No. 1 Use of e-banking services of Respondents

Sr. No	E-Banking Services	Users	Percentage
1	ATM	97	39%
2	Mobile Banking	21	8%
3	UPI	76	31%
4	RTGS	26	11%

5	NEFT	26	11%
---	------	----	-----

(Source: Primary Data)

Above table reveals that 39% respondent are using ATM Services, 31% respondents are using UPI services, 26% respondents are using RTGS/NEFT services whereas 8% respondents are using Mobile Banking services. From above table it has been concluded that very less respondents are using Mobile Banking service.

6. Satisfaction about Delivery Channels:

The below table shows the satisfaction about Delivery Channels, which includes ATM, Debit card, UPI, Mobile Banking.

Table No. 2 Satisfaction about Delivery Channels

Sr. No	Delivery Channels	Dissatisfied	Satisfied	Highly Satisfied
1	ATM	1	71	25
2	Debit Card	1	7	5
3	UPI	3	55	18
4	Mobile Banking	0	12	9

(Source: Primary Data)

Above table reveals that 73% respondents are satisfied about ATM services, 26% respondents are highly satisfied about ATM services, 1% respondents are Dissatisfied about ATM services. It reveals that 54% respondents are satisfied about Debit card services, 38% respondents are highly satisfied about Debit card services, 8% respondents are dissatisfied about Debit card services. It found that 72% respondents are satisfied about UPI services, 24% respondents are highly satisfied about UPI services, 4% respondents are dissatisfied about UPI services whereas 57% respondents are satisfied about mobile banking service, 43% respondents are highly satisfied about mobile banking services.

7. Hypothesis Testing:

H0: There is no significance difference between the satisfaction levels of different E-Banking services.

H1: There is significance difference between the satisfaction levels of different E-Banking services.

Table No. 2 Satisfaction about Delivery Channels

Sr. No	Delivery Channels	Dissatisfied	Satisfied	Highly Satisfied
1	ATM	1	71	25
2	Debit Card	1	7	5

3	UPI	3	55	18
4	Mobile Banking	0	12	9

(Source: Primary Data)

One-Way Analysis of Variance (ANOVA) tells you if there are any statistical differences between the means of three or more independent groups. A one way ANOVA will allow you to distinguish that at least two groups were different from each other. Once you begin to understand the difference between the independent variables you will then be able to see how each behaves with your dependent variable.

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
ATM	3	97	32.33	1265.33
Debit Card	3	13	4.33	9.33
UPI	3	76	25.33	716.33
Mobile Banking	3	21	7	39

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	1694.25	3	564.75	1.11	0.40	4.07
Within Groups	4060	8	507.5			
Total	5754.25	11				

From above ANOVA test, it is found that the calculated F value is less than critical value. Similarly p-value for the test is 0.40, which is less than 0.05. Hence based on ANOVA test, the null hypothesis stated there is no significance difference between the satisfaction levels of different E-Banking services, is accepted.

8. Conclusion:

From this research it can be concluded that, SDCC bank is giving many facilities for the customers for using e-banking services. E-Banking is becoming an innovative and successful strategy for banks to remain profitable.

9. References:

Books:

1. E-Banking: Raghunath Desai

Websites:

2. www.google.com/search?q=e+banking&oq=&aqs=chrome.
3. www.google.com/search?q=satara+dcc+bank&oq=SA&aqs=chrome.2.69i57j4