A Study on Customer Perception towards E-Banking with reference to Indian Overseas Bank

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Abstract

The purpose of this study is to know about customer perception and to find out the security and risk in e-banking services of Indian Overseas Bank. The study has been carried out in the Indian Overseas Bank Main Branch, Tiruchirappalli comprising a sample size of 200. After data collection, researcher has identified the factors that influence the customer perception with regards to e-banking services. The result of this analysis is showed that mean of overall satisfaction of e-banking users is 2.18. The data analysis shows that gender, marital status, age, educational qualifications, occupation and monthly income of the respondents are significant factor that decide perception of e-banking services of Indian Overseas Bank in the study area.

Keywords: Customer perception, e-banking services, service quality, safety, satisfaction.