



Correlation between Electronic Banking and Customer Satisfaction

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Keyword

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Abstract

The current article has been developed for analyzing the customer satisfaction relationship with electronic banking. The concept of electronic banking has been discussed to provide a view of the services. After this relationship of customer satisfaction from different angles like the quality of services, security of services and reliability has been identified. Improving scope has been analyzed from which scope of technological, reviewing are the factors for customer satisfaction increasing from electronic banking. Improvement of the electronic banking system and the scope of customer satisfaction have been covered in the current article.

1.Introduction

Current articles have been developed to analyze customer satisfaction with electronic banking. In the current research concept of electronic banking has been discussed. Along with this relationship process and the effects of electronic banking have been observed in the current article (Kumar 2022). As per Ehijiele et al., (2018) the scope of improvements has been analyzed so that the future scope of electronic banking for customer satisfaction has been discussed in the current article. Dasuki (2018) mentioned that different forms of electronic banking have been observed in the current research so that the impact can be checked for customer satisfaction. According to Salihu et al., (2019), suitable observation of electronic banking for customer satisfaction will make sense of the benefits of that service for banking operations.

2.Concept of Electronic Banking

According to Mohammed (2019), electronic banking is the systematic process of including computers and telecommunications by which the process of banking can be done without direct human interaction. According to Yaseen and El item (2018), it provides different types of services like retail purchasing funding process, an automatic system for payroll distribution has been included. Different ways of services like SMS banking, electronic alerts, online banking, and mobile banking have been included under electronic banking (Das 2020). Time-saving personalization transactions can be done with electronic banking but the security for this has also been identified for the customers (Khatoun, Zhengliang & Hussain 2020).

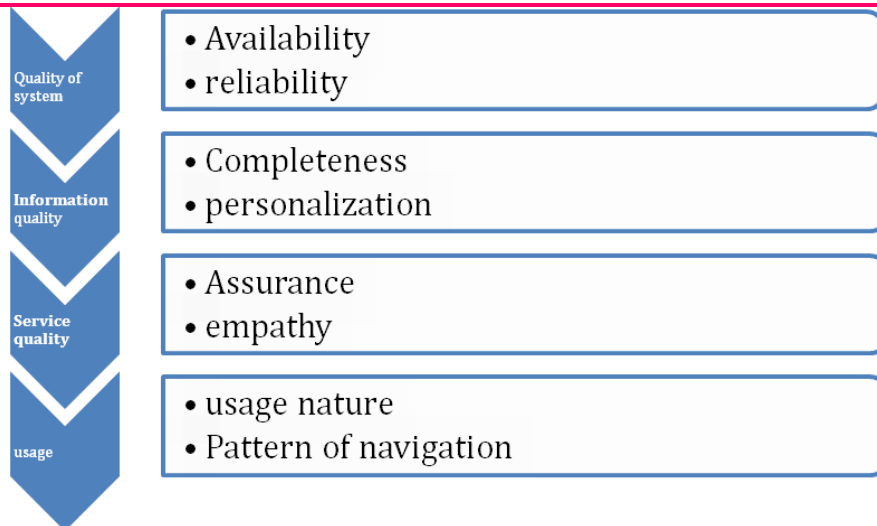


Figure 1: *Customer satisfaction with bank services*
 (Source: Khatoun, Zhengliang & Hussain 2020)

3. Relationship of Electronic Banking with Customer Satisfaction

From anywhere services can be accessed with the process of electronic banking which makes customer satisfaction well developed. Rahi and Ghani (2019) stated that time-saving and prompt need fulfillment make the customer engaging chances higher for satisfaction.

Table 1: *Disadvantages of banks* (Source: Rahi and Ghani, 2019)

Disadvantages	Traditional banking	Electronic banking
	<ul style="list-style-type: none"> • Has time and place limits • Time consuming process. • Robbery occurred many times 	<ul style="list-style-type: none"> • Slow doubt solving • Difficult for beginners. • Hacked many times

The pressure of limited banking hours and the huge time taking process can be managed with the electronic banking process. Without a physical presence, customers can be linked with their bank services which make their satisfaction higher for them (Kumar 2022). Improved quality of electronic banking and their operational strategy make their service satisfying for their customers (Nazaritehrani & Mashali 2020).



Figure 2: *Customer satisfaction with bank services*
 (Source: Mbama et al., 2018, p.811)

After services availability of the guidance makes the reliability well structured for electronic banking services (Altobishi, Erboz & Podruzsik 2018). Depending on the various factors like speed, efficiency for the providing services makes the satisfaction condition for the customers of electronic banking. Mbama et al., (2018) stated that privacy and security of availing services are vital factors for making electronic banking well fitted for customer satisfaction. Measuring the service quality and improving the process according to need makes a higher potential for customer satisfaction enhancement. Quick services and reviewing the satisfaction of the service makes the reliability and validity of electronic banking (Van & De 2018). Maintaining consistency in the banking process makes the higher chances of gaining customer satisfaction.

4. Benefits of Electronic Banking

Chances of error reduction have been noticed as higher from the electronic banking process. As per Perera and Priyanath (2018) error reduction enhances the potential time saving for electronic banking services. The banking sector gets the chances of per task cost reduction from which the chances of improving costing strategy have been developed for electronic banking. As per Kumar (2022) customer convincing services can be designed with electronic banking from which the satisfaction gets higher. Availability of ATM services makes the possibility of anytime service delivery for the customers from which the scope of customer satisfaction becomes well developed (Shankar & Jebarajakirthy, 2019). Customer's perception about electronic banking can be analyzed using a statistical technique (Kakti, 2021). One of the push towards any business these days is to reduce the carbon footprint. Banking sector is also feeling pressure to do their part of Carbon footprint management. Electronic banking can be a winning strategy towards the management of carbon footprint (Kumar, S., 2022).

Table 2: *Disadvantages of banks* (Source: Nguyen et al. 2020)

Advantages	Traditional banking	E banking
	<ul style="list-style-type: none"> • Can deal directly with bank officials. • Can submit any paper and cash immediately. • High privacy 	<ul style="list-style-type: none"> • No limit of time and place. • Can manage financial plans. • 24 hour service

The benefits of checking the updated bank amount from home or any location make the reduced need for bank visits. It provides the opportunity of saving time and availing better services from electronic banking. Nguyen et al., (2020) mentioned that 24/7 service accessibility makes the opportunity for better customer satisfaction as they get the opportunity to avail of the services as per their requirements. Setting up auto payments makes the guidance for the customers from the services of electronic banking and the chances of increasing customer satisfaction higher (Li et al., 2021). Benefits of without physical presence requirements wise transaction have made the dependency for the electronic banking.

5. Challenges faced by customers due to mobile banking

This study is used to evaluate the process of mobile banking which has impacted the overall functions of cyber security issues. The study outlines the areas by considering the services for the execution of security through mobile banking. The concept of the gap in the knowledge base is used to create awareness of cyber security issues. The different opportunities are undertaken to highlight the impact of mobile banking. The continuation of previous research, personal motivation, skill set, and choice of career is used in the study. The transmission of data acquires issues on the technology of suitable level of the process. The concept of mobile banking has a bad impact on the threat of cyber security issues. In the illustration of computing, the body of knowledge acquires a process to illustrate the function of the process. The background of the study acquires a function that results in the development of the system.

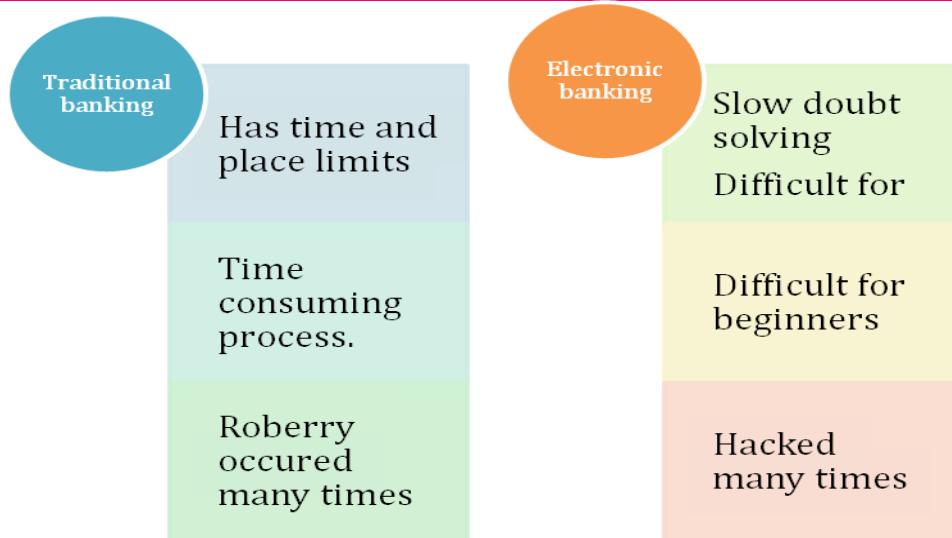


Figure 3: *Disadvantages of banks*

(Source: Ghani et al., 2018)

The demonstration of different security is involved in the strategy of mobile banking services. The evaluation of mobile banking is considered a security asset that is used to provide information to protect the system. The different operations are used to evaluate the framework of the process. The study evolves different functions such as motivation and the relevance of the study. The growth in the strategy of mobile banking consists of suitable opportunities for the different institutions of banking. The different cyber security issues such as cloud attacks, ransomware attacks, phishing attacks, and the vulnerability of the different attacks have impacted the functionality of mobile banking. The innovation and technique of the process acquire functions that are associated with the framework of the process. The integration of the process deploys comprehensive knowledge and understanding of appropriate techniques and tools to plan, research and manage the system of mobile banking.

Table 3: relationship between dimension and variables (Source: Ngah 2020)

<i>Dimensions of electronic banking</i>	<i>variables</i>
Quality of system	Availability, reliability
Information quality	Completeness, personalization
Service quality	Assurance, empathy
usage	Pattern of navigation, usage nature

The research evaluates a value in the future to justify the functions of the computing body of knowledge. The security risk of mobile banking demonstrates a process that will affect the usage of the system. The enhancement of the system is linked with the different possibilities which provide a strategy for information security. The assets of security are needed to run on the application of mobile devices within the scope of the process. The exponential rate of growth creates an opportunity to develop the services of mobile banking. The limited access to resources consists of an adequate infrastructure to evaluate the functions of the cyber security issues. It is a powerful tool that offers different amounts of services. As per Rahi, Ghani & Ngah (2020), there is an elaboration

of a mind map to enhance the position in the computing body of the knowledge. The concept of a mind map is a way to link the function of mobile banking services.

6. Identification of improving the scope of Customer Satisfaction from Electronic Banking

Observing the services has been executed or planned for customer satisfaction identification of improving the scope of the services is very essential. Hammoud, Bizri and El baba (2018) stated that technological integration needs to be checked before integrating it for delivery. Review the security and make it updated from time to time so that any security weakness has not been developed for the electronic banking services (Rahi, Ghani & Ngah 2020). As per Asiyambi and Ishola (2018) mapping and integrating AI or different technological solutions need to be accustomed to the internal processing so that optimized satisfying services can be developed for the customers. Banking services can be more sustainable by applying ESG practices relevant to banking industry (Kumar, S., Baag, P.K. and Shaji, K.V., 2021).

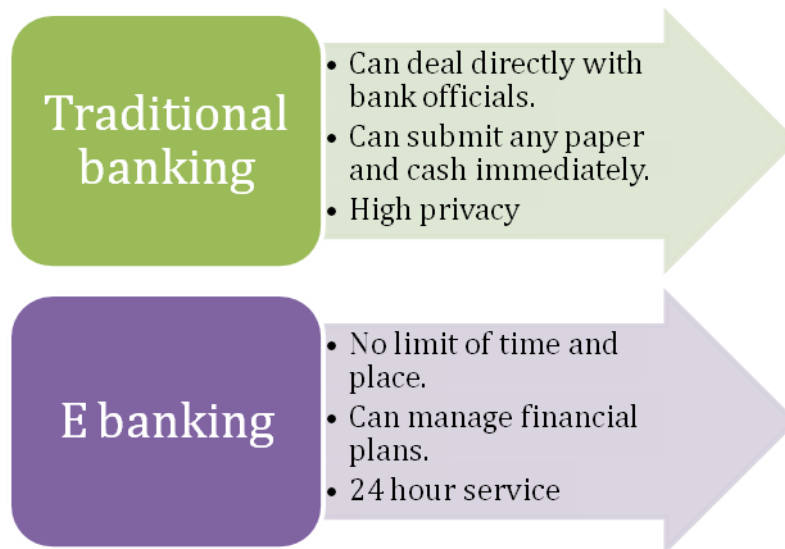


Figure 4: *advantages of banks*

(Source: Kumar ,2020, p.811)

A trust building exercise between customer and banker in general and a holistic approach towards all the stakeholders is a key to successful banking services, as per the philosophy of Management (Kumar, S. ,2020) . These days the power of data analytics is being harnessed very well. It is important to understand and interpret data in the most meaningful way. One such methodology called PCA (Principal Component Analysis) comes very handy to reduce the dimensionality of the data (Roland et al., 2021) and provide a simple interpretation of a set of complex data. Another important aspect of improving customer satisfaction is to provide them with the experience using latest technologies. One such technology is “Internet of Things (IOT)”. IOT can be applied in various ways and diverse situation including banking and financial services (Sehgal et al., 2022) . Last but not of the least, a trust and fiduciary responsibility towards their client is one of the most important business ethics in banking services (Sumit Kumar and Pankaj Kumar Baag. 2021a, 2021b).

7. Conclusion

The current article discussion concluded that customer satisfaction with electronic banking depends on the planning and handling of the process (Gupta et al., 2022). As per Nayak et al., (2022) from the perspectives of different service providers they are on the way to bringingsatisfaction, but the efficiency needs to be evaluated (Oriakhi, Agbata& Okonewa 2019). Different operational areas like speed, technology flexibility have been noticed for satisfying customer needs, Along with this quality and security management has been analyzed for checking the sustainability of the providing services of electronic banking (Almahirah et al., 2021). The future scope of the betterment of the services has been covered in the current research for making a better understanding of customer satisfaction scope from electronic banking (Halake 2018).

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