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# A STUDY ON INTERNET BANKING SERVICES BY NATIONALISED BANKS IN SATARA

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**Abstract:**

*This study examines the internet banking services provided by nationalized banks in Satara, focusing on their adoption, effectiveness, and impact on customers. With the rapid growth of digital banking, the research investigates how these banks are leveraging internet banking to offer services like online account management, bill payments, and fund transfers. The study is based on primary data gathered through surveys and interviews with customers and bank officials, as well as secondary data from reports and publications. The findings reveal that while internet banking has enhanced accessibility and convenience for many customers, challenges such as digital literacy, cyber security concerns, and infrastructural limitations remain prevalent, particularly in rural areas. The paper also discusses the role of government initiatives and bank strategies in promoting digital banking. In conclusion, nationalized banks in Satara have made significant strides, but continued improvements in technology and awareness are needed for broader adoption. The findings suggest that internet banking has brought considerable convenience, reduced the need for physical branch visits, and empowered users to manage their finances anytime and anywhere. However, the study also identifies several challenges affecting the broader adoption of digital banking services. Key issues include lack of awareness, low levels of digital literacy, cybersecurity concerns, and inadequate internet infrastructure—particularly in rural and semi-urban areas. Additionally, some customers express hesitation in shifting from traditional to digital platforms due to trust and usability factors.*

**Key words:** e-banking, Internet Banking Services, Technology.

**Introduction:**

Indian Banking provides a biggest platform for the savers and the investors from the core of India's financial sector through mobilization of resources and their healthier allocation. In the development process banks play an important role for underdeveloped countries. Indian banking industry is progressively moving towards implementing the finest practices in accounting, internationally acknowledged prudential norms, with advanced governance and risk management and deregulated interest rates, although the precision of absorbed lending is being increasingly reduced.

SBI is an Indian Public Sector Bank and statutory body for financial services. It has headquartered in Mumbai. Being the only Indian bank, SBI got listed of the world's biggest corporations of 2020 with ranked 221st in the Fortune Global 500 and Globally SBI 43rd largest bank in the world. SBI is the largest bank in Indian public sector banks with assets of 23% market share and the total loan and deposits of 25% market share. SBI has the opulent legacy over two centuries as SBI accredits as the most trusted Bank by Indians generations. Bank of Maharashtra was registered on 16 September 1935 with an authorized capital of Rs. 10 Lakh, operational on 8 February 1936 and later on nationalized bank in 1969. The Bank of Maharashtra was established by V. G. Kale and D. K. Sathe in Pune, India. BoM function under ownership of Ministry of Finance and Government of India. Bank is providing the financial support to small business and industrial houses. Bank has spread with largest network of branches of any nationalized bank in the Maharashtra state.

**Objectives:**

1. To study the present internet banking services provided by the selected banks.
2. To study the customer perception towards the internet banking services provided by selected banks.

**How to Cite this Article:**

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3. To study effect of internet banking services on customer satisfaction to give meaningful suggestion according to findings.

#### **Importance of the study:**

1. **To customer:**  
Online banking, also referred to as internet or web banking, enables customers to perform financial transactions over the internet. It provides a wide range of services that were traditionally offered at local bank branches, including making deposits, transferring funds, and paying bills online. Through internet banking, customers can access and manage their accounts from anywhere, offering them a convenient and efficient way to handle financial tasks without needing to visit the bank in person.
2. **To bank:**  
A market research study, if well-organized, can actually help banking and financial organizations to understand their preferences are changing not only that, but it also opens potential investment doors for rapidly growing organizations world-wide.
3. **To improve financial health:**  
The financial world is becoming more reliant on the internet every day and it is no surprise. Using Internet banking will make your transactions secure and fast while giving you real time updates.

#### **Choice of the Topic:**

Now a days, Internet Banking Services is used very commonly in the world. Most of the research studies have been done on usage of internet banking but many factors on non-usage internet banking were unobserved. This research is carried out to validate the impact of internet banking services on banks and its users. Different causes will be acknowledged with this research and it will study through correcting the underlying factors to increase usage of internet banking in customers. It will benefit to banks for increasing in banking transactions and cost effective for banking operations. The research is focused on what is the impact towards internet banking services. The research will study the customers knowledge level of ICT so that their capacity to adopt new technology can be assessed. An attempt is made for studying is made for studying the factors that influence consumers to use internet banking as well as the factors that discourages customers from using internet banking. This study will reveal the extent to which the customers use internet banking options for carrying out their transactions. The analysis and interpretation of the differences on perception about internet banking between customers and employees of the selected banks. Usage of Internet Banking Services will be check by signifying demographic factors of the customer's i. e. education, gender, income, etc. Not ample research has been done on these areas they were attentive more on the awareness of technology rather than on people. The researcher has the opinion

that if skills are upgraded there will be greater use of internet banking by customers.

#### **Scope of Research:**

1. **Geographical Scope:** The Geographical scope of research will be confined to select public, private and cooperative sector banks.
2. **Topical Scope:** The focus of this study will be on all the aspects of Internet Banking such as services provided by the banks, factors used in Internet Banking, factors influencing the usage of the Internet Banking and impact of it on functions of banks and their customers, etc.
3. **Analytical Scope:** The collection of data analysed by using graphs, charts, tables.

#### **Review of Literature:**

**Benefits for Customers and Banks:** Research indicates that internet banking offers round-the-clock access to financial services, leading to higher customer satisfaction and reduced operational costs for banks (Gupta et al., 2017). However, rural areas such as Satara continue to face challenges related to limited digital literacy and infrastructure.

**Technological Advancements:** The integration of mobile banking applications, artificial intelligence, and enhanced security measures has significantly improved the banking experience for customers. Despite these advancements, issues like slow internet connectivity and insufficient technological infrastructure in rural areas continue to hinder progress (Patil & Ghosh, 2021).

**Customer Perception and Usage:** Trust and security concerns are key factors affecting internet banking adoption in Satara. Studies suggest that while customers frequently use basic services like money transfers online, they still prefer visiting physical branches for more complicated banking tasks (Patel & Joshi, 2020).

**Challenges:** Nationalized banks in Satara face significant challenges, such as inadequate infrastructure, low levels of digital literacy, and risks related to cyber security. To increase the adoption of internet banking, it is crucial to implement digital literacy initiatives and improve technological infrastructure (Kumar & Singh, 2019).

**Opportunities:** There are numerous growth opportunities for nationalized banks in Satara, particularly through government-driven initiatives like Digital India. By offering financial literacy programs and personalized digital banking services, banks can foster greater adoption in rural areas (Agarwal et al., 2022). Tailoring services to local needs can further boost customer engagement and usage.

#### **Research Methodology:**

In this study survey method is applied. The type of research is exploratory because it has found out the impact of internet banking on functioning of banks and customers. For research purpose researcher has conducted a survey through questionnaire method. The study sample is selected national banks in Satara.

SR.NO	NAME OF BANK	POPULATION	SAMPLE
1	Bank of Maharashtra	20,000	15
2	State Bank of India	15,000	15
TOTAL			30

#### Primary Data:

The researcher will prepare a **questionnaire** for the purpose of achieving the objectives. In some cases observation will be made of particular bank transactions of the customers. The interview of the branch officials will be conducted for getting information about frequency of customers that use Internet banking. Thus questionnaire, observations, interview and field survey etc. tools will be used for carrying this research.

SR.NO	NAME OF BANK	POPULATION	SAMPLE
1	Bank of Maharashtra	20,000	15
2	State Bank of India	15,000	15
TOTAL			30

#### Secondary Data:

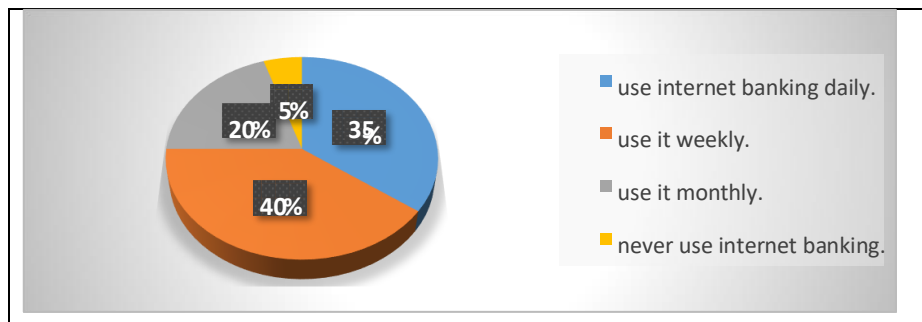
The secondary data will be collected from the following. Research reports, thesis, banking commission report, books, journal, periodicals, annual reports, websites, articles, magazines, digital library, [ e- recourse database: EBSCO, Pro-Quest, Open J Gate, Science, etc.]

#### Sampling Design:

Sampling frame method to collect the primary data from researcher prepared questionnaire customers of Bank of Maharashtra and State Bank of India (SBI). Random Sampling Method Is Used.

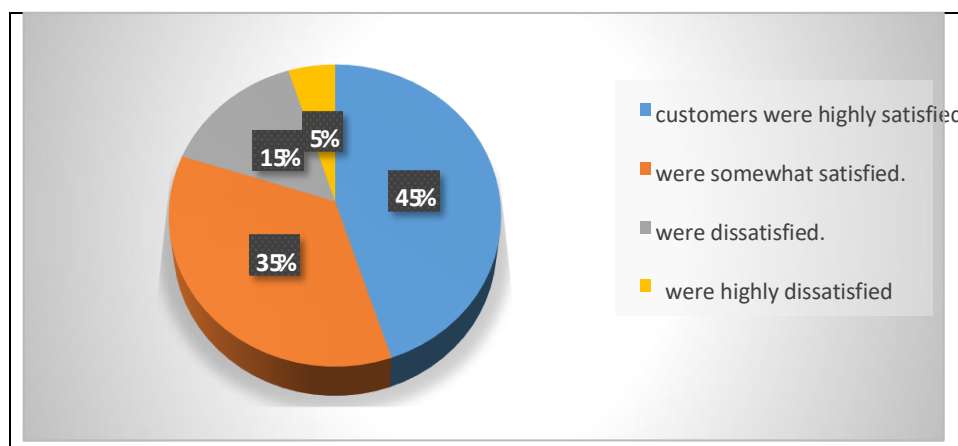
#### Data Analysis and Interpretation:

##### 1. Frequency of Usage:



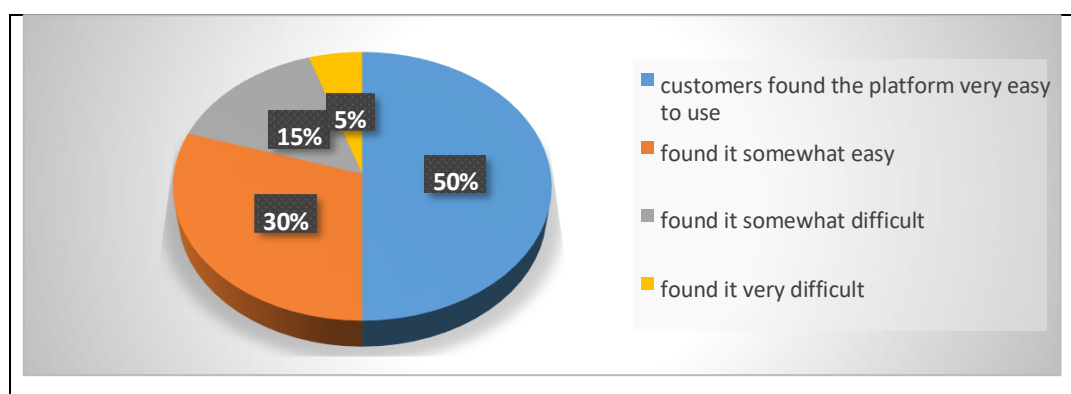
A significant percentage (75%) of respondents use internet banking at least once a week. This indicates that the adoption of internet banking services is relatively high in Satara, with daily usage being most prevalent. The remaining 25% of users are less frequent users or non-users, potentially due to a lack of awareness or confidence in using online banking platforms.

#### Customer Satisfaction with Services:



Most customers (80%) reported being either highly satisfied or somewhat satisfied with their internet banking services, indicating a generally positive reception. However, there is still a small portion (15%) who expressed dissatisfaction, which could be due to issues such as technical problems, slow service, or difficulty in navigating the platforms.

#### Ease of Access and User Interface:



Half of the customers found internet banking platforms easy to navigate, which is a positive sign of user-friendly designs. However, there is still a notable 20% who struggle with the interface, suggesting that banks could improve user experience, especially for senior citizens or less tech-savvy individuals.

#### Findings:

1. High Frequency of Usage 75% of respondents use internet banking at least once a week, indicating a high adoption rate, with daily usage being the most common.
2. Customer Satisfaction 80% of customers reported being either highly satisfied or somewhat satisfied, suggesting a generally positive reception of internet banking services.
3. Dissatisfaction Among a Small Group 15% of respondents expressed dissatisfaction, which could be attributed to issues like slow service, technical problems, or difficulty navigating the platform.
4. Ease of Use 50% of users found internet banking platforms easy to navigate, showing that the design is user-friendly for many.
5. User Interface Issues 20% of respondents faced challenges with the interface, particularly indicating the need for improvements to support less tech-savvy or senior users.
6. Security Concerns Most users felt their data was secure, though a small portion expressed concerns, highlighting the need for further transparency and assurance regarding security measures.

#### Suggestions:

1. Analyse and improve the current internet banking services to enhance customer experience.
2. Assess the impact of internet banking on operational efficiency and customer engagement.
3. Conduct targeted surveys to better understand customer perceptions and expectations of internet banking services.

4. Implement customer feedback to enhance satisfaction levels and streamline banking processes.
5. Introduce regular training programs for customers to increase the adoption of internet banking features.

#### Conclusion:

Researchers have been conducted this study to find out the impact of Internet Banking Services on with Special Reference of National Banks (State Bank of India and Bank of Maharashtra.) in Satara output of the study is significantly satisfying the assumption of the study. During this study researcher found have that most of the customer presence about Internet Banking Services which provided by their banks and customers using that Internet Banking services only which are handy to them reason behind were found are that customers are not with all different types of Internet Banking services available at banks website or its mobile app. If customer get other services, they do know how operating these services majority users of Internet Banking services but not regularly.

In conclusion, internet banking services provided by nationalized banks in Satara have seen positive adoption, offering convenience and cost-efficiency. However, challenges such as limited digital literacy, infrastructure issues, and security concerns still hinder broader usage, particularly in rural areas. To enhance adoption, it is essential for banks to focus on improving technological infrastructure, increasing digital literacy, and addressing trust issues through better security measures. By leveraging government initiatives like Digital India, banks can further promote internet banking services and improve customer engagement in the region.

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Nil.

### **Conflicts of interest**

I and the authors declare that there are no conflicts of interest regarding the publication of this paper.

### **References:**

1. Gupta et al. (2017) highlight that internet banking improves customer satisfaction and reduces operational costs, but rural areas face digital literacy and infrastructure challenges.
2. Patil & Ghosh (2021) emphasize how mobile banking, AI, and security advancements enhance customer experience, yet rural connectivity issues persist.
3. Patel & Joshi (2020) find that trust and security concerns affect internet banking adoption, with customers preferring physical branches for complex tasks.
4. Kumar & Singh (2019) argue that inadequate infrastructure, low digital literacy, and cybersecurity risks hinder internet banking adoption in Satara.
5. Agarwal et al. (2022) suggest that government initiatives like Digital India and tailored financial literacy programs can boost internet banking adoption in rural areas.
6. Gupta et al. (2017) assert that internet banking's 24/7 accessibility leads to higher satisfaction, but rural areas like Satara still struggle with infrastructure limitations.
7. Patil & Ghosh (2021) point out that despite technological advances, rural regions face challenges like slow internet connectivity, affecting the growth of digital banking.
8. Patel & Joshi (2020) note that while basic services are frequently used online, the complexity of banking tasks still drives customers to prefer in-person visits for trust and security.
9. Kumar & Singh (2019) stress that addressing digital literacy and cybersecurity risks is essential for improving internet banking adoption in Satara's nationalized banks.
10. Agarwal et al. (2022) highlight opportunities for banks in Satara to enhance engagement by aligning services with local needs and supporting government-driven digital initiatives.