

“A Study on Bank Staff Perception towards the Internet Banking Usage in Rural and Semi-Urban Area of Sangli District”

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ABSTRACT:

The Internet banking allows staff to perform a wide range of banking transactions electronically. This was used mainly for information presentation medium in which banks marketed their products and services on their web sites. With the development of asynchronous technologies and secured electronic transaction technologies, however, more banks have come forward to use internet banking. Users can now perform common banking transactions such as writing cheques, paying bills, transferring funds, printing statements and inquiring about account balances. Internet banking services are crucial for long-term survival of banks in the world of electronic commerce. This study focuses on the understanding the Internet banking services usage and comfort of bank staff in rural and semi-urban area of sangli district. The key outcome of this research will be obliging to understand how bank staffs are comfort with internet banking services provided by banks. The research is revealed with the result, that bank staffs are having awareness and good experiences about internet banking services of banks.

Keywords: Internet Banking, e-banking, Bank Staff, Banks.

1.1. INTRODUCTION:

In the 21st century Information Communication Technology (ICT) era, there is a paradigm shift in all the fields such as Education, Economy, Finance, Medical, Engineering, Law, Agriculture, etc. During 1996, “e-banking” services, which focuses on online banking transactions was launched, in India where customers can perform their financial transactions electronically through the internet. The customers can execute the transactions such as viewing account balance and histories of the transactions, paying bills, transferring funds between accounts, ordering cheques, managing investments etc., through online. This system paved the path for mutual interactions between the consumers and the banking industry, which is “e-banking” i.e. electronic banking and the provision of banking products and services through electronic channels is, known as Internet Banking Services. Nowadays, Banks rely upon information communication technologies for their functioning.

To meet customers' expectations, banks are offering wide-ranging services to their customers through the Internet and mobile technologies, embracing diverse ICT in order to endure the competitive environment, reduce costs, and increase customer convenience. Customers live in a technological cluster, able to access needed banking services through various alternative channels like ATMs, online banking, and mobile banking. Internet connectivity is shifting from wired connectivity with desktop computers to wireless and mobile devices, and banking services, too, are now available through a mobile phone, connected wirelessly. Mobile banking has broad potential in developing countries, where many customers are connected to the Internet primarily through their mobile phones.

1.2. LITERATURE REVIEW

The internet banking has wide scope for research study, much like the ATM that came before it, is fundamentally a new distribution channel through which banks can deliver traditional banking products and services. Customers have developed a high degree of comfort for using distant basic banking services, as confirmed by the rapid proliferation of ATMs since their introduction 30 years ago. A lot of research work has been done from various angles. It has national as well as international status. The relevant research material is available in form of books, journals, periodicals, newspapers, interviews and also on the Internet.

(i) **H.M.S. Priyanath (2018):** The main aim of this study was to explore the impact of internet banking service quality on customer satisfaction identifying how efficiency, system availability, fulfilment, privacy, responsiveness, compensation and contact were effect on customer satisfaction. The study extends the content of service quality dimensions related in the context of internet banking awareness of internet banking service quality and customer satisfaction by further inspiring.

(ii) **Dr.Ditto (2017):** This research revealed that purpose of leading this research is to compare demographic profile of the respondents with relationship between demographic variables to customers' level of perception towards net banking and relationship

between demographic variables to customers' level of satisfaction towards net banking. The research shows growth of the banking sector in future will come up with suitable product designs, technology and communication oriented banks are going to be, which effectively they are able to change the perceptions of the Indian consumers and create awareness of the banking products.

(iii) Mathangi & Latasri (2017): In their study of lead opportunities to reshaped service process with drastic developments in productivity and service quality. It is continuous exercise and reasonable security practices need to strengthen as per information technology Act 2000. Cyber police personnel to be trained fully in the context of growing digital payments and special cyber fraud codes are needed. Suitability vs safety in cyber fraud issues civil court judges to be trained in handling cyber fraud. An explanation may be necessary to abreast of proposed back stage changes of marketers for need to be balanced customer's suitability with safety while security and safety is supreme.

(iv) Dr. Sharma (2016): in this article researcher focussed on deliberates certain challenges in an emergent economy. Paper concluded that the banking today is re-defined and re-engineered with the use of IT and it is sure that the future of banking will offer more sophisticated services to the customers with the continuous product and process innovations. Attitude of banker wanted to change banking paradigm from seller's to buyer's market in the industry since "conventional to convenience banking" and "mass to class banking". Predictor believes that internet banking having guts to emergence of increasing awareness of internet among customers, addition of banking services with e-commerce facilities, building internet reach and global player's entry in the banking sector.

(v) Dr. Rajput (2015): This article has absorbed on evaluating the customer perception about e-banking services. Illustrated that the awareness level of respondents regarding e-banking is 95%, 89% respondents are using e-banking services regularly, 45% respondents are feel e-banking is time saving process, 46% respondents said E-Banking Provides safety and security and 41% respondents said that E-banking is cost effective service. Most frequently used e-banking services are ATM, bill payments & getting the bank statements. Here it can be settled that 45 % people have optimistic perception & satisfaction with E- Banking.

(vi) Khanna & Gupta (2015): In this research researcher analyzed that 67% reliability in Acceptability factor as latest and customized technology as most preferred factor perceived by the customers and 72% reliability in safety and security in Exploratory Factor Analysis. 76% and 69% reliability respectively in availability and user friendliness preferred factor perceived by the customers. Accessibility, 5th preferred factor with 29% reliability has been perceived as far lower than the standard obligation of 50% as exposed. Through the study found that Latest and customized technology, safety and security, availability and user friendliness have been apparent as preferred parameters with above analysis. Variables are influencing the decision in relation to marketing of financial products and services with crosstabs application of relationship and association of demographic variables as delivery channels to understand.

(vi) Sali Bakare (2015): In this research revealed that the banking industry has endured tremendous changes with the introduction of information technology (IT). Product and service delivery of bank is a new paradigm with Electronic banking (EB). Impacts on the banking industry of electronic banking (EB) were conducted in the areas of it with various studied. EB has positive impacts on the banking industry, banks should develop strategic plans to address the challenges associated with EB to further enhance profitability and reduce costs.

1.3. OBJECTIVE OF THE STUDY

To study the perception of bank staff towards the Internet Banking Services provided by selected banks of rural and semi-urban area of Sangli District.

1.4. HYPOTHESIS OF THE STUDY

There is significant relationship between the Internet Banking facility introduced and the comfort level of bank staff.

1.5. SCOPE OF THE STUDY

The study will be analysed and explore promotional opportunities to increase usage of Internet Banking amongst rural and semi-urban staff of banks under study. The study shall be in related with the methods and instruments of research used in this study. Functions like ATM, Internet Banking, Mobile Banking and other electronic delivery channels will be studied in research.

1.6. RESEARCH METHODOLOGY

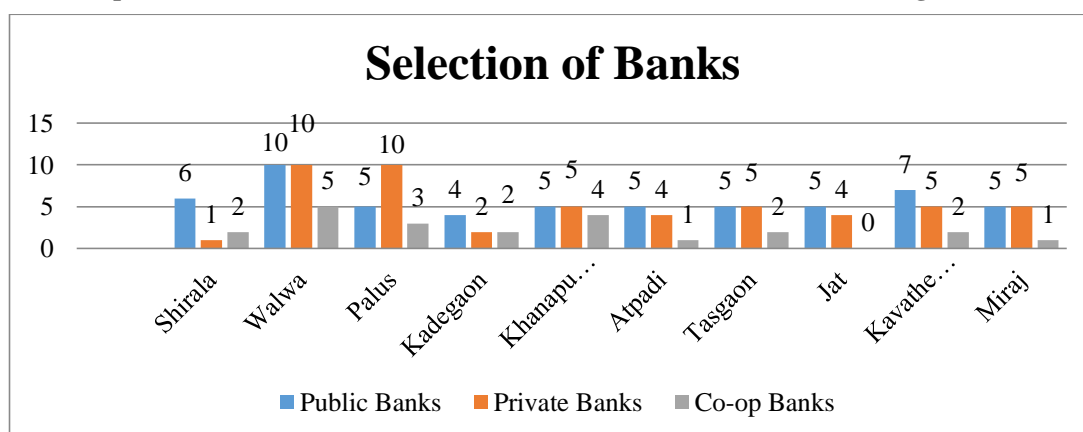
This study has studied with interviews of 260bank staff in rural and semi-urban area of Sangli District which opted for Internet banking services facilitates comfort to bank staff for their work at office space. All the staffs are dealing with category of internet banking so below are the details of Research methodology.

Table no 1: Selection of Banks & Staff of Public, Private and Cooperative Sector Banks

| Talukas | Public Banks | Private Banks | Co-op Banks | Total | No. of Staff | | | |
|-----------------|--------------|---------------|-------------|------------|---------------|---------------|-------------|------------|
| | | | | | Private Banks | Private Banks | Co-op Banks | Total |
| Shirala | 6 | 1 | 2 | 9 | 12 | 2 | 4 | 18 |
| Walwa | 10 | 10 | 5 | 25 | 20 | 20 | 10 | 50 |
| Palus | 5 | 10 | 3 | 18 | 10 | 20 | 6 | 36 |
| Kadegaon | 4 | 2 | 2 | 8 | 8 | 4 | 4 | 16 |
| Khanapur (Vita) | 5 | 5 | 4 | 14 | 10 | 10 | 8 | 28 |
| Atpadi | 5 | 4 | 1 | 10 | 10 | 8 | 2 | 20 |
| Tasgaon | 5 | 5 | 2 | 12 | 10 | 10 | 4 | 24 |
| Jat | 5 | 4 | 0 | 9 | 10 | 8 | 0 | 18 |
| Kavathemahankal | 7 | 5 | 2 | 14 | 14 | 10 | 4 | 28 |
| Miraj | 5 | 5 | 1 | 11 | 10 | 10 | 2 | 22 |
| Total | 57 | 51 | 22 | 130 | 114 | 102 | 44 | 260 |

Source: Primary Data

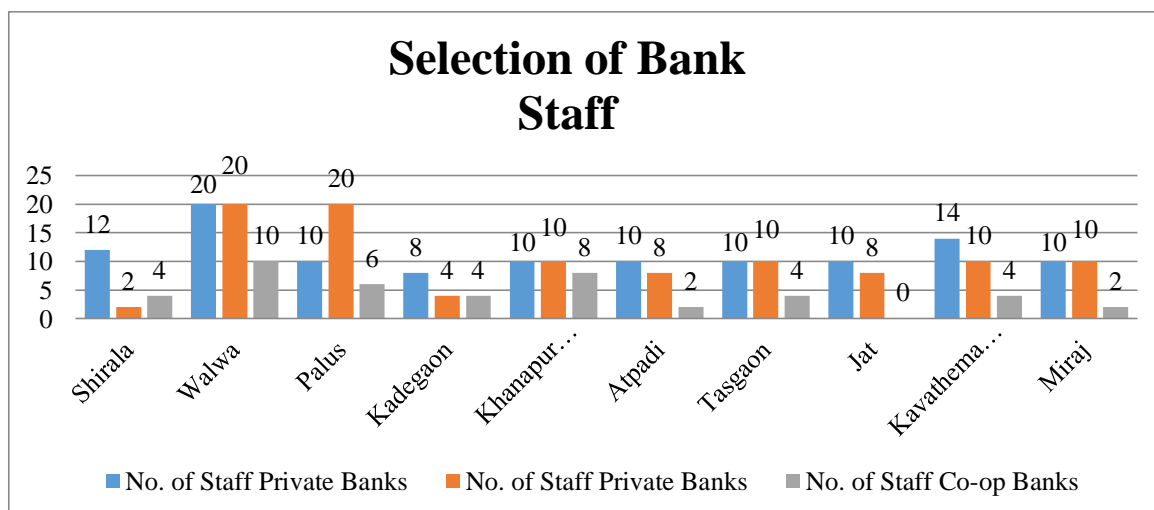
Graph no 1: No. of Banks selected in the rural and semi-urban area of Sangli District



Source: Primary Data

Total 130 banks were selected in the rural and semi-urban area of Sangli District.

Graph no 2: No. of Bankstaff selected in the rural and semi-urban area of Sangli District



Source: Primary Data

Randomly two staff was selected from the each 130 banks. Total 260 bank staffs were selected in the rural and semi-urban area of Sangli District for the survey.

Table no 2: Research Methodology

| Particulars | Details |
|-----------------|---|
| Sample Size | 260 |
| Sample Unit | Selected 12 Public, Private and Cooperative Sectors Banks |
| Location | Rural and semi-urban area of Sangli District |
| Data Collection | Interview |

Source: Primary Data

Data is collated with the help of interview with structured questionnaire to understand the pattern of behaviour of the bank staff about internet banking.

1.7. Testing of the Hypothesis

H_1 : Internet banking services facilitates comfort to bank staff for their work at office space.

Table no 3: One-Sample Statistics

| | N | Mean | Std. Deviation | Std. Error Mean |
|-----------------------------|-----|--------|----------------|-----------------|
| Comfort level of bank staff | 260 | 3.7615 | .54601 | .03386 |

Source: Primary Data

One sample one-tailed test is used to validate hypothesis. One-tailed test is used to test the statistical hypothesis that the population mean for comfort to bank staff due to internet banking services is higher than 4 on five point likert scale. Table 3 provides descriptive statistics of data.

Table no 4: One-Sample Test

| | Test Value > 4 | | | | | |
|-----------------------------|----------------|-----|-----------------|-----------------|---|--------|
| | t | df | Sig. (1-tailed) | Mean Difference | 90% Confidence Interval of the Difference | |
| | | | | | Lower | Upper |
| Comfort level of bank staff | -7.042 | 259 | .000 | -.23846 | -.2944 | -.1826 |

Source: Primary Data

Table 4 reveals statistical results for one-tailed one sample t-test. From the table it is observed that t-value is -7.042 and p-value of t-test is 0.000 which is lesser than estimated value of significance level, i.e. 5%. Thus, it can be concluded that internet banking services facilitates comfort to bank staff for their work at office space and null hypothesis stands true.

1.8. CONCLUSION

Overall conclusion has been seen that bank staff are very much comfortwith usage of internet banking at bank to have transaction for their work performance. There is most of the staff comfortable with the bank'sinternet banking services. They all areaware about customer service delivery and comfortable with security and technical knowledge which are the primary requirement. It's time to work on to accelerate the usage of internet banking in cooperative sector banks where they are lack in the providing such facilities in the rural and semi-urban areas and need rigours awareness campaign on the same issues to make Digital India successful.

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