

## **OVERVIEW OF E-BANKING**

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**Abstract:** - The purpose of this study was to analyse the quality of e-banking and customer happiness in order to identify which components may affect customer satisfaction most effectively. Data have been gathered using a survey instrument, spread among banking industry consumers in Lebanon. Data from primary and secondary sources from bank managers, websites and other sources, such as automatic dish machines, IT, telephone and mobile banking, e-mail banking, etc., were gathered in this study. Through effective regulation, the scientist determines that it raises knowledge among banking clients.

**Keywords:** Online banking, happiness of customer in the banking sector, online banking business pros and cons.

**Keywords-E-banking , Challenges, Safe banking, Risk Factor**

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### **I.INTRODUCTION**

#### **1.1 Introduction**

The post-liberalization financial situation in India is witness to massive changes in the deregulated environment. The tremendous technological improvements and the aggressive incorporation of IT have led to a paradigm change in bank operations. Technology has become a key resource for banks to achieve greater efficiency, operational control, productivity and profitability. Customers realize their dream "everywhere, everywhere, anyway." This has led the banks to use technology to satisfy the growing expectations of their customers. Online banking enables clients to execute a variety of financial transactions on the website of a financial institution, including Internet banks, electronic banking or online banking. In contrast to traditional banking services supplied by clients via the branch banking system, the Internet banking system generally connects to or forms part of a core banking system of a bank.

#### **1.2.Customer satisfaction**

One key goal is to assess how the quality of the electronic services offered by banks affects consumer satisfaction in the Lebanese banking sector. Some further research shows a link between consumer happiness and e-banking. [1].

#### **1.3.Problem Statement**

The Indian banking industry has been radically modified since 1991 as a result of liberalization and globalisation. Indian Banking nowadays is one of the world's major industries. Efficient client services have increased significantly. A very pleased and enjoyable client is a key (nonfinancial) asset for banks in the developing IT era. The curtsey, precision and quickness are like a bank's crowning characteristics. Indian banking has long since become a very proactive and vibrant

company. It's a dormant business organisation. This shift has primarily come from widespread Liberalization and economic reforms, which enabled banks not to generate money from conventional streams like borrowing and lending but to seek new business options. Nationalized banks have revised their services and products, incorporating new, inventive customer-centric systems, economic developments and private rivals' access to them. Indian banking has now finally met the constantly increasing expectations of Indian customers [2].

#### **1.4.FACTORS INFLUENCES ONLINE BANKING SERVICES**

a)In online banking, security and safety precautions are the main concern. PIN security, personal data protection, secrecy, hacking are all huge issues for Internet banking clients. Given that there are no human contacts to ensure that customers are successful and safe, many consumers are reluctant to place their confidence in non-personal services.

b)Technology and security standards- Banks should allocate clearly defined duties to the network and database administrator as stated in the Group report. The Security Policy Board should formally authorise the banks. The security officer/job group is only responsible for IT security and IT systems, which actually implement computer systems. In addition, the IT Auditor audits the information systems [3] .

c)Legal issues- Considering- The legal status is prevalent, and banks have a responsibility not only to confirm identity but to inquire about prospective customer's integrity and reputation. Thus even though an account opening request can be accepted through the Internet, the account should only be established once the customer's appropriate identification has been properly introduced and verified.

d)Regulatory and supervisory issues- The current regulatory structure across banks, as the Group recommends, will also include Internet banking. Citizens of India must be authorised only to provide those banks regulated, monitored and physically active in India. Therefore, Internet banking services for Indians both banks and online banks outside the country with no physical presence in India would not now be available. [4].

## II .LITERATURE OF REVIEW-

**ASUE ESELEM Valence**[5] The aim of this research was to analyse the link between e-banking services and the bank's profits and to determine the difference between those using e-banking services and Counter Services on impacts of "e-banking" on operation of commercial banking . Using the T-test model and a simple correlation model it has been shown that no link exists between e-bank services and the bank's profitability and that the gap between e-banking clients and counter service customers is considerable. Both secondary & primary data were used to perform this research. We thus propose that UBA Bank Cameroon make full use of e-banking to enhance its operations with regard to providing retail banking services to its clients, which would probably lead to the positive profitability position

**Shilpan Vyas**[6] This study will introduce you to e-banking and provide you with its meaning, functions, kinds, advantages and limits. It also shows the influence of e-banking on traditional services and lastly the paperwork resulting from them. E-banking is an unlimited entity that allows banking anytime anyplace. This enables us to have all the capabilities and advantages over traditional banking services. During this procedure, controls are carried out which can reduce or remove recognised risks, according to the operations of the company. The objective of the suggested inspections is to minimise the risk to an acceptable level for the IT system and its data.

**Richard Selassie Bebli**[7] The research draw on customer satisfaction utilising the qualities of service dimension or the model 'SERVPERF' & 'SERVQUAL' developed by Cronin and Taylor (1992). Although the quantity research technique was partly utilized for the investigation, the study utilized mostly qualitative research approaches. The employment of the aforesaid techniques resulted in a strong dependence on both primary and secondary data sources. The research uses a five-point Likert scale with a strong consensus on the "1" and substantial disagreement on "5." To assess the hypothesized

**SADAF FIRDOUS**[8] Especially in India, which has been following the recent demonetization by the present administration, little study has been done to enable people to run cash-free and improve their digital economy. The effects of the quality of Internet Banking services on customer satisfaction in New Delhi have been examined through an exploration survey using a Likert-based questionnaire. In New

Delhi, several types of online banking consumers were utilized to sample judgment and convenience. A sample of 194 online banking clients collected data. The finding was that dimensions of the quality of the online banking services significantly affect internet banking clients' customer happiness. The total customer satisfaction in online banking is 70 percent of all aspects – efficiency, , privacy, system availability, interaction, fulfillment, personal contact & responsiveness.

**DR. TEJINDERPAL SINGH** [9] the research aims to examine the safety &privacy characteristics of chosen banks' websites. The study also evaluates the attitude of bank customers about 'safety & privacy' and 'satisfaction with' the usage of "e-banking" service. Finally, the opinion of non-users of bank service is studied. For study purposes, four banks have been selected. Online banking sites have been contrasted with the safety and privacy aspects of the checklist. A survey was carried out in Chandigarh, Mohali and Panchkula to investigate the perceptions of our clients through the use of the questionnaire for 200(190 Final) bank customers. The hypotheses were tested by oneway "ANOVA," Kruskal-Wallis test and the correlation coefficient of the person. The study showed that the security characteristics & privacy of (online banking) portals vary amongst chosen institutions. Few banks in their online banking portals have sophisticated security measures, while others still have traditional security elements.

**Sriram Devulapalli and Sai Karthik Oruganti** [10] This study paper are based on the primary data obtained through structured questionnaires and sampling methodologies and secondary data from different research papers and certified journals. Digital cash and online transactions have a major impact on e-banking and digital banking in the current market environment. Bank transfers The use of online banking services include in their core electronic money transfers. International banks were originally provided electronic banking since, on the Indian market, digital cash flow did not prevail until demonization occurred. In the current banking functioning, e-banking plays an important part.In comparison to physical banking, electronic banking is considered safe and secure. Compared to conventional banking, e-banking assures qualitative bank operations. However, when we talk about security, it does have its restrictions and problems.

## III CONCLUSION-

This study examined the influence on customer satisfaction in the banking industry of quality of E-banking. Similar research was done for other nations and markets, as the literature study showed, but in the Lebanese banking industry none of the authors' knowledge was made. The study used the quantitative method by distributing the survey among bank customers in Libya and analyzing data using AMOS SEM. The findings and proposals were finally discovered. It provides users and recipients with fresh. You don't go to the bank. You don't.

Rather you can always access your account from anywhere worldwide. When the bank is open, if we have time and not. Insights. Online banking is lot like conventional banking, with one big exception. You don't need to go to the bank for transactions. Rather, you can access your account from anywhere in the world, if we have time and not when the bank is open. The study report is based on preliminary information. The survey shows that most bank clients are aware of all online banking options The researchers have concluded

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