ABSTRACT

Banks use Technology Enabled Banking facilities to offer a wide range of product and services. Financial Institution which does not offers technology enabled banking service, cause risk to their business and loss of customers. Along with opportunities, technology enabled banking generates extended risks for financial institution. Technology Enabled Banking increases bank’s dependence on information technology, thereby increasing the technical complexity of many operational and security issues. This development has been leading to the creation of new business models involving banks and non-bank entities, such as Internet service providers, telecommunication companies and other technology firms. The present study deals with Technology Enabled Banking facilities and satisfaction level of customers in Nagai District.

KEYWORDS

Technology, Banking, Customers, Development, Service.
INTRODUCTION

Banking technology as a confluence of several disparate disciplines are such as finance (including risk management), information technology, computer science, communication technology and marketing science. The tremendous influence of information and communication technologies on banking and its products, the quiet essential role played by computer science helped in fulfilling banks’ marketing objective of servicing customers better at less cost and thereby reaping more profits. Advanced statistics and computer science are used to measure, mitigate, and manage various risks associated with banks’ business with its customers and other banks.

The growing influence of customer relationship management and data mining in tackling various marketing-related problems and fraud detection problems in the banking industry is well documented. It is really the discretionary income which affects the banking business since the income is either spent on luxury items or on comfortable living conditions or invested with the motto of earning interest and dividend. It is a sound nexus or a conducive environment for the development of banking business, specially the mobilization of savings and deposits.

The market potential is thus influenced by the discretionary income. The private or public sector organizations engaged in the banking business bear the responsibility of identifying the emerging trends and making possible an optimal use of the available potential so that in addition to the protection of commercial viability they also succeed in developing and expanding the business and making the organizations nationally and internationally competitive. It is in this context that banks of late are practicing modern marketing principles.

In the past, the commercial banks did not find any attraction in Indian economy because of the meager business prospects and the low level of income Vis-a-Vis the stagnating economic activities. Of late, the Indian economy is moving ahead on the right path, which will make the business environment more conducive. The downward moving share of the public sector commercial banks to the process of socio-economic transformation makes it essential that they undertake a microscopic audit of their policies and strategies.

The national economy requires adequate financial resources for the time-honoured implementation of the development-oriented welfare schemes. The entrepreneurs expect credit facilities on soft terms and conditions, an individual keeps alive high expectations from the public sector commercial banks. The rural economy calls for a priority attention while finalizing the allocation of funds and these developments necessitate innovative marketing. The study aimed that to know the customers’ satisfaction on banking technology services in Nagai District.
MATERIALS AND METHODS

Sweety Regina Mary, S (2015) stated that the E-Banking is an application that has been developed for a well-established regional bank operating primarily in India. In the world of this competitive environment and technological development, the bank has been totally computerized in the last 5 years, and to increase its customer base has started planning, for a concept called as e-banking; with this concept the bank wants to move very nearer to the customers and increase its basic operational strategies. Through E-Banking the bank wants to introduce the core concept of IT based Enabled Services (ITES).

The E-Banking services are executed only upon the customer, and these e-banking services would fully integrate with the core banking solution that is already in usage. The major idea is to provide a series of services to the customer through the ATM, internet banking, mobile banking and make the customer feel flexible in calling out simple tasks faster instead of making visit to the bank every time. Electronic banking has emerged from such an innovative development. The objective of the present paper is to study and analyze the customer awareness and satisfaction level of the e-banking services. This study helps to find out that the customers have moderate level of awareness and neutral level of satisfaction in e-banking services.

Samson Yusuf Dauda (2015) stated that the importance of service delivery technology and online service adoption and usage in the banking industry has received an increased discussion in the literature in recent years. Owing to the fact that Strong online banking services are important drivers for bank performance and customer service delivery; several studies have been carried out on online banking service adoption or acceptance where services are already deployed and on the factors that influence customers’ adoption and use or intention to use those services. However, despite the increasing discussion in the literatures, no attempt has been made to look at consumers' preference in terms of future online banking service adoption. This study used conjoint analysis and stated preference methods with discrete choice model to analyze the technology adoption pattern regarding consumers' preference for potential future online banking services in the Nigerian banking industry. The result revealed that to increase efficiency and strengthen competitiveness, banks need to promote smart and practical branded services especially self-services at the same time promote a universal adoption of e-banking system services that add entertainment or extra convenience to customers such as ease of usage including digital wallet, real-time interaction (video banking), ATMs integrated with smart phones, website customization, biometric services, and digital currency. These services can contribute to an increasing adoption of online services.

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. The present study used both primary as well as secondary data. The primary data was collected from the customers.
of banking sectors in Nagai district. Field survey technique was employed to collect the pertinent data from the 600 selected sample respondents in Nagai district. The respondents were selected by using simple random sampling method from the selected towns. Questionnaire was the main tool for collecting the data. The secondary data was also collected for the study. The data thus collected from the primary sources were arranged in the simple tabular statements. Multiple regression method was used for the further analysis.

RESULTS AND DISCUSSIONS

A regression is a statistical tool used to find out the relationship between two or more variables. One variable is caused by the behavior of another one. The former variable is defined as independent and the later variable is defined as the dependent. When there are two or more independent variables, the analysis that describes the relationship between the two is called multiple regression analysis. The main objective of using this technique is to predict the variability of the dependent variable based on its co-variance with all the independent variables. It is useful to predict the level of dependent phenomenon through multiple regression analysis, if the levels of independent variables are given.

**TABLE No. 1: LEVEL OF SATISFACTION (MULTIPLE REGRESSION ANALYSIS)**

<table>
<thead>
<tr>
<th>VARIABLES</th>
<th>B</th>
<th>Std. Error</th>
<th>T</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constan</td>
<td>37.493</td>
<td>1.978</td>
<td>18.956</td>
<td>.000</td>
</tr>
<tr>
<td>ATM Services (Credit and Debit Card)</td>
<td>.436</td>
<td>.367</td>
<td>1.188</td>
<td>.235</td>
</tr>
<tr>
<td>Internet Banking Services</td>
<td>.154</td>
<td>.382</td>
<td>.404</td>
<td>.686</td>
</tr>
<tr>
<td>Mobile Banking Services</td>
<td>.014</td>
<td>.382</td>
<td>.037</td>
<td>.971</td>
</tr>
<tr>
<td>Bank Charges for Services</td>
<td>-.893</td>
<td>.396</td>
<td>-2.255</td>
<td>.025</td>
</tr>
<tr>
<td>Various Bank Products</td>
<td>-.090</td>
<td>.380</td>
<td>-2.236</td>
<td>.813</td>
</tr>
<tr>
<td>Staff Relationship and their Services</td>
<td>-.065</td>
<td>.371</td>
<td>-.175</td>
<td>.861</td>
</tr>
</tbody>
</table>

The above analysis shows the relationship between level of satisfaction perceived by the respondents on technology enabled banking services and six independent variables that were studied. It was found that among these six variables, one variable was closely associated with the level of satisfaction of customers on technology enabled banking services. In order to measure the interdependence of independent factors and their total contribution to the level of satisfaction perceived on technology enabled banking services, the results of the analysis were put into multiple regression analysis, and detailed results are shown in the above table. The Multiple linear regression
components are found statistically a good fit. It shows the one independent variable contribute on the between level of satisfaction perceived by the respondents on technology enabled banking services and statistically significant at 5% level.

The above table indicates that the co-efficient of bank charges for services were significant at 5% level. It also noted that the variables such as internet banking services, mobile banking services and ATM services are positively associated with the level of satisfaction perceived by the customers on technology enabled banking services. Further, it indicates that these variables contribute to the level of satisfaction of respondents on technology enabled banking services are statistically significant and implying that their influence is stronger than the other variables. The rate of increasing the level of satisfaction perceived by the respondents on technology enabled banking services shows better results of the independent variables such as ATM services with 1.188, with 0.404 units change in internet banking services and 0.037 unit change in mobile banking services.

SUGGESTIONS AND CONCLUSION

Relationship management is a key skill needed by the bankers. The bankers working with key customers must develop a personal relationship with them when they think that customers might be ready to invest. The professionals are given the responsibility of initiating a dialogue and getting a deal. An important task before the bankers is to win and retain the profitable customers and this is possible when the customers get a fair treatment. It is also right to mention that the bank branches should prefer to concentrate on the existing profitable or key customers instead of getting new unprofitable customers. The mode of complaints was studied and found that complaints registered on online and land line should be settled immediately. The problems of using credit cards was studied and bank should be take special care while, posting the money in others account as well as the fault in the machine. Similarly, while using their ATM services, cash withdrawal problems, machine out of cash problem and network failure should be carefully studied and rectify immediately, both agents oriented BPOs (TATA) and concerned banks. The common problems faced by the internet banking services are “network problems”, “confirmation message was received and password problems” may be solved immediately, through creating customers own passwords without bank’s approval and they may frequently re-set it. Technological innovation and application of modern technology in the banking sector make a great revolution, in Indian Banking operations through tech-savvy system. Through the introduction of information technology, the banks offer various services to the customers, like internet banking, electronic payments, security investments and information exchanges. Through the technology, the banks are offering 24X7 services to its customers. The core banking concept helps the customers to offer banking transaction within the premises and do business and other transaction throughout the globe.
REFERENCES


