

**A
PROJECT REPORT
ON**

“A Study Of Internet Banking With Reference To SBI”

Submitted to

G.S COLLEGE OF COMMERCE AND ECONOMICS

(AUTONOMOUS), NAGPUR

Affiliated to

RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guidance of

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G.S College of Commerce and Economics (Autonomous),

Nagpur

Academic year 2023-24



G.S College of Commerce and Economics (Autonomous),

Nagpur

Academic year 2023-24



CERTIFICATE

This is to certify that “AKSHAY .S. MEHROLIYA” has submitted the project report titled “A Study Of Internet Banking With Reference To SBI”, towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination.

This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by RashtraSant Tukadoji Maharaj Nagpur University, Nagpur.

DR. AFSAR SHEIKH

(Project Guide)

DR. AFSAR SHEIKH

(Co-Ordinator)

Place: Nagpur

Date:

G.S College of Commerce and Economics (Autonomous),

Nagpur

Academic year 2023-24



DECLARATION

I here-by declare that the project with title “**A Study Of Internet Banking With Reference To SBI**” has been completed by me in partial fulfillment of **BACHELOR OF BUSINES ADMINISTRATION** degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Place: Nagpur

AKSHAY .S. MEHROLIYA

Date:

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Nagpur

Academic year 2023-24



ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to DR. PRAVEEN MUSTOOR, Principal, G.S. College of Commerce & Economics, Nagpur.

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I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Place: Nagpur

AKSHAY .S. MEHROLIYA

Date:

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CHAPTER 1

INTRODUCTION

INTERNET BANKING

Meaning Of Internet Banking

Online banking, also known as internet banking, virtual banking, web banking or home banking, is a system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website or mobile app. Since the early 2000s this has become the most common way that customers access their bank accounts.

The online banking system will typically connect to or be part of the core banking system operated by a bank to provide customers access to banking services in addition to or in place of historic branch banking. Online banking significantly reduces the banks' operating cost by reducing reliance on a branch network and offers convenience to some customers by lessening the need to visit a branch bank as well as being able to perform banking transactions even when branches are closed.

Internet banking provides personal and corporate banking services offering features such as making electronic payments, viewing account balances, obtaining statements, checking recent transactions and transferring money between accounts.

Some banks operate as a "direct bank" or "neobank" that operate entirely via the internet or internet and telephone without having any physical branches relying completely on their online banking facilities.

To access a bank and online banking facility, a customer with internet access will need to register with the bank for the service, and set up a password and other credentials for customer verification. The customer visits the financial institution's secure website, and enters the online banking facility using the customer number and credentials previously set up.

Each financial institution can determine the types of financial transactions which a customer may transact through online banking, but usually includes obtaining account balances, a list of recent transactions, electronic bill payments, financing loans and funds transfers between a customer's or another's accounts.

Most banks set limits on the amounts that may be transacted, and other restrictions. Most banks also enable customers to download copies of bank statements, which can be printed at the customer's premises (some banks charge a fee for mailing hard copies of bank statements). Some banks also enable customers to download transactions directly into the customer's accounting software. The facility may also enable the customer to order a cheque book, statements, report loss of credit cards, stop payment on a cheque, advise change of address and other routine actions.

Some financial institutions offer special internet banking services, for example, Personal financial management support, such as importing data into personal accounting software. Some online banking platforms support account aggregation to allow the customers to monitor all of their accounts in one place whether they are with their main bank or with other institutions.

Internet Banking means the service we offer by which you can access and transact on a nominated account by using a personal computer and accessing via our website. This includes transactions processed through the mobile banking facility as well as the smartphone app facility.

Advantages of Internet Banking

Some of the most prominent advantages of internet banking include the following:

- **Transferring Funds :-** With internet banking, you can transfer money from one account to another. You can initiate inter and intrabank fund transfers, domestically and internationally. You can send funds to beneficiaries within an hour using money transfer channels like NEFT, RTGS, and IMPS.
- **Booking Deposits:-** Another benefit of internet banking is that you can conveniently open fixed and recurring deposit accounts online. You can choose your preferred deposit type (cumulative or non-cumulative), amount, and investment term.

- **Paying Bills & Recharging:-** You can pay utility bills like electricity, telephone, gas, etc., from the comfort of your home and enable auto-debit options never to miss a payment. You can also effortlessly recharge your mobile and DTH connections through your internet banking account.
- **Tracking Account and Checking balances:-** You can constantly track your account and check account balances from anywhere, at any time, whether you are in India or overseas. You can get mini statements or download account statements from years ago under the 'view account statement' section on the internet banking platform.
- **Placing Orders For Bank Products:-** Internet banking also allows you to place orders for bank products like cheque Books and Bank Cards. You can order primary and add-on debit cards and even apply for credit cards and priority passes for international airport lounge access (if applicable).
- **Add-on Services:-** You can enjoy a wide variety of add-on services, including buying or selling mutual funds, buying insurance policies, and applying for various types of loans. Your internet banking account also allows you to set auto-payments for all recurring expenses.

Disadvantages of Internet Banking

Like all things in life, internet banking also has a few disadvantages:

- **No Cashless Deposit Option:-** There is no provision for cash deposits. You must visit your nearest bank branch or cash deposit machine to deposit money.
- **Internet Requirement:-** Your access to Internet banking services can be hindered in the absence of a stable internet connection. It can also be affected when bank servers are down.
- **Internet Fraud:-** You could become a victim of internet fraud if you do not comply with the security measures prescribed by the bank, such as not setting strong passwords, sharing passwords, or not logging out from your internet banking account.

CHAPTER 2

COMPANY PROFILE

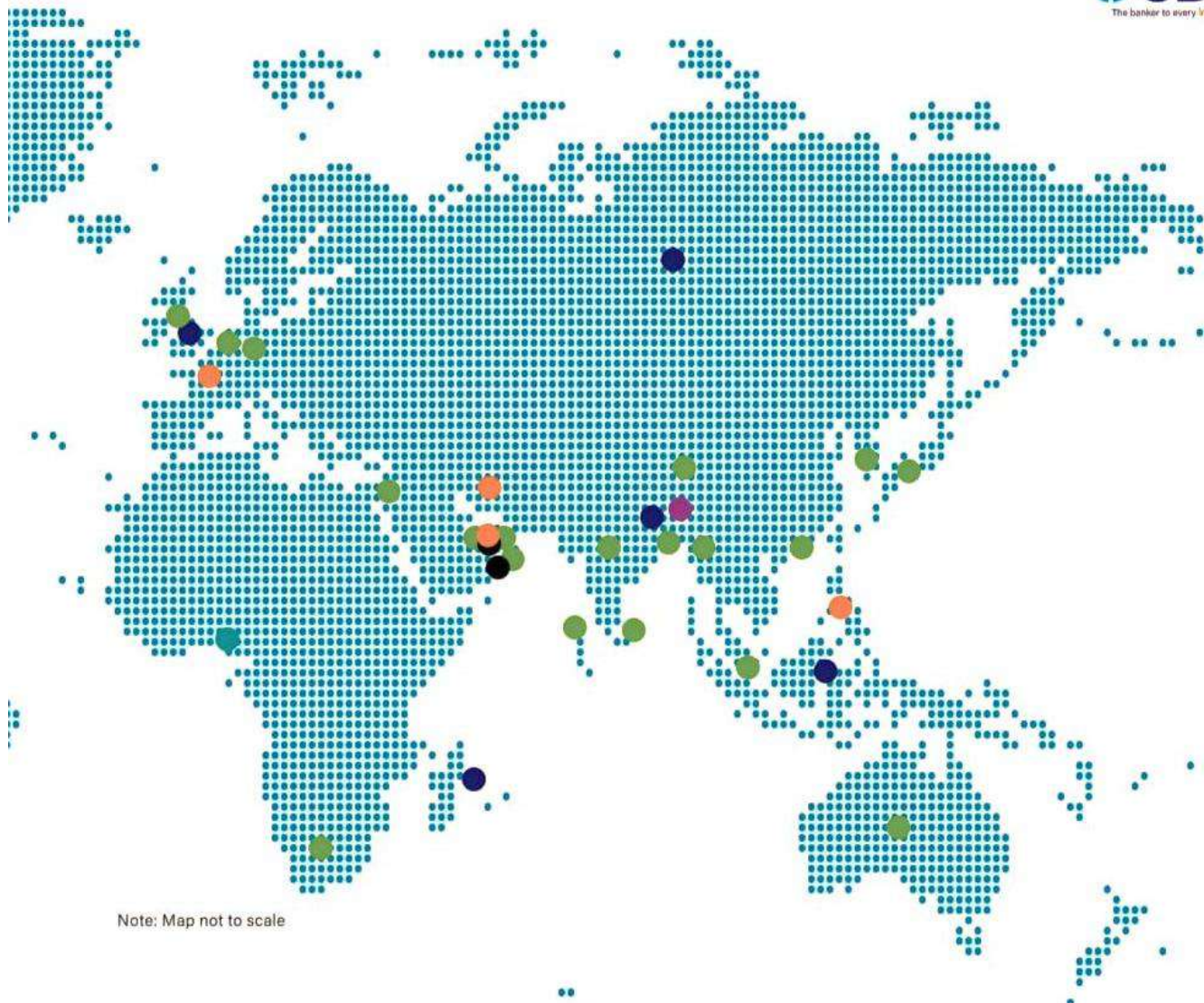
State Bank of India (SBI) is an Indian multinational public sector bank and financial services statutory body headquartered in Mumbai, Maharashtra. SBI is the 48th largest bank in the world by total assets and ranked 221st in the *Fortune Global 500* list of the world's biggest corporations of 2020, being the only Indian bank on the list. It is a public sector bank and the largest bank in India with a 23% market share by assets and a 25% share of the total loan and deposits market. It is also the tenth largest employer in India with nearly 250,000 employees. In 2023, the company's seat in Forbes Global 2000 was 77.

On 14 September 2022, State Bank of India became the third lender (after HDFC Bank and ICICI Bank) and seventh Indian company to cross the 5-trillion market capitalisation on the Indian stock exchanges for the first time. The largest public lender in the country reached a milestone on February 7, 2024, when its market capitalization surpassed 6 lakh crore, making it the second public sector undertaking (PSU) to do so, after Life Insurance Corporation. The Reserve Bank of India (RBI) has identified the SBI, HDFC Bank, and ICICI Bank as Domestic Systemically Important Banks (D-SIBs), which are often referred to as banks that are “too big to fail”



Company type	<u>Public</u>
<u>Traded as</u>	<u>NSE: SBIN</u> <u>BSE: 500112</u> <u>LSE: SBID</u> <u>BSE SENSEX Constituent</u> <u>NSE NIFTY 50 Constituent</u>
<u>ISIN</u>	<u>INE062A01020</u>
Industry	<u>Banking, financial services</u>
Headquarters	State Bank Bhawan, M.C. Road, <u>Nariman Point, Mumbai, Maharashtra, India</u>
Number of locations	India: 22,219 Branches 62,617 ATMs International: 229 Branches in 31 countries
Area served	Worldwide
Key people	<ul style="list-style-type: none"> • <u>Dinesh Kumar Khara (Chairman)</u> • <u>Kameshwar Rao Kodavanti (CFO)</u>
Revenue	Rs.473,378.14 crore (US\$59 billion) (2023)
<u>Operating income</u>	Rs.93,582.84 crore (US\$12 billion) (2023)
<u>Net income</u>	Rs.55,648.20 crore (US\$7.0 billion) (2023)
<u>Total assets</u>	Rs.6,317,052.20 crore (US\$790 billion) (2024)
<u>Total equity</u>	Rs.371,767.90 crore (US\$47 billion) (2023)

<u>Parent</u>	<u>Ministry of Finance</u> (<u>Government of India</u> (57.5%))
<u>Subsidiaries</u>	<ul style="list-style-type: none"> • <u>SBI Life Insurance Ltd</u> • <u>SBI Mutual Fund</u> (63%) • <u>SBI Cards and Payment Services Ltd</u> • <u>SBI General Insurance</u> (70%) • <u>Jio Payments Bank</u> (30%) • <u>Yes Bank</u> (30%) • <u>Andhra Pradesh Grameena Vikas Bank</u> (35%) • <u>Kaveri Grameena Bank</u> (35%)
<u>Capital ratio</u>	<u>Tier 1</u> 11.03% (2022)
<u>Rating</u>	<ul style="list-style-type: none"> • <u>S&P</u> BBB- / A-3/ Stable • <u>Moody's</u> Baa3/ P-3/ Stable • <u>Fitch</u> BBB- / F-3/ Stable
<u>Website</u>	<u>bank.sbi</u>



- Company Overview
- Responsible Approach
- Governance
- Statutory Reports
- Financial Statements

Note: Map not to scale

A Truly International Bank

Our focus is to strengthen our presence in overseas markets while continuing to support the Indian diaspora and Indian corporates worldwide. Today, we have a presence across all time zones through our 235 overseas offices in 29 countries and have established ourselves as the pioneer of International Banking among the Indian PSBs. The overseas operations of SBI are being managed by International Banking Group (IBG).

● Branches	● Branches/Offices	● Investment
USA (3)	Belgium (1)	Nigeria (1)
● Banking Subsidiaries	Germany (1)	● Managed Exchange Co
California (7)	UK (1)	Oman (2)
Canada (6)	S Africa (2)	UAE (1)
Russia (1)	Bahrain (2)	● Joint Venture
UK (12)	UAE (2)	Bhutan (1)
Mauritius (15)	Oman (1)	
Indonesia (11)	Israel (1)	
Nepal (116)	China (1)	
● Rep Office	S. Korea (1)	
USA (1)	Japan (2)	
Brazil (1)	India (1)	
Iran (1)	Maldives (4)	
UAE (2)	Sri Lanka (5)	
Philippines (1)	Bangladesh (19)	
	Myanmar (1)	
	Singapore (5)	
	Hong Kong (1)	
	Australia (2)	

235
OVERSEAS BRANCHES

29
COUNTRIES OF PRESENCE

CHAPTER 3

LITERATURE REVIEW

REVIEW LITERATURE

Arun (2019) in his research paper made an attempt to study the awareness level of Internet Banking facilities among the college students between the age group of 18 to 25. The results of the study revealed that the respondents are aware about the various e-facilities provided by banks and are using ATM and net banking regularly.

Alam and Khan (2018) conducted a research to study customer's prospective about uses of E-banking and analyze customers' awareness and difficulty of use about e-banking. The study was conducted in Lucknow on 200 respondents. The findings of the study revealed that the rate of usage of internet banking is increasing in educated users and is more popular between age group of 25-35 years of upper class of society. Furthermore, the lack of awareness level among the lower middle class indicates that inexperience and complexity has an effect on customers who hesitate to use the e-services.

Shanmugam et.al. (2015) investigated the perceptions of customers regarding internet banking in UK with the main objective of providing an understanding of British internet banking. The researchers used both primary and secondary data. The results indicate that money transfers and bill payment are the most popular facilities with UK internet banking adopters. More importantly, security is the most important factor affecting the rate of internet banking adoption in the UK.

Gupta and Islamia (2008) examined the behaviour of consumers with respect to internet banking along with the traditional banking. Relevant data was collected using questionnaires filled up from 2000 consumers belonging to the major cities in India. The conclusions so drawn revealed that the use of internet banking is restricted to few consumer segments. Furthermore, the structure of internet banking should be updated to a great extent in order to cater to the needs of the consumers and keep them satisfied.

Vimala (2016) inspected and evaluated the Internet banking security measures specifically of Indian Bank in Coimbatore District by selecting 50 customers and recorded their responses related to the study. The results of the research work on the Internet banking aided to identify the precautionary checklist open to for a number of issues in the internet banking era.

CHAPTER 4

RESEARCH METHODOLOGY

PROBLEM DEFINITION

Internet banking has not yet become main stream. This means that marketers in banks, financial institutions and consumer educators still have to make an effort to understand the factors which lead to the adoption of Internet banking. by the availability of review of literature the researcher stated the customers are facing problems in the usage of Internet banking and they are not adequately aware of the concept of Internet banking. Hence the aim of the study is to analyze the problem in usage of internet banking among the SBI customers.

NEED OF STUDY

1. To know the customers perception toward the E-banking service.
2. Find the customer satisfaction relating to E-banking service.
3. To Know the awareness of internet banking among the customers of SBI.

OBJECTIVES OF STUDY

1. To determine the satisfaction level of customers.
2. To find out the major problems faced by the customers while using internet banking services.
3. To know about the current and future prospects of E-Banking to the customers.

LIMITATIONS OF STUDY

1. **Limited Generalizability:-** Findings may not be applicable to other banks or countries due to specific characteristics of SBI or the Indian banking system.
2. **Data Availability:-** Access to comprehensive and up-to-date data from SBI's internet banking platform may be restricted, impacting the depth of analysis.
3. **Time Constraints:-** The study may be limited in scope due to time constraints, potentially leading to a superficial analysis or omission of certain factors.
4. **Sample Size:-** Limited access to a diverse sample of internet banking users from SBI could restrict the study's ability to draw robust conclusions.
5. **Bias:-** There may be inherent biases in the data collected, such as self-selection bias among survey respondents or reporting bias in customer feedback.
6. **Technological Limitations:-** Constraints related to technology, such as internet connectivity issues or outdated software systems, may hinder the research process.

HYPOTHESIS

Hypothesis 1:- Quality of e-banking website has a significant effect on customer satisfaction.

Hypothesis 2:- Quality of e-banking services has a significant effect on customer satisfaction.

Research methodology refers to the systematic process and set of techniques or procedures used to conduct a study or investigation. It is the blueprint that guides the entire research process, from the formulation of research questions or hypotheses to the analysis and interpretation of results. A well-designed research methodology is essential for ensuring the reliability and validity of the research findings.

Effective Research will involve –

- Collection of data from primary and secondary sources
- Data Presentation
- Review historical performance

DATA SOURCES

Primary Data:-

In this research with a SAMPLE SIZE OF 60 customer's data will be available in form of questionnaire collected in terms of different questions influencing the use of internet banking.

Internet banking is considered as dependent on awareness among customers which will be studied with help of different independent variable. Only the Customers of SBI Bank are taken as samples for study the project.

- **Questionnaire :-**

A questionnaire is a research tool featuring a series of questions used to collect useful information from respondents. I can use Google forms for questionnaire. It is just like a survey.

- **Observations:-**

Observe users interacting with the SBI internet banking platform to identify any usability issues or pain points they may encounter.

Secondary Data:-

Secondary data is information that is already available in a ready-to-use format and has been used by people for a variety of purposes. Secondary data can come from a variety of places, including newspapers, periodicals, journals, books, reports, records, and other publicly available material.

- **Academic Journals:-**

Search for academic papers and journals that discuss the internet banking. Websites like Google Scholar, IEEE Xplore, and JSTOR can be helpful.

- **Recommendations:-** Finally, based on your conclusions, make recommendations for SBI or other stakeholders. These recommendations could be aimed at improving internet banking services, increasing customer satisfaction, or addressing any gaps identified in the research.

- **Websites :-**

I will collect a data from some websites and already available research project in internet

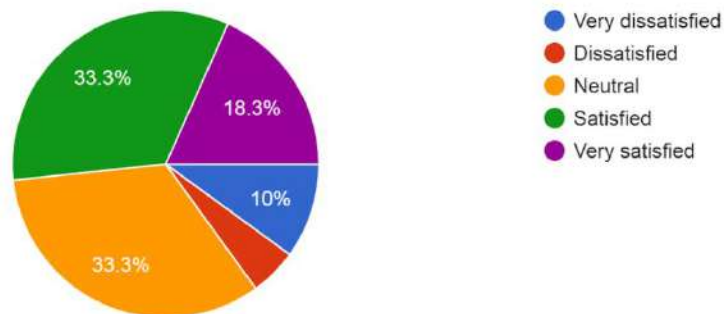
CHAPTER 5
DATA ANALYSIS AND
INTERPRETATION

INTRODUCTION: Above data has been collected from 60 respondents. The questions are asked to mixed group of people are:

1. Customers are satisfied with internet banking services

Sr. No	Particulars	Responses	Percentage (%)
1.	VERY DISSATISFIED	6	10%
2.	DISSATISFIED	3	5%
3.	NEUTRAL	20	33.33%
4.	SATISFIED	20	33.33%
5.	VERY SATISFIED	11	18.3%
Total		60	100%

1:- On a scale of 1 to 5, how satisfied are you with SBI internet banking services?
60 responses



INTERPRETATION:

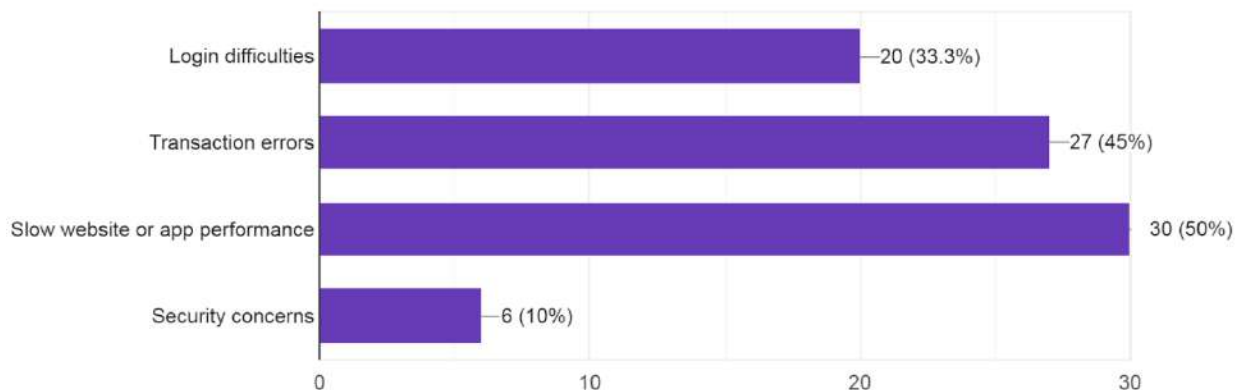
The majority of respondents expressed satisfaction, with 33.33% satisfied and 18.3% very satisfied, resulting in 51.63% satisfaction. However, 33.33% remained neutral, suggesting room for improvement. The low percentages of dissatisfaction (15%) suggest addressing concerns could enhance overall satisfaction levels.

2. Issues have encountered while using internet banking services

Sr. No	Particulars	Responses	Percentage (%)
1.	LOGIN DIFFICULTIES	20	33.3%
2.	TRANSACTION ERRORS	27	45%
3.	SLOW WEBSITE	30	50%
4.	SECURITY CONCERNS	6	10%
Total		83	138.33%

2:-Which of the following issues have you encountered while using SBI internet banking services?
(Select all that apply)

60 responses



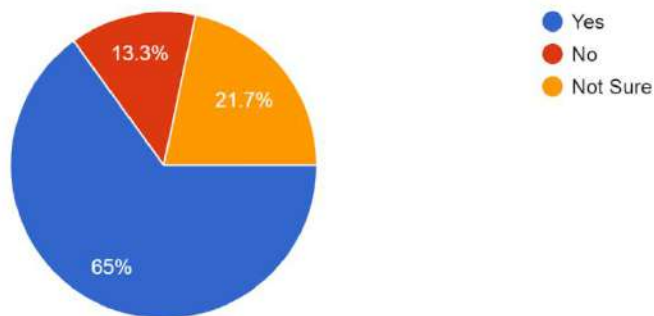
INTERPRETATION:

- The data indicates that the most common issues users faced are slow website performance, transaction errors, and login difficulties, in descending order of frequency.
- These issues collectively contribute to a suboptimal user experience, potentially leading to frustration, loss of trust, and reduced usage of the platform.
- Addressing these issues promptly and effectively is crucial to improving user satisfaction, retention, and overall system performance.

3. Experience of any improvements in internet banking services over the past year

Sr. No	Particulars	Responses	Percentage (%)
1.	YES	39	65%
2.	NO	8	13.3%
3.	NOT SURE	13	21.7%
Total		60	100%

3:-Have you experienced any improvements in SBI internet banking services over the past year?
60 responses



INTERPRETATION:

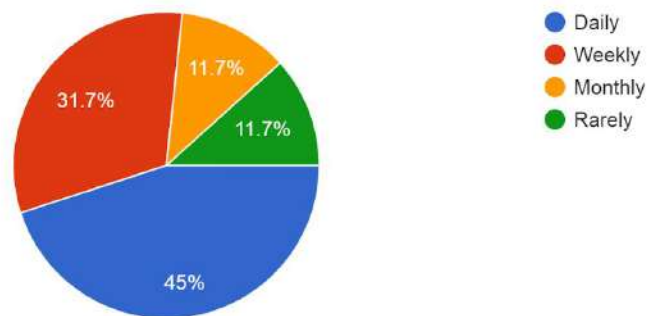
The majority of respondents (65%) have observed significant improvements in internet banking services over the past year. However, 21.7% expressed uncertainty, suggesting a lack of clarity or awareness about the changes. Additionally, 13.3% reported no improvements, suggesting the need to consider their feedback to identify areas for improvement or address concerns.

4. Issues have encountered while using internet banking services

Sr. No	Particulars	Responses	Percentage (%)
1.	DAILY	27	45%
2.	WEEKLY	19	31.7%
3.	MONTHLY	7	11.7%
4.	RARELY	7	11.7%
Total		60	100%

4:-How often do you use internet banking services?

60 responses



INTERPRETATION:

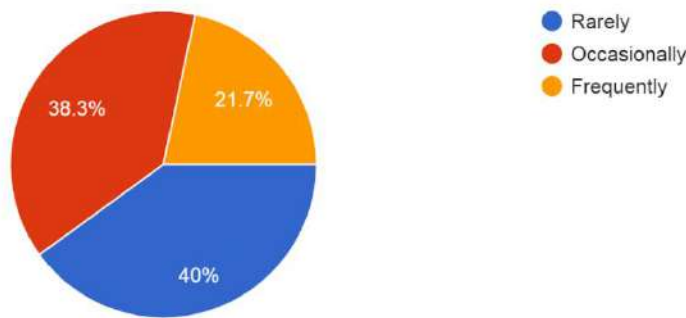
- The data indicates that a majority of users (76.7%) encounter issues with internet banking services at least weekly. This highlights a significant reliability concern for the internet banking platform.
- The fact that a sizable portion of users (23.4%) rarely or never encounter issues does not mitigate the seriousness of the problem, as the majority of users face recurring challenges.
- The high percentage of daily and weekly issues suggests that the internet banking platform may have systemic issues that need to be addressed promptly to improve user experience and reliability.

5. Encounter technical issues while using the e-banking website

Sr. No	Particulars	Responses	Percentage (%)
1.	RARELY	24	40%
2.	OCCASIONALLY	23	38.3%
3.	FREQUENTLY	13	21.7%
Total		60	100%

5:-How often do you encounter technical issues while using the e-banking website?

60 responses



INTERPRETATION:

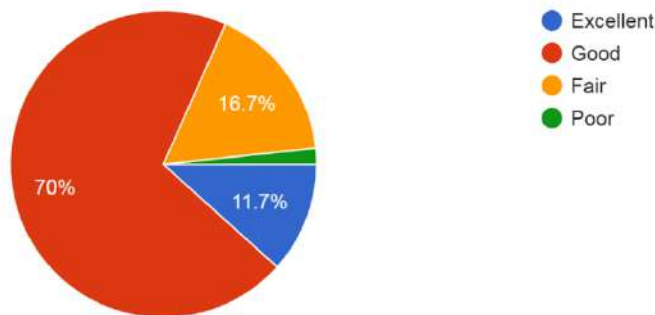
- The fact that the majority (78.3%) of respondents reported encountering technical issues either rarely or occasionally suggests that the e-banking website may generally provide a satisfactory user experience most of the time.
- However, the 21.7% of respondents who reported encountering technical issues frequently indicate that there are significant concerns regarding the reliability and usability of the e-banking website for a notable portion of users.

6. Rate responsiveness of customer support provided through the e-banking website

Sr. No	Particulars	Responses	Percentage (%)
1.	EXCELLENT	7	11.7%
2.	GOOD	42	70%
3.	FAIR	10	16.7%
4.	POOR	1	1.7%
Total		60	100%

6:-How would you rate the responsiveness of customer support provided through the e-banking website?

60 responses



INTERPRETATION:

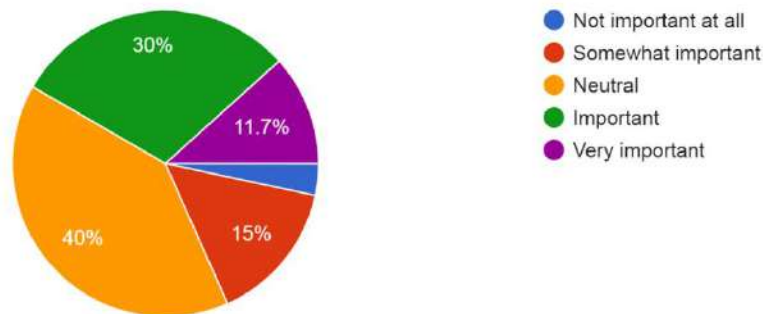
Overall, the data suggests that the majority of users perceive the rate responsiveness of customer support on the e-banking website as good, with only a small portion considering it excellent or poor. There is a relatively minor proportion of users who rated it as fair. This indicates that the majority of users are generally satisfied with the responsiveness of customer support on the e-banking website.

7. Important is it to access to internet banking services

Sr. No	Particulars	Responses	Percentage (%)
1.	NOT IMPORTANT AT ALL	2	3.3%
2.	SOMEWHAT IMPORTANT	9	15%
3.	NEUTRAL	24	40%
4.	IMPORTANT	18	30%
5.	VERY IMPORTANT	7	11.7%
Total		60	100%

7:-On a scale of 1 to 5, how important is it for you to have access to internet banking services?

60 responses



INTERPRETATION

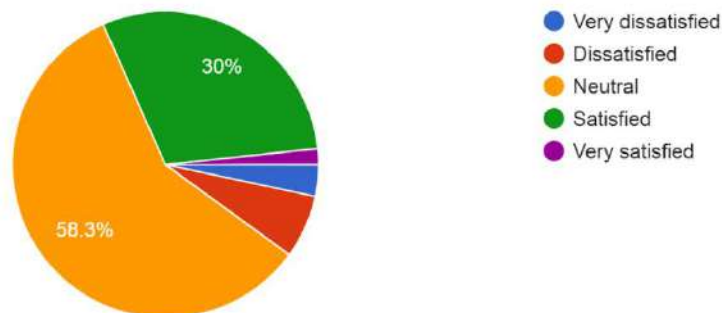
The survey reveals that only 3.3% of respondents consider internet banking services not important, 15% consider them somewhat important, 40% are neutral, 30% consider them important, and 11.7% consider them very important. The majority value access to these services for financial activities, with 30% valuing them, and 11.7% highly prioritizing them.

8. Satisfied with customer support provided in internet banking queries

Sr. No	Particulars	Responses	Percentage (%)
1.	VERY DISSATISFIED	2	3.3%
2.	DISSATISFIED	4	6.67%
3.	NEUTRAL	35	58.3%
4.	SATISFIED	18	30%
5.	VERY SATISFIED	1	1.7%
Total		60	100%

8:-How satisfied are you with the customer support provided for internet banking queries?

60 responses



INTERPRETATION:

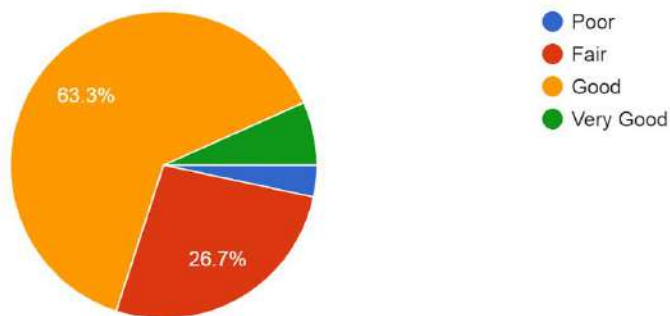
The survey revealed that only 3.3% of respondents were very dissatisfied with internet banking customer support, while 6.67% were dissatisfied. The majority (58.3%) were neutral, with 30% satisfied. Only 1.7% were very satisfied, indicating a small percentage of customers had positive experiences. The majority of respondents were satisfied with the support provided.

9. Rate the overall reliability of internet banking services

Sr. No	Particulars	Responses	Percentage (%)
1.	POOR	2	3.3%
2.	FAIR	16	26.7%
3.	GOOD	38	63.3%
4.	VERY GOOD	4	6.75%
Total		60	100%

9:-How would you rate the overall reliability of SBI internet banking services?

60 responses



INTERPRETATION:

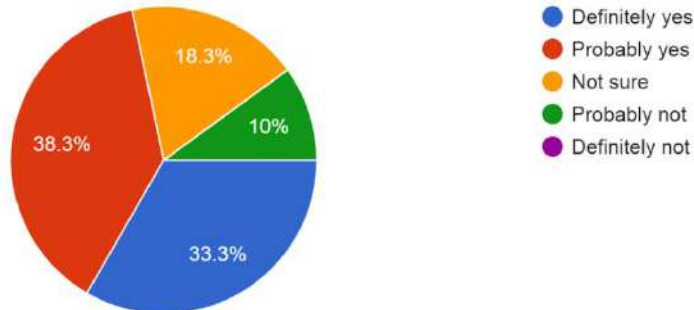
The reliability of internet banking services was rated by respondents in three categories: poor (3.3%), fair (26.7%), good (63.3%), and very good (6.75%). The majority (63.3%) rated it as good, indicating high satisfaction and trust. The small percentage (6.75%) rated it as very good, indicating consistent reliability.

10. Recommend internet banking services to others

Sr. No	Particulars	Responses	Percentage (%)
1.	DEFINITELY YES	20	33.3
2.	PROBABLY YES	23	38.3
3.	NOT SURE	11	18.3
4.	PROBABLY NOT	6	10
5.	DEFINITELY NOT	NIL	NIL
Total		60	100%

10:-Would you recommend SBI internet banking services to others?

60 responses



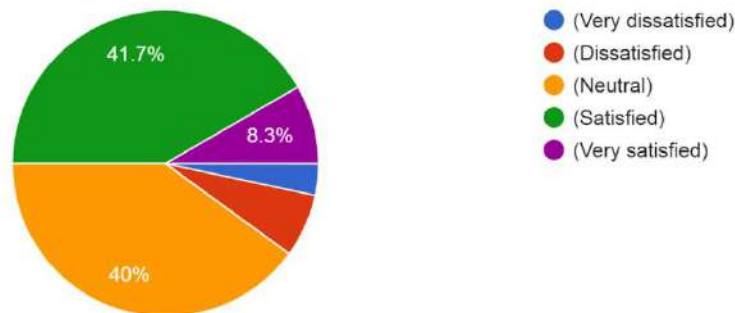
INTERPRETATION:

- 33.3% strongly recommend internet banking services, indicating high satisfaction and confidence.
- 38.3% are inclined towards recommending internet banking services, suggesting majority satisfaction but potential uncertainties.
- 18.3% are uncertain about recommending internet banking services, suggesting potential areas for educational or promotional efforts.
- 10% are leaning towards not recommending internet banking services, indicating reservations or negative experiences requiring further investigation.

11. Satisfied with the quality of the e-banking website use

Sr. No	Particulars	Responses	Percentage (%)
1.	VERY DISSATISFIED	2	3.3%
2.	DISSATISFIED	4	6.7%
3.	NEUTRAL	24	40%
4.	SATISFIED	25	41.7%
5.	VERY SATISFIED	5	8.3%
Total		60	100%

11:-On a scale of 1 to 5, how satisfied are you with the quality of the e-banking website you use?
60 responses



INTERPRETATION:

The e-banking website has a range of user satisfaction levels, with 3.3% being extremely dissatisfied, 6.7% being dissatisfied, 40% neutral, 41.7% satisfied, and 8.3% very satisfied. These levels indicate that the website meets user needs and provides a satisfactory experience, but there is room for improvement to convert more neutral users into satisfied ones. Maintaining these levels of satisfaction is crucial to attract more users and maintain a positive image for the website.

HYPOTHESIS TESTING

Hypothesis

Hypothesis 1 :- Quality of e-banking website has a significant effect on customer satisfaction.

Hypothesis 2 :- Quality of e-banking services has a significant effect on customer satisfaction.

From the above research study conducted during my research work it is found that among the above mentioned hypothesis, **Hypothesis H2** i.e. “Quality of e-banking services has a significant effect on customer satisfaction.” is found to be true hence accepted, where as another **Hypothesis H1** i.e. “Quality of e-banking website has a significant effect on customer satisfaction” is rejected.

CHAPTER 6

FINDINGS

FINDINGS

1. The majority of respondents express satisfaction with internet banking services. While there are some who are very satisfied, a significant portion remains neutral, suggesting there's room for improvement. Addressing concerns could further enhance overall satisfaction levels.
2. Slow website performance, transaction errors, and login difficulties are the most prevalent issues faced by users. Addressing these issues promptly is crucial for improving user experience, trust, and platform usage.
3. A majority have observed improvements in internet banking services, a significant portion remains uncertain or has seen no improvements. This suggests the need for clearer communication about changes and addressing concerns from those who haven't noticed improvements.
4. A large proportion of users encounter issues with internet banking services frequently, highlighting reliability concerns. This necessitates prompt attention to systemic issues to enhance user experience and reliability.
5. The majority of users encounter technical issues rarely or occasionally, a notable portion faces frequent issues. This indicates significant concerns regarding reliability and usability for some users.
6. Most users perceive customer support responsiveness as good, indicating overall satisfaction. However, there's still room for improvement, particularly for those who rated it as fair.
7. The majority of respondents value internet banking services, with only a small percentage considering them unimportant. This underscores the significance of these services for financial activities.

8. The majority of respondents were satisfied with internet banking customer support, there's a notable portion who were neutral, suggesting areas for improvement in service quality.
9. The majority of respondents rate the reliability of internet banking services as good, with a smaller portion rating it as very good. This indicates a high level of satisfaction and trust in the reliability of the services.
10. A significant portion of respondents strongly recommend internet banking services, indicating high satisfaction and confidence. However, there are also some who are uncertain or leaning towards not recommending, suggesting potential areas for improvement or investigation.
11. A majority of users are satisfied with the e-banking website, there are still some who are dissatisfied or neutral, indicating areas for improvement to enhance user experience and satisfaction levels.

CHAPTER 7

CONCLUSION

CONCLUSION

Based on the findings gathered from the respondents, it's evident that internet banking services enjoy a substantial level of satisfaction among users. However, there are notable areas for improvement to enhance overall user experience and address lingering concerns. Issues such as slow website performance, transaction errors, and login difficulties are prevalent and require prompt attention to bolster trust and usage of the platform.

While there have been observed improvements by a majority of users, there remains a significant portion who are uncertain or have not noticed any enhancements, indicating the necessity for clearer communication and addressing concerns comprehensively. Reliability concerns also loom large, with a sizable proportion of users encountering issues frequently, suggesting a need for systemic improvements.

While customer support responsiveness is generally perceived as good, there's room for enhancement, particularly for those who rated it as fair. Despite these challenges, the significance of internet banking services in financial activities cannot be overstated, as evidenced by the majority valuing these services highly.

Overall, while there's a solid foundation of satisfaction and trust in internet banking services, addressing the identified areas for improvement is crucial to ensure continued user satisfaction and confidence in the platform.

CHAPTER 8
RECOMMENDATIONS AND
SUGGESTIONS

RECOMMENDATIONS AND SUGGESTIONS

1. Prioritize resolving the most prevalent issues such as slow website performance, transaction errors, and login difficulties to improve user experience and trust in the platform.
2. Clearly communicate improvements made to internet banking services to ensure all users are aware of changes. Address concerns from those who haven't noticed improvements to increase transparency and user satisfaction.
3. Address systemic issues promptly to enhance the reliability of internet banking services. This will help alleviate concerns about frequent technical issues and improve overall user experience.
4. Most users perceive customer support as good, there's room for improvement, particularly for those who rated it as fair. Enhancing customer support responsiveness can further improve overall satisfaction levels.
5. Identify areas for improvement in the e-banking website to enhance user experience and satisfaction levels. Address concerns from users who are dissatisfied or neutral to ensure a seamless online banking experience for all users.
6. Pay attention to users who are neutral or leaning towards not recommending internet banking services. Investigate the reasons behind their feedback to identify areas for improvement or potential issues that need addressing.
7. Regularly gather feedback from users to identify emerging issues and areas for improvement. Implement a continuous improvement process to ensure internet banking services meet the evolving needs and expectations of users.

CHAPTER 9

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BIBLIOGRAPHY:-

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- ❖ <https://www.creditmantri.com/sbi-net-banking/>
- ❖ <https://www.creditmantri.com/sbi-net-banking/>

Books:-

- ❖ PRADIP KUMAR RAY Step by Step Guide: (SBI Internet Banking)
- ❖ Calvin Publication Internet Banking (Hardcover, Dr. Ashok Kumar Singh)

ANNEXURE

QUESTIONARIE

1. Name

2. On a scale of 1 to 5, how satisfied are you with SBI internet banking services?
 - i. Very dissatisfied
 - ii. Dissatisfied
 - iii. Neutral
 - iv. Satisfied
 - v. Very satisfied

3. Which of the following issues have you encountered while using SBI internet banking services? (Select all that apply)
 - i. Login difficulties
 - ii. Transaction errors
 - iii. Slow website or app performance
 - iv. Security concerns

4. Have you experienced any improvements in SBI internet banking services over the past year?
 - i. Yes
 - ii. No
 - iii. Not sure

5. How often do you use internet banking services?
 - i. Daily
 - ii. Weekly
 - iii. Monthly
 - iv. Rarely

6. How often do you encounter technical issues while using the e-banking website?
 - i. Rarely
 - ii. Occasionally
 - iii. Frequently

7. How would you rate the responsiveness of customer support provided through the e-banking website?

- i. Excellent
- ii. Good
- iii. Fair
- iv. Poor

8. On a scale of 1 to 5, how important is it for you to have access to internet banking services?

- i. Not important at all
- ii. Somewhat important
- iii. Neutral
- iv. Important
- v. Very important

9. How satisfied are you with the customer support provided for internet banking queries?

- i. Very dissatisfied
- ii. Dissatisfied
- iii. Neutral
- iv. Satisfied
- v. Very satisfied

10. How would you rate the overall reliability of SBI internet banking services?

- i. Poor
- ii. Fair
- iii. Good
- iv. Very good

11. Would you recommend SBI internet banking services to others?

- i. Definitely yes
- ii. Probably yes
- iii. Not sure
- iv. Probably not
- v. Definitely not

12. On a scale of 1 to 5, how satisfied are you with the quality of the e-banking website you use?

- i. 1 (Very dissatisfied)
- ii. 2 (Dissatisfied)
- iii. 3 (Neutral)
- iv. 4 (Satisfied)
- v. 5 (Very satisfied)