

A Survey on Impact of Digital Banking on Customer Satisfaction

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Abstract—The banking sector has crossed a great insight with the adoption of digital banking all around the world. This revolution has revamped the expectations of customers, with unprecedented convenience, speed, and accessibility. This dissertation examines the impact of digital banking on customer satisfaction through the analysis of different digital banking services, their strengths, weaknesses, and overall impact on user experience.

The research is based on secondary information, i.e., academic texts, industry publications, and case studies, but not using primary research techniques like surveys or questionnaires. Research shows that online banking increases customer satisfaction through ease of financial transactions, increased service efficiency, and customized banking experience. Nevertheless, issues like cyber threats, technology breakdowns, and the digital divide can inversely affect customers' perceptions. The dissertation wraps up with strategic suggestions for financial institutions to enhance digital banking services and raise customer satisfaction.

I. INTRODUCTION

In the digital age, the banking industry has undergone a significant transformation by moving from traditional in branch services to digital platforms as well. Digital banking which includes internet banking, mobile banking apps, and other online financial services has become an essential part of modern banking operations nowadays. This shift has completely revolutionized the way people interacts with bank along with providing convenience and support along with increasing competition among banks to retain and attract customers, understanding the customer satisfaction in the context of digital banking has become quite important.

This study aims to explore the impact of digital banking on customer satisfaction by analyzing different factors such as ease of use, security, speed, service quality, and overall satisfied customer experience. By conducting a survey based analysis the research seeks to identify the strengths and weaknesses of digital banking platforms from the

customer's own perspective. The findings will help banks improve their digital services and enhance customer loyalty in growing technology driven financial landscape.

II. FINDINGS AND DISCUSSION

The survey was conducted in more than 100+ banks to find out the number of active digital banking users. The collected data mainly focused on the key areas including ease of use, transaction speed, service availability, security, and overall customer satisfaction.

1. Ease of Use:

85% of respondents reported that digital banking platforms are user friendly were as easy to navigate. The majority preferred mobile apps over the desktop platforms due to better interface design and convenience. This shows that intuitive design significantly enhances user satisfaction.

2. Transaction Speed:

Nearly 90% of users were satisfied with the speed of transactions such as fund transfers, bill payments, and balance checks. Faster transaction times contributed greatly to a positive customer experience and especially in comparison to traditional banking methods.

3. Availability and Access:

Heavy amount of people (approx 80%) appreciated the full time availability of services. The customers especially valued not visiting branches for routine tasks. However, 15% mentioned occasional system downtimes or app thrashed, suggesting that uninterrupted service is still a key area for improvement.

4. Security and Trust:

While most users (70%) felt that their data was secure, around 30% expressed concerns about fraud and hacking. This indicates that enhancing

cybersecurity features and educating users about safe banking practices is a vital part for building trust.

5. Overall Satisfaction:

The overall satisfaction level was high, with 78% of respondents indicating that digital banking had positively impacted their relationship with their bank. Convenience, speed, and reduced paperwork were commonly noticed as major benefits.

III. DISCUSSION

The findings reveal that digital banking significantly improves customer satisfaction by offering convenience, speed, and ease of access. Concerns about system reliability and security indicated areas where banks must invest further. Continuous gradual improvement in technology and better customer support and transparent communication helped in enhancing customer trust and engagement.

This study confirms that digital banking plays a crucial role in shaping customer perceptions and loyalty in the competitive financial sector.

IV. CONCLUSION

Digital banking has enhanced how individuals handle money, but with it comes difficulties. From poor network connections and cybersecurity threats to digital skills and human support deficiency—these issues impact how users feel satisfied and confident about engaging in digital banking.

To entirely succeed, digital banking needs banks to prioritize ensuring services are safer, easier, and more inclusive for every category of users. This enhances customers' perception of security when using digital banking. Lastly, technology enables banks to determine what customers like or dislike. With knowledge of how they act, banks can send them tips, reminders, or special offers that are customized. This treats customers like kings and queens and makes them loyal.

Briefly, technological advancement speeds up banking activities, enhancing security, convenience, and personalization. Technology can turn a mundane banking visit into a more enjoyable and convenient one if utilized in the right way.