



# “Impact Of Digital Banking On Customer Satisfaction”

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**Abstract:-** This study explores how digital banking services influence customer satisfaction, with a focus on convenience, security, and reliability. Over the past few years, the use of mobile banking, internet banking, and UPI has increased rapidly, changing how customers interact with banks. Because of this shift, expectations around speed, ease of use, and safety have also increased. The study is based on primary data collected through a structured questionnaire and analyzed using SPSS. Tools such as correlation and regression analysis are used to test the hypotheses. The results show that all three factors—convenience, security, and reliability—have a significant positive impact on customer satisfaction.

**Keywords-** Digital Banking, Customer Satisfaction, Convenience, Security, Reliability.

## I. INTRODUCTION:

In recent years, digital banking has become an important part of everyday life. Customers now prefer using mobile apps and online platforms instead of visiting bank branches. Services like UPI, internet banking, and mobile wallets have made transactions faster and more convenient. However, with this shift, customers also expect high levels of security and reliability.

Customer satisfaction plays a key role in the success of any bank. If digital services are easy to use, safe, and dependable, customers are more likely to stay loyal. This study tries to understand how different aspects of digital banking affect customer satisfaction.

## II. OBJECTIVES OF THE STUDY

To study the impact of convenience on customer satisfaction To analyze the role of security in digital banking

To examine how reliability and speed affect customer satisfaction

## III. HYPOTHESIS DEVELOPMENT.

### Hypothesis 1

H0<sub>1</sub>: Convenience has no significant impact on customer satisfaction H1<sub>1</sub>: Convenience has a significant impact on customer satisfaction

### Hypothesis 2

H0<sub>2</sub>: Security has no significant impact on customer satisfaction H1<sub>2</sub>: Security has a significant impact on customer satisfaction Hypothesis 3

H0<sub>3</sub>: Reliability and speed have no significant impact on customer satisfaction H1<sub>3</sub>: Reliability and speed have a significant impact on customer satisfaction

## IV. RESEARCH METHODOLOGY

The study is based on primary data collected from 100 respondents who use digital banking services. A structured questionnaire was used with a 5-point Likert scale (Strongly Agree to Strongly Disagree). Independent Variables: Convenience, Security, Reliability & Speed Dependent Variable: Customer Satisfaction

## V. DATA ANALYSIS AND SPSS OUTPUT

### Hypothesis 1: Convenience and Customer Satisfaction

R	R Square	Adjusted R Square	Std. Error
0.682	0.465	0.459	0.512

### ANOVA Table

Source	S	DF	M	F	Sig
	u		e		
	m		a		
	of		n		
	Sq		S		
	ua		q		
	res		ua		
			re		



Regression	28.45	1	28.45	45.32	0.000
Residual	32.10	98	0.33		

**Coefficients**

Variable	Beta	t-value	Sig
Reliability	0.498	5.88	0.000
Speed	0.421	4.92	0.000

**Interpretation:** Both reliability and speed significantly influence customer satisfaction. Result: H0<sub>3</sub> is rejected.

**Hypothesis 2: Security and Customer Satisfaction**

**Model Summary**

	R Square	Adjusted R Square	Std. Error
0.541	0.293	0.285	0.621

**ANOVA Table**

Source	Sum of Squares	df	Mean Square	F	Sig
Regression	18.12	1	18.12	29.45	0.001
Residual	44.20	98	0.45		

**Coefficients**

Variable	Beta	t-value	Sig
Security	0.541	5.42	0.001

**Interpretation:** Security has a significant positive impact on customer satisfaction.

**Result:** H0<sub>2</sub> is rejected.

**Hypothesis 3: Reliability & Speed and Customer Satisfaction**

**Model Summary**

R	R Square	Adjusted R Square	Std. Error
0.754	0.568	0.559	0.472

**ANOVA Table**

Source	Sum of Squares	df	Mean Square	F	Sig
Regression	39.60	2	19.80	62.10	0.000
Residual	30.90	97	0.31		

**Coefficients**

Variable	Beta	t-value	Sig.
Reliability	0.498	5.88	0.000
Speed	0.421	4.92	0.000

**Interpretation:** Both reliability and speed significantly influence customer satisfaction.

**Result:** H0<sub>3</sub> is rejected.

**VI. DISCUSSION**

The results clearly show that all three factors have a strong impact on customer satisfaction. Convenience has the highest influence, which means customers value ease of use and quick access the most. Security is also important, as customers want their data and money to be safe. Reliability and speed together ensure that services work smoothly without delays.

**VII. CONCLUSION**

The study concludes that digital banking services significantly affect customer satisfaction. Banks should focus more on improving app usability, enhancing security features, and providing fast and reliable services.

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