AN EMPIRICAL STUDY OF CUSTOMER SATISFACTION TOWARDS E-BANKING SERVICES IN DELHI, INDIA

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For Gen Next banking, digital solutions are required. There has been a surge in tech-enabled digital payments, marking a shift in the operations of banks vis-à-vis technology and customer behavioural patterns. The last two years have witnessed a significant rise in digital transactions in India, from 40 billion in 2020 to 87 billion in 2021 (Eriksson, 2021). Given the increasing preference for contactless banking, banks need to understand their customers better. The present study is an attempt to gauge customer perceptions of e-banking services. The study uses the following variables to find out the relationship between the age of the customers: user interface, content, communication, responsiveness, customer support services, data protection, and recommendation of banks to others. A sample of 200 customer respondents has been selected for the study. The findings indicate that the banking industry's current framework needs to find secure solutions to reduce online crimes and e-banking frauds. It is recommended to develop a customized user interface for e-banking applications, enforce cyber laws and regulations to curb e-banking fraud, and assist customers by setting up an in-house cyber redressal cell.

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