

## **DIGITAL BANKING CUSTOMER SATISFACTION SURVEY-A POST PANDEMIC SCENARIO: EMPIRICAL RESEARCH STUDY**

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### **Introduction: -**

*In the pandemic days the digital banking has brought the transformational changes with respect to banking transactions. As many customers depends more on digital banking especially in pandemic days. In fact, the digital banking facilitates many advantages, as every financial transaction is accountable can overcome the problem of black money and people can perform easy, quick, safe, reliable and secure transactions depending up on the digital banking transactions. As the developed economics more depending up on performing the digital banking transactions. Especially, in the pandemic days more no of people depends up digital banking. The future generation and future business transactions may depend up on the digital banking transactions which makes every individual to be more responsible for every transaction that they made. In fact, it facilitates the easy, convenience, hassle free, less cost banking transactions which facilitates for banking transactions. As it is possible to develop the nation, by bringing all transactions under accountable. The further literature explains about the role of digital banking transactions in the contemporary phenomena. The researcher has taken 180 samples on the basis of simple random sampling to collect the opinion from various respondents for further assessment.*

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**Key words: -** Digital Banking, COVID-19, online Banking, Digital Transactions, etc.

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### **Aim/Purpose: -**

The aim of the descriptive research study was to develop a report on the digital banking customer satisfaction as many customers used to do payments in pandemic days depending up on digital transactions.

The customers who visit bank and the frequency of the customers who visit banks in the pandemic days gradually decreased due to the COVID-19 pathetic conditions. Therefore, there is a need to study the digital customer satisfaction as the customers are more

depending up on digital banking transactions.

### **Findings: -**

The outcome of the research witnessed that, the COVID-19 has created a culture of digital transactions in pandemic days. The digital banking transactions facilitated to individuals, business people and house hold to perform hassle free transactions especially in the pandemic days followed by opined that it is a good step by the government to dig out the black money and making it every rupee is countable.

## **Research**

### **design/Methodology/Approach: -**

The researcher has taken 180 sample respondents by using structured open-ended questionnaire and applied descriptive statistics to assess the study in all directions.

**Novelty: -** As the study is novel as we are trying to conduct the research with the empirical research with the survey from the respondents. **Social**

**relevance: -** The outcome of the research is having social relevance wherever, the need of the study will come across to assess the digital banking customer satisfaction in pandemic days. **Generalisability: -** The outcome of the research can be generalized under any circumstances where, required the assessment related to the role of digital banking transactions in pandemic days.

**Type of the Research: -** It is descriptive research study with the application of descriptive statistics.

### **Review of Literature: -**

examined the aspects affecting e-banking services and discovered that perceived value, brand perception, cost effectiveness, easy usage, convenience, problem management, security, and responsiveness are the crucial factors that determine the consumers' satisfaction with e-banking services [1]. The study found that security and privacy concerns are the key aspects of digital banking, notwithstanding the difficulties of the internet [2]. When the perception of e-banking services from the perspective of bankers was examined, it was discovered that e-banking services aid to strengthen the bond between bankers and clients and

also boost the overall effectiveness of the financial institutions [3].

The findings demonstrate that clients require financial relief from a variety of bank obligations, while banks must enhance their loan procedures to prevent default loan payments. The revenue that commercial banks generated fell dramatically. Customers viewed the digital revolution of customer services more favorably [4]. The findings indicate a strong correlation between consumer happiness and e-banking services. In comparison to ATM services, mobile banking services were determined to have a high level of customer satisfaction [5].

The study's findings indicate that customers were forced to embrace mobile banking services because of the pandemic COVID 19. In terms of new registrations for mobile banking, there was a rising tendency. Customers are permitted to use mobile banking [6]. The bank utilises the internet for bill payment, saving money, and other financial tasks [7]. According to a survey on the caliber of internet banking services in India, clients are satisfied with four aspects of service efficiency: reliability, usability, privacy/security, responsiveness, and fulfillment, but not with the user-friendly aspect [8]. For the use of cutting-edge technology and enhancing the effectiveness of their clients' online services, banks must create strategic plans [9]. Claimed that the majority of clients paid with debit cards [10]

### **Objectives of the Study: -**

1. To review the current literature related to digital banking customer satisfaction and post pandemic scenario.

2. To analyze the opinion of the respondents with respect to educational qualification.
3. To suggest the best factors of digital banking customer satisfaction in the contemporary phenomena.

**Need & Importance of the Study: -**

The study explains about the culture of and adaption of digital banking customer satisfaction in post pandemic scenario. How the pandemic conditions changed and making them to adapt the digital banking and the different types of problems which will come across while performing digital banking transactions are the major aspects of the present study.

The present study witnessed about the people's philosophy in post pandemic situation with respect to banking transactions. In fact, it infused a culture among the people to perform the digital banking and make them to learn digital literacy among the people.

**Scope of the Study: -**

The scope of the study with respect to objectives restricted to study the digital banking customer satisfaction in post pandemic scenario.

**Statement of the Problem: -**

The title entitled to "The Digital Banking Customer satisfaction Survey in Post Pandemic Situation. Therefore, the study aims to investigate the digital banking customer satisfaction in pandemic days".

**Hypothesis of the Study: -**

H<sub>0</sub> (1): There is no significant difference in the opinion of respondents with respect to COVID-19 has created a culture to depend up on digital banking transactions with respect to educational qualification.

H<sub>0</sub> (2): There is no significant difference in the opinion of respondents with respect to facilitates each and every transaction accountable and responsible with respect to educational qualification.

H<sub>0</sub> (3): There is no significant difference in the opinion of respondents with respect to digital banking facilitates to control the black money with respect to educational qualification.

**Research Methodology & Design: -**

**Data Source: -**

Used both primary and secondary data sources to collect the opinion from various respondents. The primary data sources include: open ended questionnaire and the secondary data sources from various articles.

**Sample Size: -**

The researcher has taken 180 samples on the basis of simple random sampling to assess the opinion of the respondents regarding the digital banking customer satisfaction in post pandemic situation.

**Sampling Method: -**

The researcher applied simple random sampling from the family of probability sampling. The researcher designed a structured questionnaire to collect the opinion from various respondents.

**Statistical Tools: -**

Researcher applied frequency test, and analysis of variance (ANOVA) to assess whether is there any significant difference in the opinion of the respondents with respect to educational qualification.

**Data Analysis and Interpretation: -**

The Data analysis and interpretation has done by using analysis of variance and with the educational qualification of respondents.

**Table.1: Digital Literacy (Vs) Education**

	Education	N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
The COVID-19 has created a culture to depend more on Digital banking transactions and it infused digital literacy among youth and households	SSC	2	4.00	1.414	1.149	.335
	Inter	6	3.83	1.602		
	UG	30	3.90	1.155		
	PG	130	4.24	.776		
	Others	12	4.25	.754		
	Total	180	4.17	.888		

From the above Table.1 reveals the opinion of respondents on various statements of COVID-19 and its impact on Digital Literacy. It is witnessed that, all the respondents have shown the similar opinion about the COVID-19 and its related Digital Literacy. The Mean value of SSC is 4.00 and SD value is 1.414 followed by the Inter 3.83 and corresponding SD value is 1.602

and the UG 3.90 and SD value is 3.90 and the PG and its corresponding Mean value is 4.24 and the SD value is 0.776. The F-value is 1.149 and the Sig.value is 0.335 which is  $>.05$  at 5% level of significance. Therefore, there is no significant difference among the opinion of respondents with respect to educational qualifications.

**Table.2: Digital Transparency (Vs) Educational Qualification**

	Education	N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
Do you agree that the digital banking facilitate the government in such manner, every transaction is countable and it is not possible to escape from government by avoiding Taxes to the government	SSC	2	4.00	1.414	.244	.913
	Inter	6	3.83	1.602		
	UG	30	4.00	.871		
	PG	130	4.05	.838		
	Others	12	3.83	1.115		
	Total	180	4.02	.890		

From the above Table.2 reveals the opinion of respondents on various statements of COVID-19 and its impact on Digital Transparency. It is witnessed that, all the respondents have shown the similar opinion about the COVID-19 and its related Digital Transparency. The Mean value of SSC is 4.00 and SD value is 1.414 followed by the Inter 3.83 and corresponding SD

value is 1.602 and the UG 4.00 and SD value is .871 and the PG and its corresponding Mean value is 4.05 and the SD value is 0.838. The F-value is .244 and the Sig.value is 0.913 which is  $>.05$  at 5% level of significance. Therefore, there is no significant difference among the opinion of respondents with respect to educational qualifications.

**Table.3: Hassle Free Transactions (Vs) Educational Qualification**

	Education	N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
The Digital Banking Transactions facilitated the individuals, business people, households to perform hassle free transactions in the any part of the country	SSC	2	4.00	1.414	1.386	.241
	Inter	6	4.00	1.549		
	UG	30	4.40	.621		
	PG	130	4.35	.703		
	Others	12	4.75	.452		
	Total	180	4.37	.725		

From the above Table.3 reveals the opinion of respondents on various statements of COVID-19 and its impact on Hassle free transactions. It is witnessed that, all the respondents have shown the similar opinion about the COVID-19 and its related Hassle free transactions. The Mean value of SSC is 4.00 and SD value is 1.414 followed by the Inter 4.00 and

corresponding SD value is 1.549 and the UG 4.40 and SD value is .621 and the PG and its corresponding Mean value is 4.35 and the SD value is 0.703. The F-value is 1.386 and the Sig.value is 0.241 which is >.05 at 5% level of significance. Therefore, there is no significant difference among the opinion of respondents with respect to educational qualifications.

**Table.4: Black Money Control (Vs) Educational Qualification**

	Education	N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
It is a good step taken by the government to perform Digital Banking Transactions in Pandemic days which facilitates to control the Black Money in the Country	SSC	2	4.50	.707	2.224	.068
	Inter	6	4.83	.408		
	UG	30	4.67	.479		
	PG	130	4.31	.766		
	Others	12	4.50	.674		
	Total	180	4.40	.722		

From the above Table.4 reveals the opinion of respondents on various statements of COVID-19 and its impact on Black Money. It is witnessed that, all the respondents have shown the similar opinion about the COVID-19 and its related Black Money. The Mean value of SSC is 4.50 and SD value is .707 followed by the Inter 4.83 and corresponding SD value is .408 and the

UG 4.67 and SD value is .479 and the PG and its corresponding Mean value is 4.31 and the SD value is 0.766. The F-value is 2.224 and the Sig.value is 0.068 which is >.05 at 5% level of significance. Therefore, there is no significant difference among the opinion of respondents with respect to educational qualifications.



**Table.5: Reliable, Secure (vs) Educational Qualification**

	Education	N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
Do you Agree that the digital banking transactions will facilitates the secured, reliable, responsiveness, accountable, accuracy over transactions in the competitive world	SSC	2	4.00	1.414	1.374	.245
	Inter	6	4.50	.548		
	UG	30	4.13	.937		
	PG	130	4.08	.666		
	Others	12	4.50	.674		
	Total	180	4.13	.725		

From the above Table.5 reveals the opinion of respondents on various statements of COVID-19 and its impact on Reliable. It is witnessed that, all the respondents have shown the similar opinion about the COVID-19 and its related Reliable. The Mean value of SSC is 4.00 and SD value is 1.414 followed by the Inter 4.05 and corresponding SD value is .548 and the

UG 4.13 and SD value is .937 and the PG and its corresponding Mean value is 4.08 and the SD value is 0.666. The F-value is 1.374 and the Sig.value is .245 which is  $>.05$  at 5% level of significance. Therefore, there is no significant difference among the opinion of respondents with respect to educational qualifications.

**Table.6: Accuracy (vs) Educational Qualification**

	Education	N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
As per your experience did you loss any amount by doing digital banking transactions in the pandemic days	SSC	2	1.50	.707	.404	.806
	Inter	6	1.50	.548		
	UG	30	1.53	.507		
	PG	130	1.62	.486		
	Others	12	1.50	.522		
	Total	180	1.59	.492		

From the above Table.6 reveals the opinion of respondents on various statements of COVID-19 and its impact on Accuracy. It is witnessed that, all the respondents have shown the similar opinion about the COVID-19 and its related Accuracy. The Mean value of SSC is 1.50 and SD value is .707 followed by the Inter 1.50 and corresponding SD value is .548 and the

UG 1.53 and SD value is .507 and the PG and its corresponding Mean value is 1.62 and the SD value is .486. The F-value is .404 and the Sig.value is .806 which is  $>.05$  at 5% level of significance. Therefore, there is no significant difference among the opinion of respondents with respect to educational qualifications.

**Table.7: Easy Transactions (Vs) Education**

	Education	N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
As per your experience have you ever come across the manual transactions are good as compared to digital banking transactions in pandemic days	SSC	2	1.00	.000	2.229	.068
	Inter	6	1.33	.516		
	UG	30	1.33	.479		
	PG	130	1.16	.369		
	Others	12	1.42	.515		
	Total	180	1.21	.409		

From the above Table.7 reveals the opinion of respondents on various statements of COVID-19 and its impact on Easy Transactions. It is witnessed that, all the respondents have shown the similar opinion about the COVID-19 and its related Easy Transactions. The Mean value of SSC is 1.00 and SD value is .000 followed by the Inter 1.33 and corresponding SD value is .516 and

the UG 1.33 and SD value is .479 and the PG and its corresponding Mean value is 1.16 and the SD value is .369. The F-value is 2.229 and the Sig.value is .068 which is  $>.05$  at 5% level of significance. Therefore, there is no significant difference among the opinion of respondents with respect to educational qualifications.

**Table.8: Digital Transformational Changes (Vs) Education**

	Education	N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
The Digital Banking Transactions brought the Transformational changes in the fund transactions of competitive world	SSC	2	1.00	.000	3.526	.009
	Inter	6	1.17	.408		
	UG	30	1.73	.450		
	PG	130	1.72	.449		
	Others	12	1.75	.452		
	Total	180	1.70	.460		

From the above Table.8 reveals the opinion of respondents on various statements of COVID-19 and its impact on Digital Transformational Changes. It is witnessed that, all the respondents have shown the similar opinion about the COVID-19 and its related Digital Transformational Changes.

The Mean value of SSC is 1.00 and SD value is .000 followed by the Inter 1.17 and corresponding SD value

is .408 and the UG 1.73 and SD value is .450 and the PG and its corresponding Mean value is 1.72 and the SD value is .449. The F-value is 3.526 and the Sig.value is .009 which is  $>.05$  at 5% level of significance.

Therefore, there is no significant difference among the opinion of respondents with respect to educational qualifications.

**Table.9: Economy Development (Vs) Educational Qualification**

	Education	N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
How do you agree regarding the Digital Banking Transactions damaged the economy of the country in many aspects	SSC	2	4.00	1.414	.337	.853
	Inter	6	3.67	1.506		
	UG	30	3.47	1.074		
	PG	130	3.65	.954		
	Others	12	3.75	.866		
	Total	180	3.63	.985		

From the above Table.9 reveals the opinion of respondents on various statements of COVID-19 and its impact on Economy. It is witnessed that, all the respondents have shown the similar opinion about the COVID-19 and its related Economy. The Mean value of SSC is 4.00 and SD value is 1.414 followed by the Inter 3.67 and corresponding SD value is 1.506 and

the UG 3.47 and SD value is 1.074 and the PG and its corresponding Mean value is 3.65 and the SD value is .954. The F-value is .337 and the Sig.value is .853 which is  $>.05$  at 5% level of significance. Therefore, there is no significant difference among the opinion of respondents with respect to educational qualifications.

**Table.10: Frequent Transactions (Vs) Education**

	Education	N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
Which Digital Payment Method frequently used in Pandemic days	SSC	2	4.00	.000	.857	.491
	Inter	6	3.33	.816		
	UG	30	3.47	.819		
	PG	130	3.37	.908		
	Others	12	3.00	.953		
	Total	180	3.37	.890		

From the above Table.10 reveals the opinion of respondents on various statements of COVID-19 and its impact on Frequent Transactions. It is witnessed that, all the respondents have shown the similar opinion about the COVID-19 and its related Frequent Transactions. The Mean value of SSC is 4.00 and SD value is .000 followed by the Inter 3.33 and corresponding SD

value is .816 and the UG 3.47 and SD value is .819 and the PG and its corresponding Mean value is 3.37 and the SD value is .908. The F-value is .857 and the Sig.value is .491 which is  $>.05$  at 5% level of significance. Therefore, there is no significant difference among the opinion of respondents with respect to educational qualifications.

**Table.11: passion of learning digital banking Transactions (Vs) Education**

	Education	N	Mean	Std. Deviation	F-Value	Sig.Value (2-Sided)
Do you agree that the Digital Banking Transactions created the	SSC	2	4.00	1.414	1.259	.288
	Inter	6	4.50	.837		
	UG	30	3.97	.765		



passion of learning of doing digital banking transactions and it is a revolution in the banking transactions and it is a way to create the wealth of the nation.	PG	130	4.08	.737		
	Others	12	4.42	.515		
	Total	180	4.10	.741		

From the above Table.11 reveals the opinion of respondents on various statements of COVID-19 and its impact on Passion. It is witnessed that, all the respondents have shown the similar opinion about the COVID-19 and its related Passion. The Mean value of SSC is 4.00 and SD value is 1.414 followed by the Inter 4.50 and corresponding SD value is 8.37 and the UG 3.97 and SD value is .765 and the PG and its corresponding Mean value is 4.08 and the SD value is .737. The F-value is 1.259 and the Sig.value is .288 which is  $>.05$  at 5% level of significance. Therefore, there is no significant difference among the opinion of respondents with respect to educational qualifications.

**Findings: -**

1. The Majority of the respondents agreed that, the digital banking transactions will bring a culture of digital literacy among the people of the nation.
2. Majority of the respondents agreed that, digital banking transactions will facilitate for each and every transaction is accountable to individuals.
3. Majority of the respondents agreed that, it will facilitate to control the black money in the nation as each and every transaction is accountable and responsible.
4. Majority of the respondents agreed that, it facilitates especially in the

pandemic days to perform digital banking transactions.

5. Majority of the respondents, agreed that it strengthen the economy by performing digital banking transactions.

**Conclusion: -**

Therefore, it can be conclude that, the digital banking transactions can bring the culture of digital literacy among the nation people followed by it facilitates to make each and every transaction is more responsible and accountable in the contemporary scenario and it brought the transformational changes in the pandemic days as it is safer and more reliable to perform the digital banking transactions especially in the pandemic days.

**Scope for Future Research: -**

The scope of the future research can be extended in such a manner, by taking customer awareness as a mediator in between the easy of digital banking transactions and the facilitating factors of digital banking transactions. Further, it can also be conducted to perform the comparative assessment of digital banking transactions in various states, regions and even various parts of the country.

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