

CUSTOMER SATISFACTION IN INTERNET BANKING

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With the increasing competition in the banking sector particularly after the 1991 financial sector reforms, The Indian banking sector has undergone a metamorphosis particularly after the 1991 banking sector reforms. The Increasing competition not only among the nationalized and traditional private sector banks but from the foreign banks has resulted in considering customer satisfaction as one of the important strategies of the banks.

Above all, it has also been realized that the major strategy of withstanding the stiff competition not only to retain the old customers but also to attract the new customers through provision of better services and hence, in recent times provision of better and quality services to customers has become one of the focal points of the service agenda of banks and it is only the quality of the services provided that could help the banks to attract more and more of customers in a competitive banking.

However, the common bank customer now-a-days is not fully satisfied with the services rendered by the banks alone. This is because, the human perception changes from time to time and from individual to individual. Hence, this change in perception of a customer of the service one gets makes the job of satisfying the customer at all point of time more challenging. It is therefore, necessary for banks to continuously assess and reassess the following:

- How customers perceive the services?
- What are the new and emerging customer expectations?
- How they can be satisfied on an ongoing basis?

There are so many services like ATM, agents to various financial institutions, debit cards, credit cards, RTGS, etc., are rendered by the public sector and private sector banks. Now-a-days internet banking services also plays a vital role in satisfying the customer needs. The demographics of the customers' are one of the most important factors which influence using internet banking services.

The highly educated, a person who are employees, businessmen and belongs to higher income groups and younger groups are using this service, however, remaining customers are not using this services. The overall satisfaction of employees, businessmen and professionals are higher in internet banking service.

Conclusion

There is significant difference in the customers' perception in internet banking services provided by the public and private sector banks. Private sector banks are providing better service quality of internet banking than service provided by the public sector banks. Therefore, public sector banks should improve their internet banking services according to the expectations of their customers.