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A Study on Customer Satisfaction Towards Digital Banking (with Special Reference to Coimbatore City)

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Abstract: ***Digital banking has transformed the way banking services are delivered to customers. With the rapid advancement of technology and increasing internet penetration, banks have introduced various digital platforms such as mobile banking, internet banking, UPI services, and digital wallets to enhance customer convenience. This study aims to analyze the level of customer satisfaction towards digital banking services in Coimbatore city. The research focuses on factors such as ease of use, security, accessibility, service quality, and reliability of digital banking platforms. The findings indicate that customers prefer digital banking due to convenience, time savings, and easy transaction facilities. However, concerns regarding security, technical errors, and lack of digital awareness among certain users still exist. The study suggests that banks should improve security measures, enhance digital literacy programs, and provide better customer support to improve satisfaction levels.***
Keywords: Digital Banking, Customer Satisfaction, Internet Banking, Mobile Banking, Online Transactions, Banking Technology.

I. INTRODUCTION

The banking sector has undergone significant transformation due to the rapid growth of information and communication technology. Traditional banking methods that required customers to visit bank branches for transactions are gradually being replaced by digital banking services. Digital banking refers to the delivery of banking services through electronic platforms such as internet banking, mobile banking applications, automated teller machines (ATMs), and digital payment systems.

In India, the adoption of digital banking has increased rapidly due to the expansion of smartphones, internet access, and government initiatives promoting digital payments. Services such as Unified Payments Interface (UPI), mobile banking applications, and online fund transfers have made banking more accessible and convenient for customers.

Coimbatore city, being one of the major commercial centers in Tamil Nadu, has witnessed a growing adoption of digital banking services among customers. With increasing urbanization and technological awareness, customers are gradually shifting from traditional banking methods to digital banking platforms. However, the level of satisfaction among customers depends on factors such as service quality, security, reliability, and ease of use.

This study focuses on analyzing customer satisfaction towards digital banking services in Coimbatore city and identifying the factors that influence customer perceptions and experiences.

II. OBJECTIVES OF THE STUDY

1) To study the level of customer satisfaction towards digital banking services.
2) To identify the factors influencing the usage of digital banking.
3) To analyze the benefits and challenges of digital banking services.
4) To examine the awareness of customers about digital banking facilities.
5) To offer suggestions for improving digital banking services.

III. REVIEW OF LITERATURE

1) Ramanathan (2016) studied the adoption of digital banking services among urban customers and found that convenience, time savings, and easy accessibility were the major reasons for using digital banking platforms.

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2) Singh and Rana (2017) examined customer satisfaction towards internet banking and concluded that reliability, security, and user-friendly interfaces play a crucial role in improving customer satisfaction.
3) Sharma (2019) conducted research on mobile banking services and observed that while customers appreciate the speed and efficiency of digital transactions, concerns regarding data security and technical issues still affect customer confidence.

IV. DIGITAL BANKING IN COIMBATORE CITY

Coimbatore is one of the fastest-growing cities in Tamil Nadu with a strong presence of industries, educational institutions, and commercial establishments. The banking sector in the city has rapidly adopted digital technologies to provide efficient services to customers.

Most banks in Coimbatore offer digital services such as:

- Internet banking
- Mobile banking applications
- UPI payment systems
- Online fund transfers (NEFT, RTGS, IMPS)
- Digital wallets and QR payments

Customers in Coimbatore increasingly prefer digital banking because it allows them to perform transactions anytime and anywhere without visiting bank branches. Businesses, students, and professionals widely use digital payment platforms for everyday transactions.

However, certain challenges such as cybersecurity concerns, technical errors, and limited awareness among elderly customers still affect the complete adoption of digital banking services.

V. RESEARCH METHODOLOGY

1) *Research Design:* Descriptive research design was used for the study.
2) *Data Collection:*
   - Primary data were collected through questionnaires from customers using digital banking services.
   - Secondary data were collected from journals, books, and online sources.
3) *Sample Size:*

The study collected responses from 100 customers in Coimbatore city.

4) *Sampling Method:*

Convenience sampling method was used.

5) *Tools for Analysis:*

- Percentage analysis
- Simple statistical tools

VI. FINDINGS OF THE STUDY

1) Most customers prefer mobile banking applications and UPI payments for daily transactions.
2) Digital banking services are widely used due to convenience and time-saving benefits.
3) Customers are generally satisfied with the speed and accessibility of digital banking services.
4) Security concerns and occasional technical errors affect customer confidence.
5) Some customers, especially elderly users, face difficulties in using digital platforms.

VII. SUGGESTIONS

1) Banks should strengthen security measures to increase customer trust.
2) Awareness programs should be conducted to improve digital banking literacy among customers.
3) Banks should provide 24/7 customer support for digital banking issues.
4) Mobile banking applications should be made more user-friendly.
5) Regular updates and system improvements should be implemented to avoid technical failures.

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VIII. CONCLUSION

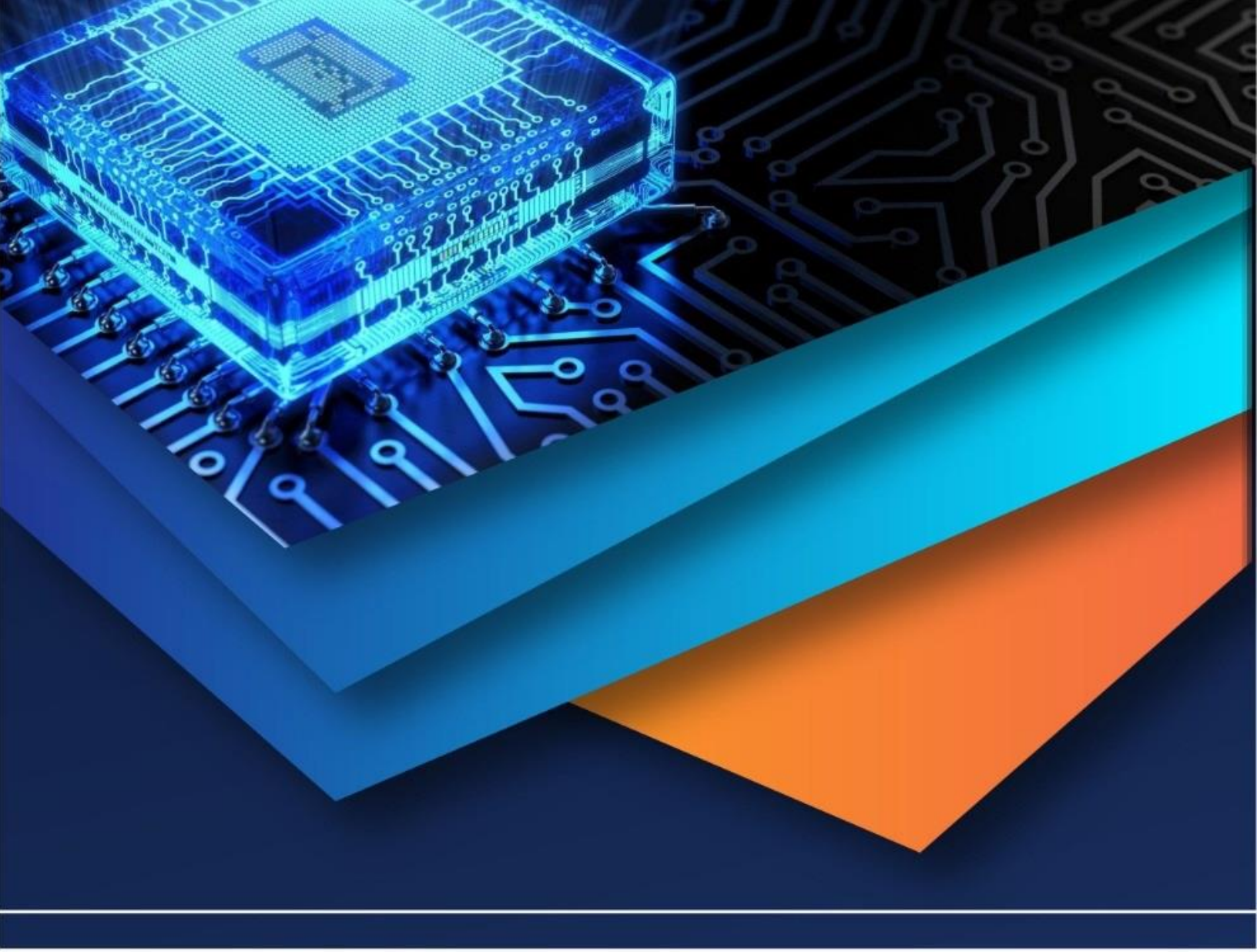
Digital banking has become an essential part of modern banking services. It provides convenience, speed, and flexibility for customers to perform financial transactions without visiting bank branches. The study reveals that customers in Coimbatore city are increasingly adopting digital banking services due to their efficiency and accessibility.

However, banks must address issues related to security, technical reliability, and digital awareness to further improve customer satisfaction. By enhancing technological infrastructure and customer support services, banks can strengthen the adoption and effectiveness of digital banking in the future.

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