



A STUDY ON E-BANKING SERVICES AND THEIR IMPLEMENTATION

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ABSTRACT

Electronic banking (e-banking) is the movement of banking organizations through electronic channels like the internet, mobile phones, and ATMs. It licenses clients to get to their bank accounts and perform banking trades from wherever in the world. E-banking has become logically notable recently, as it offers different advantages over regular banking strategies. Internet banking is the most notable sort of e-banking. Clients can get to their bank accounts and perform trades through a safeguarded site. Mobile banking licenses clients to get to their bank accounts and perform trades through a mobile application. ATM banking grants clients to take out cash, store cash, and perform various trades at an ATM. Telephone banking licenses clients to get to their bank accounts and perform trades by means of phone. Video banking grants clients to team up with a live banker through a video call.

E-banking licenses clients to get to their bank accounts and perform trades from wherever in the world. E-banking trades are typically more secure than standard banking methodologies, as they are coordinated over a safeguarded internet affiliation. It can get a reasonable setup on charges, as they don't have to make an outing to a bank office to perform trades. E-banking can save clients time, as they can perform trades quickly and really from the comfort of their own home. The implementation of e-banking can be a confusing collaboration, as it anticipates that banks should make changes to their IT establishment and client care systems. Regardless, the upsides of e-banking can be gigantic, so banks ought to place assets into the implementation of these organizations.

KEYWORDS:

E-banking, Employees, Satisfaction, Security

INTRODUCTION

E-banking is a creating design in the banking industry, and it is most likely going to continue to fill in noticeable quality in the years to come. The upsides of e-banking are clear, but there are in like manner incites that ought to be tended to. As the development continues to make, e-banking is presumably going to end up being fundamentally more secure and accommodating.(Ramadhan, 2019)

E-banking is a useful, capable, and pragmatic technique for banking. It offers different advantages over standard banking methodologies, and it is ending up being dynamically renowned. Regardless, there are as yet a couple of challenges related with e-banking, similar to security and transparency. The implementation of e-banking requires different advances, including arranging the system, cultivating the system, conveying the system, and advancing the system.

E-banking is a creating example, and it is likely going to continue to fill from now into the foreseeable future. As a consistently expanding number of people become okay with using electronic channels, e-banking will transform into the inclined toward strategy for banking for certain people. One of the main pressing concerns that clients have about e-banking is the security of their own and financial information. There have been different high-profile cases of e-banking distortion lately, which has provoked a lack of trust among specific clients.

Another test is the shortfall of awareness about e-banking organizations among the general populace. Numerous people in India are at this point not familiar with the upsides of e-banking, and they may be hesitant to use it since they are don't have a clue about the way that it works. In specific bits of India, the system for e-banking isn't anyway developed as it very well may be in various bits of the country. This can make it provoking for people to get to e-banking organizations, especially in provincial areas. (Dagar, 2014)

The cost of setting up and staying aware of e-banking systems can be very challenging for specific banks. This is especially legitimate for nearly nothing and medium-sized banks. Banks need to take the necessary steps to ensure the security and assurance of their clients' private and financial information. This consolidates solid areas for using methodologies and firewalls, and showing clients about how to defend their own information.

Banks need to uncover issues about the benefits of e-banking among the general populace. This ought to be conceivable through advancing, promoting, and educational tasks. The government and the secret region need to coordinate to deal with the system for e-banking in India. This integrates developing the scope of the internet and mobile associations, and giving arrangement to people on the most capable strategy to use e-banking organizations.

Banks need to find approaches to reducing the cost of setting up and staying aware of e-banking systems. This could incorporate using dispersed registering or open source programming. The challenges in the implementation of e-banking organizations in India are basic, but they are not ominous. By taking the necessary steps to address these challenges, banks and the government can help with making e-banking more accessible and secure for all Indians. (Chavan, 2013)

LITERATURE REVIEW

In specific bits of India, there is serious solid areas for a for standard banking methods. This could make it trying to persuade people to change to e-banking, whether or not they are familiar the benefits. (Andrew, 2019)

The Indian government has not yet cultivated a broad regulatory design for e-banking. This can make it difficult for banks to do e-banking organizations, and it can in like manner make it trying for clients to trust e-banking organizations. The government needs to cultivate a sweeping regulatory construction for e-banking, to propel the improvement of e-banking in India. (Anju, 2014)

Despite these troubles, there is still a ton of potential for improvement in the e-banking market in India. As the country's economy continues to create and the internet and mobile associations become more sweeping, an always expanding number of people will really need to get to e-banking organizations. With the right technique, banks and the government can help with making e-banking a more supportive, secure, and sensible decision for all Indians. (Bader, 2018)

E-banking might conceivably irritated the banking business in India. It can help with extending financial fuse, further foster efficiency, and decrease costs. Regardless, there are different incites that ought to be tended to before e-banking can show up at its greatest limit

in India. These troubles integrate nonattendance of awareness, security concerns, structure, and rule. (Masood, 2018)

Research Methodology:

Data collection

A self-constructed survey was conducted with the help of the institutional tutor. This survey helped in collecting the necessary data for the research work.

Sample type

For the present research work, a total of 200 respondents were selected using direct random sampling.

Statistical tools

Regression analysis tool was used for the present research work. The purpose of the regression tool was to examine the relationship between the three variables used (efficiency of e-banking services, security mechanism and satisfaction). Google Forms were sent to the respondents.

Data analysis

Table 1: Gender of respondents

Gender	frequency	,
Male	100	50%
Female	100	50%

It can be seen from Table 1 that out of 100 respondents, 50% were male and 50% were female respondents.

Table 2 : Age of respondents

age	frequency	,
20-23	49	24.5
24-30	56	28
31-40	49	24.5
41-50	37	18.5
above 50	9	4.5

It can be seen from Table 2 that there were 49 respondents in the age group of 15-23 and 56 respondents were in the age group of 24-30 while 49 were in the age group of 31-40. 37 respondents were in the age group of 41-50 while 9 respondents were above 50 years of age

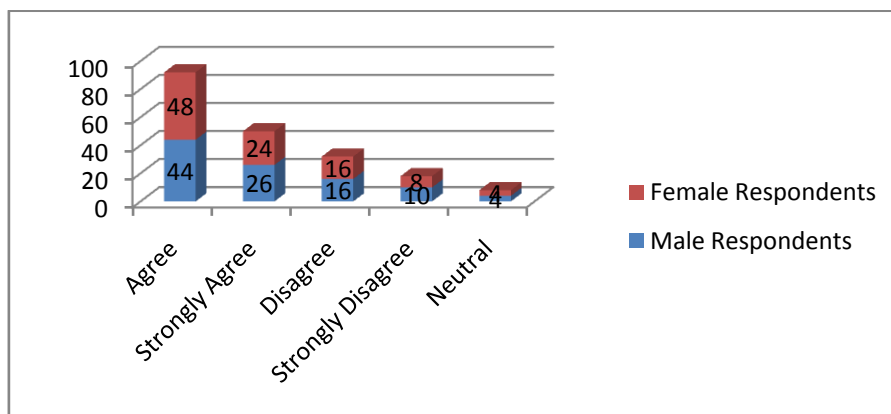
Efficiency of e-banking services:

Table No. 3: Classification of respondents on the basis of Efficiency of e-banking services

S. No.	Do you think that workplace environment e-banking services are efficient?	Male Respondents		Female Respondents	
		No.	Percentage	No.	Percentage
1.	Agree	44	44	48	48
2.	Strongly Agree	26	26	24	24
3.	Disagree	16	16	16	16
4.	Strongly Disagree	10	10	8	8
5.	Neutral	4	4	4	4
	Total	100	100	100	100

Analysis

It is clear from the above table that out of total 100male respondents, 44 respondents agree that workplace environment e-banking services are efficient while 26 and 16 respondents were ‘strongly agree’ and ‘disagree’ with this statement respectively. On the other hand, 10 and 4 respondents were ‘strongly disagree’ and ‘neutral’ with this statement respectively.



Similarly, out of total 100 female respondents, 48 respondents agree that workplace environment e-banking services are efficient while 24 and 12 respondents were ‘strongly agree’ and ‘disagree’ with this statement respectively. On the other hand, 8 and 4 respondents were ‘strongly disagree’ and ‘neutral’ with this statement respectively.

Interpretation:

It is clear from the above graph that majority of the male respondents i.e.44% agree that workplace environment e-banking services are efficient. Similarly, majority of the female respondents i.e. 48% agree that workplace environment e-banking services are efficient.

Security mechanism:

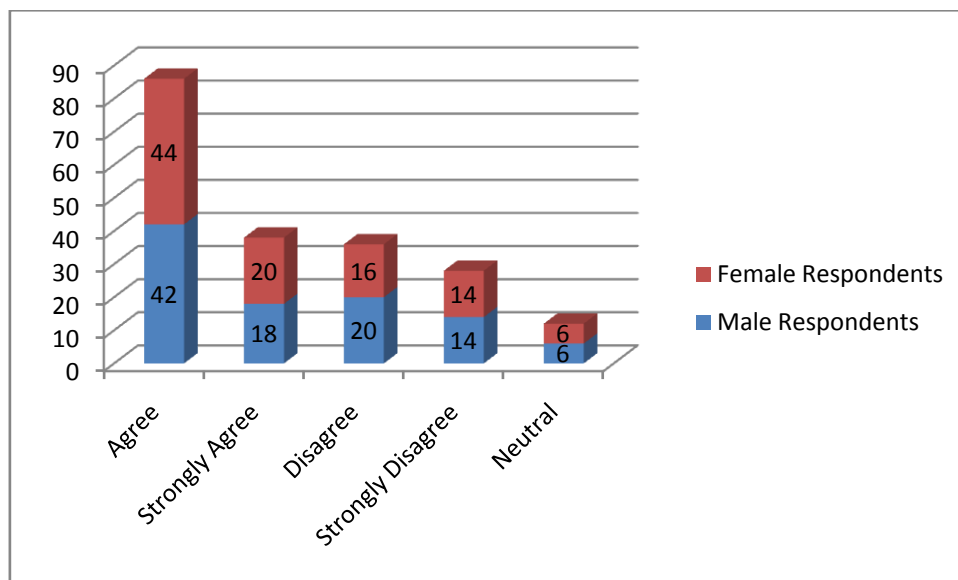
Table No. 4: Classification of respondents on the basis of security mechanism

S. No.	Do you think that e-banking services are secured?	Male Respondents		Female Respondents	
		No.	Percentage	No.	Percentage
1.	Agree	42	42	44	44
2.	Strongly Agree	18	18	20	20
3.	Disagree	20	20	16	16
4.	Strongly Disagree	14	14	14	14
5.	Neutral	6	6	6	6
	Total	100	100	100	100

Analysis

It is clear from the above table that out of total 100 male respondents, 42 respondents agree that e-banking services are secured while 18 and 20 respondents were ‘strongly agree’ and ‘disagree’ with this statement respectively. On the other hand, 14 and 6 respondents were ‘strongly disagree and ‘neutral with this statement respectively.

Similarly, out of total 100 female respondents, 44 respondents agree that e-banking services are secured while 20 and 16 respondents were ‘strongly agree’ and ‘disagree’ with this statement respectively. On the other hand, 14 and 6 respondents were ‘strongly disagree’ and ‘neutral’ with this statement respectively.



Interpretation:

It is clear from the above graph that majority of the male respondents i.e. 42% agree that e-banking services are secured.

Similarly, majority of the female respondents i.e. 44% agree that e-banking services are secured.

Satisfaction level:**Table No. 5: Classification of respondents on the basis of Satisfaction level**

S. No.	Are you satisfied with the e-banking services?	Male Respondents		Female Respondents	
		No.	Percentage	No.	Percentage
1.	Agree	40	40	38	38
2.	Strongly Agree	20	20	36	36
3.	Disagree	24	24	12	12
4.	Strongly Disagree	8	8	8	8
5.	Neutral	8	8	6	6
	Total	100	100	100	100

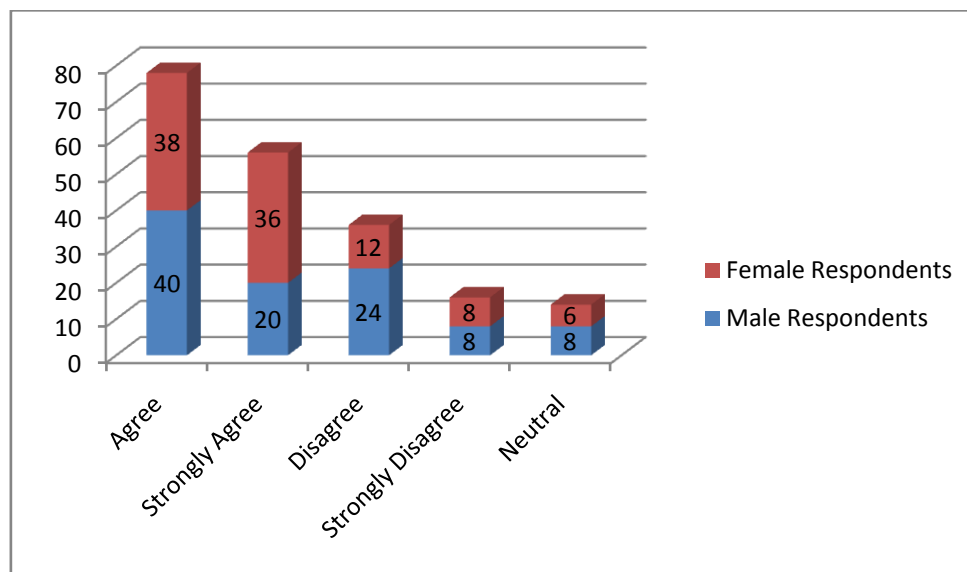
Analysis

It is clear from the above table that out of total 100 male respondents, 40 respondents agree that they are satisfied with the e-banking services while 20 and 24 respondents were 'strongly agree' and 'disagree' with this statement respectively. On the other hand, 8 and 8 respondents were 'strongly disagree' and 'neutral' with this statement respectively.

Similarly, out of total 100 female respondents, 38 respondents agree that they are satisfied with the e-banking services while 36 and 12 respondents were 'strongly agree' and 'disagree' with this statement respectively. On the other hand, 8 and 6 respondents were 'strongly disagree' and 'neutral' with this statement respectively.

Interpretation:

It is clear from the above graph that majority of the male respondents i.e. 40% agree that they are satisfied with the e-banking services.



Similarly, majority of the female respondents i.e. 38% agree that they are satisfied with the e-banking services.

Table 6: Regression analysis

	male respondent	female respondent
r^2	0.392	0.401
F	36.608*	38.912*
Constant	0.304	0.367
Stress	0.196*	0.006
Anxiety	0.006	0.290*
Employee Efficiency	0.296*	0.198***

Table 6 shows that the efficiency of e-banking services, security mechanism and satisfaction variables explain 39.2% (male respondents) and 40.1% (female respondents) of the variation in respondent's satisfaction towards e-banking services.

CONCLUSION

There is wisdom among specific people in India that the banking system is terrible and dangerous. This could make them hesitant to use e-banking organizations, which are often seen as being more unprotected against distortion than standard banking procedures.

Numerous people in India don't have a fair cognizance of financial issues. This could make them less leaned to use e-banking organizations, which can complex and jumble.

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