



E BANKING SERVICE ADAPTABILITY STRATEGY AND ITS PERCEIVED QUALITY OF EMPLOYEES IN SELECTED BANKING IN TRICHY

Dr. C. K. MuthuKumaran, Associate Professor, Alagappa Institute of Management, Alagappa University, Karaikudi, Tamilnadu, India

S. Ponmanikandan, Ph.D. Scholar, Alagappa Institute of Management, Alagappa University, Karaikudi, Tamilnadu, India

Abstract: *E-Banking implies performing rudimentary banking transaction by customers round the clock globally through electronic media. Today's banking is no longer confined to branches. Customers are being provided with additional delivery channels which are more convenient and are cost effective to the banks. This paper is an attempt to study the employees' perceived quality of E banking services in Trichy. `E-banking means "delivering of banking services to a customer as per his convenience using information technology". The study focuses on 277 respondents on selected banks branches in Trichy based on quota sampling techniques. The results of the study indicates that male respondents perceived high quality on the following facets that is employees roles, employee competency and employees satisfaction based on mean score (1.79, 1.73 and 1.75) respectively. The study has suggested adaptation of any strategy need enough competent building on the employees since banking industry face lot of strategically changes in India.*

Keywords: Employees perceived quality, competency Employees interaction, Role and satisfaction

1. INTRODUCTION

E-Banking implies performing rudimentary banking transaction by customers round the clock globally through electronic media. Alternatively, electronic banking can be defined as "delivery of bank's services to a customer at his office or home by using electronic technology and this has resulted in conceptualization of virtual banking". In traditional banking, the customer has to visit the branch of the bank in person to perform the basic banking operations viz., account enquiry; fund transfer and cash withdrawal. Today's banking is no longer confined to branches. Customers are being provided with additional



delivery channels which are more convenient and are cost effective to the banks. Now the questions how the employees in the organisation perceived quality of E- Banking services in selected banks in Trichy. This paper is an attempt to study the employees' perceived quality of E banking services in Trichy.

E-Banking meaning

“Electronic banking is the use of a computer to retrieve and process banking data (statements, transaction details, etc.) and to initiate transactions (payments, transfers, requests for services, etc.) directly with a bank or other financial services provider remotely via a telecommunications network”

Andam (2003) in recent years, e-banking has emerged and it is almost taking the portion in the banking transformation process. With its introduction, customers are enjoying anywhere banking, reduction in use of cash, telephone banking, P.C. banking, internet banking, mobile banking, home or office banking etc. E-banking includes familiar and relatively mature electronically based products in developing markets, such as telephone banking, credit cards, ATMs, and direct deposit. It also includes electronically bill payment and products mostly in developing stage, including stored-value cards (e.g. smart card/smart money) and internet-based stored value products.

2. REVIEW OF LITERATURE

E-banking means “delivering of banking services to a customer as per his convenience using information technology”. E-banking is becoming a driving force behind Indian banking progress and helping them in exploring business opportunities along with their traditional business of accepting deposits and giving loans.

V. Raja, Joe A. (2012), “Global e-banking scenario and challenges in banking system”, this paper is an attempt to explore the various levels of internet banking services provided by banks using the secondary data. It also compares the traditional banking systems with net banking. It lists out the various advantages of internet banking and the successful security measures adopted by different banks for secured banking transactions. It also analyzes how E-banking can be useful for banking industry during this global financial meltdown. Mas I., (2011), “Capturing the Potential of M-Payments for the „Unbanked”, This article discusses the potential of using mobile phones to greatly increase access to financial services in



developing countries, and reviews the main success factors in a mobile banking project. Murillo R. H., Llobet G., Fuentes R. (2010) "Strategic online banking adoption", found out that bank-specific characteristics are important determinants of banks 'adoption decisions, competition also plays a prominent role. Timira Shukla and Anita Singh (2014) "Technology explosion has brought about a paradigm change in the banking industry; from branch banking to networked banking services. Banks have and are applying IT to a wide array of back and front-end tasks to improve the quality of banking services. This may not lead to improved results unless employees also referred to as internal customers are also motivated and energized to deliver superior services to bank customers. It has been hypothesized that technology will increase productivity of bank employees owing to single-point data entry, automatic printing of statements and accurate computation of balance and interest calculations. It will save time and improve productivity. The preliminary study designed attempts to uncover the main factors that affect the employee perception towards technology. The data has been collated from various employees in the executive cadre working in the banking sector in Delhi/NCR. Introduction of the financial institutions have always been major stakeholders in technology. Be it hardware, middleware or software the banks one of the oldest financial institutions have increasingly become technology-driven. Technology has become a critical resource as its absence can lead to lack of adaptability, knowledge, poor services and therefore business failures. The technology has altered the banking landscape; banks are increasing using non-branch banking to create customer value. "

3. PROBLEMS FOCUS

Electronic banking as it has established the velocity of its growth is incredibly fast and resourceful. It has allowed individuals and corporates to perform their banking businesses from their homes or offices in a very cost-effective way. Studies have shown that with this new technology, it has become possible for both the banks and customers to have an immediate insight about the status and operations of their account. Even industry 4.0 will also going to give more easy service than what we are enjoying today. We should not forget the other side of banking industry that is what's going to happening inemployees' side. Whether employees are given with the alternative competency to face the technology



challenges if the men are replaced with machine and what is the alternative employment for the employees who are working in banking. Is there any possibility of building the alternative competency among the employees in the banking? Does the banks are providing enough training to the employees to manage the changing need of the Industry? There are quite number of studies focused more on customers' aspects and only few studies concentrating on employees perspectives. Virtually speaking none of the study in non-western countries focusing on employee perceived quality on E banking adaptation this paper is focusing on employees' perceived quality on E banking adaptation in the banks in Trichy.

4. RESEARCH METHODOLOGY

The descriptive method of research is employed to study the employees' perceived quality on adaptation E banking strategy. We have taken the public sectors banks for our study purpose. There are 3 banks selected and 12 branches of each taken for the purpose of study. There are 277 respondents taken for the study. The quote sampling techniques included for the purpose of the study. The questionnaire method of data collection were employed to collect the data. There are four dimension measured to know the employee perceived quality.

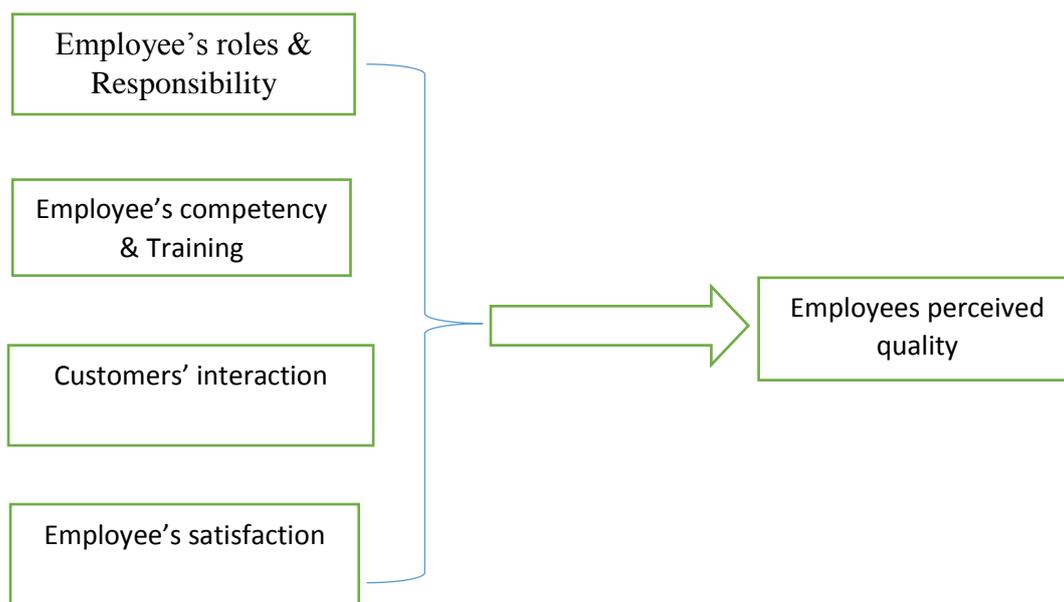


Fig 1: Conceptual framework



5. ANALYSIS AND DISCUSSION

The demographical background of the respondents shows that 47% of the respondents are male and 53% of the respondents are female. With respects to the age of the respondents 24% of the respondents are in the age category of Up to 30 years. 46% of the respondents are in the age range between 31 years to 35 years. And 25% of the respondents are in the age range between 36 years to 40 years and meagre 5% of the respondents are in the age range 41 years to above. There are 43% of the respondents are under graduates and 39% of the respondents are post graduates in various discipline and 18% of them are in the other educational category. 27% of the having up to 5 years of experience in banking industry 21% of the respondents are in the experience range between 6 years to 10 years.33% of them are in experience range between 11 years to 15 years and 20% of the respondents are in the experience category 16 years and above. While looking the data it would understand that information was drawn from various diversity it would best represent the results of the study.

Table 1. Gender wise mean distribution on various dimension of employees perceived value on E bank adaptation

Gender	N =277	Statistics	Employee Roles	Employees competency	Customers interaction	Employees satisfaction
Male	131	Mean	1.79	1.73	1.67	1.75
		Std. Deviation	0.41	0.45	0.47	0.44
Female	146	Mean	1.70	1.58	1.70	1.77
		Std. Deviation	0.46	0.49	0.46	0.42

(Sources: Primary data)

The above table represents that, male respondents highly accepted that employees roles and responsibility has changes drastically due to adaptation of E banking opinions based on mean score 1.79 , standard deviation is ± 0.41 and Employee competency has highest mean value 1.73 and it has standard deviation ± 0.45 . Employee's satisfaction has highest mean value 1.75 and it has standard deviation of ± 0.44 . Whereas female respondent's strongly agrees that customers' interaction drastically affected due to E banking adaptation based on mean value 1.70 and standard deviation ± 0.46



Table 2. Experience wise mean distribution on various facets of employees perceived value due to adaptation of E banking services

Experience	N =277	Statistics	Employee Roles	Employees competency	Customers interaction	Employees satisfaction
Up to 5 Years	75	Mean	1.80	1.71	1.63	1.81
		Std. Deviation	0.40	0.46	0.49	0.39
6 years to 10 years	57	Mean	1.75	1.63	1.68	1.72
		Std. Deviation	0.43	0.49	0.47	0.45
11 Years to 15 Years	91	Mean	1.68	1.60	1.73	1.74
		Std. Deviation	0.47	0.49	0.45	0.44
16 Years & above	54	Mean	1.76	1.67	1.70	1.78
		Std. Deviation	0.43	0.48	0.46	0.42

(Sources: Primary data)

The above table represents that, respondents belongs up to 5 years' experience highly accepted that employees roles and responsibility has changes drastically due to adaptation of E banking opinions based on mean score 1.80 , standard deviation is ± 0.40 and Employee competency has highest mean value 1.71 up to 5 years and it has standard deviation $\pm .46$. Employee's satisfaction has highest mean value 1.81 up to 5 years and it has standard deviation of ± 0.39 . Whereas 11 to 15 years' experience respondent's strongly agrees that customers' interaction drastically affected due to E banking adaptation based on mean value 1.73 and standard deviation ± 0.45 . Respondents having up to 5 years' experience has opinion that employees satisfaction highly affected due to E banking adaptation based on mean score 1.81 and standard deviation $\pm .39$. Respondents with upto 5 years of experience perceived that Employee Roles, Employees competency, and Employees satisfaction has highly impacted on E banking adaptation.

Table 3. One way ANOVAs test on significant difference education qualification and various dimensions of employee perceived quality due to adaptation of E banking service strategy

S.No	Educational	N	Mean	Sum of Squares	df	Mean Square	Statistics
1	Employee's roles & Responsibility						
	Between Groups			.756	2	.378	F = 1.991 .139 > 0.05
	UP to UG	121	1.7769				
	PG	107	1.7570				
	Professional	49	1.6327				
Within Groups				52.045	274	.190	



2	Employee's competency & Training					F=1.011 .65 >0.05	
	Between Groups			.462	2		.231
	UP to UG	121	1.6860				
	PG	107	1.6449				
	Professional	49	1.5714				
	Within Groups			62.571	274	.228	
3	Employee interaction					F=.716 .490>0.05	
	Between Groups			.310	2		.155
	UP to UG	121	1.6612				
	PG	107	1.6822				
	Professional	49	1.7551				
	Within Groups			59.365	274	.217	
4	Employee satisfaction					F=.189 .828>0.05	
	Between Groups			.069	2		.035
	UP to UG	121	1.7438				
	PG	107	1.7757				
	Professional	49	1.7755				
	Within Groups			50.205	274	.183	

(Sources: Primary data)

The above table represents that significant association between education of the respondents and various dimensions of employee perceived quality. It shows that, there is no significant association between education qualification of the respondents and their opinion on employees roles and responsibility of respondents that is $F=1.991$ and $(.139 > 0.05)$. It represents that respondent's opinion on education and their opinion on perceived quality no significant correlated

6. CONCLUSION

Countries like India has highly witnessed that lot of changes in the banking operation in recent days not of strategic decision taken by the Government and implemented more technology in the bank services. E banking adaptation is one of the important strategic decisions by the banks to offer quick and fast transaction which has more advantages in all respects. The presents study talks about the other side of the coin it represents employee perceived quality on adaptation of E banking strategy. The results of the study indicates that male respondents strongly agrees that E banking adaptation has positive perceived quality on the following facets that is it changes employee role and responsibility, employee competency and training perspective and employees satisfaction based on mean score and female respondents has opinion that employees interaction has highly disturbed due to E banking adaptation. This paper has given lot of new insights on competency expected by the bank employees changed drastically. There should be strategically attention need on employees' motivation and training before implementing some strategies.



REFERENCES

1. Antony Joe Raja, Global e-banking scenario and challenges in banking system, 'Journal of Asian Research Consortium', Vol.2, Issue 3, March 2012, pp.92-102.
2. Andam, R.Z. (2003) "e-commerce and e-business" e-Asian Task Force, UNDP-APDIP
3. Mas, Ignacio. 2011. "Three Enemies and a Silver Bullet." Web log post. Mobile Money for Unbanked. GSM Association (March 9).
4. Murillo R. H., Llobet G., Fuentes R. (2010) "Strategic online banking adoption", Journal of Banking and Finance, Vol. 34 (7), pp. 1650 - 1663.
5. Timira Shukla and Anita Singh (2014) "Employee Perception towards Technology in Banking Sector", RJSSM: Volume: 04, Number: 02, June 2014.
6. <http://mmublog.org/blog/three-enemies-and-a-silver-bullet/>