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A Study on Customer Satisfaction Towards E-Banking Facilities Offered by Commercial Banks with Special Reference to Secunderabad City Area

P. Yashvanth Chary[1] & Prof. A. J. Praveen[2]

[1]*Student Scholar,*

HT No: 1326-24-672-016

[2]*Research Guide, Principal and Professor of Management,*

St Mary's Centenary College of Management - Secunderabad

Corresponding Author – P. Yashvanth Chary

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Abstract:

The rapid development of information and communication technology has profoundly impacted the banking industry, which has led to the widespread adoption of electronic banking (E-banking). The present study is focused on the analysis of customer satisfaction pertaining to E-banking services provided by commercial banks, with special reference to the Secunderabad city area. The major objectives of the research are to assess the level of customer satisfaction and to analyze the factors that influence the customers' perception of E-banking services like internet banking, mobile banking, ATM services, and online transfer services.

The research is based on the findings of both primary and secondary data collected from the customers of different commercial banks operating in the city of Secunderabad. The research findings have shown that the majority of the customers are aware of E-banking services, which are being utilized by the customers due to the convenience, time-saving, and ease of access of E-banking services provided by the banks.

The research findings conclude that the majority of the customers are satisfied with E-banking services, but at the same time, the banks should improve the security of the E-banking services, which can enhance the overall level of customer satisfaction.

Keywords**: **E-Banking, Customer Satisfaction, Commercial Banks, Internet Banking, Mobile Banking, ATM Services, Digital Banking, Service Quality, Security Concerns, Banking Technology.

Introduction:

Electronic banking, commonly referred to as electronic transfer fund (EFT), simply refers to the use of electronic means to move money from one account to another without the need of a cheque or cash. Electronic fund transfers allow you to have your paychecks directly deposited into your bank or credit union checking accounts. They also enable you to withdraw money from your bank account using an ATM at any time, day or night, using a personal identification number (PIN), and they allow you to directly instruct your bank or credit union to make certain monthly payments from your account, such as mortgage or auto loan payments, without having to go through a third party.

The automated distribution of new and conventional banking products and services to customers directly through electronic, interactive communication channels is known as electronic banking (or e-banking). A public or private network, such as the Internet, can be used to access accounts, conduct business, or gather information on financial products and services.

These systems are referred to as e-banking. E-banking is often referred to as online banking, PC banking, and Internet banking. ATMs, wire transfers, telephone banking, electronic funds transfers, and mobile transfers using different banking apps and credit cards are all examples of e-banking. Online banking sites now handle customer service inquiries, permit account transfers, accept loan applications, start new accounts, etc.

Problem Statement:

Although commercial banks offer various E-banking services for customer convenience, many users still face issues such as security concerns, technical problems, and lack of awareness. In Secunderabad, the level of customer satisfaction varies due to differences in service quality and ease of use. Therefore, it is necessary to study customer satisfaction towards E-banking facilities and identify the factors affecting it.

Literature Review:

Previous studies reveal that E-banking has gained popularity due to its convenience, time-saving nature, and 24/7 availability. Customers prefer services like mobile banking and internet banking for quick and easy transactions. Research shows that factors such as ease of use, reliability, service quality, and speed greatly influence customer satisfaction.

Many studies also emphasize the importance of security and privacy. Fear of fraud, hacking, and data misuse reduces customer trust and affects their willingness to use E-banking services.

Furthermore, customer awareness and support services provided by banks play a key role in improving satisfaction. Proper guidance and quick problem resolution can enhance user experience.

Overall, literature suggests that while E-banking is widely accepted, improving security, simplicity, and customer education is essential to increase satisfaction levels.

Objectives of The Study:

1. To examine the level of customer satisfaction towards E-banking services offered by commercial banks in Secunderabad city.
2. To identify the key factors influencing customer satisfaction in E-banking, such as convenience, security, reliability, and ease of use.
3. To study the impact of demographic factors (age, education, income) on the adoption and satisfaction of E-banking services.

Research Questions:

1. What is the level of customer satisfaction towards E-banking services offered by commercial banks in Secunderabad city?
2. Which factors (such as convenience, security, reliability, and ease of use) most influence customer satisfaction in E-banking?
3. What problems or challenges do customers face while using E-banking facilities?

Research Methodology:

1. Research Design:

The study follows a descriptive research design to describe customer satisfaction, usage patterns, and challenges related to E-banking services.

2. Sample Size:

A predetermined number of respondents sufficient to provide meaningful insights, typically 100–150 customers depending on bank availability and accessibility.

3. Sampling method:

Purposive sampling is used to select participants who actively use E-banking services, ensuring a representative sample across different age groups, education levels, and income categories.

4. Data Collection:

Primary Data:

Primary data collections are taken by circulating the questioner to the E-banking users and taken their opinion on the services provided by the individual banks

Secondary Data:

Secondary data is collected from the previous released articles, papers, thesis and books. Which were published in last 10years back and articles were also taken from the websites like research scholar, Google search etc.

Sampling Technique:

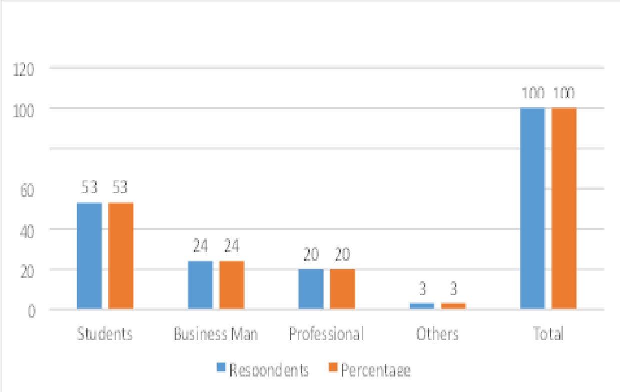
The study uses a **convenience sampling technique,** Under this method, E-Banking Users of commercial banks in Secunderabad were selected based on their availability and willingness to respond to the questionnaire.

Data Analysis:

Table 1: Table Showing Occupation of the Respondents

Occupation	Respondents	Percentage
Students	53	53
Business Man	24	24
Professional	20	20
Others	3	3
Total	100	100

Graph 1: Graphical Presentation of the above Table



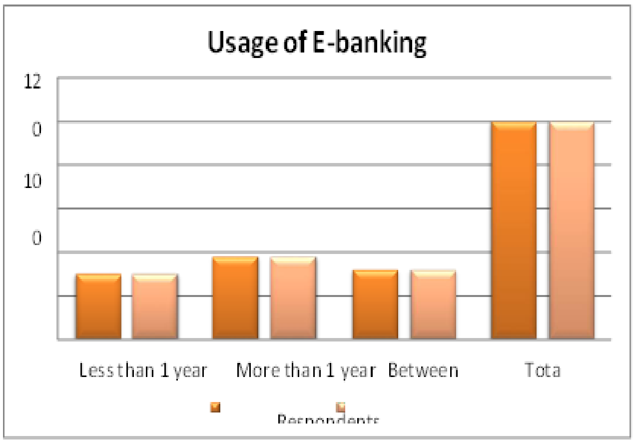
Interpretation:

The majority of respondents (53% of them) are students who use the E-banking service. Here, the hypotheses tested in H1 are satisfied: more than 50% of the students are using an e-banking service.

Table 2: Table showing usage of E-banking Services

Period	Respondents	Percentage
Less than 1 year	30	30
More than 1 year	38	38
Between 2-3 years	32	32
Total	100	100

Graph 2: Graphical Presentation of the above Table



Interpretation:

Here is the evidence that the hypotheses tested are satisfied: h1 is satisfied that the customers using the e-banking service for more than 1 year are the largest in number compared to others.

Findings:

1. Most customers are aware of and actively use E-banking services such as mobile banking, internet banking, and ATMs.
2. Convenience, time-saving, and 24/7 accessibility are the main factors contributing to satisfaction.
3. Security concerns, technical glitches, and lack of knowledge among some users reduce satisfaction levels.

Suggestions:

1. Enhance Security: Banks should implement stronger security measures and educate customers about safe digital practices.
2. Improve User Interface: E-banking platforms should be more user-friendly and simple to navigate.
3. Customer Awareness Programs: Conduct workshops or campaigns to educate customers about digital banking features and benefits.

Conclusion:

The study shows that E-banking services in Secunderabad are widely used and generally appreciated for their convenience and efficiency. However, customer satisfaction is affected by security concerns, technical problems, and lack of awareness among certain groups. By focusing on improving security, simplifying digital platforms, providing better support, and increasing customer awareness, banks can enhance satisfaction levels and encourage wider adoption of E-banking services.

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