

Abstract of D.Litt./Doctoral Dissertation

Impact of Service Quality on Customers' Satisfaction towards Remote Banking : A Study in Rural Tamil Nadu¹

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Abstract

The advent of ICT has rejuvenated the financial services sector especially in the banking sector. This study has been carried out to measure the impact of service quality on customers' satisfaction towards remote banking services in rural Tamil Nadu. Understanding the accessibility of remote banking services, analyzing the factors influencing the service quality, measuring the satisfactory level of rural customers and identifying the problems encountered by the customers while availing remote banking services are the basic elements of this study. The study concluded that customers are aware about the various remote banking services. Moreover, the customer satisfaction and loyalty are highly influenced by the service quality. The present research results will help the banks formulate viable strategies to spread the usage of remote banking services in rural areas.

JEL Code : D90, M31, M33

Keywords : Remote Banking; Service Quality; Customer Satisfaction; ICT; Customer Loyalty; India

I. Introduction

THE RAPID GROWTH of technological advancements in India over the past two decades has vastly changed the way of doing business in the banking industry (OECD, 2014). The introduction of new technologies accelerated the growth of the banking sector at a global level. ICT has enabled the development of e-commerce, which is a prime reason for a new industrial revolution by offering a low-cost and direct means of disseminating information and purchasing/ selling goods and services (Abor, 2005).

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- The banks should carry out opinion surveys to get feedback from customers periodically to know the customers' opinions and problems faced by them towards the remote banking services. This will help the banks for understanding the viewpoint of the customers and improve CSAT to a greater extent.
- The banks should need to recognize and implement the new technological innovations and advancements for providing personalized banking services. It helps to attract a chunk of new customers and also satisfy the present customers.
- The bank should resolve the problems in network connectivity and enhance the power base to enable them to provide convenient and quick services to its customers.
- The study delineated that SQ has substantially influenced CSAT and customer loyalty. So, the banks should give due importance to enhance the SQ of remote banking services that facilities increase CSAT and retain the customers.
- The Government should be strengthening the policies, rules and regulations to prevent the customers from technology-based financial scams and frauds.

V. Conclusion

In the changing scenario, e-banking has become a weapon for the survival of banks across the globe. The globalization of the Indian economy has enabled the modernization of banking operations. The sophisticated technology-based banking services are improving the customer service, productivity and operational efficiency of the banks. The accessibility of remote banking services by Indian customers has been good so far. In the current study, the researcher has investigated the effect of SQ on CSAT. The study reported that customers are well-known about the various remote banking services. Moreover, the service quality has substantially influenced customer satisfaction and loyalty. The study findings and recommendations will helpful to banks to sustain in the competitive environment and to get lion's share in the marketplace.

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