

## Customer's Satisfaction about E-delivery Channels in Public and Private Banks in Tiruppur District: PLS Modelling Approach

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### Abstract

In banking sector, the introduction of online network has commenced an information technology revolution in the world. It has extended the involvement of financial system in the country. Economic inflows and outflows can be processed now rapidly & simply in fraction of a seconds. Each and every second progress in scientific knowledge and its aptness by the mercantile banks in our country has allowed the banks to utilize information technology enormously to propose their facilities to consumers aside from administration proceedings. Financial sector with newest technologies are too successful in the ferocious market in these days. Reserve Bank of India depicted the mission to ensure that financial systems are protected, competent, approved, reachable, interoperable, comprehensive and submissive with international standard. The perception is to proactively encourage electronic reimbursement system for accompanying in a cash society in India. Rules and regulations are keen to encourage modernization and competition with a purpose to help reimbursement system reach universal standards. A variety of programmes by Central Bank of India, in mid 80's and early on 90's, emerged in extending technology based solutions and the necessity to afford cost effective alternative system. Customers interest over a path of technical knowledge, encouragement, choice and authorisation erstwhile customers are ready to accept a channel or service (Rogers & Shoemaker, 1971). With this background the present research to inspect the demographic profile of the respondents of electronic system and to know the Customer's satisfaction towards e-banking channels in private and public banks in Tiruppur district. Multistage sampling method was taken up in the research for selecting the respondents. Data were collected from ninety six respondents during December 2019 to January 2020. The study found that all respondents were educated and majority of them belonged to upper echelon. The study further resulted that the overall satisfaction is determined mainly through the Assurance given by the banks.

**Keywords:** *Private Sector Bank, Satisfaction, Service Quality, Tangibility & Technology,*

### Introduction

Scientific revolutionary in financial sector has not alone offered enhanced services to the consumers, but moreover decreased the functioning cost (Talwar, 1999). The financial environment of nowadays is quickly shifting the rules and regulations of the days of old are no longer relevant at present. In India, majority of the banks have taken up core-banking solutions (CBS) incompletely networked surroundings. Administration functions have been removed from branches to bring under one roof. Whereas branches of physical bank would exist to be pertinent in the our country situation, the actual progress navigator for falling the price would be online branches i.e. net banking, ATMs, phone banking, mobile banking, customer centre and so on, which would be facilitated by a small number of people and run on round the clock basis to utilize the real potential of these modern facilities. New technical knowledge should wholly

swap the branch network system but it can be maintain traditional mode of providing the facilities to their consumers.

Digital techno savvy has ushered tremendous transformation in the recent working condition of banking processes. This not only carries progresses in their isolated performance system and day to day activities but also permit them to make available greater consumer facility effectively as well as efficiently. Conducting enormous financial dealings via computerized network along with giving direct right of entry to clients account without visiting their bank branch. Now a day's banks offer speedy service along with transparency and induced to use their electronic banking facilities. Since, the work burden of bank workers has decreased and therefore enhanced the standard of client facility in bank division.

Electronic banking channels were started in the year 1981 in the city of New York, there are 4 main banks in the city such as Citibank, Chase Manhattan, Chemical and Manufacturers Hanover provided traditional banking facilities by means of the digital visual interface method. Afterwards, the idea of digital visual interface system becomes well-liked in France. In United Kingdom, first personal internet banking facilities were set up in the year 1983 by the NBS (Nottingham Building Society). It's based on the United Kingdom's Prestel system and make use of a desktop or personal laptop linked to the television set and telephone system. This service affords client an opportunity to make payment for telephone companies, gas bill, electricity bill and financial account with different banks. With mounting fame and benefits of internet banking, most of the banks have realised the significance, antagonism and tasks brought forth with this modern technology and are acquainting to this modern-age banking system and it has seen a number of changes due to technology know-how and modernisation.

### **Electronic Banking system in India**

Central Bank of India has outlined the mission to ensure that reimbursement systems are protected, well-organized, approved, reachable and submissive with global standard. The intuition is to boost digital payment system for steering in a cashless society in India. Rules and regulation is eager to encourage modernization with an intention to assist payment system attaining global standards. A variety of initiatives by RBI, in mid 80's and early 90's, emerged in rendering technology based solutions. Electronic Clearing Service (ECS) introduced in 90s to supply to huge and recurring expenses. By the end of September 2008, a new shape of National Electronic Clearing cell introduced to deal multiple credits to customers financial records. National Electronic Clearing Service (NECS) carried on core banking solution of associate banks. The retail funds transfer system established in 90s to permit electronic transfer of cash for individuals to individuals account. A powerful scheme was introduced to permit one to one amount transfer requirement of public and corporate during November 2005. Prepaid devices authorize transaction for goods and services next to the value stored on payment devices. It perhaps in the form of internet wallets, smart cards, magnetic stripe cards, paper vouchers, mobile accounts and mobile wallets. Follow-on to the procedures in mobile banking, particular banks were allowed to proffer the service after receipt of essential consent from RBI.

During in the early 90's there has been a shift towards non-branch banking facilities to branch banking services in India. The fine traditional banking mode on which Indian Banking system relied on for centurial era appears to have no position nowadays. The financial credit of introducing online system in India proceeds to ICICI. In the year 1999, Citibank and Housing Development Finance Corporation Limited Bank followed with net banking facilities. Numerous proposals have been lay hold by the RBI and central government to ease the progress of electronic system in Indian banking. The central government passed the IT Act bill, 2000 with effect from 17<sup>th</sup> October, 2000 which offered officially authorized identification to computerised dealings and different mode of trade. At present our financial sector comprised of 21

private banks, 27 public banks, 49 foreign banks, urban cooperative banks (1,562), 56 regional rural banks, and rural cooperative banks (94,384), additionally cooperative credit society. The sum total of branches in Tamil Nadu is 10,576 branches as on December 2018. According to RBI report on January 2019, ATM centres in India there were 1,05,819 onsite and offsite 97,639. Total number of Credit cards and debit card issued in India were 4,51,71,042 and 93,12,61,931 respectively.

As on report of Indian Overseas Bank 2007-2019, there were 419 bank branches in and around Tiruppur District which consist of public, private and foreign sector banks. Tiruppur has sufficient banking basic amenities to encourage economic expansion in the district. Majority of the public and private banks have their banking functions in the region. They also renders services like letter of credit, foreign exchange and guarantee services to hold the export trade in Tiruppur. The development in technical know-how has fetched the internet and mobile banking facilities to the forefront. The financial sector is setting larger importance on offering better facilities to their customers and as well upgrades their knowledge; so as to improve consumer's knowledge also give banks a cutthroat competition. Hence, present study throws lights on to assess the consumer's satisfaction about e-delivery channels in Tiruppur district.

### **Need of the Study**

In the modern days, banking has become a necessity for the people. The need for the banking has developed rapidly and its wider use can be seen all around the world. E-banking service providers fulfil the consumers' expectations from their service. In India, they are the biggest service providers and as well in the study area of Tiruppur district. In Tiruppur maximum of the consumers are using e-delivery channels in recent times due to digitalization. In this regard the study of "consumer's satisfaction about E-delivery channels in private & public sector banks in Tiruppur district" has been selected to identify customer's satisfaction towards the services.

### **Objectives**

- To inspect the demographic profile of the customers
- To examine the satisfaction level towards usage of electronic delivery channels in nationalised and private banks.

### **Hypothesis**

- Intention to use has a favourable influence on tangibility and overall consumer satisfaction of the electronic delivery channels.
- Tangibility has a favourable impact on overall consumer satisfaction of the e-channels.
- Service quality has favourable influence on the overall consumer satisfaction of the electronic delivery channels.
- Assurance has favourable impact on overall customer satisfaction.

### **Earlier Studies**

Singh & Gupta (2016) explored, the financial sector has to realize the client's observation and needs for excellence facilities in these days rapid inspiring entity and extremely competitive world. The main motive of the investigation is to identify the satisfaction levels of consumer's in private and public sector banks. The three major region states in northern India namely Himachal Pradesh, Haryana and Punjab were chosen for the primary survey method. The data collected through well-structured questionnaire. Consumer awareness and contentment was calculated through different factors namely, tangibles,

accessibility, effectiveness, reliability, empathy and also cost. The result of the study revealed that the banks in public sectors were more cost effective while, banks in private sector were performed well in respect of tangibles. In private banks were relatively dependable because of technical know-how in facility deliverance.

Jaroslavet.,al, (2016) examined that the adopted features of commercial banks safety in connection with client contentment. The study absorbed on e-channels as these signify an important part of recent banking performances. The study assessed the views of various social groups such as male and female, higher education literate and others, sample customers below the age of 35 and above. The experimental investigation in the financial sector of Slovakia explained that 71.96 percent of customers believe their bank obtained appropriate concern over their currency. Computerised types of financial activities are worn by more than ninety percent of the customers, mainly by higher education literate dignitary. They have trust in safety and protection of e-bills was established at lower level of 78.19 percent. Simultaneously, nearly 13 percent of the customers stated that they have been targeted for technocrat, male person only a more targeted one.

Fozia (2013) revealed that the different age category of consumers have different opinion towards the usage and electronic banking services. It has also be realised that different professional set of clients have different view toward electronic service channels. There are great numbers of customers in each age category like pupils, business class, service class and professionals are shown deep interest in using the electronic services. Sabir et.al (2014) found, there is a significant association among service quality and consumer satisfaction and also revealed that there is constructive association exists among consumer satisfaction and consumer loyalty. The authors conclude that, service quality leads to satisfied consumers and consumer preference leads to customer loyalty. Karim & Chowdhury (2014) identified that responsiveness, tangibility, reliability, empathy and assurance positively determined respondents' attitude in respect of preference i.e service quality proportions are essential for consumer preference in private commercial banking sector in Bangladesh.

Geetha& Malarvizhi (2011) examined that the speedy progress in computerised delivery system has formed a significant modification in the banking sector in most modern years, particularly in banking sector. The study inspected the factors which are influencing the confirmation of electronic financial facilities amid the respondents as well as signifies amount of anxiety concerning over privacy plus security problems in Indian background. The primary data was collected via a well-organized survey. Explanatory data was worn to elucidate socio-economic status of the customers and factor analysis and regression analyses have been worn to identify the influencing variables of electronic banking channels among Indian consumers. The study depicted that several factors like security, awareness level plus privacy will raise the consent of computerised facilities among the Indian customers. Result of the study showed, if financial sector offers the customers essential direction and make sure security and protection of their financial records, clients are keen to accept electronic delivery service.

## **Methodology**

Multi stage sampling method was taken up in the current research for selecting the respondents. The population of the study consisted of nationalised and private sector banks in Tirupur city. From these selected banks ninety six respondents were chosen by adopting incidental purposive sampling method. Primary data were gathered from the sample during December 2019 to January 2020. Besides percentage the techniques used such as Two Sample t-Tests, Likert's Summated Scale and Path Analysis.

## Findings of the study

### *Demographic background of the Customers*

The social background and the economic position of person is taken as variables to study the social behaviour, attitude, prejudices of a person, as it governs the nature, forms perception of the social world and construction of social reality. According to Hirsch et al(2002) there are number of variables like occupation, education, income, wealth, and place of residence on which Socio-economic status depends. Banking sector has become a process of preference and accessibility; improved the service facility, greater the customer's preference to a bank and vice-versa and electronic services is very important for both bank and the consumers. Therefore, an effort was taken in the segment to investigate the demographic profile of the consumers as revealed in below table.

**Table- 1 : Demographic status of the customers**

S.No	Demographic status	Variables	Frequency	Percentage (%)
1.	Gender	Male	41	42.7
		Female	55	57.3
2.	Age (Years)	0-25	25	26.0
		26-50	59	61.5
		51-75	12	12.5
3.	Marital status	Married	68	70.8
		Unmarried	25	26.0
		Widow	3	3.2
4.	Educational Level	Primary Education	7	7.3
		Secondary Education	20	20.8
		Higher Secondary Education	14	14.6
		Graduation/Professionals	55	57.3
5.	Occupational Level	Government sector	6	6.2
		Private sector	27	28.1
		Own business	31	32.3
		Agriculturist	17	17.7
		Others	15	15.6
6.	Annual Income (Rs.)	Less than 1 lakh	20	20.8
		1-2 lakh	28	29.2
		2-3 lakh	23	24.0
		3 lakh and above	25	26
<b>Total</b>			<b>96</b>	<b>100</b>

Source: Field Survey, 2019

In the present study, satisfaction of electronic banking channels signified that woman constitute the section by the maximum utilization of electronic banking (57 percent) compared to male (43 percent) and majority of them were married (71 percent). In the study all the samples were educated and they prefer to use e-banking services. Majority of them (32 percent) were doing own business and were receiving annual income in the range from Rs.1 lakh to Rs. 2 lakhs.

## Satisfaction towards the Usage of E-Banking Services

According to [Asiyanbi & Ishola \(2018\)](#) satisfaction level of consumers in the banking sector rises while using e-banking services. Likewise, the study from [Ranaweera & Neely \(2003\)](#) shown that the quality of e-service is the foremost step of consumers' satisfaction. An attempt was made in this section to determine the satisfaction level of customer's towards using e-delivery channels.

Fourteen testimonials were framed and the respondents were requested to state their view on these testimonials. The views were categorised on a 5 point scaling measure with the selected attributes like strongly agree/agree/neutral/disagree/strongly disagree. Identified mathematical measures were consigned for each attribute as 2, 1, 0, -1 and -2 correspondingly and the mean score and std. deviation were calculated for each testimonial as presented in the below table.

**Table-2 : Satisfaction towards usage of E-delivery services**

Variables	Bank account	Mean	Std. Deviation	t-value	Df	Sig. (2-tailed test)
Document formalities of opening Electronic banking	Public sector banks	2.16	1.116	4.040	145	.000
	Private sector banks	1.54	.721	3.830	101.955	.000
Account details are up-to-date	Public sector banks	1.88	.934	0.621	145	.535
	Private sector banks	1.80	.620	0.590	103.842	.556
Time taken for the operation	Public sector banks	1.86	.833	.788	145	.432
	Private sector banks	1.76	.709	.772	123.391	.442
Money is safe and secure	Public sector banks	1.92	1.028	-3.288	145	.001
	Private sector banks	2.58	1.317	-3.393	144.971	.001
Trustworthiness	Public sector banks	2.00	.959	-1.472	145	.143
	Private sector banks	2.23	.915	-1.463	132.337	.146

Easy transfer of cash from one to one account	Public sector banks	1.80	.596	.526	145	.599
	Private sector banks	1.73	.782	.545	144.984	.587
Easy to understand banking procedures	Public sector banks	1.92	.822	1.757	145	.081
	Private sector banks	1.72	.548	1.671	104.147	.098
Reliability	Public sector banks	1.80	.760	1.923	145	.056
	Private sector banks	1.59	.542	1.843	109.204	.068
Banks website provides information in understandable language	Public sector banks	1.92	.741	1.765	145	.080
	Private sector banks	1.73	.543	1.697	111.277	.092
Websites of the bank is user friendly	Public sector banks	1.94	.664	2.116	145	.036
	Private sector banks	1.69	.748	2.149	142.098	.033
User menus are clearly categorised in website	Public sector banks	2.20	1.057	2.893	145	.004
	Private sector banks	1.78	.699	2.749	103.643	.007
Easy to understand the banking statements	Public sector banks	1.94	.941	2.507	145	.013
	Private sector banks	1.60	.680	2.406	110.206	.018
TDS enquiry	Public sector banks	2.05	.933	- 1.130	145	.260



	Private sector banks	2.20	.761	-1.101	119.974	.273
Value added services of bank	Public sector banks	2.03	1.007	.613	145	.541
	Private sector banks	1.94	.802	.596	117.940	.553

Source: Field Survey, 2019

H<sub>0</sub>: There is no significant variance among the preference of electronic channels towards nationalised and private banks.

**Variable 1:** On average, the samples who are utilising electronic channels of public sector bank, opinion that they have higher document formalities to open E-banking account (Mean=2.16) than in Private sector bank (Mean = 1.56),  $t(99) = 4.040$ ,  $p < .05$ . H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. To be conclude, there is a significant variance among the satisfaction of electronic channels towards both private and public banks regarding document formalities to open the E-banking account.

**Variable 2:** On average, the samples who are utilising-channelsof public sector bank, opinion that they have better up to date account details (Mean=1.88) than in Private sector (Mean = 1.80),  $t(99) = 0.621$ ,  $p > .05$ . H<sub>0</sub> is accepted and H<sub>1</sub> is rejected. Hence, there is no significant variance among the preference of electronic banking customers towards both banks regarding the up-to-date account details.

**Variable 3:** On average, the respondents who are utilising electronic channels of nationalised banks, opinion that the higher time taken for operation (Mean=1.86) than in Private sector (Mean = 1.76),  $t(99) = 0.788$ ,  $p > .05$ . H<sub>0</sub> is rejected and H<sub>1</sub> is accepted. The study found there is important variance among the preference of electronic banking customers towards the Public and Private sector regarding the time taken for operation.

**Variable 4:** On average, the respondents who are using E-banking services of Private sector bank, opinion that they have higher safety and security (Mean=2.58) than Public sector (Mean = 1.92),  $t(99) = -3.288$ ,  $p < .05$ . Null Hypothesis is rejected and alternate hypothesis is accepted. Therefore, there is a important dissimilarity among the satisfaction of e-channels towards the private and public banks regarding safety and security of money.

**Variable 5:** On average, the respondents who are using E-banking of Private sector bank, opinion that they have lower trustworthiness (Mean=2.00) than in Public sector (Mean = 2.23),  $t(99) = -1.472$ ,  $p > .05$ . H<sub>0</sub> is accepted and H<sub>1</sub> is rejected. Hence, there is no significant variance among the satisfaction of electronic services towards the private and public banks regarding trustworthiness.

**Variable 6:** On average, the respondents who are using E-banking of Public sector bank, opinion that they have easy transfer of money from one account to another account (Mean=1.80) than in Private sector (Mean = 1.73),  $t(99) = 0.526$ ,  $p > .05$ . H<sub>0</sub> is accepted and alternate hypothesis is rejected. It's found, that there is no significant variance among consumer's satisfaction towards the private and public banks regarding easy transfer of money from one to one account.

**Variable 7:** On average, the respondents who are using E-banking services of Public sector bank, opinion that they have (Mean=1.92) than in Private sector (Mean = 1.72),  $t(99) = 1.757$ ,  $p > .05$ . Null Hypothesis



is accepted and alternate hypothesis is rejected. To sum up, there is no important variance among the level of satisfaction of E-banking users towards private and public banks regarding easy to understand banking procedure.

**Variable 8:** On average, the respondents who are using E-banking of Public sector bank, opinion that they have higher reliability (Mean=1.80) as in Private sector (Mean = 1.53),  $t(99) = 1.923$ ,  $p > .05$ .  $H_0$  is accepted and  $H_1$  is rejected. To sum up, that there is no important variance among the satisfaction of customers towards private and public banks regarding reliability.

**Variable 9:** On average, the respondents who are using E-banking of Public sector bank, opinion that they have provide information in understandable language (Mean=1.92) as in Private sector (Mean = 1.73),  $t(99) = 1.765$ ,  $p > .05$ . Alternate hypothesis is rejected and null hypothesis is accepted. To be conclude, there is no significant variance among the satisfaction of banking customers towards the private and public banks regarding banks website provides information in understandable language.

**Variable 10:** On average, the respondents who are using E-banking of Public sector bank, opinion that they have higher user friendly (Mean=1.94) than in Private sector (Mean = 1.69),  $t(99) = 2.116$ ,  $p < .05$ .  $H_0$  is rejected and  $H_1$  is accepted. Hence, there is a important variance among satisfaction of banking services towards customers of private and public banks regarding user friendly.

**Variable 11:** On average, the respondents who are using E-banking of Public sector bank, opinion that they have higher (Mean=2.20) as in private sector (Mean = 1.18),  $t(99) = 2.893$ ,  $p < .05$ . Alternate hypothesis is accepted and  $H_0$  is rejected. To sum up, there is a significant variance among the satisfaction of E-banking consumers towards the Private and Public banks regarding user menus are clearly categorised in the website.

**Variable 12:** On average, the respondents who are using E-banking of public sector, opinion that they easy way of understanding statement (Mean=1.94) than in Private sector (Mean = 1.60),  $t(99) = 4.040$ ,  $p > .05$ . The  $H_0$  is rejected and  $H_1$  is accepted. To sum up, that there is a significant variation among satisfaction level of E-banking consumers towards the Private and Public banks regarding the easy to understand the banking statements.

**Variable 13:** On average, the respondents who are using E-banking of private sector, opinion that they higher TDS (Mean=2.20) than in Public sector (Mean = 2.05),  $p > .05$ . The  $H_0$  is accepted and  $H_1$  is rejected. Hence, there is no important variation among preference of electronic banking consumers towards the Private and Public banks regarding the TDS enquiry.

**Variable 14:** On average, the respondents who are using E-banking of public sector, opinion that they higher Value added services (Mean=2.03) than in Private sector (Mean =1.94),  $p > .05$ .  $H_0$  is accepted and  $H_1$  is rejected. Hence, there is no important variation among preference of E-banking customers towards the Private and Public banks regarding the Value added services.

### **Customer's satisfaction towards electronic banking services**

Rapid technology improvements have established foremost change in the worldwide economic and commerce environment. The study on consumer perception towards e-banking channels explained that there are many elements predetermining the customer's satisfaction to electronic channels. The pertinent factors which determine the customer's satisfaction towards e-banking can be summarized as intention to use (IU), assurance (AS), tangibility (TG), service quality (SQ) and Overall satisfaction of E-banking users (Overall).

**Intention to use:** Intention to use is defined as the level to which an individual customers that he or she would benefit from using electronic banking. It depends on the tangibility and assurance provided by the banks to utilize computerised delivery channels.

**H<sub>1</sub>:** Intention to use has a favourable impact on tangibility and overall customer satisfaction of the E-banking service.

**Tangibility:** The tangible dimension refers to the quality of physical structure, the equipment available to make the service an agreeable experience. Customers prefer those banks which have technological up to date equipment and visually appealing pamphlets and bank statement or any other kinds of tangibles. More appealing and up to date technology is greater will be the usage of the services by the customers.

**H<sub>2</sub>:** Tangibility has a favourable influence on overall consumer preference of the E-banking service.

**Service quality:** It is assess of how an institution distribute its services collated to the confidence of its consumers. Consumers get services as a response to particular desires. Bank with great service quality provide facilities that same or better its users' anticipations.

**H<sub>3</sub>:** Service quality has favourable influence on the overall consumer preference of the E-banking service.

**Assurance:** Assurance means to monetary consideration that furnish remittance for an occasion that is sure to materialize. It also applies to the validation services provided by the banks.

**H<sub>4</sub>:** Assurance has favourable impact on overall customer satisfaction

### Overall satisfaction

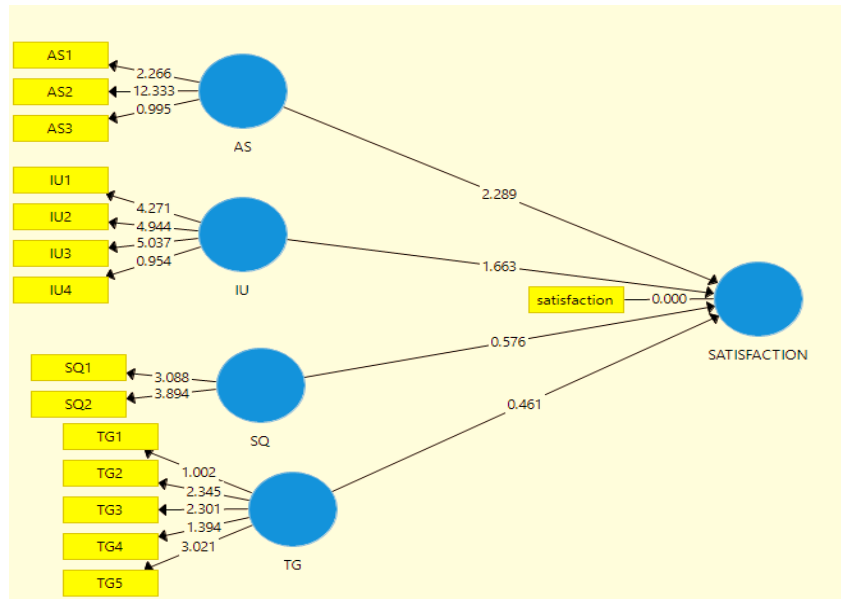
Overall satisfaction of E-banking services was classified into Excellent, Very good, good, average and poor. Five point Likert's scale was utilised for measuring the above constructs with end anchors 1 for "strongly disagree" to 5 for "strongly agree". The divergent strength of every constructs was chequered by investigating the Average Variance Extracted'(AVE) principles. Constructs which have AVE gains higher than 0.5 are said to have divergent viability or uni-dimensionality. In many situations, the earlier studies such as Chin, 1998; Chin and Newsted, 1999; Chin et al, 2003 finds evaluation up to 0.4 are also measured if they are central to the model.

**Table -3 : Reliability and AVE**

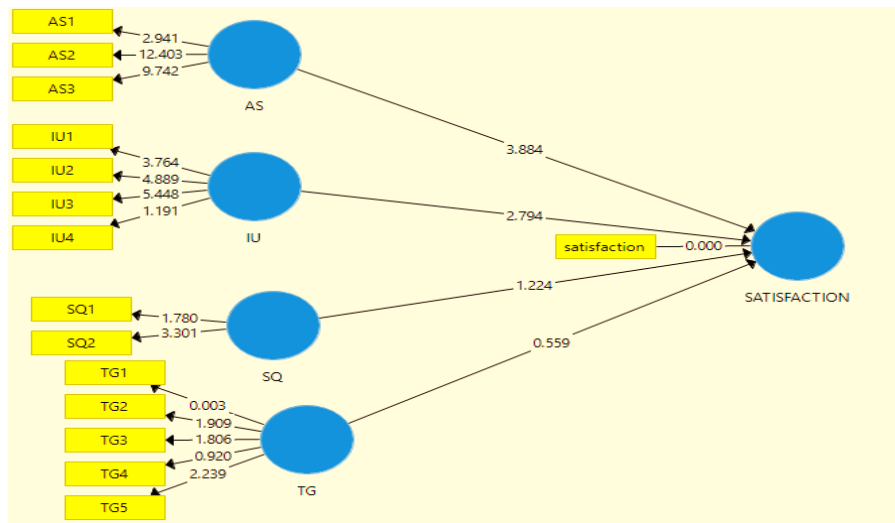
Constructs	Public sector bank			Private sector bank		
	Composite Reliability	AVE	Cronbach Alpha	Composite Reliability	AVE	Cronbach Alpha
Intention to Use	.753	.707	.783	.770	.758	.796
Assurance	.802	.779	.828	.811	.753	.805
Tangibility	.778	.871	.748	.769	.804	.837
Services Quality	.913	.839	.809	.826	.862	.841
Overall Satisfaction	1.000	1.000	1.000	1.000	1.000	1.000

Source: Field survey, 2020

The composite reliability for inner constancy of the concepts was more than 0.7, both in nationalised and Private sector banks. The divergent strength of each concept was chequered by inspecting the Average Variance Extracted' (AVE) principles. The AVE values for all the concepts are above 0.4 signifying appropriate divergent strength. Cronbach alpha values of customer satisfaction in Public sector banks, showing the inner constancy of the concepts, differed from .74 to .82, which signifies acceptable level of consistency and strengthening events for the concepts. Cronbach alpha values of customer satisfaction in Private sector banks, displaying the inner constancy of the concepts, differed from .79 to .84, which signifies acceptable level of consistency and strengthening events for the concepts.



**Figure-1 : Nationalised Banks**



**Figure- 2 : Private Banks**

The above table -3 contributes the path co-efficient principles and the interrelated t-data which examine the worth of the path co-efficient besides the range of relationship among concepts. A path to be important, it is t data worth desires to be more than 1.96.

**Table-4 : Estimated Structural Model- BOOTSTRAP**

Construct	Public sector bank				Private sector bank			
	Sample Mean	Estimated Mean	Std error	t-value	Mean	Estimated Mean	Standard error	t-value
IU→ OA	0.275	0.442	0.012	1.745	0.279	0.277	0.058	3.873*
AS→ OA	0.466	0.243	0.010	2.202**	0.412	0.339	0.060	2.637**
SQ→ OA	0.194	0.182	0.013	0.549	0.356	0.344	0.016	1.586
TG→ OA	0.126	0.149	0.019	0.472	0.407	0.292	0.027	0.651

Source: Field survey, 2020, Kind Info: \*and \*\* significant at 1 and 5 percent level appropriately.

In private sector bank, Intention to use has the strongest relationship with Overall satisfaction of E-banking services as the standardization coefficient was equals to 0.279 and t-Statistic was 3.873, which was higher than the accepted rate 1.96. Assurance has positive relationship with Overall satisfaction of e-banking services as the standardization coefficient was equals to 0.412 and t-Statistic was 2.637, which was higher than the accepted rate 1.96.

In public sector bank, Assurance has positive relationship with Overall satisfaction of e-banking services as the standardization coefficient was equals to 0.466 and t-Statistic was 2.202, which was higher than the accepted rate 1.96. The study confirms the important effect of intention to use and assurance has relationship with Overall satisfaction of electronic banking services. Both private and public sector bank, the customers were given higher priority to assurance, hence overall satisfaction is determined mainly by Assurance.

## Conclusion

To conclude, Talwar (1999) examined that financial sectors with up-to-date ICT systems are added triumphant in the changed modest merchandise in modern eras. Moreover, the bank could create additional trade chances ensuing in better profitability. Technical Know-how revolt in financial sector has not only delivered better facility to the consumers, apart from minimised the operating charges. The study revealed that, most of the respondents were young, highly educated and belonged to upper echelon using the e-delivery channels frequently. Further, the study found there is a significant variance among satisfaction of e-delivery channels towards customers in public and private sector banks were regarding the document formalities to opening the account, safety and security of money while using e-delivery channels. Finally the path analysis resulted, in both public and private sector bank customers were given higher priority to assurance and the overall satisfaction is determined mainly by the factor assurance.

## Drawbacks of the study

This current investigation is depending on both primary and secondary data. It is a known truth that primary data has its unique drawbacks. This research depend only on the facts and figures collected via

personal interviews, surveys and observations which are subject to prejudice. The survey is not representative of the whole Tiruppur District. The sample was collected only from the city.

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