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WINGS TO YOUR THOUGHTS.....

Effective Implementation of Online Banking

Bhupinder Singh¹, Harpreet Singh², Kuldeep Singh³

M.Phil (Computer Application), Research Scholar
Guru Kashi University, Talwandi Sabo, Punjab, INDIA
¹tonydandiwal@gmail.com, ²harpreet633@yahoo.in

Abstract: *In the fast moving world, online banking is adopted at very fast rate. The online banking will be used for bank transactions, account handling, account monitoring and so on. Online banking gave us feasibility to access your bank account even at the time when bank is closed. The major challenges that online banking is facing is the security variability, lack of knowledge of end users, failure of bank transitions, user interface etc. In this paper, we are presenting the survey report, the survey will be conducted online and the end users from different country gave response online. The survey was done on the basis of questioners which was prepared after conducting the pilot study. The questioners which we prepared cover all the major factors related to online banking. In this paper we also conclude that what factors should be enhanced to improve online banking.*

Keywords: *Online, security, transitions, user interface, feedback*

1. INTRODUCTION

The internet users are increasing day by day. According to the previous research reports 1080 million peoples are accessing internet in 2005. As drastic increase in internet users open new paths for internet banking. The end users can access accounts, made transitions with the use of internet banking. The major banks like HDFC, ICICI, STATE BANK OF INDIA and all other can offer internet banking. The users can access the service after authenticating or proving its identity to the server. Generally end users have to provide user name and password for successful authentication, the user name and password is provided by the bank authorities. The major challenges that online banking is facing the security issues in online banking, end user interface, lack of knowledge etc. The security issues in online banking is the major challenge. As, the information which the end user can access is very confidential. To ensure confidentiality and data integrity proper data encryption must be provided in online banking. The end users must have the basic computer and internet knowledge to access services, without the basis knowledge the end users are unable to access services this is second major challenge in online banking.

Through online banking we are able to access your bank account when even bank is closed this is the major benefit of online banking. In this paper we are presenting the survey report which is conducting

online. To conduct this online survey we done pilot study to prepare questioner for this online survey.

The literature review is presented in section 2. Factors effecting online banking is discussed in section 3. Questionnaire of Benefits of Online Banking are written in section 4. In the last section 5 we present conclusion.

2. LITRATURE REVIEW

In this paper, authors discussed about the factors which are affecting the internet banking. They also present that why and how several factors are affecting internet banking. In this paper, author proves that gender factor also effects internet banking, the paper suggests that banks will be better able to manage consumer experiences with moving to internet banking if they understand that such experiences involve a process of adjustment and learning over time, and not merely the adoption of a new technology [1].

The authors conduct the online survey in Egypt and conclude that what factors are affecting online banking in Egypt. The major challenge that online banking facing in Egypt is the quality of service. The paper mainly focuses relationship between online banking service quality and customer satisfaction. Five online service quality dimensions have been selected; these dimensions are reliability, efficiency,

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responsiveness, fulfillment and privacy. A survey has been developed and administered to HSBC customers. A total of 109 Egyptian customers have responded and returned the completed questionnaire.

The responses revealed that HSBC customers' are most satisfied with the privacy of their HSBC online banking experience [2].

The financial market has tremendous growth through online banking. The major banks which offer online banking add new functionalities and features to stay ahead of the competition. However, when measured by key performance indicators such as customer growth, revenue growth, etc., the value delivered varies from bank to bank. While some banks achieve better customer response and retention from adding new technology/feature bells and whistles, others have received moderate to poor acceptance, which has undermined their return on investment. The challenge is to find the right approach and leverage the right mix of technology and features that keep customers happy and transacting over an extended period of time [3].

The online banking is used for bank transactions or for online payments. The banks are focus to provide quality of service to customers for customer satisfaction. According to the various survey reports the active hackers can stall the confidential information of the end users like user name and passwords. The major challenge in online banking is to provide secure services. In this paper author mainly focused on to address various key issues related to online banking and how we can able to solve these issues [4].

The authors had conducted survey in various universities. The survey was related to ERP implementation, the authors mainly focused on that why the medium level education institutes are not adopting ERP system. To study various factors which effects implementation of ERP system in medium level institutes, they prepared questioner and take response from different universities manually [5].

3. FACTORS EFFECTING ONLINE BANKING

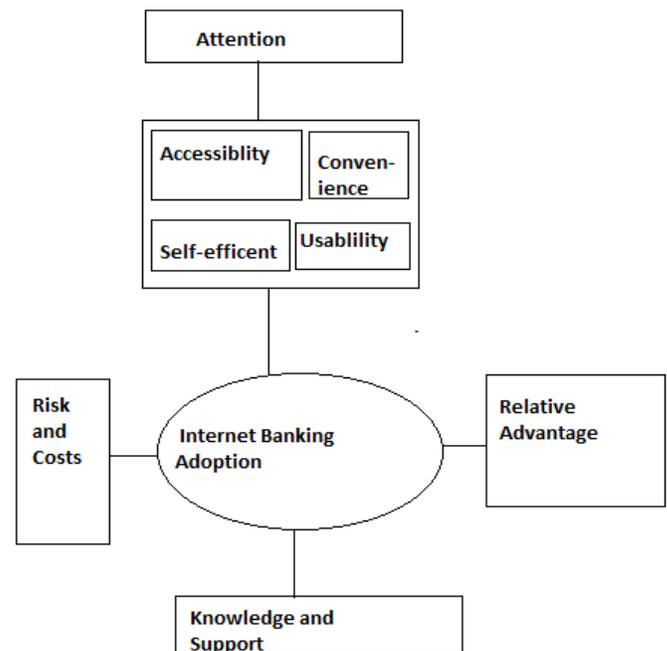


Figure1: Factors effecting online banking

As shown in the figure 1, the major factors which effects online banking. The lack of knowledge of end user is factor which effect online banking. To access the services the end user must have basic knowledge of computer and internet. The bank companies have provided quality of service to reduce risk factor. Accessibility, usability and self-efficient are three common factors which effects online banking.

4. QUESTIONNAIRE OF BENEFITS OF ONLINE BANKING

In our work, we conduct online survey to note various benefits of online bankig. The users from all over the world gave responses of the questions which we prepared after doing a pilot study. We had written questioner in Table 1.

S. No	Question
1	How many bank accounts you have
2	Every person can use it easily.
3	You can make transfers and other changes

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	while the bank is closed.
4	Using the online banking systems would improve my performance for banking transactions
5	Online is the best way for account handling
6	I find it easy to do what I want to do in online banking
7	It is easy to view recent transactions and monitor your account
8	If we have online banking service then we have no need to visit the bank branches.
9	Online banking also improve our knowledge about transactions
10	Using the online banking systems would make it difficult for me to handle the banking transactions
11	My interaction with an online bank is clear and understandable.
12	I think online banking is a flexible work
13	I have no need of knowledge for effective use of online banking
14	I think we need to know some new procedures for effective use of online banking
15	Using the online banking is financially secure.
16	If we use online banking then we can say we have bank any place that has Internet connection.
17	I can use the banking services at any time I like.
18	I trust in the ability of an online bank to protect my privacy
19	Online banking technology is very trustable
20	I have no need to worry about the security of an online bank
21	Matters of security have no effect on using an online bank
22	Online banking is a good way to manage my finances
23	It is increasing my skills of banking system
24	interaction with the online banking systems would be clear and understandable
25	Online Banking System is easy to learn
26	Using an online banking is exciting.
27	I am not confident about security of online banking in India
28	Online banking provides variety of features
29	Online banking is trendy in today's world
30	Only risk takers use online banking

Table1: Questioner for Survey

5. CONCLUSION

In this paper, we conclude that as number of users on the internet is increasing day by day .The online banking is going popular in last few years and it also gave benefit to financial sector also .In our work ,we conduct online survey ,we present questioner which we prepared by doing pilot study .The users from various countries gave responses and we note various benefits and challenges in online banking.

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