INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

IJRCM
IJRCM

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories
Indexed & Listed at:
Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,
Open J-Gage, India [link of the same is duly available at Inflibnet of University Grants Commission (U.G.C.)],
The American Economic Association's electronic bibliography, EconLit, U.S.A.,
Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.
Circulated all over the world & Google has verified that scholars of more than **5000 Cities** in **187 countries/territories** are visiting our journal on regular basis.
Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA
http://ijrcm.org.in/

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	**DIMENSIONS OF HIGHER EDUCATION IN INDIA: A COMPREHENSIVE REVIEW** *UPPAL VANITA SATNAMSINGH & DR. A. B. DADAS*	1
2.	**METAMORPHOSIS OF INDIAN BANKS: A STUDY WITH REFERENCE TO NON PERFORMING ASSETS** *DR. SANTOSH B. PATKAR*	4
3.	**ISSUES IN CORPORATE GOVERNANCE** *SUMAIYA FATHIMA*	9
4.	**INTERNET BANKING SERVICE QUALITY AND ITS IMPACT ON CUSTOMER SATISFACTION** *BAHAREH SHEIKHI & AISHA M SHERIFF*	12
5.	**TREND OF INDIAN AGRICULTURAL EXPORT AND ITS COMPOSITION: OVER A DECADAL COMPARISON** *POOJA GAMIT, DR. ALPESHLEUA & DR. NARENDRA SINGH*	19
6.	**ACCESS OF INFORMATION AND ITS IMPACT ON MUTUAL FUND INVESTORS IN TAMILNADU** *P. PREMA & SHANY P.A*	23
7.	**A STUDY ON COOPERATIVE CREDIT IN PUNJAB** *PALWINDER KAUR & DR. RUPINDER KAUR*	28
8.	**TOURIST SERVICES EVALUATION OF HOSPITALITY UNITS: EXPERIENCES AND OBSERVATIONS FROM HOTEL AND RESTAURANT PROPERTIES OF SRINAGAR GARHWAL, UTTARAKHAND** *DR. SANJAY SINGH MAHAR*	33
9.	**IMPORTANCE OF GOODS AND SERVICES TAX IN THE TAXATION SYSTEM AND ITS IMPACT ON INDIA's GROWTH** *DR. B M KUMARA*	40
10.	**CAN COMPATIBLE FINANCIAL MARKETS STRENGTHEN THE STRATEGIC BILATERAL PARTNERSHIP AMONG COUNTRIES? - A CASE STUDY OF INDIA AND SAUDI ARABIA** *ZAKIYA BEGUM SAYED & DR. J. GAYATHRI*	43
11.	**RURAL DEVELOPMENT: INDIA's WEAPON FOR ECONOMIC GROWTH** *TANU SACHDEVA & JASNEET SONI*	50
12.	**AN EMPIRICAL ANALYSIS ON THE FINANCIAL LITERACY AND THE INVESTMENT PERSPECTIVE OF WORKING WOMEN** *KARISHMA ANIL, NIYA ANTONY & GOPIKA G*	53
13.	**ACCOUNTABILITY, MANAGEMENT AND ORGANIZATIONAL APPROACH TO CHILDREN'S HOMES IN INDIA: AN ANALYTICAL STUDY OF MYSURU CITY IN KARNATAKA** *RASHMI M & B. GURUDATT KAMATH*	56
14.	**RELATIONSHIP BETWEEN ECONOMIC VALUE ADDED AND PROFITABILITY MEASURES WITH REFERENCE TO HINDUSTAN ORGANIC CHEMICALS LIMITED KOCHI – A STUDY** *K. R. SHABU & AMALRAJ R*	60
15.	**A STUDY ON THE PERFORMANCE OF IPOS WITH SPECIAL REFERENCE TO COCHIN STOCK EXCHANGE** *PREETHA R & KRISHNAN L*	70
16.	**IMPACT OF EARNING PER SHARE ON MARKET VALUE AN EMPIRICAL STUDY WITH REFERENCE TO JK TYRE** *ROOPA BALAVENU & UMA DEVI S*	75
17.	**CAUSALITY BETWEEN EXPORT AND ECONOMIC GROWTH IN ETHIOPIA** *LINGERH SEWNET AKALU*	81
18.	**OPENNESS AND ITS IMPACT ON INFLATIONARY EFFECTS OF MONETARY POLICY AND INFLATION VOLATILITY IN INDIA** *SAJAD AHMAD RATHER*	87
19.	**GROWTH OF EDUCATION IN HIMACHAL PRADESH: AN EMPIRICAL ANALYSIS** *ANJU SHARMA & AMIT SHARMA*	90
20.	**MARKETING AT THE BOTTOM OF THE PYRAMID: CAN RURAL MARKETS BE DEVELOPED AS BLUE OCEANS** *SAAKSHI BHANDARI & SAUMYA AGGARWAL*	94
	REQUEST FOR FEEDBACK & DISCLAIMER	102

CHIEF PATRON

PROF. K. K. AGGARWAL
Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL
Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. BHAVET
Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISORS

PROF. M. S. SENAM RAJU
Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi
PROF. M. N. SHARMA
Chairman, M.B.A., Haryana College of Technology & Management, Kaithal
PROF. S. L. MAHANDRU
Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA
Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

FORMER CO-EDITOR

DR. S. GARG
Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI
Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia
PROF. SIKANDER KUMAR
Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh
PROF. SANJIV MITTAL
University School of Management Studies, Guru Gobind Singh I. P. University, Delhi
PROF. RAJENDER GUPTA
Convener, Board of Studies in Economics, University of Jammu, Jammu
PROF. NAWAB ALI KHAN
Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. S. P. TIWARI
Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad
DR. ANIL CHANDHOK
Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana
DR. ASHOK KUMAR CHAUHAN
Reader, Department of Economics, Kurukshetra University, Kurukshetra
DR. SAMBHAVNA
Faculty, I.I.T.M., Delhi
DR. MOHENDER KUMAR GUPTA
Associate Professor, P. J. L. N. Government College, Faridabad
DR. VIVEK CHAWLA
Associate Professor, Kurukshetra University, Kurukshetra
DR. SHIVAKUMAR DEENE
Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. ABHAY BANSAL
Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida
PARVEEN KHURANA
Associate Professor, Mukand Lal National College, Yamuna Nagar
SHASHI KHURANA
Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala
SUNIL KUMAR KARWASRA
Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad
DR. VIKAS CHOUDHARY
Asst. Professor, N.I.T. (University), Kurukshetra

FORMER TECHNICAL ADVISOR

AMITA
Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL
Advocate & Tax Adviser, Panchkula
NEENA
Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL
Advocate, Punjab & Haryana High Court, Chandigarh U.T.
CHANDER BHUSHAN SHARMA
Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography: Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** ***anytime*** in ***M.S. Word format*** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website (***FOR ONLINE SUBMISSION, CLICK HERE***).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____________

THE EDITOR

IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF ________________________.**

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled '____' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :
Designation/Post* :
Institution/College/University with full address & Pin Code :
Residential address with Pin Code :
Mobile Number (s) with country ISD code :
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :
Landline Number (s) with country ISD code :
E-mail Address :
Alternate E-mail Address :
Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc**. ***The qualification of author is not acceptable for the purpose***.

NOTES:

a) The whole manuscript has to be in ***ONE MS WORD FILE*** only, which will start from the covering letter, inside the manuscript. ***pdf. version* is liable to be rejected without any consideration**.

b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail**:

New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.

d) The total size of the file containing the manuscript is expected to be below **1000 KB**.

e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.

f) ***The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours*** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.

g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters**, **centered** and **fully capitalised**.
3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name**, **designation**, **affiliation** (s), **address**, **mobile/landline number** (s), and **email/alternate email address** should be given underneath the title.
4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150** to **300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. ***Abbreviations must be mentioned in full***.
6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
8. **MANUSCRIPT:** Manuscript must be in ***BRITISH ENGLISH*** prepared on a standard A4 size ***PORTRAIT SETTING PAPER***. *It should be free from any errors i.e.* ***grammatical, spelling*** *or* ***punctuation.*** *It must be thoroughly edited at your end*.
9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION
REVIEW OF LITERATURE
NEED/IMPORTANCE OF THE STUDY
STATEMENT OF THE PROBLEM
OBJECTIVES
HYPOTHESIS (ES)
RESEARCH METHODOLOGY
RESULTS & DISCUSSION
FINDINGS
RECOMMENDATIONS/SUGGESTIONS
CONCLUSIONS
LIMITATIONS
SCOPE FOR FURTHER RESEARCH
REFERENCES
APPENDIX/ANNEXURE

The manuscript should preferably be in ***2000 to 5000 WORDS***, But the limits can vary depending on the nature of the manuscript.

12. **FIGURES & TABLES**: These should be simple, crystal **CLEAR**, **centered**, **separately numbered** & self-explained, and the **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. *It should be ensured that the tables/figures are referred to from the main text*.
13. **EQUATIONS/FORMULAE**: These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS**: These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES**: The list of all references should be alphabetically arranged. ***The author (s) should mention only the actually utilised references in the preparation of manuscript*** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper**. The author (s) are supposed to follow the references as per the following:

- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (**ed.**) for one editor, and (**ed.s)** for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parenthesis.
- ***Headers**, **footers**, **endnotes** and **footnotes** should **not be used** in the document.* However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

INTERNET BANKING SERVICE QUALITY AND ITS IMPACT ON CUSTOMER SATISFACTION

BAHAREH SHEIKHI
RESEARCH SCHOLAR
DEPARTMENT OF BUSINESS ADMINISTRATION
B. N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES
UNIVERSITY OF MYSORE
MYSORE

AISHA M SHERIFF
PROFESSOR
DEPARTMENT OF BUSINESS ADMINISTRATION
B. N. BAHADUR INSTITUTE OF MANAGEMENT SCIENCES
UNIVERSITY OF MYSORE
MYSORE

ABSTRACT

The current study is a diffident attempt to determine the changes taking place after internet banking, to evaluate the banks' service quality and to know about customers' perceptions regarding internet banking. The specific objectives of the study are, to find out the impact of internet banking on service quality in banking sector in India; and to identify the gaps in operational performance and service quality of internet banking services and to make recommendations for improvement. Three public sector banks and three private sector banks were selected considering their asset base. In order to obtain an even more comprehensive and banking industry specific measure of the service quality, five more dimensions including 21 additional items were added to the SERVQUAL scale. So, the present research consists of mainly nine dimensions. The data required for performing this study was collected using a structured questionnaire administered to 150 customers in Pune city. The collected data are analyzed using Principal Component Factor Analysis. Suggestions are given based on the information interpreted from the data.

KEYWORDS

internet banking, SERVQUAL, customer satisfaction, factor analysis.

INTRODUCTION

Information Technology came into force in the year 1980 in banking business through the Rangarajan Committee recommendations. It absolutely transformed the way the banks and financial organizations were functioning. However, the implementation of Internet Banking can be achieved by popularizing the IT based deliverance channels like tel-internet banking, remote customer enquiry terminals, kiosks, internet banking, ATMs, mobile-internet banking, and phone-internet banking so that customers are facilitated to carry out most of the transactions without having to visit the Banks. Technology can be used in banking in four different ways such as to handle the lengthened customer database; to reduce considerably the cost of handling payments; to free the bank from conventional constraints on time and place; and to launch new products and services to the customers.

The banks are proactive and have been on fast-track to implement IT enabled services. Banks customers are clever and demanding and it is the widespread use of technology that enables banks to satisfy sufficiently the necessity of customers. The post liberalized banking industry in India has been witnessing a perceptible shift from the seller's market to the buyer's market. Reforms in the banking sector with the introduction of internet banking has brought structural changes in service quality, managerial decisions, operational performance, profitability and efficiency of the banks. There is increase in level of customer satisfaction, reduction in cost of banking functions, increased productivity and as such there is great scope for Indian banks to enlarge their internet banking services which could increase their competitiveness. There is a degree of difference in the services provided by the banks with the emergence of Internet banking services. So, it becomes essential to study internet banking services and their impact on the operational performance and service quality. The present study is therefore a diffident attempt to ascertain the changes taking place after internet banking, to evaluate the banks service quality and to know about customer perceptions regarding internet banking.

OBJECTIVES OF THE STUDY

The specific objectives of the study are as follows:

1. To identify the gaps in operational performance and service quality of internet banking services and to make recommendations for improvement.
2. To assess the impact of service quality on internet banking.
3. To examine the level of customer satisfaction of internet banking services.

RESEARCH METHODOLOGY

The universe of the study consists of scheduled commercial banks. For the data collection, only public and private sector banks are taken into consideration. Three public sector banks and three private sector banks were selected and the criterion was the asset base i.e. the banks with bigger asset base have been selected. The public sector banks selected on the basis of their asset base structure include SBI, Indian Overseas Bank, Union Bank of India. The private sector banks include ICICI, HDFC and AXIS. A questionnaire was designed to achieve the second objective of the study which related to find the impact of service quality on internet banking. The data required for conducting this study was collected using self-administered questionnaire especially designed to achieve the said objective, which was drawn from 150 customers of the stated public and private sector banks in Pune.

The questionnaire consisted of two sections. The first section is related to the demographic information. The second section is comprised of 43 items, which were meant to measure consumer's extent of agreement regarding internet banking services in terms of nine main dimensions. To analyze the impact of service quality on internet banking from customers' angle, a modified SERVQUAL type questionnaire relevant to the internet banking industry was prepared. The questionnaire included 22 items from the original five dimensions (i.e. Tangibility, Reliability, Responsiveness, Assurance and Understanding) of the SERVQUAL instrument developed and updated by Parasuraman et al. (1994). In order to obtain an even more comprehensive and banking industry specific measure of the service quality, four more dimensions including 21 additional items were added to the SERVQUAL scale. So, the present study consists of mainly nine dimensions. The additional items were derived by going through the review of literature of the studies conducted in the internet banking sector, personal interviews with managers, employees, officers and customers of public and private sector banks. Thus, in total 43 items were included under nine dimensions (i.e. Tangibility, Reliability, Responsiveness, Assurance, Creditworthiness, Courtesy, Communication, Security and Understanding) to measure the service quality. The collected data are analyzed using Principal Component Factor Analysis.

REVIEW OF LITERATURE

Kautish (2008) described the paradigm shift of banking sector from traditional banking to online internet banking. It helped the banks to acquire more business from existing customers. People preferred to use online internet banking because of its availability, better performance, ubiquity, speed and its effectiveness. To improve the services through internet banking, banks should think from the customers' perspective and there should be creativity and innovation in designing and implementation of internet banking processes.

Suresh (2008) analyzed that internet banking will be an innovation if it preserved both business model and technology knowledge, and disruptive if it destroys both the model and knowledge. He also differentiated internet banking from traditional banking in five ways, namely, value proportion, market scope, cost structure, profit potential and value network.

Jayaraman Munuamy et. al (2010) – The study focuses on measurement of customer satisfaction through delivery of service quality in banking sector in Malaysia. The study also highlights the parameters for measurement of service quality and customer satisfaction. The survey methodology used was data collection from random respondent's general population. The findings of the study were that assurance factor has a positive relationship with customer satisfaction and reliability factor does not have much impact on customer satisfaction, as it is the timeliness and accuracy in service provided. Tangibility factor has higher positive correlation with customer satisfaction and there was no relation between empathy and satisfaction.

Fatima Holy Ghost et. al (2011) are of the opinion that Service Quality is important mainly in the service business enterprises. Growth and development of the enterprise majorly depends on the service quality. As service quality is the only way to satisfy majority customers, enterprises concentrate more on the service quality today. Quality in service is also interrelated to other behavioral outcomes of the customers. The study understands the various customer perceptions about the service quality factors like Assurance, Empathy, Responsiveness, Reliability and Tangibility in the banking industry and the satisfaction level towards the banks. It also analyses the impact of these service quality factors on the satisfaction level based on the demographic differences. The study collects the perceptions about the various service quality factors through purposive sampling method and analyses the impact of service quality factors. The data were collected on the basis of the various demographics like rural-urban area, education standards, income level, occupation, different age groups, etc. The study concludes by saying that there is a close bond between the service quality factors and the customer satisfaction level. It was also found that the impact of service quality factors on customer satisfaction varied with demography of the customers.

Heryanto (2011)- The objective of the study was to understand the influence of service quality on customer satisfaction on the main branch of Bank Nagari. A sample size of 100 customers of the bank was considered. Data was collected from population by accidental random sampling techniques. Simple regression model was used and various indicators were measured on a 5 level Likert scale. It was found that there is a significant relation between service quality and customer satisfaction. Service quality was very important and required actions like quick response, commitment, staff availability, right service at right time, complain solutions, competency and capability of the staff in the bank.

Muhammad Eshan Malik et. al (2011) – The study was carried out to understand how service quality perceptions contribute in satisfying the banking customers in Lahore, Pakistan. Data was collected from banking customers in Government, International and Privately held banks. The findings of the study revealed that not all SRRVQUAL dimensions have the role in boosting the satisfaction level of the customers in Pakistan. Assurance has higher contribution than Reliability. The study supports the positive relationship of service quality with satisfaction as found by Dagger et al. The relationship between service quality and satisfaction varies because of variability of the service quality dimension.

Santhiyavalli G (2011) the study was carried to evaluate the service quality of SBI in Coimbatore area and to understand the customer perception of service quality in selected branches of SBI and also the major factors responsible for customer satisfaction. Data was collected from 5 branches selected for study based on various demographic like age, gender, educational qualification, marital status, occupation and annual income. 22 variables were taken under the dimensions-tangibility, reliability, responsiveness, assurance and empathy. Gap analysis was used to find the shortfalls in the dimensions of service quality. 7 point Likert scale was used. The outcome of the study was the gap score were less for assurance, while highest for empathy factors. Factor analysis indicated that the five dimensions' assurance, empathy, tangibility, reliability and responsiveness were the major factors influencing the customer satisfaction.

Minjoon Jun (2011) – the objective of the study was to understand the customer perceptions on the internet service quality and the various dimensions associated with satisfaction. The study identified 17 dimensions of service quality which were classified as Customer service quality, banking service product quality and online systems quality. Critical Incident Technique (CIT) was used in the study to identify the key indicators of the Internet banking Service Quality. The study identified the attributes for Customer service quality like reliability, responsiveness, credibility, competence, courtesy, access, communication, understanding the customer, collaboration and continuous improvement. The study concludes by saying that any initiative for quality should begin with defining the customers. Identification and measurement of the customer expectations will help banks in assessing their service quality.

Parmita Mehta (2012) – The main objective of the study was measurement of service quality in the banking sector and Segmentation of customers based on the perception about the high end and low service quality factors and identifying the relation between the both. Data was collected from 1 public sector bank, 3 Private sector banks and 2 cooperative banks. Chi square test was used to understand the relationship between the two segments of the customers. It was found that Reliability dimension has the highest short fall and assurance factor has the lowest. Type of account is a significant variable in profiling the two segments.

Vibhor Jain et. al (2012) – This study was conducted to understand the perception of service quality in banking and to evaluate how it helps in enhancing the reputation and customer loyalty. Banks considered for the study are HDFC, Kotak, ICICI and IndusInd. The study has taken the SERVQUAL tool for measurement of the service quality. Five dimensions namely assurance, reliability, responsiveness, tangibility and empathy were used for response collection. The results of the study showed that Reliability and Responsiveness are the most relevant factors for service quality perception. It was found that HDFC bank has the highest quality perception in terms of all the dimensions followed by ICICI, Kotak and IndusInd.

Meenu Kumari (2015) Customer satisfaction is the major concern of all business organizations as satisfied customers are the most important asset for them. They are the ambassador of good will as well as help in business expansion. Many models are being used to understand what makes a customer more satisfied. SERVQUAL model has two parts –one to understand expectations of customers and the second to know their perception that is what they perceive. The gap between perception and expectation decides the satisfaction of customers. The present study focuses on customers' satisfaction from the services provided by private sector banks using SERVQUAL model. Survey method has been used to collect the primary data on expectations and perception of customers on five dimensions (Tangibility, Assurance, Empathy, Reliability and Responsiveness) of service quality and gap is identified. The result suggests that perception of customers on Tangibility, Responsiveness, Reliability and Assurance are more than expectation while it is less in case of Empathy.

ANALYSIS OF DATA

The basic attributes of the respondents are income, age, sex, occupation, educational qualification and other socio-demographic information.

TABLE 1: FREQUENCY ANALYSIS OF DEMOGRAPHIC VARIABLES:

Variables	Category	Frequency	Percentage Frequency
Gender	Male	74	49.3
	Female	76	50.7
Age	< 20 years	13	8.7
	20-30 years	58	38.7
	30-40 years	38	25.3
	40-50 years	26	17.3
	Above 50 years	15	10.0
Educational Qualification	High School	10	6.7
	Pre university	21	14.0
	College Graduate	47	31.3
	Post Graduate	51	34.0
	Professional Studies	21	14
Occupation	Government Employee	29	19.3
	Business	40	26.7
	Professional	34	22.7
	Home makers	12	8.0
	Student	14	9.3
	Others	21	14.0
Income	10,000 – 20,000	43	28.6%
	20,0000-50,000	19	12.7%
	50,000-1 Lakh	24	16.0%
	1 lakh – 2 lakhs	34	22.7%
	>2 lakhs	30	20%
Bank operated	State Bank of India	27	18.0
	Indian Overseas Bank	26	17.3
	Union Bank of India	24	16.0
	ICICI Bank	23	15.3
	AXIS Bank	26	17.3
	HDFC Bank	24	16.0

Source: Primary Data

From the above Table-1 it can be seen that the sample consists of males (49.3%) and females (50.7%). Majority of the respondents (38.7%) are in the age group of 20-30 years, 25.3% are in the age group of 30-40 years, 17.3% in the age group 40-50 years and 10% above 50 years. About 34% respondents are post-graduate, 31.3% are graduates and 14% are having the professional degrees. This shows that the sample is skewed towards the more educated segment of the population. About 19.3% of the respondents are Government Employees, 26.7% are businessmen and 22.7% are professionals. 20% of the respondents are having the income more than 2 lakhs, 28% are having in between 10,000-20,000, 12.7% in between 20,000 -50,000, 16% between 50,000- 1 lakh, 22.7% and between 1 lakh-2 lakh. All the banks under study were almost equally preferred.

CUSTOMER SERVICE QUALITY COMPARED WITH RESPONDENTS PROFILE

The following analysis explains the customer service quality rating across categorical variables as age, gender, occupation, income, bank operated. The tables given below gives the descriptive statistics like mean, number of respondents and standard deviations. ANOVA has been used to test the hypothesis to establish relationship between the customer service quality rating and the categorical variables.

TABLE 2: CUSTOMER SERVICE QUALITY RATING DISTRIBUTED ACROSS AGES GROUPS

Age	Mean	N	Std. Deviation
<20 years	3.6704	13	.88393
20-30 years	3.5973	58	.97416
30-40 years	3.6748	38	.89423
40-50 years	3.6451	26	.94347
Above 50 years	3.7233	15	.87563
Total	3.6628	150	.91428

The mean of service quality rating by customers is more or less the same across all age groups. There is no much difference in the perception of customers of various age groups. However, the satisfaction level of customers in the age group greater than 50 was the highest with the mean score of 3.72 and the lowest satisfaction was of those customers who belonged to the age group 20-30 years. Further the ANOVA test which was run on the data also shows that there is no significant relationship between age and the service quality rating of customers.

TABLE 3: CUSTOMER SERVICE QUALITY RATING DISTRIBUTED ACROSS GENDER

Gender	Mean	N	Std. Deviation
Male	3.458	74	.8623
Female	3.643	76	.9535
Total	3.5505	150	.9079

The satisfaction level of customers in respect to service quality was rated higher by female customers as compared with male customers.

TABLE 4: CUSTOMER SERVICE QUALITY RATING DISTRIBUTED ACROSS OCCUPATIONAL GROUPS

Occupation	Mean	N	Std. Deviation
Government Employee	3.6543	29	.94855
Business	3.9782	40	.94625
Professional	3.6738	34	.88423
Home makers	3.3651	12	.87347
Student	3.4533	14	.84563
Other	3.6775	21	.87845
Total	3.6287	150	.89869

There is considerable variation observed in the ratings given by customers belonging to various occupational groups. Home makers who were the least number who responded expressed least satisfaction of the customer service quality of banks. Business class has given a high rating to the quality of banking services. This probably reflects that the banks are serving the Business classes better with premium services. The maximum number of respondents was business class and their mean score of satisfaction was 3.978

TABLE 5: CUSTOMER SERVICE QUALITY RATING DISTRIBUTED ACROSS INCOME GROUPS

Annual Income (Rs.)	Mean	N	Std. Deviation
Less than 2 lakh	3.4543	43	.94855
2 - 4 lakhs	3.5682	19	.94625
4 –10 lakhs	3.8538	24	.88423
10 – 20 lakhs	3.7351	34	.87347
More than 20 lakhs	4.4233	30	.84563
Total	3.8069	150	.89962

Significant observation is that customers with income of more than 20 lakhs have expressed a very high level of satisfaction to the services of Banks. This might be due to the fact that banks probably focus on the high net worth of individuals and business classes. Hence the rating is 4.42 on 5. Respondents with incomes of 10-20 lakhs and 4-10 lakhs have a satisfaction score higher than the average mean score. The ANOVA results also show that there is a significant relationship between the service rating and the income of the customers.

TABLE 6: CUSTOMER SERVICE QUALITY RATING DISTRIBUTED ACROSS BANK OPERATED

Bank operated	Mean	N	Std. Deviation
State Bank of India	4.1432	27	.98634
Indian Overseas Bank	3.6231	26	.87135
Union Bank of India	3.6456	24	.84356
ICICI Bank	4.0589	23	.97452
AXIS Bank	3.5233	26	.84563
HDFC Bank	3.8765	24	.88920
Total	3.8117	150	.90176

The above table clearly indicates the standardization of most of the services by Banks in India. All the banks have gained satisfaction score of above 3 from their customers. State Bank of India, a public sector bank is rated highest among all the banks under study.

TABLE 7: CUSTOMER SERVICE QUALITY RATING BASED ON TYPE OF BANK OPERATED

Type of Bank operated	Mean	N	Std. Deviation
Public Sector	3.5893	77	.97163
Private Sector	3.7654	73	.89125
Total	3.6775	150	.93144

The customer service quality has been high in case of private banks and low in public sector banks. ANOVA results on testing relationship between Service Quality rating and Type of Bank show that there is a significant relationship between the two.

Hypothesis to test independence of Service Quality Rating from Categorical Variables:

H_0: Service quality rating is independent of variables such as age, gender, occupation, income and bank operated.

H_1: Service quality rating is not independent of variables such as age, gender, occupation, income and bank operated.

TABLE 8: RESULTS OF THE ANOVA TEST USED TO ESTABLISH RELATIONSHIP OF SERVICE QUALITY WITH DEMOGRAPHIC VARIABLES

Independent Variable	F statistic	P value	Significance at 5%	Acceptance of Hypothesis
Age	0.935	0.438	Not Significant	H_0 is accepted
Gender	0.963	0.313	Not Significant	H_0 is accepted
Occupation	2.754	0.013	Significant	H_1 is accepted
Income	4.834	0.001	Significant	H_1 is accepted
Bank operated	2.472	0.000	Significant	H_1 is accepted
Type of Bank	4.634	0.007	Significant	H_1 is accepted

From the above table, it is brought out that customer service quality rating varies with demographic variables like occupation, income, bank operated and type of bank. However, customer service quality rating does not vary with age and gender.

SERVICE QUALITY LEVEL OF BANKS USING SERVQUAL MODEL

For the measurement of impact of internet banking on service quality, SERVQUAL model developed by Parasuraman et.al (1985) has been used. The data collected through the questionnaire was analyzed by using factor analysis, ANOVA, KMO and Bartlett's Test of Sphericity. The first step was to determine whether the nine dimensions could be viewed as appropriate indicators of banking industry. The second step was to assess the variables underlying the various dimensions. Accordingly, 43 variables were developed to assess the nine dimensions and tested for their relevance in conceptualizing service quality.

The 43 service quality variables were factor analyzed to determine whether there exist underlying dimensions of service quality. The objective of the analysis was to summarize the information contained in the original 43 variables in to smaller sets of newly correlated composite dimension or factors. Only variables with factor loading of 0.40 (Hatcher, 1994) were considered important for further analysis and data reduction and other were excluded. Cronbach alpha and Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphercity was used to measure the reliability of data. If the value of KMO and Cronbach alpha in any variable is greater than 0.50 than the data will be regarded as reliable for research. The factors with Eigen value equal to or greater than 1 were considered significant and chosen for interpretation.

In order to conduct factor analysis on 43 variables of service quality, the various sub dimensions have been divided into 9 main dimensions namely Accessibility, Communication, Credibility, Competency, Reliability, Responsiveness, Security, Understanding and Tangibility. Each dimension consists of 4-5 sub dimensions. But all these dimensions are not equally important for measuring the service quality in banking industry. So, factor analysis was used to extract those factors having Eigen value greater than 1. To study the impact of service quality on internet banking and to identify the important factors for the customers to choose internet banking, two assumptions have been framed. To know the impact of internet banking on the level of customer satisfaction, all factors are equally important. There is no correlation among the different factors to judge the level of customer satisfaction.

TABLE 9: MEASURING THE RELIABILITY OF DATA

Variables	Kaiser-Meyer- Olkin Measure(KMO)	Bartlett's Test of Sphericity (Approx.Chi-square)	d.f.	Significance Level
Accessibility	0.507	179.659	6	0.000
Communication	0.520	171.384	21	0.000
Competence	0.663	206.790	6	0.000
Credibility	0.591	205.889	10	0.000
Reliability	0.581	74.399	3	0.000
Responsiveness	0.666	275.346	6	0.000
Security	0.666	154.181	6	0.000
Tangibility	0.742	332.709	15	0.000
Understanding	0.797	211.037	15	0.000

In order to know the various factors considered important for the customers, two tests were conducted under the factor analysis to judge the reliability of data, i.e., Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett test of sphericity. The results so obtained were subjected to both these tests. The value of KMO statistics in all the factors is >0.5. Hence, all the factors are not considered equally important for measuring the service quality of internet banking. Therefore, null hypothesis is rejected. Bartlett's test of sphericity shows the value of Chi-square which is significant at 0.000 levels in all the dimensions of service quality. These two tests show that the data is fit for conducting the factor analysis.

IDENTIFICATION OF NINE SERVICE QUALITY FACTORS

Principal Component Analysis method was employed for extracting the factors. All the variables with their factor loadings and percentage of variance explained by each factor are given in the following tables used on forty-three items of service quality.

Principal Component Factor Analysis, Percentage of Variance Explained and factor Loadings

Nine factors have been extracted with the help of different dimensions of service quality. The percentage of variance explained by the factors individually varies from 38.915 to 58.579 and the communalities vary from 0.460 to 0.778. All the factors have been given appropriate names on the basis of various variables present in each case. The structure of these nine factors is discussed below

TABLE 10: ANALYSIS OF CUSTOMERS' PERCEPTION OF ACCESSIBILITY

S No.	Variable	Factor Loading
1.	Internet banking service is accessible via Internet banking, mobile banking, EFT, ECS, ATM. 24/7	0.467
2.	Online purchase of goods and services including online payment is easier.	0.676
3.	It provides convenient location of service facility (location of ATM, POS terminals)	0.794
4.	It reduces the waiting time to receive the service.	0.659
	Cronbach Alpha	0.556
	Eigen value	1.740
	Percentage of variance(sum of square loadings)	43.491

An examination of factor analysis indicated that in **accessibility** factor, 'Convenience' had the greatest influence on the satisfaction with 0.794 factor loading. It means that internet banking provides convenient location of service facility through the location of ATM or point of sale terminals.

TABLE 11: ANALYSIS OF CUSTOMERS' PERCEPTION OF COMMUNICATION

SNo.	Variable	Factor Loading
1.	Internet banking explains the service itself.	0.496
2.	It explains the cost of service being used.	0.676
3.	It assures the customer that problem will be handled.	0.633
4.	It explains the tradeoff between service and cost.	0.519
5.	Internet banking provides up to date information.	0.520
6.	It also provides sophisticated information for well educated customers.	0.728
7	Internet banking provides effective medium of promotion of various schemes	0.695
	Eigen value	1.57,1.34, 1.22
	Cronbach Alpha	0.780
	Percentage of variance(sum of square loadings)	59.077

Out of the 7 factors, 3 are extracted which are combination of five variables. In the first extraction 'sophistication' (.728) dominated among all other factor loadings. This shows that internet banking provides sophisticated information to well educated customers.

TABLE 12: ANALYSIS OF CUSTOMERS' PERCEPTION OF COMPETENCE

SNo.	Variable	Factor Loading
1.	Transfer of fund is easier through Internet banking.	.418
2.	Internet banking provides more punctuality, transparency, accountability.	.745
3	Transfer of funds is faster as compared to manual banking system.	.776
4.	It is trusted by young generation.	.750
	Eigen value	1.896
	Cronbach alpha	.614
	% of variance(sum of square loadings)	47.393

As far as **competence** dimension is concerned, transfer through 'internet banking is easier', 'provides more punctuality, transparency and accountability', 'faster as compared to manual banking system' and 'trust factor' represents 47 per cent of variance hence showing that internet banking has improved the competence of the banks

TABLE 13: ANALYSIS OF CUSTOMERS' PERCEPTION OF CREDIBILITY

SNo.	Variable	Factor Loading
1.	Internet banking increases the reputation of the banks.	0.772
2.	It increases the believability, honesty and trustworthiness of the customers in banks.	0.823
3.	It ensures the ability to fulfill the requirement.	0.701
4.	Degree of reliability involved in interaction with customer is more in E- banking.	0.471
5.	It provides unlimited network to the banks to approach Customers	0.346
	Cronbach Alpha	0.787
	Eigen value	1.684, 1.254
	Percentage of variance(sum of square loadings)	58.759

First component extracted 'reputation' and 'trustworthy' with 0.772 and 0.823 factor loading which are closer to one. This extraction provided that customers consider internet banking services as reliable source of banking which has enhanced the reputation of the bank on the one side and trust of the respondents on the other.

TABLE 14: ANALYSIS OF CUSTOMERS' PERCEPTION OF RELIABILITY

SNo.	Variable	Factor Loading
1.	It provides accuracy in billing.	0.776
2.	It helps in keeping records correctly.	0.722
3	It performs the service at designated time.	0.615
	Cronbach Alpha	0.699
	Eigen value	1.502
	Percentage of variance(sum of square loadings)	50.061

The results indicated that factors corresponding to **reliability** comprised 3 factors with factor loading of 0.776, 0.722 and.615 for 'accuracy', 'correct' and 'timely information', these factors comprising 50 per cent of the variance and principal component extracted one component with the combination of two factors having high factor loading of accuracy and correct.

TABLE 15: ANALYSIS OF CUSTOMERS' PERCEPTION OF RESPONSIBILITY

SNo.	Variable	Factor Loading
1.	Internet banking is very necessary for the development of new economy of India.	0.714
2.	It improves the quality of customer service.	0.724
3.	Response of service through internet banking is very prompt and quick.	0.798
4.	Availability of service is faster in internet banking as compared to manual banking.	0.617
	Cronbach Alpha	0.679
	Eigen value	2.051
	Percentage of variance(sum of square loadings)	51.281

The above results indicate that 'development', 'quality', 'quick and fast' did reasonably well in predicting customer satisfaction in this dimension and out of these four, three factors are having loading more than 0.7 and closer to 1 representing 51%t of the total variance with only one initial Eigen value of 2.051. It signifies that by improving the quality of customer service, internet banking has contributed for the development of new economy of India.

TABLE 16: ANALYSIS OF CUSTOMERS' PERCEPTION OF SECURITY

S. No.	Variable	Factor Loading
1.	Internet banking ensures physical safety of the transaction.	0.582
2.	Password facility provides confidentiality to transaction.	0.752
3.	It also increases the financial security.	0.687
4.	Privacy can be easily maintained.	0.660
	Cronbach Alpha	0.691
	Eigen value	1.811
	Percentage of variance(sum of square loadings)	45.271

As far as the **security** dimension is concerned, it is a combination of four sub-dimensions namely 'safety', 'confidence', 'security' and 'privacy' but only one factor 'confidence' is having high factor loading of 0.752. As internet banking is mainly operated through password be it internet banking or ATM.

TABLE 17: ANALYSIS OF CUSTOMERS' PERCEPTION OF TANGIBILITY

S. No.	Variable	Factor Loading
1.	Banks use advanced Computers/IT to serve clients.	0.648
2.	Internet banking provides modern looking equipment.	0.749
3.	Physical representation of service through plastic card, credit and debit card is easy.	0.467
4.	Internet banking provides 24 hours, 365 days a year service to customers.	0.706
5.	It helps in reducing the no. of queues in the bank branches.	0.555
6.	Internet banking provides more physical facilities to the customers.	0.572
	Cronbach Alpha	0.678
	Eigen value	2.335
	Percentage of variance (sum of square loadings)	38.915

The statement of physical representation has a factor loading of 0.467, hence not included in further extraction. In this dimension modern looking equipment (0.749) and hours (0.706) signifies higher impact on tangibility of service hence internet banking services are more facilitative.

TABLE 18: ANALYSIS OF CUSTOMERS' PERCEPTION OF UNDERSTANDING

SNo.	Variable	Factor Loading
1.	It provides individualized attention to the customers.	0.693
2.	It provides necessary information to the customers.	0.478
3.	Website of the bank is designed according to the need of the customer.	0.502
4.	It ensures to provide necessary information to the customer.	0.718
5.	Internet banking learns the specific requirement of the customer.	0.372
6.	It helps in better customer relationship, attracting and retaining them	0.730
	Cronbach Alpha	0.808
	Eigen Value	1.995,1.057
	Percentage of variance (sum of square loadings)	50.862

The results indicated that ‘need’ (0.693) and ‘assurance’ (0.718) are the main factors signifying the customers in this dimension. In the second component ‘relationship’ (0.730) is likely to have an important and positive effect on customer satisfaction. These dimension recommended that as the websites of the banks are designed according to the need of the customers, so it ensures timely and required information to the customer.

FINDINGS

- The satisfaction level of customers in the age group of more than 50 years is highest with the mean score of 3.72 and the lowest satisfaction is of those customers who belonged to the age group 20-30 years with a mean score of 3.59.
- The satisfaction level of customers in respect of service quality was rated higher by female customers as compared with male customers.
- There is considerable variation observed in the ratings given by customers belonging to various occupational groups.
- Respondents classified as Home makers who were the least number, expressed least customer satisfaction of the customer service quality of Banks. Business class has given a high rating to the quality of Banking services.
- Banks focus more on the high net worth individuals and business classes, hence satisfaction of high income group and business class have expressed high levels of satisfaction.
- The customer service quality rating has been very high in case of private banks and low in case of public banks.
- Customer Service Quality Rating of Banks does not vary with age and gender.
- Customer Service Quality Rating of Banks varies with demographic variables like occupation, income, bank operated and type of bank.
- The results of factor analysis indicated that reliability, responsiveness, communication, accessibility, courtesy, communication, credibility, security, understanding and tangibility did reasonably well in predicting overall customer satisfaction regarding internet banking.
- Tangibility has no significant relation to customer satisfaction.
- In addition; communication, credibility, responsiveness and competence exhibited the strongest association with overall service improving quality.

SUGGESTIONS AND CONCLUSION

The banks must improve its service quality in terms of accessibility, credibility, tangibility, security and competence. The study suggested that banks should enhance level of services in the dimensions like ‘online purchase of goods and services’, reduction in e-payment cost’, ‘up to date information’, ‘sophisticated information to well educated customers’, ‘To provide various effective modes for promotional schemes’, ‘interaction with the customers’, ‘more accuracy in billing’, ‘financial security’ and ‘privacy in transactions’. The banks should increase the service quality by enhancing level of services in ‘punctuality, transparency and accountability’, quality of customers service’, ‘safety and confidentiality of transaction’, ‘Number of queues in bank branches’, ‘24 hours services to the customers’, ‘provide individualized attention and necessary information to customers’ and also ‘learn the specific requirement of customers’.

The service quality of Indian banking sector has been assessed only in Pune city in India. So service quality could be studied for all other states of India. The study has been focused only on the performance and service quality aspect of internet banking. The impact of internet banking on profitability has been ignored which can give a good platform for future research.

REFERENCES

1. Fatima Holy Ghost and Edwin Gnanadhas - Impact of Service Quality in Commercial Banks on the Customers Satisfaction: An Empirical Study, International Journal of Multidisciplinary Research Vol.1 Issue 6, October 2011, ISSN 2231 5780
2. Heryato (2011) Effect of Service Quality On Customer Satisfaction with Bank Nagari Main Branch Padang, International Journal of Business and Management Tomorrow Vol. 1 No. 2
3. Jayaraman Munnuswamy et. al Service Quality Delivery and Its Impact on Customer Satisfaction in the Banking Sector in Service Quality Delivery and Its Impact on Customer Satisfaction in the Banking Sector in Malaysia International Journal of Innovation, Management and Technology, Vol. 1, No. 4, October 2010, ISSN: 2010-0248
4. Kautish, S. (2008), “Onlininternet banking: A Paradigm Shift”, E-Business, Vol. 8, No.10, pp. 54-59.
5. Meenu Kumar, An Empirical Study of Customer Satisfaction with The Service Quality of Private Banks Using Servqual Model, Ge-International Journal of Management Research Volume -3, Issue -3 (March 2015) If-3.142 ISSN: (2321-1709)
6. Minjoon Jun, Shaohan Cai, "The key determinants of Internet banking service quality: a content analysis", International Journal of Bank Marketing, (2011), Vol. 19 Iss 7 pp. 276-291
7. Muhammad Ehsan Malik et. al How Do Service Quality Perceptions Contribute in Satisfying Banking Customers, Interdisciplinary Journal of Contemporary Research in Business, VOL 3, NO 8 Becember 2011
8. Parmita Mehta, “Measuring Service Quality in Retail Banking Sector in Context of Gujarat”, Ninth AIMS International Conference on Management, 2012.
9. Santhiyavalli Customer’s perception of service quality of State Bank of India - A Factor Analysis, International Journal of Management & Business Studies Vol. 1, Issue 3, September 2011
10. Suresh, R. (2008), “Internet banking: The Core Capabilities to Exploit”, The Management Accountant, Vol.43, No.6, June, pp. 49-53.
11. Vibhor Jain et. al - Customer Perception On Service Quality in Banking Sector: With Special Reference to Indian Private Banks in Moradabad Region, International Journal of Research in Finance & Marketing Volume 2, Issue 2 (February 2012) ISSN: 2231-5985

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as, on the journal as a whole, on our e-mail **infoijrcm@gmail.com** for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail **infoijrcm@gmail.com**.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

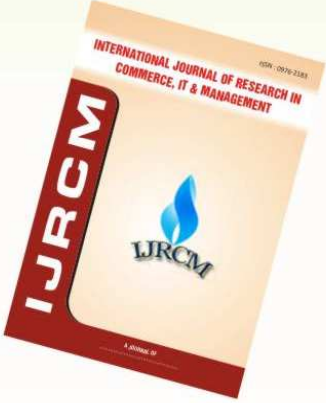
DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals


INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

IJRCM

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJRCM

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

IJRCM