

A STUDY ON CUSTOMER'S PERCEPTION TOWARDS ONLINE BANKING

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ABSTRACT

Online banking services are one type of service created by banks. Customers may conduct banking transactions online from anywhere they have access to the internet. M-banking is one of the latest advances in internet banking; clients may use it to access banking services 24 hours a day, without needing to visit a bank office for personal transactions. Mobile banking is a banking service given by banks to aid in the seamless and simple execution of financial transactions, as well as the effectiveness and efficiency with which consumers execute various transactions. The significant factors for usage of online banking among customers has been found are time saving, ease to use, cost effective, account information, speed, clear instructions, quality of work. These factors admire the customers to use online banking.

Keywords: Customer's Perception, Factor Analysis, Online Banking Usage, Digital Technology.

I. INTRODUCTION

Era 21st century, in this era, belongs to technology and innovation. The technology gives many resources to make the survival of human being easy, and the important contribution of technology is online banking. Online banking is a tool used for cost-effective which help the business to have a competitive advantage in the market (Bhatt and Bhatt, 2016; Laukkanen, 2016). Online banking is the same as the physical banking, a bank use internet as a delivery channel for their products and services to its customer. Such as account status inquiries, transfers, and payments to third parties, bank statements, the ability to consult savings and credit simulators, and 24-hour access, among others. Online banking is a synergy to traditional banking. Online banking is also known as online banking and e-banking.

In the current scenario, the internet is used in many fields such as education, business, health. There is a drastic change in the banking industry through the internet. Online banking is the approach of doing one's banking transaction on the internet. In the past scenario, the customer stands in long queues for transacting their transactions in the bank, for that they waste their time for the turn. (Abd El Aziz, 2012). Security first network bank (SFNB) was the first institution to take help of the internet for their transactions on 18th October 1995.

The service's growth and information and communication technology are the two important developments in the business world. Banking is the one field of the service sector, where information technology diffusion is more popular and rapid as well as critically owing to the unique characteristics of banking services.

Online banking is a trending term nowadays as it is entrenched in the banking operations widely. Online banking is a system which connects the banks and their customer through the electronic means which helps to preparation, management, and control of financial transactions (Pikkarainen et al., 2006). Customers get value through online banking in terms of information, serviceability and online banking are convenient to the customers too. Cashless transactions help to develop the economy of the nation.

Spreading of technologies in the nation leads to increase in the productivity level of the country. Timely acceptance of new technologies from the bank perspective is an important factor for economic growth (Pilat and Lee, 2001; Akhavein et al., 2001; Sullivan and Wang, 2005). Technology diffusion helps the banking sector to increase its market share by providing services in rural. By the spreading of technology, banking productivity and efficiency regarding their services have been increased by offering quality services to the customers.

Today, online banking is the best way for people to manage their finances. Banks ensure online banking security for customers by using encryption technology, such as incorporating account safety features, verifying online banking account activity, secure socket layers and constantly warning consumers of ways to avoid threats such as identity theft. Now 74% of customers use online banking and can securely access their accounts day or night. When customers log in to his/her account secure account from own computer or tablet, customers can see current account statements, search through old ones and review recent transactions. Customers can

transfer money between accounts, manage and pay your bills and more. Some banks also allow customers to view multiple accounts, including credit cards, in all one place. Today, online banking is secured by the enhancement of technology.

Earlier, there was a trend for the mass customer, nowadays all the organizations are preferring the customer as a king of markets. Online banking helps the customer to save time. Earlier customers have to stand in the long queues to wait for their turns to transact, but with the help of online banking, customers can perform their transactions at any time without standing in queues. Online banking helps to build a long term relationship with customers. Online banking is an important component to develop the economy of the country.

Governments and organizations had planned to invest in the infrastructure to develop the online banking in banking activities. This investment will help to reduce the transaction cost and improving the quality and efficiency of bank services. Therefore, it can be inferred that online banking as an innovative service has emerged during the past few years to keep pace with the changing and new requirements of the customers.

The acceptance of online banking is depending on customers. The success of e-service is depending on the customer adoption of e-services. customer adoption of online banking plays an important role in e-commerce (Aderonke and Charles, 2010; Salehi and Alipour, 2010). Banks cannot achieve the objective of investing money in the infrastructure of online banking without the acceptance of online banking by customers. Today, there is an issue for the acceptance of electronic services. Many developed countries in the world widely accept online banking but customer acceptance has been slower from the anticipated. In developing countries like India, online banking and e-service have not been used as much they could be.

Online banking is an important service which helps to secure customer loyalty by ensuring customer satisfaction and building stronger ties with them. It is an essential component for the cost savings of the organization (Fujitsu, 2009) and also help in meeting customer satisfaction and build strong long term relationship with them (Berrocal, 2009). So, it is important to ensure minimum customer satisfaction due to the cost of attraction to new customers. Retaining existing customers are cheap as compared to acquiring new customers.

Banking is considered a highly dynamic business, even more so when price reductions or better conditions are offered to customers contracting services over the internet. However, some groups of customers are reluctant to use such services. Regarding electronic commerce in general, consumers show more concern about the use of banking services, but if the amount of money potentially exposed to fraud is significantly larger than with other types of services or organization's (Milne and Boza, 1999).

Earlier, researchers found that the internet being a delivery channel of the services would have the diffuse impact on the banks that 60% retail banking transactions would be done through internet by the customers within 10 years. (Cronin, 1997; Graham, 1997; Johnson et al, 1995; McChesney, 1997; Treanor, 1997). But the reality was opposite to it. This hype was the myth for the economy in the today scenario. In fact, today the first bank to adopt the online banking SFNB is no more supporting the online transactions and it is merely more than an information portal.

ICICI bank was the first one to have introduced online-banking in India in 1994 for a limited range of services such as access to account information, correspondence and recently, funds transfer between its branches. ICICI had also invested in the infrastructure for e-trading, thus offering a broad range of integrated services to the customer. Today, many banks are internet-only institutions. These "virtual banks" have lower overhead costs than their brick and mortar counterparts. In the United States, many online banks are insured by the Federal Deposit Insurance Corporation (FDIC) and can offer the same level of protection for the customer's funds as traditional banks.

TOOLS OF ONLINE BANKING

ATM: An ATM is an Automated Teller Machine which gives the consumers access to finance related transactions in public areas. People can easily withdraw money from ATM as and when required as it is a 24 hour services.

ELECTRONIC FUND TRANSFER: Under this tool of online banking customers can easily transfer funds from one account to another. It helps the customers to pay or receive money in exchange for various goods and services by transferring the funds directly to the sellers account with the help of online banking.

MOBILE BANKING: Nowadays it is the mostly used tool of online banking through which one can perform various functions of finance related transactions directly from their mobile phones.

CREDIT CARD: one of the tool used under online banking is Credit cards. These are the small plastic cards which are generally issued to the users of online banking. People can swipe this card at the stores which accept credit cards and can pay for the purchase of various products.

DEBIT CARD: One of the main difference between debit and credit card is that credit card has a limit whereas in debit card one has to deposit money in account first.

INTERNET BANKING: the usage of www sites of banks to perform bank transaction with the help of login I'd and password is known as internet banking.

E-WALLETS: nowadays people are more attractive towards the e-wallets because they are friendly user and secure and provide returns to the customers.

II. LITERATURE REVIEW

O'Reilly and Finnegan (2003) explored contemporary Internet banking systems in five leading 'clicks and mortar' banks operating in the North-Eastern part of the United States. With the help of primary and secondary data and grounded theory, results of the study showed internet banking move toward as an operational instrument rather than competitive instrument. The study also shows that the operational instrument was supported by the consequential changes in internet banking system by the banks.

Alam et al. (2007) explored the development and prospects of internet banking in Bangladesh. The study compares the nationalized commercial banks in Bangladesh with the private and foreign banks. The study uses the secondary data and technical execution technique and found that there was a lack of infrastructure in Bangladesh for internet banking. The study results also found that the nationalized commercial banks were far behind for implementing internet banking system in banking transactions and the ATM services were with very few branches.

Malhotra and Singh (2007) used the 88 banks data from 1997-1998 to 2004-2005 financial year. The study explores the relationship between the bank's adoption decision of internet banking and market characteristics. With the help of logistic regression technique, the study showed that the larger banks, banks with younger age, private ownership, higher expenses for fixed assets, higher deposits and lower branch intensity evidence a high degree of scope for adoption of this new technology. The study results also showed that Banks with lower market share also see Internet banking technology as a means to increase the market share by attracting more and more customers.

Casalo et al. (2008) examined the customer loyalty and word of mouth concepts in the e-banking context. The study collected the data from 142 customers and uses structural modelling technique. The study results show that satisfaction with interactions with the bank website had a positive effect on both customer loyalty and positive WOM. The study results also show that website usability had positive effect on customer satisfaction and loyalty was also significantly related to positive WOM.

Dandapani (2008) explored the impact of internet banking services on credit union activity. The data was collected from 1996 to 2006 and the study uses the regression equations to show that the operating costs of credit unions providing web access were higher than those credit unions which do not have any web account offerings. The study shows that there is increased growth in assets for the credit unions which have worldwide web accounts. The study also showed that the credit unions who provide web accounts have similar average profitability to those credit unions who do not provide the facility of internet access to their customers.

Alda's-manzano et al. (2008) examined the determinants of internet banking and the role of product involvement, risk, and trust. The data collected from Spanish banking service users. The study uses structural equation modeling techniques and results found that TAM beliefs and perceived risks had a direct effect on internet banking. The study also showed that trust as a key factor to adopt internet banking.

Malhotra and Singh (2010) explored the present status of internet banking services in India and factors affecting the extent of internet banking service. This study used data from 2007 to 2008 from 82 bank websites and uses multiple regression technique. The study results found that the private and foreign Internet banks have performed well in offering a wider range and more advanced services of Internet banking in comparison

with public sector banks. The study results also found that the determinants like the size of the bank, an experience of the bank in offering Internet banking, financing pattern and ownership of the bank have a major impact on internet banking.

Munoz-leiva et al. (2010) explored the trust toward a bank and its dependability using a variety of “institution-based” trust mechanisms like the security of transaction, reputation and web quality. The data was collected in 2005 in Spain from 6,006 people. With the help of experimental methodology, the study results show that the seals are not itself important for the explanation of beliefs about trustworthiness and dependability of a website with electronic banking. The study results also show that trust generating mechanism have different effects on trust, either it is individually or their different combinations.

Wu and Wu (2010) analyzed the online banking service performance and the risks of giant US and UK banks. The study uses the annual reports of 2007 of giant banks of USA and UK to collect data. To examine this study, a hybrid approach based on principal components analysis and data envelopment analysis were used. The study results show that employees turn out to be a key variable that contributes most to banks’ revenue. The study results also show that most giant banks are performing well based on DEA analysis.

Yap et al. (2010) explored the role of situation normality cues (online attributes of the e-banking web site) and structural assurance cues (size and reputation of the bank, and quality of traditional service at the branch) in a consumer’s evaluation of the trustworthiness of e-banking and adoption behavior to adopt internet banking. The study uses a hierarchical moderated regression analysis and collected data from 202 peoples. The study results show that traditional service quality builds customer trust in the e-banking service. The study also showed that the size and reputation of the bank were providing structural assurance to the customer but not in the absence of traditional service quality and also web site features were important normality cues to give customer confidence.

Riquelme and rios (2010) with the collection of data from more than 600 current users, the study explored the factors that can influence adoption of mobile banking among current users of internet banking in Singapore and gender as a moderating variable. The study used the structural equation modeling. The study showed that the factors which influence the intention to adopt mobile banking were usefulness, social norms and social risks. The study results also show that ease of use has a major influence on females then males and the male respondents got effected from relative advantage on perception of usefulness.

Kumar et al. (2011) used the data from 1980-2005 to examine the technology diffusion in the banking sector in India by analyzing ATM (automatic teller machine) technology and its replacement of the teller (labor). With the help of constant elasticity of substitution model, the study results show that the degree of substitutability of the labor by the ATM is high but the ATM was not a perfect substitute. The study result also showed that both a fall in the price of ATMs and an increase in the wage bill for tellers contributed to the diffusion of the ATM.

Patsiotis et al. (2011) used self-administered approach to collect data from 1200 customers by the help of questionnaire to explore internet banking adoption and resistance behavior in Greece to develop profiles of adopters and non-adopters of these services. The study result shows that there are three segments of profiles based on customer perceptions of the service and general usage data. The study results also found that adopters and non-adopters have different characteristics.

Juwaheer et al. (2012) conducted a study to explore the factors influencing the adoption of internet banking in Mauritius and data collected from 384 respondents. With the help of internet banking acceptance model and the statistical programme SPSS, the study results found that perceived ease of use and perceived use have a direct impact on the adoption of internet banking in Mauritius. The study results also found that trust, security aspects, level of education, and income level of consumers are the major determinants for the adoption of internet banking.

Hussien and Aziz (2013) collected the data from 133 to examines the internet banking quality dimensions that affect customer satisfaction from the consumer and provider perspectives. With the help of statistical package for social sciences software, the study results showed that service quality has significant effect on customer satisfaction. The study result also show that bank could be considered a success story that provide a guide line for decision makers in banks that are less fortunate in providing high service quality, thus help them to better address for their customers’ needs.

Sharma and Govindaluri (2014) explored the factors influencing the adoption of internet banking in urban India by collecting data from 344 individuals. The study uses technology acceptance Model and Structural equation modeling and found that social influence, quality of internet connection, computer self-efficacy, awareness, are the factors toward the adoption of internet banking in urban India.

Al-ajaim and Nor (2015) used structural modeling equation and collect data from 1500 bank customers to examine the factors that influence an individual's intention to adopt internet banking in the Republic of Yemen. The study results found that customer influenced by attitudes, subjective norms and TR.

Kaushik and Rahman (2015) examined the various antecedent beliefs predicting customer's attitudes toward adoption of self-service technologies available in the banking industry. The study uses the data which was collected from 130 banks and 2262 people. The study adopted technological adoption model by including two additional external variables. The study results show that antecedent beliefs affecting adopter's attitude vary towards different SSBTs.

Yu et al. (2015) explored the factors influencing the adoption of internet banking in Mauritius and data collected from 384 respondents. With the help of internet banking acceptance model and the statistical programme SPSS, the study results found that perceived ease of use and perceived use have a direct impact on the adoption of internet banking in Mauritius. The study results also found that trust, security aspects, level of education, and income level of consumers are the major determinants for the adoption of internet banking.

Sanchez-Torres et al. (2017) with the help of 600 questionnaires, the study explored the adoption of e-banking in Colombia and also including a comprehensive analysis of consumer trust in this type of transaction and of the impact of the current government policy to promote e-commerce. The study used UTAUT2 model. The study results showed the factors were trust, performance expectancy and effort expectancy to build trust in the use of electronic banking had positive impact for the use of financial website in Columbia. The study results also show that government support did not had a significant impact on the use of internet banking.

Mullan et al. (2017) examined the drivers and barriers of bank adoption of mobile banking from a stakeholder perspective. The data was collected from 72 members of 6 stakeholder industries. The study uses the diffusion of innovation and the results show that important factors for bank adoption were global mobile phone penetration, competitive advantage, customer convenience, strategic importance, customer demand, low perceived risk/security concerns and stakeholder partnerships. The study results also show the barriers for adoption of mobile banking were low levels of customer demand and lack of Return on Investment (ROI).

Rahi and Ghani (2018) examined to develop an integrated model that combines technology, innovative and environmental factors altogether in order to understand customer's intention to adopt, and intention to recommend internet banking in social networks. The study uses structural equation modeling and collects data from 398 customers of commercial banks. The study results show that the integrated model has good explanatory power (78.3 percent) to predict customer's intention to adopt internet banking. The study results also show that the interaction effect of gamification between user's intention to adopt and user's intention to recommend internet banking will be stronger when gamification effect is higher. The important factor was to determine a user's intention to adopt internet banking were innovativeness and perceived technology security.

Danyali (2018) examined the influential factors in changing customers' behaviors from online banking to mobile banking based on Tiller and Tad model. The study uses a quantitative method and collects data from 400 peoples with the help of a questionnaire. With the help of planned behavior theory, the study results found that the correlation is high between the perceived advantage of using mobile banking, the influence of peer groups, source facilitator conditions as well as technology. The study results also show that the factors on behavioral control were source facilitator conditions and technology facilitator conditions had the highest correlation.

Arora and Sandhu (2018) examined the factors which were influencing customers' usage of electronic banking services. With the help of data collected from 600 customers and multiple regression analysis methodology, the study showed that the high usage for e-banking were in females, more educated, younger and middle income customers. The study results also show the significant and positive factors associated with e-banking usage were information, performance, self-interest, service quality, satisfaction, and experience.

Kavitha and Gopinath (2020) in their paper identified the perceptions of Internet banking users in Tamil Nadu using technology acceptance model (TAM) by incorporating service quality as external variable. The study found that both the TAM variables – perceived ease of use (PEOU) and perceived usefulness (PU). The results confirmed that the all six dimensions (Website attribute, Reliability, Responsiveness, Fulfillment, Efficiency and Privacy) are distinct constructs. The results also indicated that internet banking service quality consisting of six dimensions has appropriate reliability and each dimension has a significant relationship with internet banking service quality.

Widanengsih (2021) in his paper examined the effect of perceived usefulness and perceived ease of use on attitudes and interests in using M-Banking on respondents, namely 100 state-owned bank customers in Jakarta by using Structural Equation Model method. The results showed that perceived usefulness has no significant effect on attitudes. perceived ease of use has significant effect on attitudes. perceived usefulness has no significant effect on interest using mobile banking. Perceived ease of use has no significant effect on interest using mobile banking and attitudes has significant effect on interest using mobile banking.

III. RESEARCH GAPS

Following this, the present study extends the online banking awareness among the customers and determines the factors which promote for usage of online banking. Moreover, a number of researchers have stated that service quality is the most significant predictor of banking service customer satisfaction. This paper intends to assemble these factors towards determining customers' actual usage of e-banking services. Therefore, the intention behind this research is to fill this gap by exploring thoroughly and comprehensively this field of research.

IV. NEED AND SCOPE OF THE STUDY

Today it is the era of digital technology which gave this generation a better and more advanced way of working environment. Without technological advancements the overall growth of the world could have been at a very slow rate. E-payments are also one of the parts of advanced technology. E-payments provides the users to purchase or sell products or services on the internet. As these transactions take place on the internet, therefore they are called as E-payments. An efficient and effective E-payment system is one which not only reduces the transaction cost but also save a lot of time of the user. Banking industry is the backbone of an economy because it controls and supplies the money in the economy. Online banking also has a great contribution in economic development as it provides employment opportunities for the young generation. It is also very easy method to use as people only require basic knowledge of computer, and the system itself provides the users with detailed instructions as to how one should operate the system. The study is confined to only banking customers. The study was conducted at Patiala city. Being a semi-urban city, Patiala is rich in service sector industry as compared to self-employed industry.

V. OBJECTIVE OF STUDY

- To study the awareness level of customers towards internet banking.
- To identify the factors affecting the usage of online banking services among customers.
- To identify the factors affecting non-usage of online banking services among customers.

VI. RESEARCH DESIGN

Descriptive and Analytical research design has also been used for factors that are affected the usage and non-usage of online banking.

SAMPLE SIZE

The study is empirical in nature. Due to limited and less time constraints structured questionnaire is designed and distributed to 100 banking customers with the help of google forms. Out of 100 respondents, only 69 respondents had filled the questionnaire.

SAMPLING TECHNIQUE

In this study, snowball sampling technique is chosen. Snowball sampling is a non-probability sampling technique. In this method, the data will be collected from banking customers and that customer will recommend other banking customer so that the other customer can also provide information.

DATA SOURCE

In this study, the primary source data was collected with the help of structured questionnaire. The questionnaire was distributed to the respondents with the help of google form.

TOOLS AND TECHNIQUES

In this study, statistics tools were adopted to know the awareness level and to determine the important factors which affect the usage of online banking among customers. In this study, factor analysis has been used in order to make various relations between the variables which affect the adoption and non-adoption of online banking.

VII. DATA ANALYSIS

Data Analysis of Factors for Usage of Online Banking

Table 1: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Timesaving	69	1.0	5.0	3.725	1.0831
easy to use	69	1.0	5.0	3.667	.9951
Security	69	1.0	5.0	3.594	1.1288
twenty-four-hour	69	1.0	5.0	3.696	1.0614
Quality	69	1.0	5.0	3.551	.8834
instruction	69	1.0	5.0	3.449	.9631
Speed	69	1.0	5.0	3.565	.9311
Cost	69	1.0	5.0	3.493	.9334
account information	69	1.0	5.0	3.609	.8947
Convenient	69	1.0	5.0	3.536	1.0230
Rewards	69	1.0	5.0	3.464	1.1191
Valid N (list wise)	69				

FACTOR ANALYSIS

Table 2: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.914
Bartlett's Test of Sphericity	Approx. Chi-Square	386.654
	Df	55
	Sig.	.000

In this study, exploratory factors analysis was adopted to determine the positive factors for the usage of online banking among customers. The respondents were asked to rate the eleven variables at five points Likert scale starting from strongly disagree to strongly agree. The proportion of variance in the variables which might be caused by basic factors which were showed by Kaiser-Meyer-Olkin Measure of Sampling Adequacy. Factor analysis will be useful only if $KMO > 0.5$, if the KMO is less than 0.5 then it will be of no usage. High values which are close to 1 generally show that factor analysis may be useful with the following data. In this case, table shows KMO is 0.914 is sufficient enough for validating analysis results, in such a way it shows that numerical acceptance value of the factor analysis.

Table 3: Total Variance Explained-Usage of Online-Banking

Factors	Variables	Factor loading	Communalities	Eigen value	% of variance
Efficient working	Convenient	.771	.691	4.737	43.066
	Quality	.760	.650		
	Account information	.735	.613		
	Rewards	.732	.590		
	Cost	.719	.595		
	Timesaving	.710	.681		
	easy to use	.657	.581		
	Instruction	.616	.571		
Time effectiveness	Speed	.505	.592	2.258	20.524
	Security	.862	.744		
	twenty-four-hour	.669	.767		
Total					63.59

Source: Calculated by researcher by SPSS 22.0

Data Analysis for Factors for Non-Usage of Online-Banking

Here, there was an adoption of exploratory factors analysis to determine the factors for the non-usage of online banking among customers. The respondents were asked to rate the nine variables at five points Likert scale starting from strongly disagree to strongly agree. Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a total that shows the proportion of variance in the variables. Factor analysis will be useful only if KMO>0.6, if the KMO is less than 0.6 then it will be of no usage. High values which are close to 1 generally show that factor analysis may be useful. In this case, table shows KMO is 0.861 is sufficient enough for validating analysis results, in such a way it shows that numerical acceptance value of the factor analysis.

Table 4: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.861
Bartlett's Test of Sphericity	Approx. Chi-Square	246.833
	Df	45
	Sig.	.000

Table 5: Total Variance Explained-Non-Usage of Online-Banking

Factors	Variables	Factor loading	Communalities	Eigen value	% of variance	KMO
Processing	Expensive	.842	.739	4.460	44.6	.861
	Login problem	.808	.670			
	Limited service	.756	.677			
	slow process	.729	.584			
	Unreliable	.728	.545			
	Lengthy process	.651	.626			
	information	.641	.542			

Dependence	Dependence	.946	.902	1.069	10.692	
Guidelines	Guidelines	.929	.864	1.006	10.063	
Total					65.355	

Here, the variables were loaded into three factors named processing, dependence, guidelines. In factor processing, four variables were loaded which shows the total variance of 44.6% and Eigen value of 4.460. In factor dependence, only one variable was loaded which shows the total variance of 10.692% and Eigen value of 1.069. In factor guidelines, only one variable was undertaken which shows the total variance of 10.063 and Eigen value of 1.006 and the total variance is 63.355. The KMO value is 0.861 which is sufficient enough for validating analysis results in such a way it shows that numerical acceptance value of the factor analysis.

VIII. CONCLUSION

The sample size of this study claimed that they perform online banking service. Out of 69 respondents, only 64 respondents who are using online banking service. In 64 respondents, 40 were males and 24 were females who are using online banking. It means males have more knowledge about the service provided by the banks and more knowledge about the transactions. Only those ladies are active for online banking who are students or employed. The dominant market of online banking is of age 18 to 25 years and the customers are mostly degree holder or master degree holder. It means these customers are the students who are using online banking. Being a mostly student customers, these customers are earning up to 10,000. But the another income category of customer who are using online banking are 30,000 to 35,000. While opening of account, customers were aware about the working of the online banking services. 88.4% Customers are satisfied while using online banking from sample size. The customers are happy with online banking services which is provided by the banks. Mostly customers are not expert in using online banking, they have average knowledge to use online banking. The customers of online banking get the knowledge about services through banks. Friends and relatives of customers also helps to guide the customer for online banking but mostly they get information about services from banks. Mostly the customers use online banking once over a month. The important factors for usage of online banking among customers are timesaving, ease to use, cost effective, account information, speed, clear instructions, quality of work. These factors admire the customers to use online banking but the factors which affect the customers for not using online banking are security, technical issues, expensive to use, lack of guidelines etc. So some customers are not admiring to use online banking due to this factors.

IX. RECOMMENDATIONS

- Banks need to guide the customers regarding the use of online banking. The banks should provide training to the customers in which they will know about online banking and their advantage to use online banking.
- Banks should use those systems which can save the money of customers and also prevent the customers from any fraud,
- Nowadays, banks are providing two-factor authentication to their customers to get safe from customers but the bank should provide three-factor authentication. Sometimes the hackers hack the two-factor authentication.
- The banks sites should be user-friendly and updated. If the sites will be updated to latest information and user-friendly then the customers will be admired to use more internet banking.
- Banks should extent their service in providing cash to ATM.
- Banks should extent their services not in cities only but also in villages and backward areas.
- Banks should install automated balance update machine very quickly in every branch to avoid customer harassment.
- Link failure is a major issue in banks. Banks need to update their software to avoid this harassment to customers.
- Banks should give confidence to customers for using online banking.

APPENDIX

QUESTIONNAIRE

Name of respondent_____

Gender

Male Female

Age

18-25years 26-30years 31-40 years
 41-50years 51-60years Above 60years

Education

High school Intermediate Degree
 Master's Degree Others (please specify) _____

Marital Status

Married Un-married

Profession

Govt. Employee Salaried Business/Professional
 Student House Wife Pensioner
 Others (please specify) _____

Monthly Income

Up to 10,000 10,000- 15,000 15,001-20,000
 20,001-25,000 25,001-30,000 30,001 – 35,000
 35,001-40,000 40,001-50,000 50,001 and above

1. Do you use online banking services?

Yes No

2. While opening up of account, were you aware of online banking services provided by the bank?

Yes No

3. Are you satisfied with using online banking service?

Yes No

4. How much familiar are you with online banking service?

Beginner Average knowledge
 Advanced knowledge Expert knowledge

5. Where did you get information about online banking services?

Through bank Through friends
 Through advertisement Through social media

6. How often do you use online banking?

Daily Weekly
 Overnight Monthly

7. out of the following factors, which factors influenced you for using online banking service?

Factors	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Ease to use					
Time saving					
Security aspects					

24hr. service					
Quality of work					
Clear instructions					
Speed					
Cost effective					
Account Information					
Convenient					
Rewards(cash back offers)					

8. According to you, what are the reasons for the non-usage of online banking services?

Factors	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Security issue					
Not providing information					
Too many steps in processing transaction					
Expensive					
Login / Sign off are not easy					
Lack of clear guidelines					
Slow processing					
Limited service					
Unreliable					
Dependence on internet service					

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