Analysis of Customer satisfaction among the users of Digital Banking Services
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1.0 Abstract:

It is well understood that banking industry across the globe is undergoing a rapid transformation as well as experiencing the impact of disruptive technology. Internet banking or the digital banking is one of the most favorite services offered by the banking industry.With the rapid development of computer technology as a commercial tool, Internet banking can be used to attract more customers to perform banking transactions in their respective banks. However, the main problem of Internet banking faced by the providers is that a large number of the banks customers are not willing to use the Internet banking services offered may be due to several reasons like lack of awareness, issues of network connectivity, cyber security, etc. Hence it is perceived that there is a problem with regard to consumer satisfactionamong the users of Digital Banking Services. There may be five factors which can influence customer satisfaction toward Internet banking include service quality, web design and content, security and privacy, convenience and speed.

With the use of a questionnaire survey method comprising of 200users of Digital Banking Services. The present study is designed to analyse customer satisfaction   among the users of public (SBI&Canara bank) and Private (ICICI&HDFC)banks in Mysore, Karnataka.

Key words: *Banking industry,transformation, Internet banking, awareness, consumer satisfaction, service quality.*

1.1 Introduction:

The banking system in India is passing through the most critical juncture of both, technical and Managerial Innovations. The concept of digitalization, emergence of blockchain technology, Neo Banking, Banking portability, Crypto currency, Ethereum / Bitcoins and decentralized, open-source banking systems across the globe are expected to create , greater challenges in terms of managing banking institutions, as well as the associated technology in the nearest future course of time, may be by the year 2030.
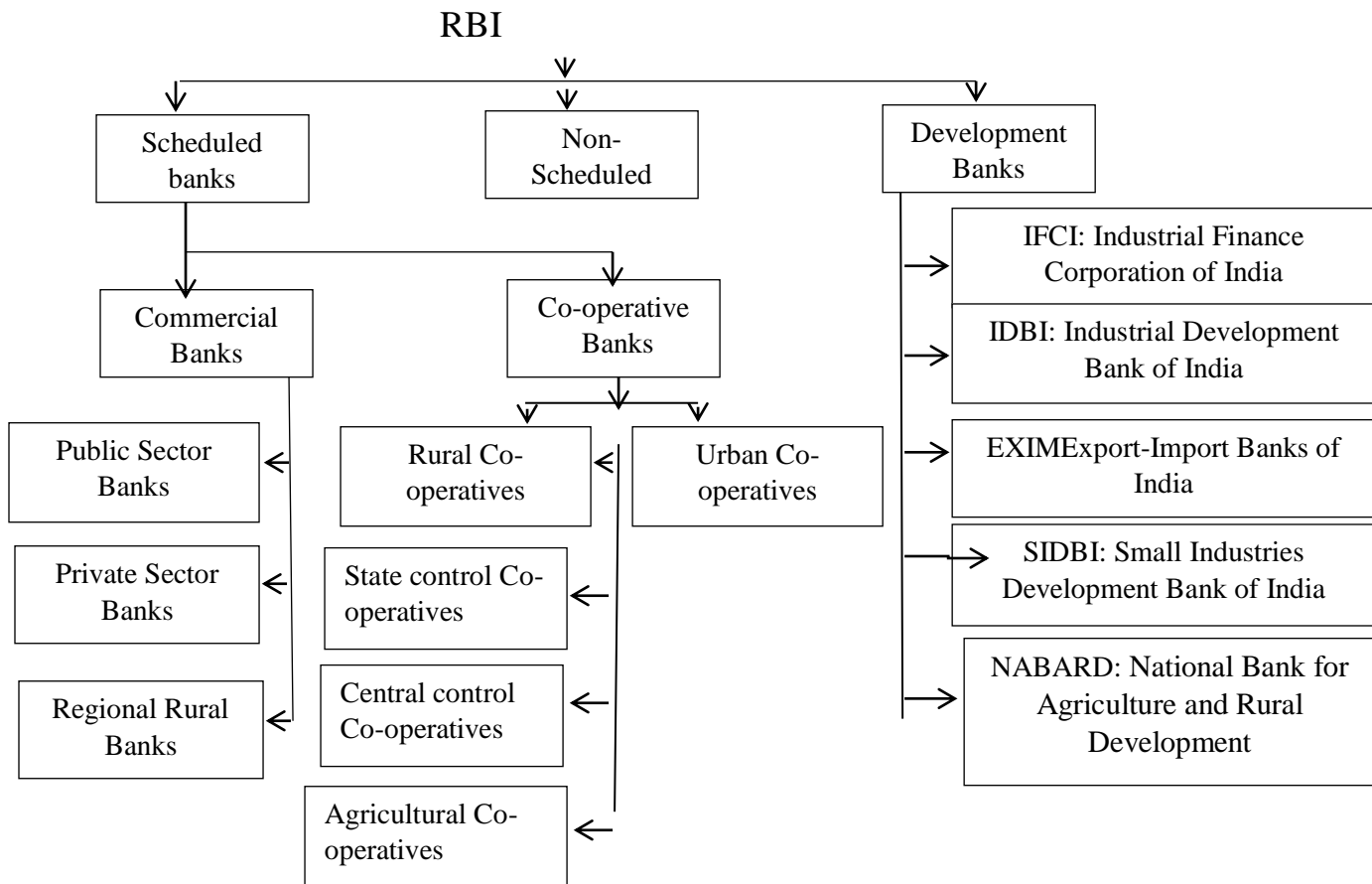
The digital payment systems in India have evolved the most among the 25 countries including UK, Japan, China, Sweden and Switzerland. The Government of India and banking organizations in the country have taken a series of measures to implement UPI (Unified Payment Interface) systems by National Payment Corporation of India (NPCI) and IMPS (Immediate Payment Service) systems in India.The Indian banking system consists of 12 public sector banks, 22 private sector banks, 46 foreign banks, 56 regional rural banks, 1485 urban cooperative banks and 96,000 rural cooperative banks in addition to cooperative credit institutions As of November 2020, the total number of ATMs in India increased to 209,282.

In the pretext of such innovations in the Indian banking systems, the new age media, information science and banking technology is bound to influence the banking industry in the holistic perspective. The present study is an attempt of miniature in nature to focus on customer satisfaction of Digital Banking as compared with public and private sector banks within Mysore District. The research study is dedicated to analyse the holistic developments in the area of Digitalisation of banking industry in India and across the globe with greater emphasis on consumer satisfaction.

1.2 Evolution of Indian Banking Industry

General bank of India was established in 1786, followed by bank of Hindustan and the three presidency banks in India, Bank of Bengal in 1809, Bank of Bombay in 1840 and Bank of Madras in 1843 respectively. Later these three banks were subsequently amalgamated into the Imperial Bank of India (IBI) under the Imperial Bank of India Act, 1920 which is now the State Bank of India (SBI).

As on august 2020 the structure of Indian System can be broadly classified into scheduled banks, non-scheduled banks and development banks.

RBI

Scheduled banks → Commercial Banks → Public Sector Banks, Private Sector Banks, Regional Rural Banks

Non-Scheduled → Co-operative Banks → Rural Co-operatives (State control Co-operatives, Central control Co-operatives, Agricultural Co-operatives), Urban Co-operatives

Development Banks →
- IFCI: Industrial Finance Corporation of India
- IDBI: Industrial Development Bank of India
- EXIM Export-Import Banks of India
- SIDBI: Small Industries Development Bank of India
- NABARD: National Bank for Agriculture and Rural Development

1.3 E-Banking (Digital banking) Services in India:

E-Banking was introduced in India in the nineties. E-banking has enabled banks to scale borders, change and strategic behaviour and thus brings about new possibilities. Following are the E-banking services provided by banks in India, which has a history of four decades.

	E- banking service	Year
1	Core-banking Solution (CBS)	1981
2	Magnetic Ink Character Recognition (MICR):	1987
3	Plastic Cards (Credit and Debit Card):	1990
4	Electronic Clearing Services (ECS):	1990
5	Banking Network (BANKNET):	1997
6	Automated Teller Machine (ATM)	2004
7	Real Time Gross Settlement System (RTGS):	2004
8	Electronic Fund Transfer (EFT)	2005
9	National Electronic Fund Transfer (NEFT):	2005
10	Mobile-banking (M-Banking)	2008
11	Phonepe services	2015
12	UPI – Unified Payment Interface services	2016
13	Google pay services	2017
14	Neo Banking services	19th March 2021
15	**Neo Banking services : Disruptive business models in banking industry**	**2026-2030 (Expected)**

1.4 Literature survey.

For the purpose of the purpose of evaluating customer satisfaction of digital banking among

public and private sector banks a lot of literature has been reviewed, that is, books, journals, magazines, newspapers, etc. Few among them of the previous 10 years (2010 -2020) have been discussed.

SC Vetrivel et.al (2020)analysed the influence of Internet Banking Service Quality on Customer satisfaction – An Indian experience.It is observed that the banking services in India are on a rapid change due to latest technological developments.The study highlighted the fact that internet banking service is beneficial for banking sectors and customers. The study is based on the research model of service quality of the internet banking.The study has identified five vital dimensions of service quality (responsiveness, Trust, Convenience, Efficiency of Website and Security) among the consumers of internet banking.

Three respective hypotheses were tested and verfied in the study based on the research study.

- There exists a relationship between Responsiveness and customer satisfaction.
- There exists a relationship between Trust and customer satisfaction.
- There exists a relationship between Convenience and customer satisfaction

From the study it is found that Trust and Efficiency of thewebsite are significant towards customer satisfaction , on the other side Responsiveness, Convenience and Security do not have any significant relationshipcustomer satisfaction and service quality.

Monika Kataria (2019)discussed recent trends , advnatages and disadvantages of Digital banking in India**.** It is observed that internet banking is the modern syastem of which enables banking trasactions like transfer of funds , payment of loans , EMIs with the help of Internet.

The recent trends in banking ,folllowed by its advantages are identified as

- Internet Banking
- Convenience, ease of usage of services
- Flexibility
- Time Saving
- Banking Benefits
- Reduced the operating costs of banks
- Online Bills Payments
- Environment Friendly

On the contrary side of most appreciated side of digital banking , there are many more challeges to be encountered and resolved so that the banking services are upgraded with value addittion.

Challenges or Disadvantages of Digital Banking

- Security
- Difficult for First Time Users
- Customer's Preference for Traditional Branches
- Low Broadband Internet Penetration
- Regulation and Legal issues

- Fear of Online Threats and hacking
- Unnecessary Mails and Notifications

It is concluded that digital banking is all set to unfold the smart side of technological applictions and restructuring of banking services across the globe. Bankimg sector is transformed to be highly competetive with the entry of private and foreign banks.In the perspective of demographic challenges of India, it is noted that Low internet connectivity rate, lack of awareness and reach of internet to remote rural destinations are some other hurdles in the evolitionary path of digital banking.

Richard.et.al (2018) systematically reviewed Challenges, Benefits, and Adoption Dynamics of Mobile Banking at the Base of the Pyramid (BOP) in Africa: Similar kind of study was also undertaken earlier by ViswanathVenkatesh and Fred D. Davis (2000) in order to verify Theoretical Extension of the Technology Acceptance Model by using Extension of the Technology Acceptance Model : Four Longitudinal Field studies.

The revolution of IT and mobile phone communication has increased adoption of mobile banking by people at the bottom line of the pyramid of socio-demography. The study identified that there are many challenges with regard to the Adoption Dynamics of Mobile Banking in Africa, viz: poor mobile connectivity; lack of awareness of mobile banking services; illiteracy; poverty; lack of trust due to perceived security risks; lack of proper legal and regulatory frameworks; and cultural factors.

The study was designed to explore the research questions with regard to the adaptation of mobile banking by using the objectives

- To identify challenges hindering adoption of mobile banking by people at the BOP in Africa
- To identify perceived benefits of mobile banking among people at the BOP in Africa
- To identify mobile banking adoption dynamics for people at the BOP in Africa.

Two research models were used in the study to examine the objectives
- Technology acceptance model (TAM)(Venkatesh and Davis 1996)
- Unified theory of acceptance and use of technology (UTAUT)

The study conducted by **Pankomera, R.et.al** reveals that in Nigeria ,Zimbabwe ,Sudan, Rwanda ,Ghana and South Africa poor Network infrastructure as the predominant barrier to people at the base of the pyramid embracing mobile banking. At the base of the pyramid even there is lack of awareness as undermining mobile banking ,which also depends on the factor of financial literacy and pepople who have bank accounts.

The study further highlights the fact that high illiteracy levels are a barrier to utilizing mobile banking services among the people of Sudan, Nigeria and South Africa and Ghana. Poverty because of lack of regular income among the people at Base of the Pyramid is yet another challenging factor in the adaptation to Mobile banking services.

The study on theoritical extension of the technology acceptance model Suggests that subjective norms /regulatotry framework will a have positive direct effect on intent to use when the system use is perceived to be manadory.

Yakup Akgül (2018) analysed customers acceptance of Internet Banking – An integretatio of E –trust and service quality to the the Technology Acceptance Model (TAM). The study is a case analysis of Internet banking in Turkey.Internet banking is (Angelakopoulos and Mihiotis, 2011, Narayanasamy et al., 2011; Nor and Pearson, 2008; Weir et al., 2006; Yoon and Steege, 2013) is merely the usage of smart phones, tablets and personal digital assistants (PDAs) to communicate with banking system through wireless application protocol (WAP).

The study is based on the following hypotesis with several constructs of brand equity elements:**Perceived ease of use, E-Trust ,Internet banking service quality and e-customer satisfaction,e-customer satisfaction and e-customer loyalty.**

Dr. Dinesh et.al (2017) described E- Banking among the public and private sector banks in Haridwar with special reference to SBI and HDFC.The objective of the study was to find and compare consumer satisfaction among the consumers of SBI and HDFC respectively.

It is observed that the banking system in India gets affected by the policy of economic liberalisation. It is noted that paving the way for Private sector & Foreign banks to India certainly influence the banking system in India .It is accepted that E- Banking is found useful for both financial institutions and customers. From the study is found that the customers have developed the affinity towards Private banks compared to public sector banks.

Inder Pal Singh (2017)reviewed the customer satisfaction with internet banking in Public and private sector banks in Punjab.The researchers are of the opinion that Internet banking additionally called online banking, is an outcome of Computer/mobile banking as a result Digital innovations in the area of e-commerce . From the study it is observed that Internet banking grings down operational and value-based expensessignificantly than the traditional banking systems.

Anthony Rahul Golden (2017) evaluated digitalisation in Indian Banking scector. The emergrging trends in Indian banking sector is defined as shift from traditional banking todigital banking is gradual and should be , rather described in degrees of service digitization and to the extent of delivering customer satisfaction.

The study concludes by recommending the following suggestions to improve the performance of Indian Banking system

- Strengthen the cyber security system to counter the hacking of banking services
- the quality of Internet network system and its speed needs to be improved

Goh Mei Ling ,et.al (2016)analysed the understanding of customer satisfaction of Internet in Melaka city of Malasia.The banking industry in Malasis is accepted that customer satisfaction can be creared by the means of customer value, for which it is proven that Internet banking is an efficient and viable tool. From the study it is found that there are five factors which can influence customer satisfaction among the users of Internet banking, viz : service quality, web design and content, security and privacy, convenience and speed of online transactions.

The major focus of the study was to identify the six dimensions of E- service quality, which further leads to customer satisfaction.

- ➢ Service quality
- ➢ Web design and Content
- ➢ Security and privacy
- ➢ Convenience
- ➢ Speed
- ➢ Customer satisfaction

Research Gap: The earlier studies on digital banking services reveals that consumer satisfaction is a major component of organisational performance of Digital Banking services. There are multiple factors associated with consumer satisfaction and it is ever-changing and dynamic in nature.   The present study attempts to funnel down the consumer satisfaction and its associated factors in comparison with public (SBI &Canara banks) and private banks (ICICI & HDFC banks) in Mysore district.

Objectives of the study

1. To evaluate the reasons for contacting the branch in person.
2. To analyses the services offered by the public and private sector banks

1.5 Hypothesis of the study

Hypothesis 1

H (0): There is no significant differences among reasons to contact the bank in person.

H (1): There is asignificant difference among reasons to contact the bank in person.

Hypothesis 2

H (0): There is no significant differences among services offered by the public and private sector banks.

H (1): There is asignificant difference among services offered by the public and private sector banks.

Section – A:Demographical profile of the respondents

Table 1:		
Gender	F	%
Male	110	55.0
Female	90	45.0
Total	200	100.0

Table 2:		
Age in Years	F	%
16-22	21	10.5
22-24	29	14.5
24-30	60	30.0
30-40	73	36.5
40-50	6	3.0
Above 60	11	5.5
Total	200	100.0

Table 3		
Occupation	F	%
Self-employed or Business man	50	25.0
Agricultural farming	4	2.0
State Government employee	6	3.0
Private sector employee	82	41.0
Public sector employee	11	5.5
Students	47	23.5
Total	200	100.0

Table 4		
Education	**F**	**%**
Under graduation	95	47.5
Post-graduation	95	47.5
PhD	10	5.0
Total	200	100.0

Table 5		
Status of Companionship	**F**	**%**
Married	93	46.5
Un Married	107	53.5
Total	200	100

Table 6		
Income (Rs) month	**F**	**%**
5000 Rs -10000 Rs	102	51.0
10000-20000 Rs	70	35.0
30000 Rs-40000 Rs	21	10.5
40000 Rs-50000 Rs	7	3.5
Total	200	100.0

Table 7			
Category of the Banks		**F**	**%**
Public Banks	SBI	35	17.5
	Canara Bank	117	58.5
Private Banks	HDFC Bank	44	22.0
	ICICI	4	2.0
Total		200	100.0

Table 8 Are you aware or informed about the emerging concept of banking-Neo Banking or Branchless Banking		
	F	**%**
Yes	116	58.0
No	84	42.0
Total	200	100.0

Table 9 Do you prefer to have online or offline transaction?		
	F	%
online	92	46.0
offline	9	4.5
both	99	49.5
Total	200	100.0

The above Table no 1 ,2,3,4,5,6,7,8,9respectively shows demographic profile of the respondents among the public and private sector banks. The demographic profile such as Gender, Age in Years, Occupation, Education, Status of Companionship, Income (Rs) /month Category of the Banks, Awareness about Neo banking,mode of preference of online / offline transactionare shown in the tables as prescribed.

From the study it is found that the respondents are with wide spread, diverse demographic features comprising of 55 % of males and 45% of females. The respondents are younger -middle   age group of 22-40 years (81%), followed by 46.5 % married and 53.5 % are unmarried. The respondents belong the income group 5000Rs-20000 Rs (86%).

The respondents of the survey are comprised of SBI (17.5%), Canara bank (58.5%), HDFC (22%) and ICICI (2%) respectively. The customers are aware of the concept Neo banking or branchless and prefer to have both online and offline mode of transactions. Convenient sampling method is used where 152 Public sector bank and 48 private bank customers are considered for the study. (Table -7).

Section – B – Analysis of objectives and testing of Hypothesis.

Objective 1: To evaluate the reasons for contacting the branch in person.

Hypothesis 1

H (0): There is no significant differences among reasons to contact the bank in person.

H (1): There is asignificant difference among reasons to contact the bank in person.

Table 9 reasons to contact the bank in person				
Mention the name of Bank/s you transact with Public sector banks and the reasons		N	Mean	Std. Deviation
Account Balance	SBI	35	2.23	0.77
	Canara Bank	117	2.66	1.38
Aggregate		152	2.45	1.08
Loan enquiry	SBI	35	2.77	1.50
	Canara Bank	112	3.56	1.31
Aggregate		152	3.17	1.41
Credit card enquiry	SBI	35	2.60	1.59
	Canara Bank	117	3.56	1.32
Aggregate		152	3.08	1.46
Lodge complaints/Grievances	SBI	35	3.00	1.28
	Canara Bank	117	3.18	1.18
Aggregate		152	3.09	1.23
To know status of Fund transfer	SBI	35	3.09	1.29
	Canara Bank	117	3.23	1.44
Aggregate		152	3.16	1.37
Cash deposit	SBI	35	3.51	1.09
	Canara Bank	117	3.81	1.16
Aggregate		152	3.66	1.13
Cash withdrawal	SBI	35	3.61	0.86
	Canara Bank	117	3.55	1.26
Aggregate		152	3.58	1.06

Table 9.1 The reasonstransact with public sector banks					
Sources of variation	SS	DF	MS	F	P
Between:	143.062	6	23.844	15.069	0.000 H (0): Rejected H(1): Accepted
Within:	1,672.536	1,057	1.582		
Total:	1,815.599	1,06			

Table 10				
Mention the name of Bank/s you transact with Private sector banks and the reasons		N	Mean	Std. Deviation
Account Balance	HDFC Bank	44	2.82	1.37
	ICICI	4	2	0
Aggregate		48	2.41	0.69
Loan enquiry	HDFC Bank	44	3.91	1.29
	ICICI	4	4	0
Aggregate		48	3.96	0.65
Credit card enquiry	HDFC Bank	44	3.64	1.35
	ICICI	4	5	0
Aggregate		48	4.32	0.68
Lodge complaints/Grievances	HDFC Bank	44	3.59	1.24
	ICICI	4	5	0
Aggregate		48	4.30	0.62
To know status of Fund transfer	HDFC Bank	44	3.50	1.52
	ICICI	4	5	0
Aggregate		48	4.25	0.76
Cash deposit	HDFC Bank	44	3.93	0.93
	ICICI	4	4	0
Aggregate		48	3.97	0.47
Cash withdrawal	HDFC Bank	44	3.70	1.25
	ICICI	4	4	0
Aggregate		48	3.85	0.63

Table 10.1
The reasonstransact with Private sector banks

Sources of variation	SS	DF	MS	F	p
Between:	128.725	6	21.454	51.067	
Within:	138.218	329	0.420		0.000
Total:	266.943	33			H (0): Rejected
					H(1): Accepted

The above objective is designed to evaluate the reasons for contacting the branch in person among the customers of public and private sector banks. The reasons such as to check Account Balance,Loan enquiry, Credit card enquiry, Lodge complaints/Grievances,to know status of Fund transfer, Cash deposit and Cash withdrawals are considered for the study.

Table no 9 provide descriptive statistics assessing the reasons to visit the bank in person among the customers of public banks. The customers of SBI are of the opinion that Cash deposit and cash withdrawals are the major reasons to visit the bank in person. The descriptive statistics in table no 11 further support that the customers are not much interested or compelled to visit the bank in person for the rest of the reasons as mentioned.

The table no 9.1 reveals the fact that there is a significant difference among reasons to contact the bank in person among the customers of public banks. (H (0): Rejected, H(1): Accepted at 95% of level of confidence).

Table no 10 provide descriptive statistics assessing the reasons to visit the bank in person among the customers of private sector banks. The customers of HDFC and ICICI are of the opinion that Loan enquiry,Credit card enquiry,Lodge complaints/Grievances,to know status of Fund transfer,Cash deposit&Cash withdrawal are the major reasonsto visit the bank in person.

The table no 10.1 reveals the fact that there is a significant difference among reasons to contact the bank in person among the customers of Private sector banks. (H (0): Rejected, H(1): Accepted at 95% of level of confidence).

In consolidation it may be stated that the customers of public sector banks are not much in favour of visiting the bank in person, however the fact is quite different with regard to the customers of private sector banks, except for checking account balance the customers do prefer to visit the bank in person for the reasons of banking transactions.

Objective 2: To analyse the services offered by the public and private sector banks

Hypothesis 2

H (0): There is no significant differences among services offered by the public and private sector banks.

H (1): There is asignificant difference among services offered by the public and private sector banks.

Table 11				
Mention the name of Bank/s you transact with for the purpose of availing various services among the public banks and the level of consumer satisfaction		N	Mean	Std. Deviation
Information and customer enquiry	SBI	35	3.69	1.21
	Canara Bank	117	4.07	0.92
ATM Services	SBI	35	4.17	0.38
	Canara Bank	117	3.96	0.82
Physical Cash withdrawal/Deposits	SBI	35	3.51	0.56
	Canara Bank	117	3.57	0.91
Demand Drafts(DD)	SBI	35	3.20	0.99
	Canara Bank	117	3.34	0.94
Overdrafts	SBI	35	3.14	1.29
	Canara Bank	117	3.14	0.93
Credit Card Services	SBI	35	3.14	1.40
	Canara Bank	117	3.22	1.05
Loan Services	SBI	35	3.40	1.06
	Canara Bank	115	3.01	1.04
Help desk	SBI	35	3.77	1.21
	Canara Bank	117	3.36	0.97
Online customer care services	SBI	35	3.43	1.09
	Canara Bank	117	3.65	1.07
Internet Banking	SBI	35	3.94	0.59
	Canara Bank	117	3.81	1.02
Mobile Banking	SBI	35	4.43	0.78
	Canara Bank	117	3.80	1.08
ECS Electronic clearing System/EFT Fund transfer Services	SBI	35	3.91	0.98
	Canara Bank	117	3.18	1.25
Tax payment Services	SBI	35	3.11	1.35
	Canara Bank	117	3.13	1.21
E mail/ Mobile alerts on monthly transaction	SBI	33	3.91	0.52
	Canara Bank	117	3.32	1.19
Alerts on fraudulent or suspicions transactions	SBI	35	2.80	1.61
	Canara Bank	117	3.57	1.23

Table 12

Mention the name of Bank/s you transact with for the purpose of availing various services among the private banks and the level of consumer satisfaction		N	Mean	Std. Deviation
Information and customer enquiry	HDFC	44	3.86	1.00
	ICICI	2	1.00	0.00
ATM Services	HDFC	44	4.11	1.02
	ICICI	2	2.00	0.00
Physical Cash withdrawal/Deposits	HDFC	44	3.77	0.99
	ICICI	2	2.00	0.00
Demand Drafts (DD)	HDFC	44	3.11	1.26
	ICICI	2	1.00	0.00
Overdrafts	HDFC	44	3.05	1.14
	ICICI	2	1.00	0.00
Credit Card Services	HDFC	44	3.27	0.95
	ICICI	2	4.00	0.00
Loan Services	HDFC	44	3.68	1.09
	ICICI	2	3.00	0.00
Help desk	HDFC	44	3.70	0.95
	ICICI	2	1.00	0.00
Online customer care services	HDFC	44	3.66	0.68
	ICICI	2	2.00	0.00
Internet Banking	HDFC	44	3.80	0.73
	ICICI	2	2.00	0.00
Mobile Banking	HDFC	44	3.66	1.60
	ICICI	2	2.00	0.00
ECS Electronic clearing System/EFT Fund transfer Services	HDFC	44	3.50	1.41
	ICICI	2	2.00	0.00
Tax payment Services	HDFC	44	3.06	1.15
	ICICI	2	1.00	0.00
E mail/ Mobile alerts on monthly transaction	HDFC	44	4.02	1.00
	ICICI	2	2.00	0.00
Alerts on fraudulent or suspicions transactions	HDFC	44	3.59	1.28
	ICICI	2	2.00	0.00

Table 13

	consumer satisfaction with regard to the various services offered by public and Private sector banks		Mean	SD
1	Information and customer enquiry	Public banks	3.88	1.07
		Private sector banks	2.43	0.50
2	ATM Services	Public banks	4.07	0.60
		Private sector banks	3.06	0.81
3	Physical Cash withdrawal/Deposits	Public banks	3.54	1.07
		Private sector banks	2.89	0.50
4	Demand Drafts (DD)	Public banks	3.27	0.97
		Private sector banks	2.06	0.63
5	Overdrafts	Public banks	3.14	1.11
		Private sector banks	2.03	0.57
6	Credit Card Services	Public banks	3.18	1.23
		Private sector banks	3.64	0.48
7	Loan Services	Public banks	3.21	1.05
		Private sector banks	3.54	0.55
8	Help desk	Public banks	3.57	1.09
		Private sector banks	2.35	0.48
9	Online customer care services	Public banks	3.54	1.08
		Private sector banks	2.83	0.34
10	Internet Banking	Public banks	3.88	0.81
		Private sector banks	2.90	0.37
11	Mobile Banking	Public banks	4.12	0.93
		Private sector banks	2.83	0.80
12	ECS Electronic clearing System/EFT Fund transfer Services	Public banks	3.55	1.12
		Private sector banks	2.75	0.71
13	Tax payment Services	Public banks	3.12	1.28
		Private sector banks	2.24	0.58
14	E mail/ Mobile alerts on monthly transaction	Public banks	3.62	0.86
		Private sector banks	3.01	0.50
15	Alerts on fraudulent or suspicions transactions	Public banks	3.19	1.42
		Private sector banks	2.80	0.64

Table 13.1

ANOVA					
	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	1.455	13	0.112	0.665	0.758
Within Groups	0.168	1	0.168		H (0): Accepted
Total	1.623	14			H (1): Rejected

The above objective is designed to assess the customer satisfaction and its associated factors among the customers of public and private sector banks. The factors such asInformation and customer enquiry,ATM Services,Physical Cash withdrawal/Deposits,Demand Drafts (DD),Overdrafts,Credit Card Services,Loan Services,Help desk services,Online customer care services,Internet Banking services,Mobile Banking services,ECS Electronic clearing System/EFT Fund transfer Services,Tax payment Services,E mail/ Mobile alerts on monthly transaction,Alerts on fraudulent or suspicions transactions are considered for the study , so that customer satisfaction is assessed.

Table no 11,12,13 provide descriptive statistics to assess the level of customer satisfaction. The table no 11support that the customers of SBI and Canara bank (Public sector banks) are found to be satisfied with regard to the services like Information and customer enquiry,ATM Services, and Physical Cash withdrawal/Deposits. However, the rest of the services fail to deliver the customer satisfaction among the customers of public sector banks.

The services like Alerts on fraudulent or suspicions transactions,Tax payment Services,Overdrafts and Loan Services needs to be more customer centric to achieve the higher levels of customer satisfaction.

The table no 12 support that the customers of HDFC and ICICI (Private sector banks) are found to be satisfied with regard to the services like Credit Card Services and loan services.

The services like Alerts on fraudulent or suspicions transactions,Tax payment Services,Overdrafts,help desk services, Internet/mobile Banking services and Demand Drafts (DD) needs to be more customer centric to achieve the higher levels of customer satisfaction.

In consolidation it may be stated that the customer satisfaction among the customers of public and private sector banks differs to a quite large extent and the customers of public sector banks are comparatively more satisfied than the customers of private sector banks.

Conclusion:

The study supports that Digital banking services are emerging as inventible in the area of banking and its applications. Majority of the customers still prefers to the bank in person to the bank either to deposit the cash or to withdraw the cash. However, customers of the public banks are satisfied to the greater extent than the customers of the private banks.

The problem with the digital banking services offered by both public and private banks is that the customers are not totally convinced with the transparency and cybersecurityaspects. The main problem with the present context of digital services is that, in spite high end technological advancements the banks could not able to mitigate the threats of cybersecurity, fraudulent transactions & e-mail alerts.

Therefore, it is hereby suggested to increase cybersecuritymeasures, control on fraudulent transactions so that the customers are completely convinced and accept Digital banking as their millennial preference to fit into modern-day banking applications.

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