

ONLINE BANKING SERVICES AND CUSTOMER SATISFACTION: A COMPARATIVE STUDY OF PUBLIC AND PRIVATE BANKS IN UDAIPUR CITY

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ABSTRACT

New channels used to offer banking services will drive the growth of banking industry exponentially in the future by increasing productivity and acquiring new customers. During the last decade, banking through ATMs and internet has shown a tremendous growth, which is still in the growth phase. Online banking allows customers of a financial institution to conduct financial transactions on a secure website operated by the institution, which can be a retail or virtual bank, credit union or building society. It may include of any transactions related to online usage. With the emergence of technology bank has started facing more difficulty in order to remain unique. With increased use of internet users Internet Banking Services is another common service offered by every bank. Service is acting as a launch pad that has accelerated the growth in those banks that have identified the importance of service quality. This paper tries to find the usage frequency of customers and their satisfaction level with respect to online banking services offered by public and private banks in Udaipur city.

KEYWORDS: Online Banking Services, Satisfaction, Service Quality