Chapter 5

Data Analysis

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5.1 INTRODUCTION:

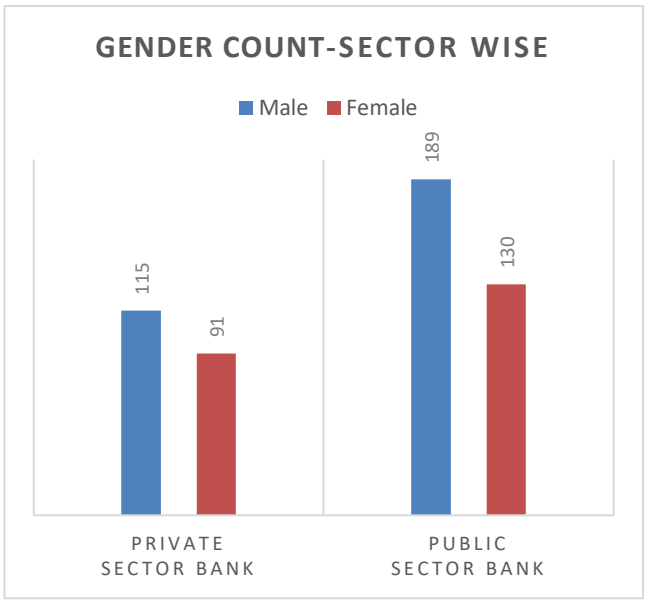
In today's digital era, online banking has become a vital part of customer interaction with financial institutions, offering convenience, speed, and secure access to services. Understanding customer satisfaction in this domain is essential for banks to improve service quality and enhance user experience. This study, titled "An Analytical Study on Customer Satisfaction Towards Online Banking Services for Selected Public Sector and Private Sector Banks: Special Reference to Gujarat State," focuses on three public sector banks—State Bank of India (SBI), Punjab National Bank (PNB), and Bank of Baroda (BOB)—and three private sector banks—HDFC Bank, ICICI Bank, and Axis Bank. The research was conducted across five major cities of Gujarat: Ahmedabad, Rajkot, Surat, Vadodara, and Bhavnagar. It aims to identify key factors influencing satisfaction, compare experiences across bank types, understand the role of demographics, examine common challenges, and suggest ways to enhance satisfaction. Data was collected through structured questionnaires, and frequency analysis has been used to describe the demographic characteristics of respondents, laying the foundation for further analysis in this chapter.

5.2 RESPONDENT PROFILE (DEMOGRAPHIC INFORMATION):

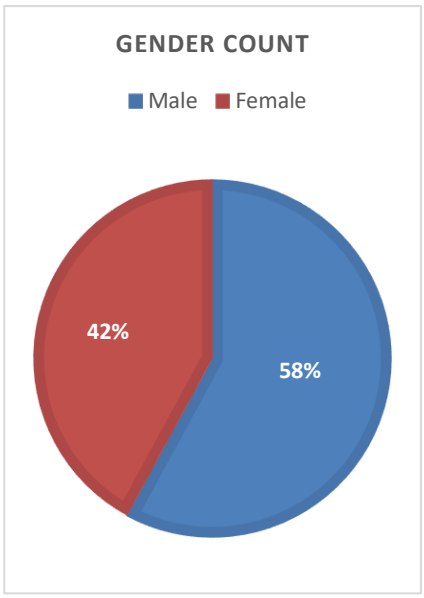
1. **Gender-wise Distribution of Respondents:**

Gender	Private Sector Bank		Public Sector Bank		Grand Total	
	No. of Respondent	%	No. of Respondent	%	No. of Respondent	%
Male	115	56	189	59	304	58
Female	91	44	130	41	221	42
Grand Total	**206**	**100**	**319**	**100%**	**525**	**100**

(Table: 5.1 Gender-wise Distribution)



(Figure: 5.1 Gender-wise Distribution)



(Figure: 5.2 Gender-wise Distribution)

(Source: Primary Survey)

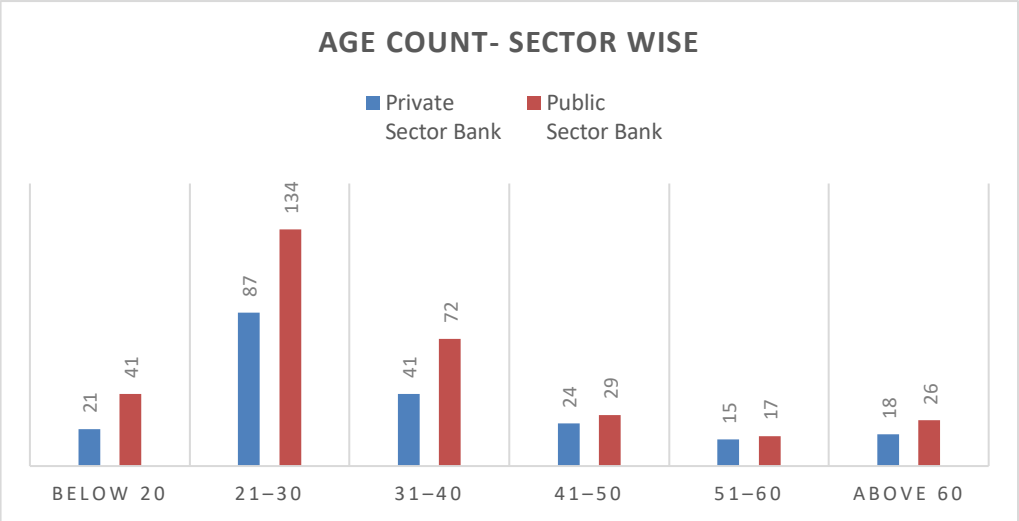
Interpretation:

The table shows that out of 525 respondents, 58% are male and 42% are female. In private sector banks, males make up 55.8% and females 44.2%, while in public sector banks, males are 59.2% and females 40.8%. This indicates higher male participation in online banking across both sectors, with private banks showing a slightly more balanced gender ratio.

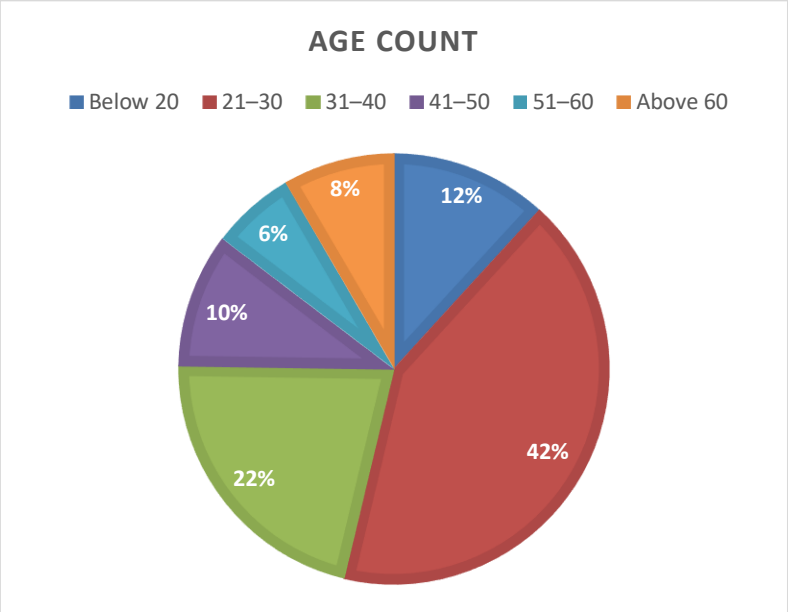
2. Age-Wise Distribution of Respondents

Age Group	Private Sector Bank		Public Sector Bank		Grand Total	
	No. of Respondent	%	No. of Respondent	%	No. of Respondent	%
Below 20	21	10	41	13	62	12
21–30	87	42	134	42	221	42
31–40	41	20	72	23	113	22
41–50	24	12	29	9	53	10
51–60	15	7	17	5	32	6
Above 60	18	9	26	8	44	8
Grand Total	**206**	**100**	**319**	**100**	**525**	**100**

(Table: 5.2 Age-Wise Distribution)



(Figure: 5.3 Age-Wise Distribution)



(Figure: 5.4 Age-Wise Distribution)

(Source: Primary Survey)

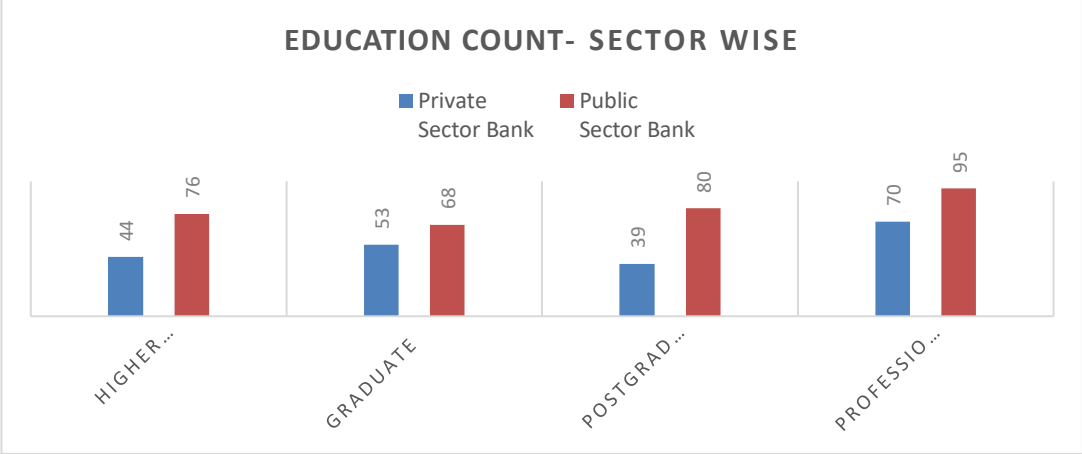
Interpretation:

The table shows that the largest group of online banking users is aged 21–30, accounting for 42.1% (221 out of 525) of the total respondents. This is followed by the 31–40 age group with 21.5%, and the below 20 group with 11.8%. The remaining users are aged 41–50 (10.1%), 51–60 (6.1%), and above 60 (8.4%). Both private and public sector banks have the highest share of users in the 21–30 age group, indicating that online banking is most popular among the younger population, especially those under 40.

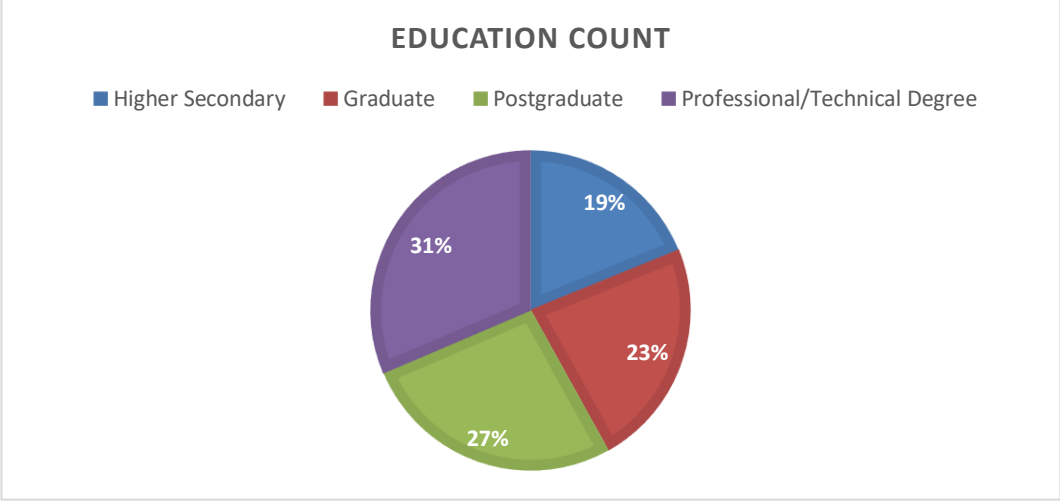
3. Education-Wise Distribution of Respondents

Education	Private Sector Bank		Public Sector Bank		Grand Total	
	No. of Respondent	%	No. of Respondent	%	No. of Respondent	%
Higher Secondary	44	21	76	24	120	23
Graduate	53	26	68	21	121	23
Postgraduate	39	19	80	25	119	23
Professional/ Technical Degree	70	34	95	30	165	31
Grand Total	**206**	**100**	**319**	**100**	**525**	**100**

(Table: 5.3 Education-Wise Distribution)



(Figure: 5.5 Education-Wise Distribution)



(Figure: 5.6 Education-Wise Distribution)

(Source: Primary Survey)

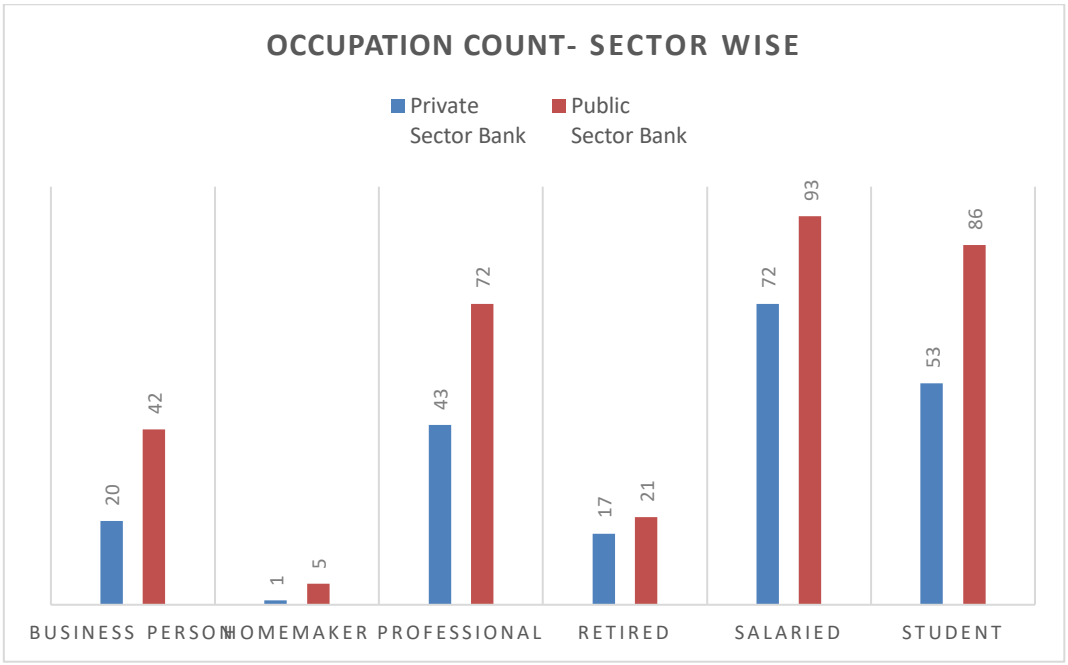
Interpretation:

The table shows that most online banking users are highly educated, with 31.4% holding a Professional/Technical Degree, followed by 23% Graduates, 22.7% Postgraduates, and 22.9% Higher Secondary pass-outs. Both private and public sector banks have the highest number of users with professional qualifications, indicating that online banking is more popular among well-educated individuals.

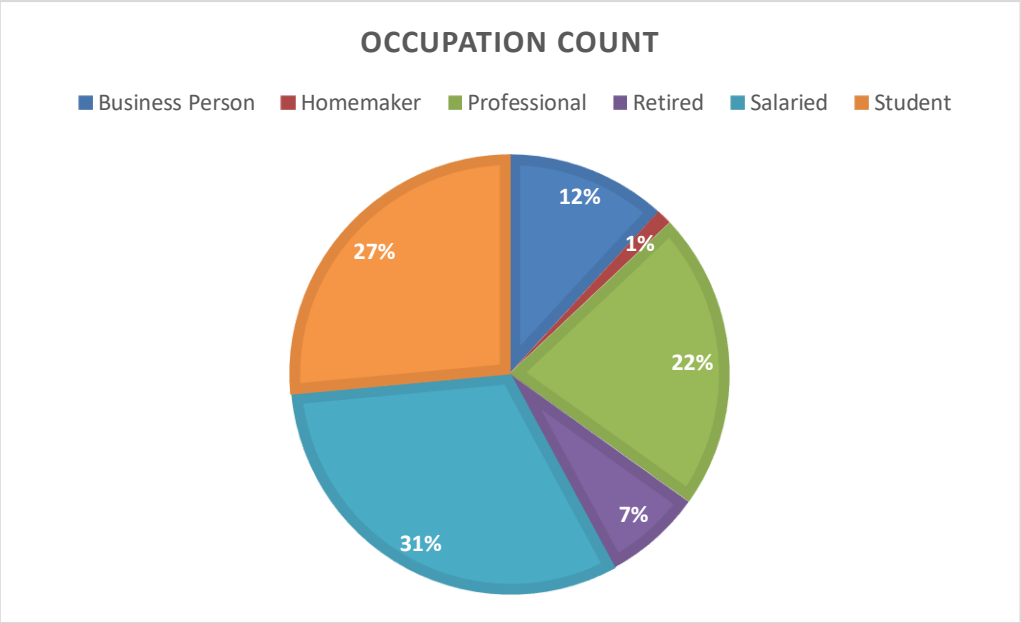
4. Occupation-wise Distribution of Respondents

Occupation	Private Sector Bank		Public Sector Bank		Grand Total	
	No. of Respondent	%	No. of Respondent	%	No. of Respondent	%
Business Person	20	10	42	13	62	2
Homemaker	1	0	5	2	6	1
Professional	43	21	72	23	115	22
Retired	17	08	21	7	38	7
Salaried	72	35	93	29	165	31
Student	53	26	86	27	139	26
Grand Total	**206**	**100**	**319**	**100**	**525**	**100**

(Table: 5.4 Occupation-Wise Distribution)



(Figure: 5.7 Occupation-Wise Distribution)



(Figure: 5.8 Occupation-Wise Distribution)

(Source: Primary Survey)

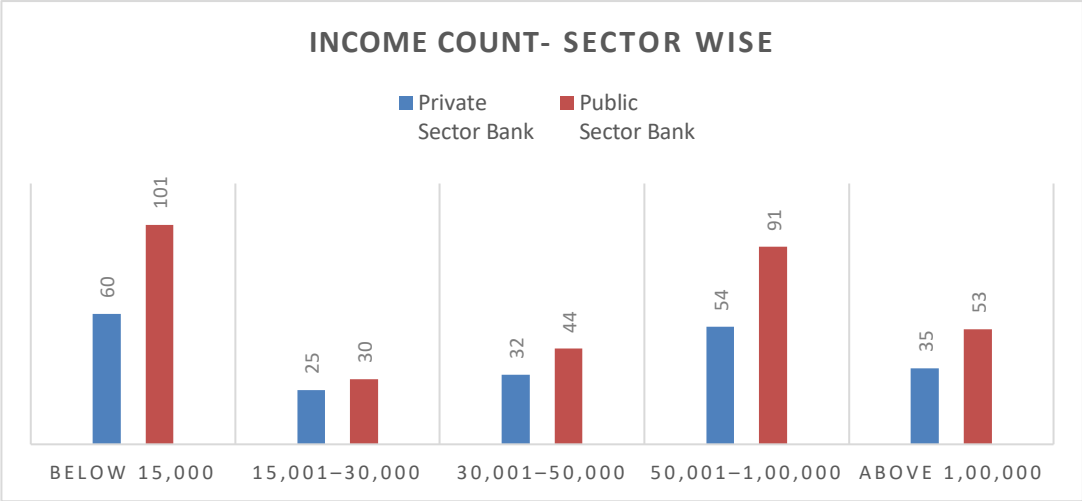
Interpretation:

The table shows that the majority of online banking users are salaried individuals (31.4%), followed by students (26.5%) and professionals (21.9%). Smaller groups include business persons (11.8%), retired individuals (7.2%), and homemakers (1.2%). Both private and public sector banks have the highest usage among salaried users and students, indicating greater adoption of online banking among working and younger populations.

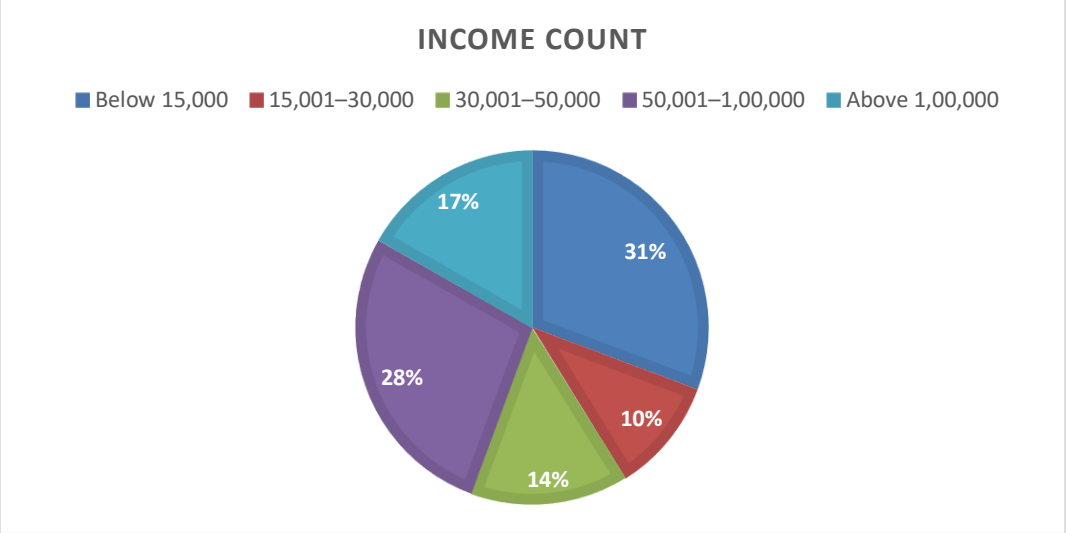
5. Monthly Income-Wise Classification of Respondents

Income	Private Sector Bank		Public Sector Bank		Grand Total	
	No. of Respondent	%	No. of Respondent	%	No. of Respondent	%
Below 15,000	60	29	101	32	161	31
15,001–30,000	25	12	30	9	55	10
30,001–50,000	32	16	44	14	76	14
50,001–1,00,000	54	26	91	29	145	28
Above 1,00,000	35	17	53	17	88	17
Grand Total	**206**	**100**	**319**	**100**	**525**	**100**

(Table: 5.5 Monthly Income-Wise Classification)



(Figure: 5.9 Monthly Income-Wise Classification)



(Figure: 5.10 Monthly Income-Wise Classification)

(Source: Primary Survey)

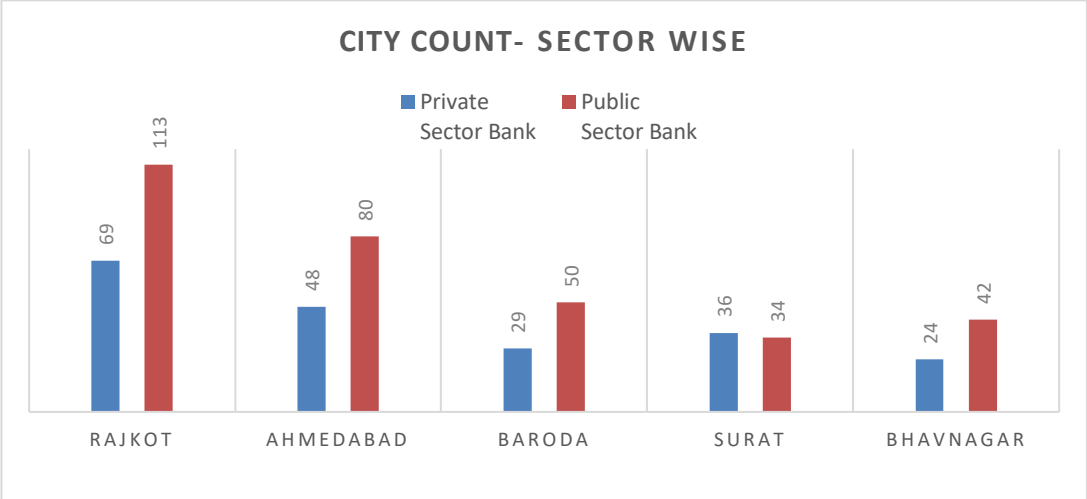
Interpretation:

The table shows the income-wise distribution of online banking users. The largest group falls in the below ₹15,000 income category, comprising 161 respondents (30.7%), followed by the ₹50,001–1,00,000 range with 145 respondents (27.6%). Other income groups include ₹30,001–50,000 (14.5%), above ₹1,00,000 (16.8%), and ₹15,001–30,000 (10.5%). Both private and public sector banks have the highest number of users in the lowest income group, but private banks show slightly more users in higher income brackets. This suggests that while online banking is used across all income levels, it is especially common among low and middle-income users.

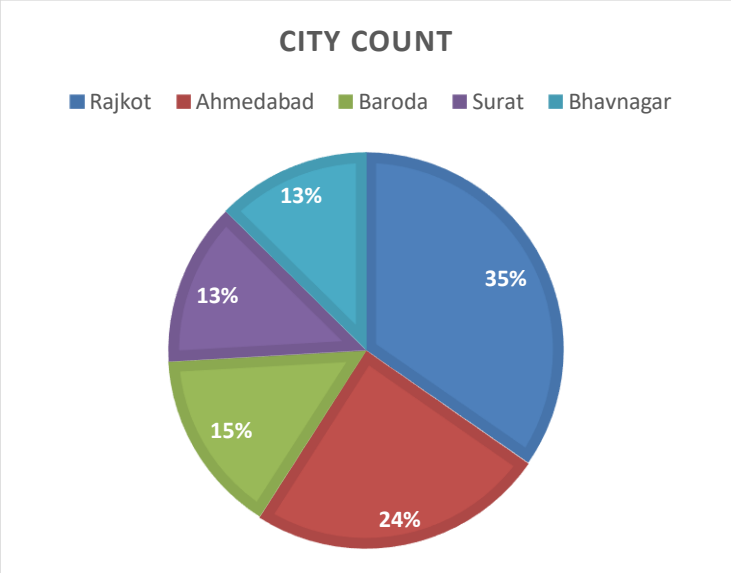
6. City-Wise Classification of Respondents

City	Private Sector Bank		Public Sector Bank		Grand Total	
	No. of Respondent	%	No. of Respondent	%	No. of Respondent	%
Rajkot	69	33	113	35	182	35
Ahmedabad	48	13	80	25	128	24
Baroda	29	14	50	16	79	15
Surat	36	17	34	11	70	13
Bhavnagar	24	12	42	13	66	13
Grand Total	**206**	**100**	**319**	**100**	**525**	**100**

(Table: 5.6 City-Wise Classification)



(Figure: 5.11 City-Wise Classification)



(Figure: 5.12 City-Wise Classification)

(Source: Primary Survey)

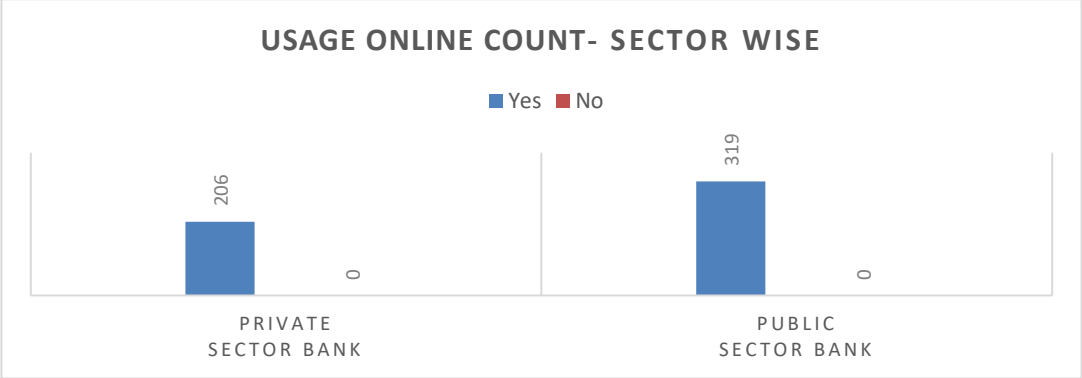
Interpretation:

The table shows the city-wise distribution of online banking users across private and public sector banks. The highest number of respondents are from Rajkot (182 respondents, 34.7%), followed by Ahmedabad (128, 24.4%), Baroda (79, 15%), Surat (70, 13.3%), and Bhavnagar (66, 12.6%). Both private and public sector banks have the largest user base in Rajkot and Ahmedabad, indicating strong online banking penetration in these urban centers. The data suggests that larger cities like Rajkot and Ahmedabad are key hubs for online banking usage in both sectors.

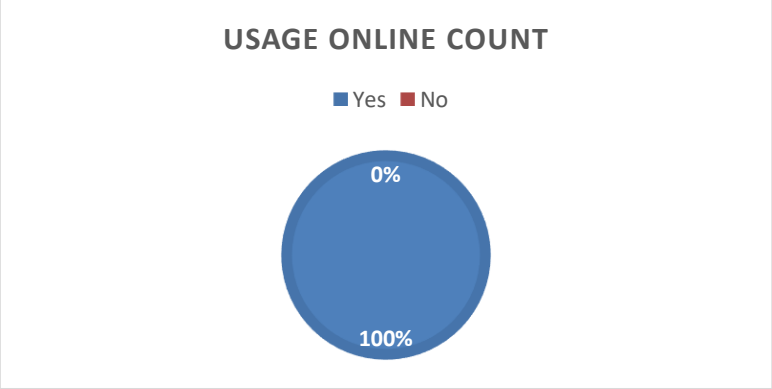
7. Usage of Online Banking Services:

Use Online Banking	Private Sector Bank		Public Sector Bank		Grand Total	
	No. of Respondent	%	No. of Respondent	%	No. of Respondent	%
Yes	206	100	319	100	525	100
No	0	0	0	0	0	0
Grand Total	**206**	**100**	**319**	**100**	**525**	**100**

(Table: 5.7 Usage of Online Banking Services)



(Figure: 5.13 Usage of Online Banking Services)



(Figure: 5.14 Usage of Online Banking Services)

(Source: Primary Survey)

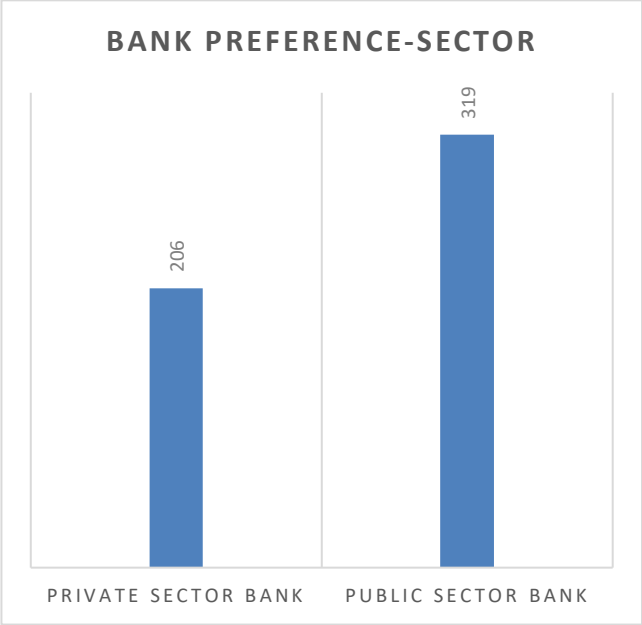
Interpretation:

The table shows that 100% of respondents from both private sector banks (206 respondents) and public sector banks (319 respondents) use online banking services. There are no respondents (0%) who reported not using online banking. This indicates full adoption (100%) of online banking among all 525 participants, highlighting widespread usage and acceptance of digital banking in both sectors.

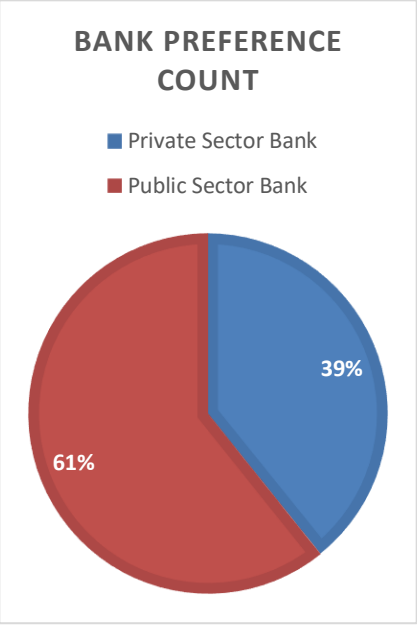
8. Bank Preference-wise Classification of Respondents

Bank Type	Bank Count	%
Private Sector Bank	206	39
Public Sector Bank	319	61
Grand Total	**525**	**100**

(Table: 5.8 Bank Preference)



(Figure: 5.15 Bank Preference)



(Figure: 5.16 Bank Preference)

(Source: Primary Survey)

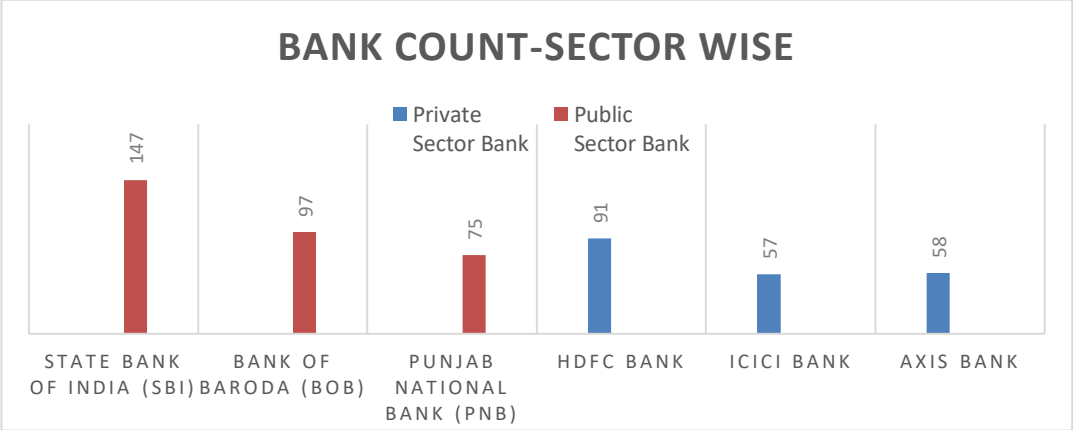
Interpretation:

The table shows the distribution of respondents by type of bank used for online banking. Out of the total 525 respondents, 206 (39.2%) use private sector banks, while 319 (60.8%) use public sector banks. This indicates that a larger proportion of users prefer public sector banks for online banking services, suggesting greater outreach or trust in public banking institutions among the surveyed population.

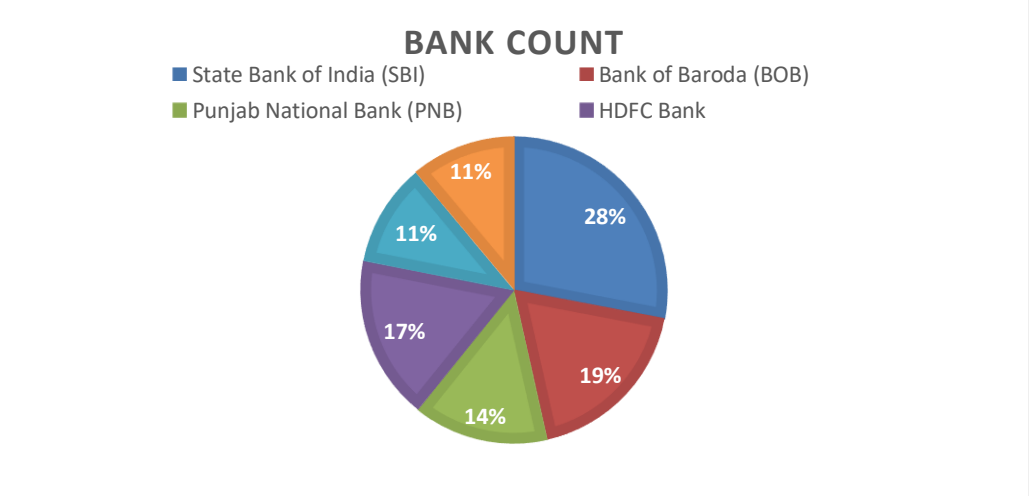
9. Bank-wise Classification of Respondents (Primary Bank):

Bank Name	Private Sector Bank		Public Sector Bank		Grand Total	
	No. of Respondent	%	No. of Respondent	%	No. of Respondent	%
State Bank of India (SBI)	-		147	46	147	28
Bank of Baroda (BOB)	-		97	30	97	18
Punjab National Bank (PNB)	-		75	24	75	14
HDFC Bank	91	44	-		91	17
ICICI Bank	57	28	-		57	11
AXIS Bank	58	28	-		58	11
Grand Total	**206**	**100**	**319**	**100**	**525**	**100**

(Table: 5.9 Bank-Wise Classification)



(Figure: 5.17 Bank-Wise Classification)



(Figure: 5.18 Bank-Wise Classification)

(Source: Primary Survey)

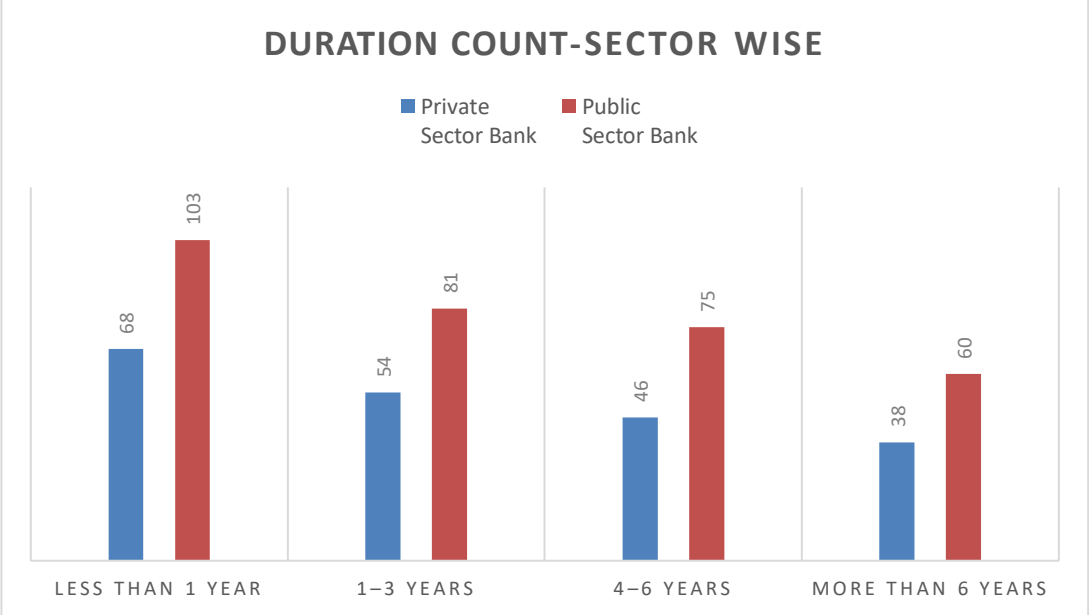
Interpretation:

The table shows the distribution of respondents based on the specific bank they use for online banking. Out of the total 525 respondents, 206 (39.2%) use private sector banks—HDFC Bank (91), ICICI Bank (57), and AXIS Bank (58)—while 319 (60.8%) use public sector banks—State Bank of India (147), Bank of Baroda (97), and Punjab National Bank (75). This indicates that public sector banks, especially SBI, are more widely used for online banking among the respondents, suggesting a higher level of trust, accessibility, or customer base in public banking institutions compared to private ones.

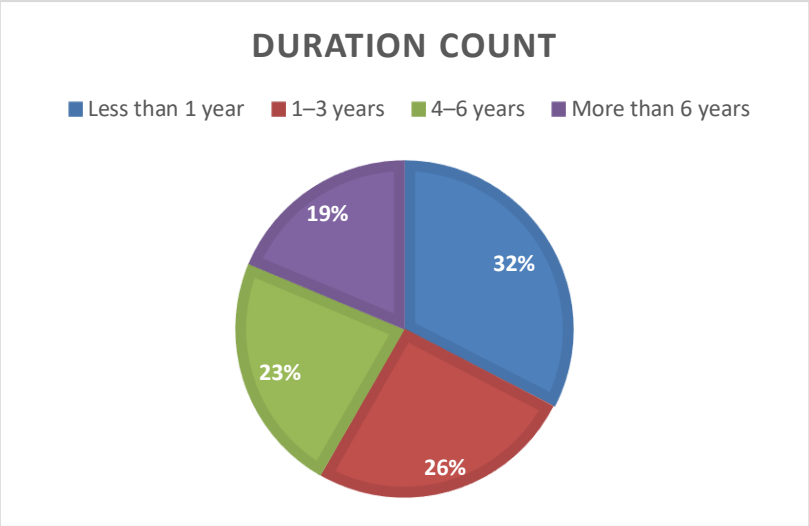
10. Duration-Wise Usage of Online Banking Services:

Duration of Usage	Private Sector Bank		Public Sector Bank		Grand Total	
	No. of Respondent	%	No. of Respondent	%	No. of Respondent	%
Less than 1 year	68	33	103	32	171	33
1–3 years	54	26	81	25	135	26
4–6 years	46	22	75	24	121	23
More than 6 years	38	18	60	19	98	19
Grand Total	**206**	**100**	**319**	**100**	**525**	**100**

(Table: 5.10 Duration-Wise Usage)



(Figure: 5.19 Duration-Wise Usage)



(Figure: 5.20 Duration-Wise Usage)

(Source: Primary Survey)

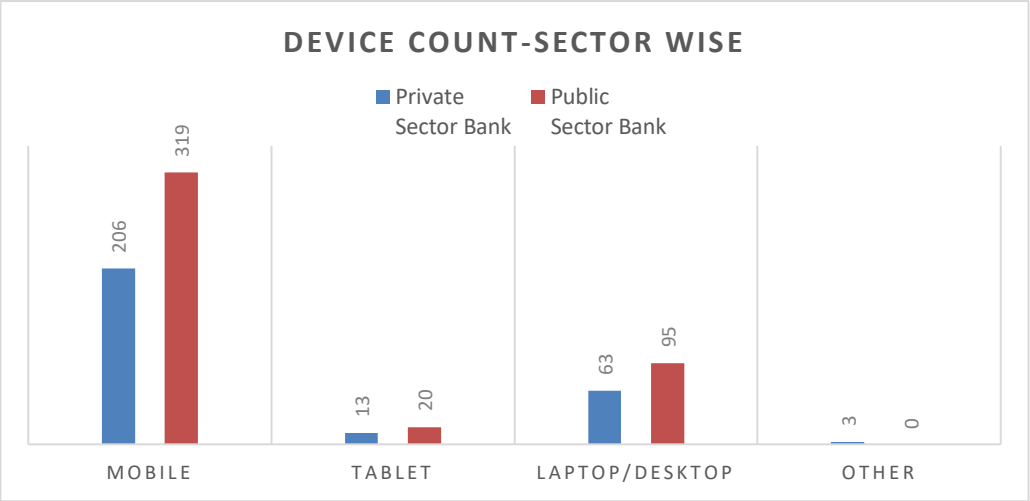
Interpretation:

The table indicates the percentage distribution of online banking users by duration and type of bank. Out of 525 respondents, 39.2% use private sector banks and 60.8% use public sector banks. In the "less than 1 year" category, 32.98% of private bank users and 32.29% of public bank users fall, making it the largest group overall (32.57%). For the 1–3 years duration, 26.21% of private and 25.39% of public bank users are represented (25.71% overall). In the 4–6 years group, 22.33% of private and 23.51% of public bank users fall (23.05% overall), while 18.45% of private and 18.81% of public bank users have more than 6 years of experience (18.67% overall). This shows that usage is fairly balanced across durations, with public sector banks having a consistently higher share in each category.

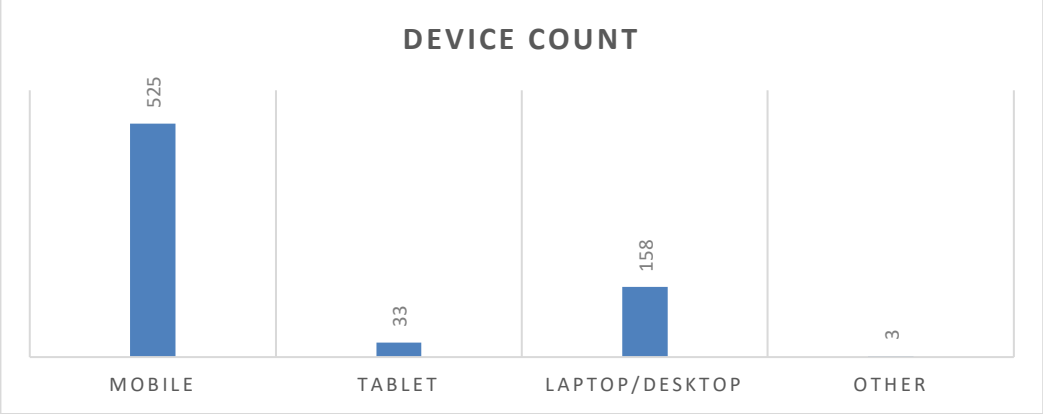
11. Device-wise Usage for Online Banking

Device to Use	Private Sector Bank		Public Sector Bank		Grand Total	
	No. of Respondent	%	No. of Respondent	%	No. of Respondent	%
Mobile	206	100	319	100	525	100
Tablet	13	6	20	6	33	6
Laptop/Desktop	63	31	95	30	158	30
Other	3	1	0	0	3	1

(Table: 5.11 Device-wise Usage)



(Figure: 5.21 Device-wise Usage)



(Figure: 5.22 Device-wise Usage)

(Source: Primary Survey)

Interpretation:

The table highlights the percentage distribution of devices used for online banking among private and public sector bank users. All 525 respondents (100%) use mobile devices, indicating that mobile is the universally preferred platform for online banking across both sectors. Additionally, 6.3% of respondents use tablets—6.3% from private banks and 6.3% from public banks—while 30.6% of private bank users and 29.8% of public bank users use laptops or desktops, contributing to an overall 30.1% usage for this category. Only 1.4% of private sector users reported using other devices, with no public sector users in this group, making the overall usage of other devices just 0.6%. This analysis confirms that while mobile devices dominate, a notable portion of users also engage with online banking through laptops/desktops and, to a lesser extent, tablets.

5.3 ONLINE BANKING USAGE PATTERN AND SATISFACTION

Respondents' Perceptions Towards Online Banking Services

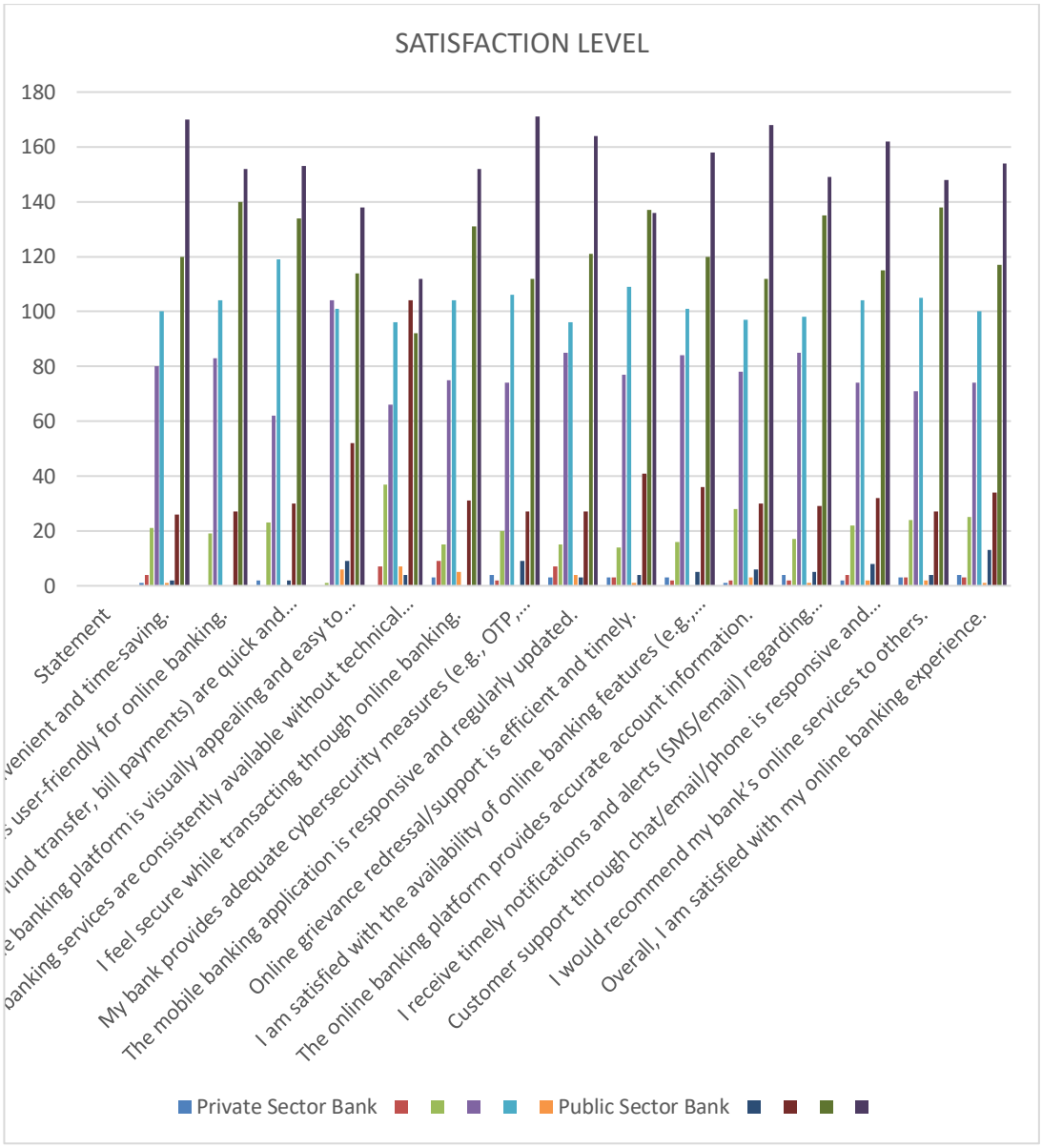
This table presents the level of agreement from 525 respondents on 15 key statements related to online banking. Responses are measured on a 5-point Likert scale: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree.

This table presents the level of agreement from 525 respondents on 15 key statements related to online banking.

Sr	Statement	Private Sector Bank					Public Sector Bank				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
B1	I find online banking convenient and time-saving.	1	4	21	80	100	1	2	26	120	170
B2	Mobile app/website is user-friendly for online banking.	0	0	19	83	104	0	0	27	140	152
B3	Online transactions (e.g., fund transfer, bill payments) are quick and efficient.	2	0	23	62	119	0	2	30	134	153
B4	My bank's online banking platform is visually appealing and easy to understand.	0	0	1	104	101	6	9	52	114	138
B5	Online banking services are consistently available without technical interruptions.	0	7	37	66	96	7	4	104	92	112
B6	I feel secure while transacting through online banking.	3	9	15	75	104	5	0	31	131	152
B7	My bank provides adequate cybersecurity measures (e.g., OTP, encryption).	4	2	20	74	106	0	9	27	112	171
B8	The mobile banking application is responsive and regularly updated.	3	7	15	85	96	4	3	27	121	164
B9	Online grievance redressal/support is efficient and timely.	3	3	14	77	109	1	4	41	137	136
B10	I am satisfied with the availability of online banking features (e.g., loan request, card block, FD booking, etc.).	3	2	16	84	101	0	5	36	120	158
B11	The online banking platform provides accurate account information.	1	2	28	78	97	3	6	30	112	168

B12	I receive timely notifications and alerts (SMS/email) regarding transactions.	4	2	17	85	98	1	5	29	135	149
B13	Customer support through chat/email/phone is responsive and knowledgeable.	2	4	22	74	104	2	8	32	115	162
B14	I would recommend my bank's online services to others.	3	3	24	71	105	2	4	27	138	148
B15	Overall, I am satisfied with my online banking experience.	4	3	25	74	100	1	13	34	117	154

(Table: 5.12 Perceptions Towards Online Banking Services)



(Figure: 5.23 Perceptions Towards Online Banking Services)

(Source: Primary Survey)

Interpretation:

- **Convenience and Time-Saving (B1):**

In private sector banks, 180 out of 206 respondents (approximately 87.4%) agreed or strongly agreed that online banking is convenient and time-saving. Similarly, in public sector banks, 290 out of 319 respondents (about 90.9%) shared the same sentiment. This indicates that while both sectors perform well in terms of convenience, public sector banks are slightly ahead, reflecting greater user appreciation for time-saving online services.

- **User-Friendliness of Mobile App/Website (B2):**

Private sector banks received 187 positive responses out of 206 (90.8%), whereas public sector banks recorded 292 out of 319 (91.5%). With no respondents expressing disagreement in either sector, this suggests a universally high level of satisfaction with the user-friendliness of online platforms, with a slight edge to public sector banks.

- **Speed and Efficiency of Online Transactions (B3):**

In private banks, 181 respondents (around 87.9%) agreed or strongly agreed on the efficiency of transactions, compared to 287 respondents (about 89.9%) from public sector banks. This reflects a strong positive experience in both sectors, with public sector banks showing a modest advantage in perceived transaction speed.

- **Visual Appeal and Ease of Understanding (B4):**

Private sector banks received 205 positive responses out of 206 (99.5%), while public sector banks had 252 out of 319 (79%) in agreement. This significant difference shows that private banks are clearly preferred in terms of the aesthetic and intuitive design of their online platforms.

- **Service Availability without Technical Issues (B5):**

Private banks had 162 positive responses (78.6%), whereas public banks had only 204 (63.9%). The higher neutral and disagreement levels in public banks indicate that customers perceive private sector banks to be more reliable in terms of consistent online service availability.

- **Security While Transacting Online (B6):**

179 out of 206 private bank users (86.9%) felt secure, compared to 283 out of 319 public bank users (88.7%). Although both figures are high, public sector banks enjoy a slightly higher perception of transaction security among their users.

- **Cybersecurity Measures (B7):**

Private banks received 180 positive responses (87.4%) while public sector banks recorded 283 (88.7%). This indicates a strong and comparable trust in cybersecurity features like OTPs and encryption across both sectors, with public banks marginally ahead.

- **Responsiveness and App Updates (B8):**

Private banks had 181 positive responses (87.9%), and public banks had 285 (89.3%). This shows that users of both sectors are satisfied, but public sector mobile applications are perceived to be slightly more responsive and regularly updated.

- **Grievance Redressal and Support (B9):**

Private sector banks received 186 positive responses (90.3%), while public sector banks had 273 (85.6%). Though both are rated well, private banks show a slightly higher efficiency in addressing customer grievances in a timely manner.

- **Availability of Banking Features (B10):**

Private banks had 185 positive responses (89.8%), compared to 278 (87.1%) for public sector banks. This shows both sectors offer diverse features, but private banks slightly outperform in terms of customer satisfaction with feature availability.

- **Accuracy of Account Information (B11):**

Private sector banks had 175 respondents (85%) in agreement, while public banks had 280 (87.8%). This suggests that public sector banks are marginally more trusted in delivering accurate and up-to-date account information.

- **Timely Notifications and Alerts (B12):**

Private sector users who agreed totaled 183 (88.8%), while public sector users were 284 (89%). This close percentage indicates equal satisfaction with notification systems in both sectors, with a negligible lead by public banks.

- **Customer Support Responsiveness (B13):**

Private banks had 178 users (86.4%) positively rating customer support, while public sector banks had 277 (86.8%). This again indicates comparable performance, with public banks slightly outperforming on customer service responsiveness.

- **Recommendation to Others (B14):**

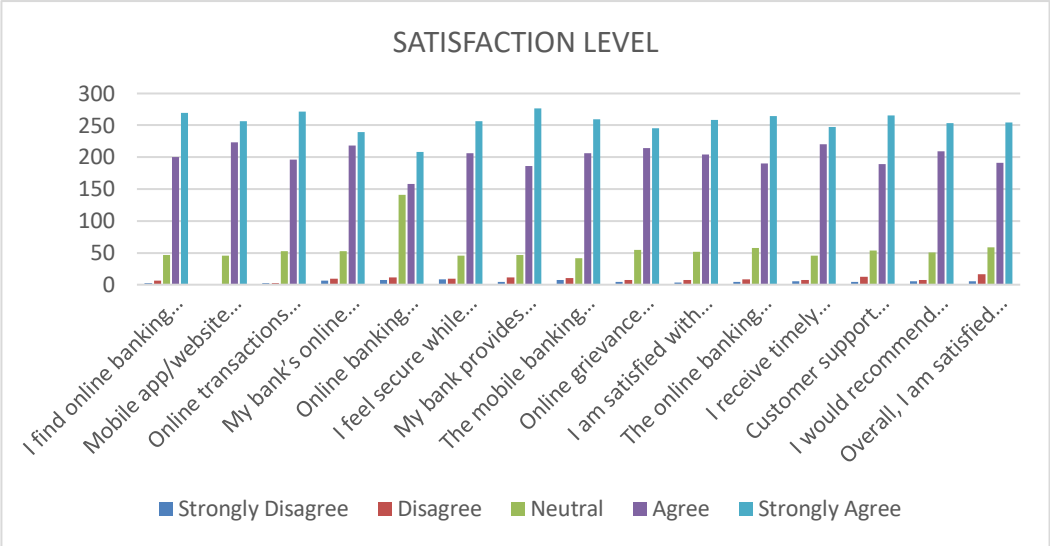
In private banks, 176 users (85.4%) would recommend the service, compared to 286 (89.7%) in public banks. This shows greater customer advocacy for public sector online banking services, reflecting higher confidence.

- **Overall Satisfaction (B15):**

Private sector banks had 174 positive responses (84.5%), while public sector banks had 271 (85%). Both figures are strong, indicating high overall satisfaction with a marginally better score for public sector banks.

Sr	Statement	Satisfaction Level - Overall											
		Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		T	WA (525)
		F	W	F	W	F	W	F	W	F	W		
B1	I find online banking convenient and time-saving.	2	1	6	2	47	3	200	4	270	5	2305	4.39
B2	Mobile app/website is user-friendly for online banking.	0	1	0	2	46	3	223	4	256	5	2310	4.4
B3	Online transactions (e.g., fund transfer, bill payments) are quick and efficient.	2	1	2	2	53	3	196	4	272	5	2309	4.40
B4	My bank's online banking platform is visually appealing and easy to understand.	6	1	9	2	53	3	218	4	239	5	2250	4.29
B5	Online banking services are consistently available without technical interruptions.	7	1	11	2	141	3	158	4	208	5	2124	4.05
B6	I feel secure while transacting through online banking.	8	1	9	2	46	3	206	4	256	5	2268	4.32
B7	My bank provides adequate cybersecurity measures (e.g., OTP, encryption).	4	1	11	2	47	3	186	4	277	5	2296	4.37
B8	The mobile banking application is responsive and regularly updated.	7	1	10	2	42	3	206	4	260	5	2277	4.34
B9	Online grievance redressal/support is efficient and timely.	4	1	7	2	55	3	214	4	245	5	2264	4.31
B10	I am satisfied with the availability of online banking features (e.g., loan request, card block, FD booking, etc.).	3	1	7	2	52	3	204	4	259	5	2284	4.35
B11	The online banking platform provides accurate account information.	4	1	8	2	58	3	190	4	265	5	2279	4.34
B12	I receive timely notifications and alerts (SMS/email) regarding transactions.	5	1	7	2	46	3	220	4	247	5	2272	4.33
B13	Customer support through chat/email/phone is responsive and knowledgeable.	4	1	12	2	54	3	189	4	266	5	2276	4.34
B14	I would recommend my bank's online services to others.	5	1	7	2	51	3	209	4	253	5	2273	4.33
B15	Overall, I am satisfied with my online banking experience.	5	1	16	2	59	3	191	4	254	5	2240	4.28

(Table: 5.13 Satisfaction Level – Overall)



(Figure: 5.24 Satisfaction Level – Overall)

(Source: Primary Survey)

Interpretation:

The table presents the analysis of customer satisfaction levels regarding various aspects of online banking services among 525 respondents. Each statement is evaluated using a 5-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5). The Weighted Average (WA) scores help identify which features are perceived most positively by customers.

- **High Convenience and Usability:**

The statement "I find online banking convenient and time-saving" received the highest satisfaction score (WA = 4.39), indicating that a vast majority of users find the service efficient and beneficial in saving time.

- **User-Friendliness of Platforms:**

Statements B2 and B3, relating to the user-friendliness of the mobile app/website and efficiency of online transactions, both received high average scores (WA = 4.40), highlighting that the platforms are well-optimized and appreciated by users.

- **Strong Design and Security Features:**

Statements B4 (visually appealing design), B6 (feeling secure), and B7 (cybersecurity measures) scored high (WA between 4.29 and 4.37), suggesting that users trust the platforms and find them well-designed.

- **System Availability and Reliability:**

Although still positively rated, the availability of services without technical interruptions (B5) received the lowest score (WA = 4.05), indicating room for improvement in consistent uptime and performance.

- **App Responsiveness and Feature Availability:**

Statements B8, B10, and B11—covering app responsiveness, online banking features, and accuracy of information—scored between 4.34 and 4.35, showing general user satisfaction with advanced service options.

- **Notification and Grievance Handling:**

Timely alerts (B12), efficient grievance redressal (B9), and responsive customer support (B13) all received weighted averages above 4.30, suggesting that communication and support systems are functioning effectively.

- **Overall Satisfaction and Recommendation:**

The overall satisfaction (B15) score was 4.28, and the willingness to recommend (B14) was 4.33. These figures imply a strong positive perception of online banking services, with customers likely to continue usage and promote the services to others.

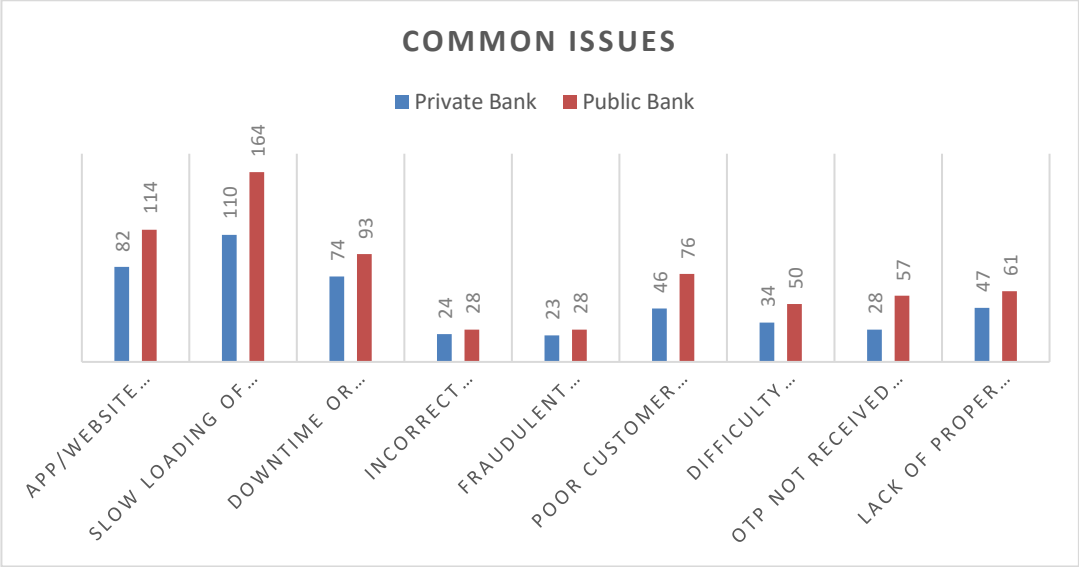
5.4 COMMON ISSUES FACED DURING ONLINE BANKING:

This table presents the specific problems encountered by 525 respondents while using online banking platforms. The data offers insights into the technical and service-related difficulties experienced by users, which can directly impact customer satisfaction and continued usage. Each issue is analyzed individually below:

Sr. No	Questions	Overall	Private Sector Bank	Public Sector Bank
1	App/website crashing or freezing	196	82	114
2	Slow loading of app/website	274	110	164
3	Downtime or unavailability of service	167	74	93
4	Incorrect account balances or transaction errors	52	24	28
5	Fraudulent activity or phishing attempts	51	23	28
6	Poor customer support	122	46	76
7	Difficulty navigating the online platform	84	34	50
8	OTP not received or delayed	85	28	57
9	Lack of proper communication or alerts	108	47	61

(Table: 5.14)

Common Issues Faced During Online Banking



(Figure: 5.25 Common Issues Faced During Online Banking)

(Source: Primary Survey)

Interpretation:

- **App/Website Crashing or Freezing:**

A total of 196 users reported issues with app or website crashes, with 82 cases (41.8%) from private sector banks and 114 (58.2%) from public sector banks. This indicates that public sector bank users experience more technical disruptions, suggesting a need for system upgrades or app optimization in public bank platforms.

- **Slow Loading of App/Website:**

This was the most commonly reported issue, with 274 users facing slow loading problems—110 (40.1%) from private banks and 164 (59.9%) from public banks. The higher incidence among public sector users reflects performance lags in their online systems compared to private banks.

- **Downtime or Unavailability of Services:**

A total of 167 users reported service downtime, comprising 74 (44.3%) private bank users and 93 (55.7%) public bank users. While the difference is narrower here, it still suggests greater operational unavailability in public banking systems.

- **Incorrect Account Balances or Transaction Errors:**

This issue was reported by 52 users in total, with 24 from private banks (46.2%) and 28 from public banks (53.8%). Though relatively low overall, public banks again

show slightly higher vulnerability, possibly indicating weaker back-end reconciliation systems.

- **Fraudulent Activity or Phishing Attempts:**

Reported by 51 users—23 (45.1%) from private banks and 28 (54.9%) from public banks—this finding underscores the continued cybersecurity challenges, especially in public banks, even though the gap is modest.

- **Poor Customer Support:**

Out of 122 respondents, 46 (37.7%) were private bank users, while 76 (62.3%) were public bank users. This is a significant difference and points to lower satisfaction with support services in public banks, suggesting the need for improved responsiveness and training.

- **Difficulty Navigating the Online Platform:**

Reported by 84 users, this problem was experienced by 34 (40.5%) private bank users and 50 (59.5%) public bank users. The trend shows that navigation is relatively smoother in private sector apps, indicating a better focus on user-centric design in private banks.

- **OTP Not Received or Delayed:**

85 respondents faced this issue, with 28 (32.9%) from private banks and 57 (67.1%) from public banks. This large gap suggests serious communication system delays in public sector banks, which may hinder smooth authentication and user trust.

- **Lack of Proper Communication or Alerts**:

Out of 108 users, 47 (43.5%) belonged to private banks, while 61 (56.5%) were from public banks. This again shows slightly poorer communication mechanisms in public banks, emphasizing the need for better alert systems.

Sr. No.	Problem Area	Findings
1	Technical Issues	App crashes and slow loading are widely reported, showing a need for stronger backend and app testing.
2	Service Availability	Downtime remains a persistent issue, risking customer trust.

3	Transaction Accuracy	While not highly reported, any inaccuracy in balances or transactions has a serious impact.
4	Security Concerns	Phishing or fraud attempts, though low in count, call for continued cyber vigilance.
5	Customer Service & UI	Poor support and difficult navigation affect around 1 in 4 users.
6	Notification Systems	Lack of alerts is a moderate issue that affects user engagement and control.

(Table: 5.15 Problem Area and Findings)

(Source: Primary Survey)

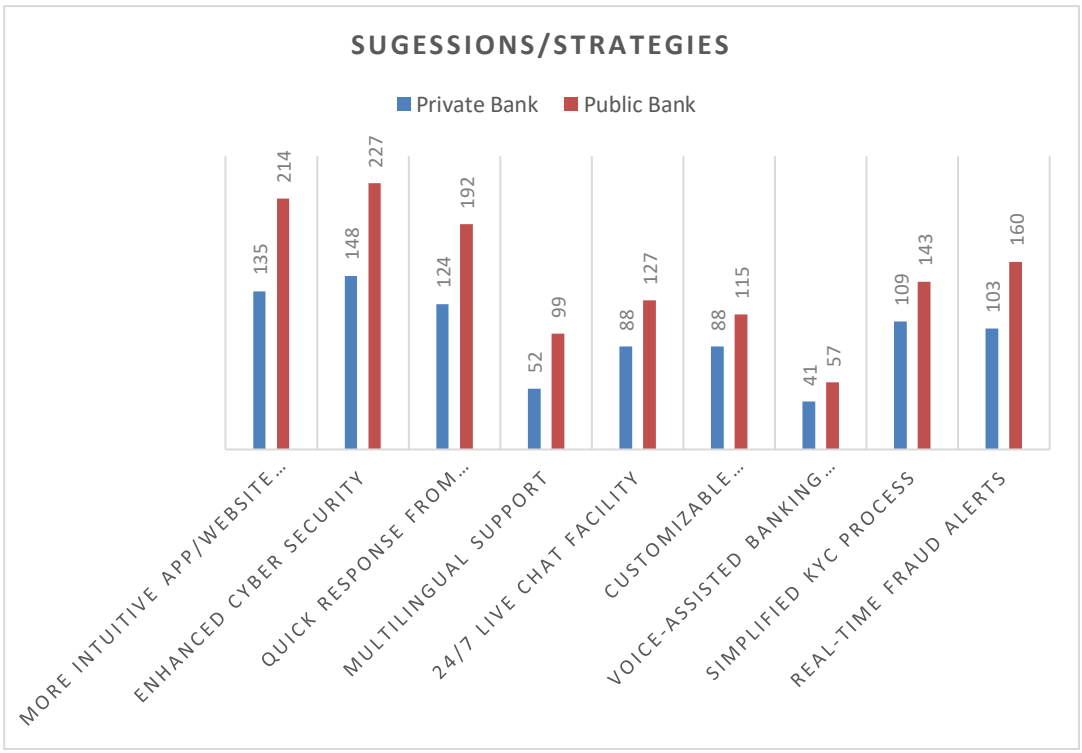
5.5 SUGESSIONS FOR IMPROVE ONLINE BANKING SATISFACTION

Respondents' Opinions on Strategic Improvements in Online Banking Services

This table presents the strategic preferences expressed by 525 respondents regarding enhancements in online banking platforms. Each respondent could select multiple strategies they believed would improve their digital banking experience. Below is the item-wise interpretation:

Sr. No	Which of the following improvements would enhance your satisfaction? (Tick all that apply)	Overall	Private Sector Bank	Public Sector Bank
1	More intuitive app/website design	349	135	214
2	Enhanced cyber security	375	148	227
3	Quick response from customer support	316	124	192
4	Multilingual support	151	52	99
5	24/7 live chat facility	215	88	127
6	Customizable notifications and alerts	203	88	115
7	Voice-assisted banking features	98	41	57
8	Simplified KYC process	252	109	143
9	Real-time fraud alerts	263	103	160

(Table: 5.16 Improvement in Satisfaction)



(Figure: 5.26)
(Source: Primary Survey)

Interpretation:

- **More Intuitive App/Website Design:**

Out of 349 respondents who favored an improved app/website interface, 135 (38.7%) belonged to private banks, while 214 (61.3%) were from public banks. This suggests a higher demand for user-friendly design in public sector banks, reflecting current dissatisfaction with their digital platform interfaces.

- **Enhanced Cybersecurity:**

The most frequently selected improvement, chosen by 375 respondents—148 (39.5%) from private banks and 227 (60.5%) from public banks—highlights a widespread concern for digital safety, particularly among public sector users. It suggests that users still perceive cybersecurity measures as inadequate, especially in public sector banks.

- **Quick Response from Customer Support:**

316 respondents expressed a need for faster support, with 124 (39.2%) private bank users and 192 (60.8%) public bank users. This indicates that customer support services in public sector banks are perceived as slower or less effective, making this a key area for improvement.

- **Multilingual Support:**

A total of 151 respondents requested multilingual features—52 (34.4%) from private banks and 99 (65.6%) from public banks. This shows that public sector banks serve a more linguistically diverse clientele, who may struggle with interfaces offered only in English or limited local languages.

- **24/7 Live Chat Facility:**

215 users wished for round-the-clock live chat services, with 88 (40.9%) from private banks and 127 (59.1%) from public banks. This indicates a growing expectation for real-time assistance, especially in public banks where customer service responsiveness is already seen as lacking.

- **Customizable Notifications and Alerts:**

Of the 203 respondents, 88 (43.3%) belonged to private banks and 115 (56.7%) to public banks. The desire for personalized alerts is relatively balanced, but again more prominent among public bank customers, who may be experiencing inconsistent or generic communication.

- **Voice-Assisted Banking Features:**

Although a lower priority overall, 98 respondents still indicated interest in voice banking—41 (41.8%) private and 57 (58.2%) public. The interest is slightly higher in public banks, perhaps due to greater inclusion needs for older or less tech-savvy users.

- **Simplified KYC Process:**

252 users highlighted the need for easier KYC (Know Your Customer) procedures, with 109 (43.3%) from private banks and 143 (56.7%) from public banks. This suggests that complex documentation or verification steps in public banks are more burdensome and need simplification.

- **Real-Time Fraud Alerts:**

A total of 263 respondents prioritized real-time fraud alerts—103 (39.2%) private bank users and 160 (60.8%) public bank users. The higher percentage from public banks again indicates greater concern over fraud risks and a desire for faster alerts.

5.6 HYPOTHESIS TESTING:

5.6.1 Customer Satisfaction Level

- **Objective: 1**

To analyze the impact of demographic variables on customer satisfaction with online banking.

5.6.1.1 Customer Satisfaction Level and Age Group

Results of the ANOVA on statements related to Customer Satisfaction Level and Age Group						
Statement	**SS**	**D.F**	**M.S**	**F**	**Sig. Value**	**Status of Hypotheses**
Customer Satisfaction Level and Age Group	380.27	524	.562	.772	.570	Null Hypothesis is Accepted

(Table: 5.17 Customer Satisfaction Level and Age Group)

(Source: Constructed from SPSS)

Interpretation of ANOVA Results:

The table presents the findings from a one-way ANOVA conducted to assess whether customer satisfaction levels significantly differ across various age groups. The analysis produced a Sum of Squares (SS) of 380.278, with 524 degrees of freedom, resulting in a Mean Square (MS) of 0.562. The calculated F-ratio is 0.772, and the corresponding p-value is 0.570.

Given that the p-value (0.570) is substantially greater than the standard significance level of 0.05, the result is statistically non-significant. This implies that no meaningful difference exists in customer satisfaction levels among the different age groups considered in the study. Accordingly, the null hypothesis is accepted, indicating that age group does not have a significant effect on customer satisfaction with online banking services.

5.6.1.2 Customer satisfaction Level and Income Groups

H_o: There is no significant difference in customer satisfaction between the different monthly household income groups.

H_1: There is significant difference in customer satisfaction between the different monthly household income groups.

Results of the ANOVA on statements related to Customer Satisfaction Level and Income Groups						
Statement	**SS**	**D.F**	**M.S**	**F**	**Sig. Value**	**Status of Hypotheses**
Customer satisfaction Level and Income Groups	380.278	524	.874	1.206	.307	Null Hypothesis is Accepted

(Table: 5.18 Customer satisfaction Level and Income Groups)

(Source: Constructed from SPSS)

Interpretation of ANOVA Results:

The table presents the results of a one-way ANOVA conducted to evaluate whether customer satisfaction levels significantly differ across various income groups. The analysis yielded a Sum of Squares (SS) of 380.278 with 524 degrees of freedom, resulting in a Mean Square (MS) of 0.874. The computed F-value is 1.206, and the associated p-value is 0.307.

Since the p-value (0.307) is greater than the conventional alpha level of 0.05, the result is not statistically significant. This indicates that no significant differences exist in customer satisfaction levels across the income groups included in the study.

Therefore, the null hypothesis is accepted, suggesting that income does not have a significant impact on customer satisfaction with online banking services.

5.6.1.3 Customer satisfaction Level and Educational Qualification groups

H_O: There is no significant difference in customer satisfaction between the different Educational Qualification groups.

H_1: There is significant difference in customer satisfaction between the different Educational Qualification groups.

Results of the ANOVA on statements related to Customer Satisfaction Level and Education Qualification Group						
Statement	**SS**	**D.F**	**M.S**	**F**	**Sig. Value**	**Status of Hypotheses**
Customer satisfaction Level and Educational Qualification groups	380.278	524	.128	.175	.913	Null Hypothesis is Accepted

(Table: 5.19 Customer satisfaction Level and Educational Qualification groups)

(Source: Constructed from SPSS)

Interpretation of ANOVA Results:

The table displays the results of a one-way ANOVA conducted to determine whether customer satisfaction levels significantly vary across different educational qualification groups. The analysis shows a Sum of Squares (SS) of 380.278 with 524 degrees of freedom, yielding a Mean Square (MS) of 0.128. The calculated F-value is 0.175, with a corresponding p-value of 0.913.

As the p-value (0.913) is significantly higher than the standard significance level of 0.05, the result is not statistically significant. This indicates that there is no substantial difference in customer satisfaction levels among the various education groups. Hence, the null hypothesis is accepted, confirming that educational qualification does not have a significant effect on customer satisfaction with online banking services.

5.6.1.4 Customer satisfaction Level and different City of Residence groups

H_o: There is no significant difference in customer satisfaction between the different City of Residence groups.

H_1: There is significant difference in customer satisfaction between the different City of Residence groups.

Results of the ANOVA on statements related to Customer Satisfaction Level and City of Residence Group						
Statement	**SS**	**D.F**	**M.S**	**F**	**Sig. Value**	**Status of Hypotheses**

Customer satisfaction Level and different City of Residence groups	380.278	524	3.897	5.557	.000	Null Hypothesis is Fail to Accept

(Table: 5.20 Customer satisfaction Level and different City of Residence groups)

(Source: Constructed from SPSS)

Interpretation of ANOVA Results:

The table presents the results of a one-way ANOVA performed to examine whether customer satisfaction levels significantly differ across groups based on their city of residence. The analysis reports a Sum of Squares (SS) of 380.278 with 524 degrees of freedom, resulting in a Mean Square (MS) of 3.897. The computed F-value is 5.557, and the corresponding p-value is 0.000.

Since the p-value (0.000) is well below the standard significance threshold of 0.05, the result is statistically significant. This indicates that customer satisfaction levels vary significantly across different cities of residence. Therefore, the null hypothesis is rejected, confirming that city of residence has a significant impact on customer satisfaction with online banking services.

5.6.1.5 Customer satisfaction level and Genders.

H_o: There is no significant difference in customer satisfaction levels between genders.

H_1: There is significant difference in customer satisfaction levels between genders.

Results of the Independent Sample T-test on statements related to the Customer Satisfaction Level and Genders					
Statement	**t**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
Customer satisfaction level and genders.	-0.965	524	-0.073	0.335	Null Hypothesis is Accepted

(Table:5.21 Customer satisfaction level and Genders)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.21 presents the results of an Independent Sample T-test conducted to assess whether there is a significant difference in customer satisfaction levels between male and

female respondents. The calculated t-value is -0.965 with 524 degrees of freedom (D.F.), a mean difference (M.D.) of -0.073, and a corresponding p-value of 0.335.

As the p-value (0.335) is greater than the conventional significance level of 0.05, the result is not statistically significant. This indicates that there is no significant difference in customer satisfaction levels between genders. Therefore, the null hypothesis is accepted, suggesting that gender does not significantly influence customer satisfaction with online banking services.

5.6.1.6 Customer satisfaction level and Occupation

$H_{o:}$ There is no significant difference in customer satisfaction levels and Occupation

H_1: There is significant difference in customer satisfaction levels and Occupation

Results of the ANOVA on statements related to the Customer Satisfaction Level and Genders						
Statement	**SS**	**D.F**	**M.S**	**F**	**Sig. Value**	**Status of Hypotheses**
Customer satisfaction level and Occupation	380.278	524	1.150	1.592	.175	Null Hypothesis is Fail to Accept

(Table:5.22 Customer satisfaction level and Occupation)

(Source: Constructed from SPSS)

Interpretation of ANOVA Results:

Table 5.22 presents the results of the ANOVA test conducted to examine whether there is a significant difference in customer satisfaction levels across different occupational groups. The obtained F-value is 1.592 with 524 degrees of freedom (D.F.), and the corresponding p-value is 0.175.

Since the p-value (0.175) is greater than the standard significance level of 0.05, the result is not statistically significant. This implies that there is no significant variation in customer satisfaction levels among respondents based on their occupation. Therefore, the null hypothesis is accepted, indicating that occupation does not have a significant impact on customer satisfaction with online banking services.

5.6.2 Factors Influencing Customer Satisfaction

- **Objective- 2**

To identify the key factors influencing customer satisfaction with online banking services in selected public and private sector banks.

5.6.2.1 Customer satisfaction and the perceived convenience and time-saving aspects of online banking between public sector banks and private sector banks.

H_o: There is no significant relationship between the perceived convenience and time-saving aspects of online banking and overall customer satisfaction.
H1: There is no significant relationship between the perceived convenience and time-saving aspects of online banking and overall customer satisfaction.

Result of the Correlation on statement related to convenience and time-saving aspects				
Statement	**r**	**D.F.**	**Sig. Value**	**Status of Hypotheses**
Perceived convenience and time-saving	0.028	525	0.518	Null Hypothesis is Accepted

(Table:5.23)

Customer satisfaction and the perceived convenience and time-saving aspects

(Source: Constructed from SPSS)

Interpretation of Correlation Results:

Table 5.23 shows the correlation between perceived convenience and time-saving aspects of online banking and customer satisfaction. The correlation coefficient (r) is 0.028 with 525 degrees of freedom, and the p-value is 0.518.

As the p-value is greater than 0.05, the result is not statistically significant. This implies that perceived convenience and time-saving aspects do not have a significant impact on customer satisfaction. Therefore, the null hypothesis is accepted.

5.6.2.2 Customer satisfaction and the user-friendliness of mobile applications or websites between public and private sector banks.

H_0: There is no significant relationship between the User Friendliness of Mobile app/website and overall customer satisfaction.

H_1: There is significant relationship between the User Friendliness of Mobile app/website and overall customer satisfaction.

Result of the Correlation on statement related to user-friendliness of mobile applications or websites				
Statement	**r**	**D.F.**	**Sig. Value**	**Status of Hypotheses**
User Friendliness	-0.056	525	0.198	Null Hypothesis is Accepted

(Table:5.24 user-friendliness of mobile applications or websites)

(Source: Constructed from SPSS)

Interpretation of Correlation Results:

Table 5.24 presents the correlation between the user-friendliness of mobile applications or websites and customer satisfaction. The correlation coefficient (r) is -0.056 with 525 degrees of freedom, and the p-value is 0.198.

Since the p-value is greater than 0.05, the result is not statistically significant. This indicates that the user-friendliness of mobile applications or websites does not have a significant impact on customer satisfaction. Therefore, the null hypothesis is accepted.

5.6.2.3 Customer satisfaction and the transaction efficiency of online banking across public and private sector banks.

H_o: There is no significant relationship between the Transaction Efficiency of online banking and overall customer satisfaction.

H_1: There is significant relationship between the Transaction Efficiency of online banking and overall customer satisfaction.

Result of the Correlation on statement related to transaction efficiency of online banking				
Statement	**r**	**D.F.**	**Sig. Value**	**Status of Hypotheses**
Transaction efficiency	0.038	525	0.387	Null Hypothesis is Accepted

(Table:5.25 Transaction efficiency of online banking)

(Source: Constructed from SPSS)

Interpretation of Correlation Results:

Table 5.25 presents the correlation between the transaction efficiency of online banking and customer satisfaction. The correlation coefficient (r) is 0.038 with 525 degrees of freedom, and the p-value is 0.387.

Since the p-value is greater than 0.05, the result is not statistically significant. This indicates that the transaction efficiency of online banking does not have a significant impact on customer satisfaction. Therefore, the null hypothesis is accepted.

5.6.2.4 Customer satisfaction and the visual appeal and interface design of online banking platforms between public and private sector banks.

H_o: There is no significant relationship between the Visual Appeal of online banking and overall customer satisfaction.

H_1: There is no significant relationship between the Visual Appeal of online banking and overall customer satisfaction.

Result of the Correlation on statement related to visual appeal and interface design				
Statement	**r**	**D.F.**	**Sig. Value**	**Status of Hypotheses**
Visual Appeal and Interface Design	0.168	525	0.024	Null Hypothesis is Fail to Accept

(Table:5.26 Visual appeal and interface design of online banking platforms)

(Source: Constructed from SPSS)

Interpretation of Correlation Results:

Table 5.26 presents the correlation between the visual appeal and interface design of online banking platforms and customer satisfaction. The correlation coefficient (r) is 0.168 with 525 degrees of freedom, and the p-value is 0.024.

Since the p-value (0.024) is less than the standard significance level of 0.05, the result is statistically significant. This indicates that the visual appeal and interface design of online banking platforms have a significant positive relationship with customer satisfaction. Therefore, the null hypothesis is rejected.

5.6.2.5 Customer satisfaction and the service availability of online banking among public and private sector banks.

H_0: There is no significant relationship between the Service Availability of online banking and overall customer satisfaction.

H_1: There is significant relationship between the Service Availability of online banking and overall customer satisfaction.

Result of the Correlation on statement related to service availability of online banking				
Statement	**r**	**D.F.**	**Sig. Value**	**Status of Hypotheses**
Service Availability	0.174	525	0.000	Null Hypothesis is Fail to Accept

(Table:5.27 Service availability of online banking)

(Source: Constructed from SPSS)

Interpretation of Correlation Results:

Table 5.27 presents the correlation between the service availability of online banking and customer satisfaction. The correlation coefficient (r) is 0.174 with 525 degrees of freedom, and the p-value is 0.000.

Since the p-value (0.000) is less than the standard significance level of 0.05, the result is statistically significant. This indicates that the service availability of online banking has a significant positive relationship with customer satisfaction. Therefore, the null hypothesis is rejected.

5.6.2.6 Customer satisfaction and the perceived sense of security while using online banking between public and private sector banks.

H_0: There is no significant relationship between the Security Feeling in online banking and overall customer satisfaction.

H_1: There is significant relationship between the Security Feeling in online banking and overall customer satisfaction.

Result of the Correlation on statement related to perceived sense of security while using online banking				
Statement	**r**	**D.F.**	**Sig. Value**	**Status of Hypotheses**
Perceived Sense of Security	0.091	525	0.036	Null Hypothesis is Fail to Accept

(Table:5.28 Perceived sense of security)

(Source: Constructed from SPSS)

Interpretation of Correlation Results:

Table 5.28 presents the correlation between the perceived sense of security while using online banking and customer satisfaction. The correlation coefficient (r) is 0.091 with 525 degrees of freedom, and the p-value is 0.036.

Since the p-value (0.036) is less than the standard significance level of 0.05, the result is statistically significant. This indicates that the perceived sense of security in online banking has a significant positive relationship with customer satisfaction. Therefore, the null hypothesis is rejected.

5.6.2.7 Customer satisfaction and the cybersecurity measures adopted in online banking across public and private sector banks.

H_0: There is no significant relationship between Cybersecurity Measures of online banking and overall customer satisfaction.

H_1: There is significant relationship between Cybersecurity Measures of online banking and overall customer satisfaction.

Result of the Correlation on statement related to cybersecurity measures adopted in online banking				
Statement	**r**	**D.F.**	**Sig. Value**	**Status of Hypotheses**
Cybersecurity Measures	0.194	525	0.000	Null Hypothesis is Fail to Accept

(Table:5.29 Cybersecurity measures adopted in online banking)

(Source: Constructed from SPSS)

Interpretation of Correlation Results:

Table 5.29 presents the correlation between the cybersecurity measures adopted in online banking and customer satisfaction. The correlation coefficient (r) is 0.194 with 525 degrees of freedom, and the p-value is 0.000.

Since the p-value (0.000) is less than the standard significance level of 0.05, the result is statistically significant. This indicates that the cybersecurity measures implemented in online banking have a significant positive relationship with customer satisfaction. Therefore, the null hypothesis is rejected.

5.6.2.8 Customer satisfaction and the responsiveness of mobile applications and online portals between public and private sector banks.

H_0: There is no significant relationship between the App Responsiveness of online banking and overall customer satisfaction.

H_1: There is significant relationship between the App Responsiveness of online banking and overall customer satisfaction.

Result of the Correlation on statement related to responsiveness of mobile applications and online portals				
Statement	**r**	**D.F.**	**Sig. Value**	**Status of Hypotheses**
Responsiveness of mobile applications and online portals	0.141	525	0.001	Null Hypothesis is Fail to Accept

(Table:5.30 Responsiveness of mobile applications and online portals)

(Source: Constructed from SPSS)

Interpretation of Correlation Results:

Table 5.30 presents the correlation between the responsiveness of mobile applications and online portals and customer satisfaction. The correlation coefficient (r) is 0.141 with 525 degrees of freedom, and the p-value is 0.001.

Since the p-value (0.001) is less than the standard significance level of 0.05, the result is statistically significant. This indicates that the responsiveness of mobile applications and online portals has a significant positive relationship with customer satisfaction. Therefore, the null hypothesis is rejected.

5.6.2.9 Customer satisfaction and the grievance redressal systems of online banking among public and private sector banks.

H_0: There is no significant relationship between the Grievance Redressal of online banking and overall customer satisfaction.

H_1: There is significant relationship between the Grievance Redressal of online banking and overall customer satisfaction.

Result of the Correlation on statement related to grievance redressal systems of online banking				
Statement	**r**	**D.F.**	**Sig. Value**	**Status of Hypotheses**
Grievance Redressal	0.008	525	0.854	Null Hypothesis is Accepted

(Table:5.31 Grievance redressal systems of online banking)

(Source: Constructed from SPSS)

Interpretation of Correlation Results:

Table 5.31 presents the correlation between the grievance redressal systems of online banking and customer satisfaction. The correlation coefficient (r) is 0.008 with 525 degrees of freedom, and the p-value is 0.854.

Since the p-value (0.854) is greater than the standard significance level of 0.05, the result is not statistically significant. This indicates that the grievance redressal systems of online banking do not have a significant impact on customer satisfaction. Therefore, the null hypothesis is accepted.

5.6.2.10 Customer satisfaction and the range of features available in online banking between public and private sector banks.

H_0: There is no significant relationship between the Feature Availability of online banking and overall customer satisfaction.

H_1: There is significant relationship between the Feature Availability of online banking and overall customer satisfaction.

Result of the Correlation on statement related to range of features available in online banking				
Statement	**r**	**D.F.**	**Sig. Value**	**Status of Hypotheses**
Range of Features	0.074	525	0.089	Null Hypothesis is Accepted

(Table:5.32 Range of features available in online banking)

(Source: Constructed from SPSS)

Interpretation of Correlation Results:

Table 5.32 presents the correlation between the range of features available in online banking and customer satisfaction. The correlation coefficient (r) is 0.074 with 525 degrees of freedom, and the p-value is 0.089.

Since the p-value (0.089) is greater than the standard significance level of 0.05, the result is not statistically significant. This indicates that the range of features available in online banking does not have a significant impact on customer satisfaction. Therefore, the null hypothesis is accepted.

5.6.2.11 Customer satisfaction and the accuracy and reliability of information provided through online banking across public and private sector banks.

H_0: There is no significant relationship between the Information Accuracy in online banking and overall customer satisfaction.

H_1: There is significant relationship between the Information Accuracy in online banking and overall customer satisfaction.

Result of the Correlation on statement related to accuracy and reliability of information provided through online banking				
Statement	**r**	**D.F.**	**Sig. Value**	**Status of Hypotheses**
Accuracy and Reliability of Information	0.103	525	0.018	Null Hypothesis is Fail to Accept

(Table:5.33 Accuracy and reliability of information provided)

(Source: Constructed from SPSS)

Interpretation of Correlation Results:

Table 5.33 presents the correlation between the accuracy and reliability of information provided through online banking and customer satisfaction. The correlation coefficient (r) is 0.103 with 525 degrees of freedom, and the p-value is 0.018.

Since the p-value (0.018) is less than the standard significance level of 0.05, the result is statistically significant. This indicates that the accuracy and reliability of information in online banking have a significant positive relationship with customer satisfaction. Therefore, the null hypothesis is rejected.

5.6.2.12 Customer satisfaction and the timeliness of alerts and notifications in online banking between public and private sector banks.

H_0: There is no significant relationship between the Timely Notifications of online banking and overall customer satisfaction.

H_1: There is significant relationship between the Timely Notifications of online banking and overall customer satisfaction.

Result of the Correlation on statement related to timeliness of alerts and notifications in online banking				
Statement	**r**	**D.F.**	**Sig. Value**	**Status of Hypotheses**
Timeliness of Alerts and Notifications	0.048	525	0.271	Null Hypothesis is Accepted

(Table:5.34 Timeliness of alerts and notifications in online banking)

(Source: Constructed from SPSS)

Interpretation of Correlation Results:

Table 5.34 presents the correlation between the timeliness of alerts and notifications in online banking and customer satisfaction. The correlation coefficient (r) is 0.048 with 525 degrees of freedom, and the p-value is 0.271.

Since the p-value (0.271) is greater than the standard significance level of 0.05, the result is not statistically significant. This indicates that the timeliness of alerts and

notifications does not have a significant impact on customer satisfaction. Therefore, the null hypothesis is accepted.

5.6.2.13 Customer satisfaction and the quality of customer support services in online banking among public and private sector banks.

H_0: There is no significant relationship between the Customer Support of online banking and overall customer satisfaction.

H_1: There is significant relationship between the Customer Support of online banking and overall customer satisfaction.

Result of the Correlation on statement related to quality of customer support services in online banking				
Statement	**r**	**D.F.**	**Sig. Value**	**Status of Hypotheses**
Quality of Customer Support Services	0.098	525	0.025	Null Hypothesis is Fail to Accept

(Table:5.35 Quality of customer support services in online banking)

(Source: Constructed from SPSS)

Interpretation of Correlation Results:

Table 5.35 presents the correlation between the quality of customer support services in online banking and customer satisfaction. The correlation coefficient (r) is 0.098 with 525 degrees of freedom, and the p-value is 0.025.

Since the p-value (0.025) is less than the standard significance level of 0.05, the result is statistically significant. This indicates that the quality of customer support services in online banking has a significant positive relationship with customer satisfaction. Therefore, the null hypothesis is rejected.

5.6.2.14 Customer satisfaction and the intention to recommend online banking services between public and private sector banks.

H_0: There is no significant relationship between the Recommendation Intention in online banking and overall customer satisfaction.

H_1: There is significant relationship between the Recommendation Intention in online banking and overall customer satisfaction.

Result of the Correlation on statement related to intention to recommend online banking services				
Statement	**r**	**D.F.**	**Sig. Value**	**Status of Hypotheses**
Intention to Recommend online banking services	0.121	525	0.005	Null Hypothesis is Fail to Accept

(Table:5.36 Intention to recommend online banking services)

(Source: Constructed from SPSS)

Interpretation of Correlation Results:

Table 5.36 presents the correlation between the intention to recommend online banking services and customer satisfaction. The correlation coefficient (r) is 0.121 with 525 degrees of freedom, and the p-value is 0.005.

Since the p-value (0.005) is less than the standard significance level of 0.05, the result is statistically significant. This indicates that the intention to recommend online banking services has a significant positive relationship with customer satisfaction. Therefore, the null hypothesis is rejected.

5.6.3 Comparison of Customer Satisfaction between Private Sector and Public Sector Banks

Objective - 3:

To compare the level of customer satisfaction between public sector and private sector banks in Gujarat regarding their online banking services.

5.6.3.1 Perceived convenience and time-saving aspects of online banking between public and private sector banks.

H_0: There is a no significant difference between the mean of perceived convenience and time-saving aspects of online banking and Public and Private Sector Banks.

H_1: There is significant difference between the mean of perceived convenience and time-saving aspects of online banking and Public and Private Sector Banks.

Results of the Independent Sample T-test on statements related to convenience and time-saving aspects					
Statement	**t**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
convenience and time-saving aspects	-1.526	523	-0.099	0.128	Null Hypothesis is Accepted

(Table:5.37 Time-saving aspects of online banking)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.37 presents the results of an Independent Sample T-test conducted to examine the convenience and time-saving aspects of online banking services. The t-value is -1.526 with 523 degrees of freedom, and the mean difference is -0.099. The p-value (Sig.) is 0.128.

Since the p-value (0.128) is greater than the standard significance level of 0.05, the result is not statistically significant. This indicates that there is no significant difference in perceptions of convenience and time-saving aspects among the groups compared. Therefore, the null hypothesis is accepted.

5.6.3.2 User-friendliness of mobile applications or websites between public and private sector banks.

H_0: There is a no significant difference between the mean of User Friendliness of Mobile app/website and Public and Private Sector Banks.

H_1: There is significant difference between the mean of User Friendliness of Mobile app/website and Public and Private Sector Banks.

Results of the Independent Sample T-test on statements related to User-friendliness of mobile applications or websites					
Statement	**t**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
User-friendliness of mobile applications or websites	0.360	523	0.021	0.719	Null Hypothesis is Accepted

(Table:5.38 User-friendliness of mobile applications)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.38 presents the results of an Independent Sample T-test conducted to examine the user-friendliness of mobile applications or websites for online banking services. The t-value is 0.360 with 523 degrees of freedom, and the mean difference is 0.021. The p-value (Sig.) is 0.719.

Since the p-value (0.719) is greater than the standard significance level of 0.05, the result is not statistically significant. This indicates that there is no significant difference in perceptions of user-friendliness of mobile applications or websites among the groups compared. Therefore, the null hypothesis is accepted.

5.6.3.3 Transaction efficiency of online banking between public and private sector banks.

H_0: There is a no significant difference between the mean of Transaction Efficiency of online banking and Public and Private Sector Banks.

H_1: There is significant difference between the mean of Transaction Efficiency of online banking and Public and Private Sector Banks.

Results of the Independent Sample T-test on statements related to Transaction Efficiency					
Statement	**t**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
Transaction Efficiency	0.999	523	0.064	0.318	Null Hypothesis is Accepted

(Table:5.39 Transaction efficiency of online banking)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.39 presents the results of an Independent Sample T-test conducted to examine the transaction efficiency of online banking services. The t-value is 0.999 with 523 degrees of freedom, and the mean difference is 0.064. The p-value (Sig.) is 0.318.

Since the p-value (0.318) is greater than the standard significance level of 0.05, the result is not statistically significant. This indicates that there is no significant

difference in perceptions of transaction efficiency among the groups compared. Therefore, the null hypothesis is accepted.

5.6.3.4 Visual appeal of online banking platforms between public and private sector banks.

H_0: There is a no significant difference between the mean of Visual Appeal of online banking and Public and Private Sector Banks.

H_1: There is significant difference between the mean of Visual Appeal of online banking and Public and Private Sector Banks.

Results of the Independent Sample T-test on statements related to Visual appeal of online banking platforms					
Statement	**t**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
Visual appeal of online banking platforms	4.661	523	0.329	0.000	Null Hypothesis is Fail to Accept

(Table:5.40 Visual appeal of online banking platforms)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.40 presents the results of an Independent Sample T-test conducted to examine the visual appeal of online banking platforms. The t-value is 4.661 with 523 degrees of freedom, and the mean difference is 0.329. The p-value (Sig.) is 0.000.

Since the p-value (0.000) is less than the standard significance level of 0.05, the result is statistically significant. This indicates that there is a significant difference in perceptions of the visual appeal of online banking platforms among the groups compared. Therefore, the null hypothesis is rejected.

5.6.3.5 Service availability of online banking between public and private sector banks.

H_0: There is a no significant difference between the mean of Service Availability of online banking and Public and Private Sector Banks.

H_1: There is significant difference between the mean of Service Availability of online banking and Public and Private Sector Banks.

Results of the Independent Sample T-test on statements related to Service availability of online banking					
Statement	**t**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
Service availability of online banking	3.449	523	0.284	0.001	Null Hypothesis is Fail to Accept

(Table:5.41 Service availability of online banking)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.41 presents the results of an Independent Sample T-test conducted to examine the service availability of online banking. The t-value is 3.449 with 523 degrees of freedom, and the mean difference is 0.284. The p-value (Sig.) is 0.001.

Since the p-value (0.001) is less than the standard significance level of 0.05, the result is statistically significant. This indicates that there is a significant difference in perceptions of service availability of online banking among the groups compared. Therefore, the null hypothesis is rejected.

5.6.3.6 Perceived security while using online banking between public and private sector banks.

H_0: There is a no significant difference between the mean of Security Feeling in online banking and Public and Private Sector Banks.

H_1: There is significant difference between the mean of Security Feeling in online banking and Public and Private Sector Banks.

Results of the Independent Sample T-test on statements related to Perceived security while using online banking					
Statement	**t**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
Perceived security while using online banking	-0.425	523	-0.031	0.671	Null Hypothesis is Accepted

(Table:5.42 Perceived security while using online banking)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.42 presents the results of an Independent Sample T-test conducted to examine the perceived security while using online banking. The t-value is -0.425 with 523 degrees of freedom, and the mean difference is -0.031. The p-value (Sig.) is 0.671.

Since the p-value (0.671) is greater than the standard significance level of 0.05, the result is not statistically significant. This indicates that there is no significant difference in perceptions of perceived security while using online banking among the groups compared. Therefore, the null hypothesis is accepted.

5.6.3.7 Cybersecurity measures of online banking between public and private sector banks.

H_0: There is no significant relationship between Cybersecurity Measures of online banking and Public and Private Sector Banks.

H_1: There is significant relationship between Cybersecurity Measures of online banking and Public and Private Sector Banks.

Results of the Independent Sample T-test on statements related to Cybersecurity measures of online banking					
Statement	**t**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
Cybersecurity measures of online banking	-0.777	523	-0.055	0.438	Null Hypothesis is Accepted

(Table:5.43 Cybersecurity measures)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.43 presents the results of an Independent Sample T-test conducted to examine the cybersecurity measures of online banking. The t-value is -0.777 with 523 degrees of freedom, and the mean difference is -0.055. The p-value (Sig.) is 0.438.

Since the p-value (0.438) is greater than the standard significance level of 0.05, the result is not statistically significant. This indicates that there is no significant difference in perceptions of cybersecurity measures of online banking among the groups compared. Therefore, the null hypothesis is accepted.

5.6.3.8 Responsiveness of online banking applications between public and private sector banks.

H_0: There is a no significant difference between the mean of App Responsiveness of online banking and Public and Private Sector Banks.

H_1: There is significant difference between the mean of App Responsiveness of online banking and Public and Private Sector Banks.

Results of the Independent Sample T-test on statements related to Responsiveness of online banking applications					
Statement	**t**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
Responsiveness of online banking applications	-1.262	523	-0.091	0.208	Null Hypothesis is Accepted

(Table:5.44 Responsiveness of online banking applications)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.44 presents the results of an Independent Sample T-test conducted to examine the responsiveness of online banking applications. The t-value is -1.262 with 523 degrees of freedom, and the mean difference is -0.091. The p-value (Sig.) is 0.208. Since the p-value (0.208) is greater than the standard significance level of 0.05, the result is not statistically significant. This indicates that there is no significant difference in perceptions of responsiveness of online banking applications among the groups compared. Therefore, the null hypothesis is accepted.

5.6.3.9 Grievance redressal systems in online banking between public and private sector banks.

H_0: There is a no significant difference between the mean of Grievance Redressal of online banking and Public and Private Sector Banks.

H_1: There is significant difference between the mean of Grievance Redressal of online banking and Public and Private Sector Banks.

Results of the Independent Sample T-test on statements related to Grievance redressal systems in online banking					
Statement	**t**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
Grievance redressal systems in online banking	1.814	523	0.125	0.070	Null Hypothesis is Accepted

(Table:5.45 Grievance redressal systems)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.45 presents the results of an Independent Sample T-test conducted to examine the grievance redressal systems in online banking. The t-value is 1.814 with 523 degrees of freedom, and the mean difference is 0.125. The p-value (Sig.) is 0.070. Since the p-value (0.070) is greater than the standard significance level of 0.05, the result is not statistically significant. This indicates that there is no significant difference in perceptions of grievance redressal systems in online banking among the groups compared. Therefore, the null hypothesis is accepted.

5.6.3.10 Range of features available in online banking between public and private sector banks.

H_0: There is a no significant difference between the mean of Feature Availability of online banking and Public and Private Sector Banks.

H_1: There is significant difference between the mean of Feature Availability of online banking and Public and Private Sector Banks.

Results of the Independent Sample T-test on statements related to Range of features available in online banking					
Statement	**T**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
Range of features available in online banking	-0.023	523	-0.002	0.981	Null Hypothesis is Accepted

(Table:5.46 Range of features available in online banking)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.46 presents the results of an Independent Sample T-test conducted to examine the range of features available in online banking. The t-value is -0.023 with 523 degrees of freedom, and the mean difference is -0.002. The p-value (Sig.) is 0.981. Since the p-value (0.981) is greater than the standard significance level of 0.05, the result is **not statistically significant**. This indicates that there is **no significant difference in perceptions of the range of features available in online banking** among the groups compared. Therefore, the null hypothesis is **accepted**.

5.6.3.11 Accuracy and reliability of information in online banking between public and private sector banks.

H_o: There is a no significant difference between the mean of Information Accuracy in online banking and Public and Private Sector Banks.

H_1: There is significant difference between the mean of Information Accuracy in online banking and Public and Private Sector Banks.

Results of the Independent Sample T-test on statements related to Accuracy and reliability of information in online banking					
Statement	**t**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
Accuracy and reliability of information in online banking	-0.928	523	-0.066	0.354	Null Hypothesis is Accepted

(Table:5.47 Accuracy and reliability of information)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.47 presents the results of an Independent Sample T-test conducted to examine the accuracy and reliability of information in online banking. The t-value is -0.928 with 523 degrees of freedom, and the mean difference is -0.066. The p-value (Sig.) is 0.354.

Since the p-value (0.354) is greater than the standard significance level of 0.05, the result is **not statistically significant**. This indicates that there is **no significant difference in perceptions of the accuracy and reliability of information in online banking** among the groups compared. Therefore, the null hypothesis is **accepted**.

5.6.3.12 Timeliness of notifications and alerts in online banking between public and private sector banks.

H_0: There is a no significant difference between the mean of Timely Notifications of online banking and Public and Private Sector Banks.

H_1: There is significant difference between the mean of Timely Notifications of online banking and Public and Private Sector Banks.

Results of the Independent Sample T-test on statements related to Timeliness of notifications and alerts in online banking					
Statement	**t**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
Timeliness of notifications and alerts in online banking	-0.289	523	-0.020	0.773	Null Hypothesis is Accepted

(Table:5.48 Timeliness of notifications and alerts)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.48 presents the results of an Independent Sample T-test conducted to examine the timeliness of notifications and alerts in online banking. The t-value is -0.289 with 523 degrees of freedom, and the mean difference is -0.020. The p-value (Sig.) is 0.773.

Since the p-value (0.773) is greater than the standard significance level of 0.05, the result is not statistically significant. This indicates that there is no significant difference in perceptions of the timeliness of notifications and alerts in online banking among the groups compared. Therefore, the null hypothesis is accepted.

5.6.3.13 Quality of customer support in online banking between public and private sector banks.

H_0: There is a no significant difference between the mean of Customer Support of online banking and Public and Private Sector Banks.

H_1: There is significant difference between the mean of Customer Support of online banking and Public and Private Sector Banks.

Results of the Independent Sample T-test on statements related to Quality of customer support in online banking					
Statement	**t**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
Quality of customer support in online banking	-0.117	523	-.0.008	0.907	Null Hypothesis is Accepted

(Table:5.49 Quality of customer support)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.49 presents the results of an Independent Sample T-test conducted to examine the quality of customer support in online banking. The t-value is -0.117 with 523 degrees of freedom, and the mean difference is -0.008. The p-value (Sig.) is 0.907. Since the p-value (0.907) is greater than the standard significance level of 0.05, the result is not statistically significant. This indicates that there is no significant difference in perceptions of the quality of customer support in online banking among the groups compared. Therefore, the null hypothesis is accepted.

5.6.3.14 Intention to recommend online banking services between public and private sector banks.

H_0: There is a no significant difference between the mean of Recommendation Intention in online banking and Public and Private Sector Banks.

H_1: There is significant difference between the mean of Recommendation Intention in online banking and Public and Private Sector Banks.

Results of the Independent Sample T-test on statements related to Intention to recommend online banking services					
Statement	**t**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
Intention to recommend online banking services	-0.215	523	-0.015	0.830	Null Hypothesis is Accepted

(Table:5.50 Intention to recommend online banking services)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.50 presents the results of an Independent Sample T-test conducted to examine the intention to recommend online banking services. The t-value is -0.215 with 523 degrees of freedom, and the mean difference is -0.015. The p-value (Sig.) is 0.830. Since the p-value (0.830) is greater than the standard significance level of 0.05, the result is not statistically significant. This indicates that there is no significant difference in perceptions of the intention to recommend online banking services among the groups compared. Therefore, the null hypothesis is accepted.

5.6.3.15 Overall customer satisfaction with online banking between public and private sector banks.

H_0: There is a no significant difference between the mean of overall satisfaction in online banking and Public and Private Sector Banks.

H_1: There is significant difference between the mean of overall satisfaction in online banking and Public and Private Sector Banks.

Results of the Independent Sample T-test on statements related to Overall customer satisfaction with online banking					
Statement	**t**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
Overall customer satisfaction with online banking	-0.112	523	-0.009	0.911	Null Hypothesis is Accepted

(Table:5.51 Overall customer satisfaction)

(Source: Constructed from SPSS)

Interpretation of Independent Sample T-test Results:

Table 5.51 presents the results of an Independent Sample T-test conducted to examine the overall customer satisfaction with online banking. The t-value is -0.112 with 523 degrees of freedom, and the mean difference is -0.009. The p-value (Sig.) is 0.911. Since the p-value (0.911) is greater than the standard significance level of 0.05, the result is not statistically significant. This indicates that there is no significant difference in perceptions of overall customer satisfaction with online banking among the groups compared. Therefore, the null hypothesis is accepted.

5.6.4 Common Challenges and Issues

Objective 4:

To examine common challenges and issues faced by customers while using online banking services in both sectors.

5.6.4.1 Technical Issues and Non-Technical Issues

Ho: There is no difference in the mean number (or severity, frequency, etc.) of Technical Issues and Non-Technical Issues.

H1: There is difference in the mean number (or severity, frequency, etc.) of Technical Issues and Non-Technical Issues.

Results of the Pared Sample T-test on statements related to Technical Issues and Non-Technical Issues					
Statement	**T**	**D.F**	**M.D**	**Sig. Value**	**Status of Hypotheses**
Technical Issues and Non-Technical Issues	114.414	524	1.63389	.000	Null Hypothesis is Fail to Accept

(Table: 5.52 Technical Issues and Non-Technical Issues)

(Source: Constructed from SPSS)

Since the p-value (0.000) is well below the standard significance level of 0.05, the result is highly statistically significant. Therefore, the null hypothesis is rejected, indicating that there is a significant difference between technical and non-technical

issues experienced by users in online banking. The large mean difference further suggests that users may encounter one type of issue more frequently or perceive it more severely than the other, warranting targeted improvements in service delivery.

5.6.4.2 Challenges faced by customers

Ho: There is no significant difference in the types of challenges faced by customers of public sector banks compared to private sector banks.

H1: There is a significant difference in the types of challenges faced by customers of public sector banks compared to private sector banks.

Results of the Chi-square test on statements related to Challenges faced by Customers

Statement	X^2	D.F	Sig. Value	Status of Hypotheses
More intuitive app/website design	0.886	524	0.347	Null Hypothesis is Accepted
Enhanced cyber security	0.198	524	0.656	Null Hypothesis is Accepted
Quick response from customer support	2.644	524	0.104	Null Hypothesis is Accepted
Multilingual support	1.158	524	0.282	Null Hypothesis is Accepted
24/7 live chat facility	0.814	524	0.367	Null Hypothesis is Accepted
Customizable notifications and alerts	0.157	524	0.692	Null Hypothesis is Accepted
Voice-assisted banking features	0.064	524	0.800	Null Hypothesis is Accepted
Simplified KYC process	1.687	524	0.194	Null Hypothesis is Accepted
Real-time fraud alerts	1.045	524	0.307	Null Hypothesis is Accepted

(Table: 5.53 Challenges faced by customers)

(Source: Constructed from SPSS)

Interpretation of Chi-square Test Results:

- **More intuitive app/website design:**

The Chi-square value is 0.886 with a p-value of 0.347, which is greater than 0.05. Hence, the null hypothesis is accepted, indicating that customers from both public and private sector banks share similar views on the need for more intuitive digital interfaces.

- **Enhanced cyber security:**

The test result ($X^2 = 0.198$, $p = 0.656$) shows no significant difference in customer responses. This means users across both banking sectors equally prioritize cyber security improvements.

- **Quick response from customer support:**

With a Chi-square value of 2.644 and a p-value of 0.104, the result is not statistically significant. This suggests uniform expectations among customers regarding prompt customer service.

- **Multilingual support:**

The p-value of 0.282 ($X^2 = 1.158$) indicates acceptance of the null hypothesis, signifying that language options are equally important to all customer groups.

- **24/7 live chat facility:**

The Chi-square test ($X^2 = 0.814$, $p = 0.367$) reveals no notable difference in perceptions, indicating that round-the-clock chat support is a common customer expectation.

- **Customizable notifications and alerts:**

With a low Chi-square value ($X^2 = 0.157$) and a p-value of 0.692, the results show no significant variation in opinion, meaning customers uniformly value notification control features.

- **Voice-assisted banking features:**

The p-value of 0.800 ($X^2 = 0.064$) supports the null hypothesis, suggesting that voice-enabled functionalities are not perceived differently by different customer segments.

- **Simplified KYC process:**

A p-value of 0.194 and a Chi-square value of 1.687 imply that preferences for simplified KYC are consistent across public and private sector bank users.

- **Real-time fraud alerts:**

Lastly, the Chi-square value of 1.045 and p-value of 0.307 indicate no significant difference, meaning real-time fraud notifications are equally expected by all customers.

5.6.4.3 The overall satisfaction level and financial loss due to online banking issues

Ho: There is no significant difference in the overall satisfaction levels between customers who have faced financial loss due to online banking issues and those who have not.

H1: There is a significant difference in the overall satisfaction levels between customers who have faced financial loss due to online banking issues and those who have not.

Results of Mann–Whitney U test statistic on statements related to Satisfaction Level and Financial Loss due to Online Banking issues				
Statement	**U**	**Z**	**Sig. Value**	**Status of Hypotheses**
Financial loss due to online banking issues	5351.500	-0.648	0.517	Null Hypothesis is Accepted

(Table: 5.54 The overall satisfaction level)

(Source: Constructed from SPSS)

Interpretation of Mann–Whitney U test Results:

The table presents the results of the Mann–Whitney U test conducted to assess whether there is a significant difference in satisfaction levels between customers who have experienced financial loss due to online banking issues and those who have not. The test yielded a U value of 5351.500 and a Z-score of -0.648, with a significance (p) value of 0.517. Since this p-value is greater than the standard threshold of 0.05, the result is not statistically significant.

Accordingly, the null hypothesis is accepted, suggesting that there is no significant difference in the satisfaction levels of customers based on whether or not they have suffered financial loss due to online banking problems. This indicates that the experience of financial loss alone does not have a measurable impact on the overall satisfaction of users with online banking services.

5.6.5 Strategies for Improvement and Future Intent

Objective 5:

To recommend strategies for enhancing customer satisfaction with online banking services based on empirical findings.

5.6.5.1 Cybersecurity measures as more important

Ho: Customers do not perceive enhanced cybersecurity measures as more important than other suggested improvements.

H1: Customers do perceive enhanced cybersecurity measures as more important than other suggested improvements.

Results of the Friedman Test on statements related to Cybersecurity Measures as more Important					
Statement	**X^2**	**D.F**	**Mean Rank Difference**	**Sig. Value**	**Status of Hypotheses**
Cybersecurity measures as more important	499.465	8	Significant	0.000	Null Hypothesis is Fail to Accept

(Table: 5.55 Cybersecurity measures)

(Source: Constructed from SPSS)

Interpretation of Friedman Test Results:

The table shows the results of the Friedman Test conducted to evaluate whether customers perceive cybersecurity measures as more important compared to other improvement suggestions in online banking. The test produced a Chi-square (X^2) value of 499.465 with 8 degrees of freedom, and a significance value of 0.000.

Since the p-value is less than 0.05, the result is statistically significant, leading to the rejection of the null hypothesis. This indicates that there is a significant difference in how customers rank various suggested improvements, and cybersecurity measures are perceived as one of the most important aspects for enhancing satisfaction with online banking services.

5.6.5.2 To continue using current bank's online services in the future

H_o: A major proportion of users do not intend to continue using their current bank's online services in the future.

H_1: A major proportion of users intend to continue using their current bank's online services in the future.

Results of the Descriptive Statistics on statements related to continue using current bank's online services in the future					
Statement	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**	**Status of Hypotheses**
Yes	253	48.2%	48.2%	48.2%	
Probably Yes	165	31.4%	31.4%	79.6%	
Not Sure	78	14.9%	14.9%	94.5%	
Probably No	18	3.4%	3.4%	97.9%	
Definitely No	11	2.1%	2.1%	100.0%	
Total	**525**	**100.0%**	**100.0%**		**Null Hypotheses is Accepted**

(Table: 5.56 Continue using current bank's online services)

(Source: Constructed from SPSS)

Interpretation of Descriptive Statistics Results:

The descriptive statistics presented in the table illustrate customer responses regarding their intention to continue using their current bank's online services in the future. Out of 525 respondents, a majority of 253 (48.2%) indicated "Yes," reflecting a strong intent to continue. Additionally, 165 respondents (31.4%) chose "Probably Yes," raising the cumulative percentage to 79.6%, which indicates that nearly four out of five customers lean positively toward continuing with their bank's online services.

Only a small proportion of respondents expressed uncertainty or negative intentions - 14.9% were "Not Sure," 3.4% selected "Probably No," and 2.1% chose "Definitely No." The high percentage of positive responses suggests overall satisfaction and trust in the existing online services. As the majority do not outright reject continuing, the null hypothesis - that a major proportion of users intend to continue using their current bank's online services - is accepted.

5.6.5.3 Recommendation of online services to others

H_O: Customers who report higher overall satisfaction are not more likely to recommend their bank's online services to others.

H_1: Customers who report higher overall satisfaction are more likely to recommend their bank's online services to others.

Results of the Pearson Correlation on statements related to Recommendation of online services to others					
Statement	**r**	**t**	**D.F.**	**Sig. Value**	**Status of Hypotheses**
Recommendation of online services to others	0.121	2.83	523	0.005	Null Hypothesis is Fail to Accept

(Table: 5.57 Recommendation of online services)

(Source: Constructed from SPSS)

Interpretation of Pearson Correlation Results:

The results of the Pearson Correlation analysis presented in Table 5.29 evaluate the relationship between customers' overall satisfaction and their likelihood of recommending their bank's online services to others. The correlation coefficient (r) is 0.121, indicating a positive but weak relationship between the two variables. The corresponding t-value of 2.83 and degrees of freedom (D.F.) of 523 suggest statistical testing was conducted on a sufficiently large sample.

The significance value (Sig.) is 0.005, which is less than the standard threshold of 0.05. This indicates that the observed relationship is statistically significant. As a result, the null hypothesis is rejected (Fail to Accept). This means there is a significant relationship between overall satisfaction and the likelihood of recommending online banking services, though the strength of this association is weak. It can be interpreted that as customer satisfaction increases, so does the tendency to recommend the service to others, albeit modestly.

5.6.5.4 Faced financial loss and the intention to continue using online banking services

H_o: There is no significant relationship between having faced financial loss and the intention to continue using online banking services.

H_1: There is a significant relationship between having faced financial loss and the intention to continue using online banking services.

Results of the Chi-square Test on statements related to financial loss and the intention to continue using online banking services				
Statement	**X^2**	**D.F**	**Sig. Value**	**Status of Hypotheses**
Faced financial loss and the intention to continue using online banking services	6.241	4	0.182	Null Hypothesis is Accepted

(Table: 5.58)

(Faced financial loss and the intention to continue using online banking services)

(Source: Constructed from SPSS)

The table presents the results of a Chi-square test conducted to examine the relationship between facing financial loss due to online banking issues and the intention to continue using online banking services. The Chi-square value (X^2) is 6.241 with 4 degrees of freedom (D.F.), and the significance value (Sig.) is 0.182.

Since the p-value (0.182) is greater than 0.05, the result is not statistically significant. This means there is no significant association between customers having faced financial loss and their intention to continue using online banking services. Therefore, the null hypothesis is accepted, suggesting that experiencing financial loss does not significantly influence whether a customer decides to continue or discontinue online banking in the future.