

Impact of Privacy, Security and Bank Employee' Performance on Internet banking

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Abstract

E-banking in India is a fairly new concept. The Indian Administrative system together with the Reserve Bank of India have taken a number of initiatives to assist in the smooth progress and development of E-banking in India. It was in the year 2000 when the Government of India passed the IT Act. The Act came into effect from 17 October, 2000 and has given lawful acknowledgement to each and every transaction related electronic commerce, The Central Bank of the Country is continually reviewing the progress of E-banking in India. Several mechanisms have been initiated in the beginning of year 2000 in context of E-banking. The World Wide Web has led to the development of Internet banking. This innovative way of conducting business was first of all tested in the New York city of America during 1981. Major banks of the New York city that is Chase Manhattan, Citi bank, Chemical Manufacturers Hanover allowed its customers access to "home banking Internet banking is cost effective as the cost per transaction is low and the revenue earned per customer is high in comparison to any other e-banking channel. Through Internet banking the banks could offer their products and services online(via internet) to its customers. But Security is a major concern and need to be addressed carefully. The Issue of Security and Privacy is a major factor that restrains customers from E-banking as customers fear loss of confidential information and unethical hacking. The paper intends to analyse the impact of certain critical factors such as Privacy, Security and Bank Employee Performance on Internet Banking

Keywords- *Innovative, Performance, Privacy, Trust, Security*

Introduction

The bank with the help of internet provides a number of services to its customers such as transfer of funds, account balance enquiry, payroll process, bill payment, loan applications etc. It refers to a system through which gives accessibility to the customers with respect to their accounting information along with the vital information relating to the introduction of new products and services introduced by the banks online thereby reducing paperwork and telephonic conversations

Internet banking is certainly a form of E-banking. Internet banking services, in general, includes the following:

- Account balance enquiry
- Account summary
- Fund transfer
- Cheque book request
- E-cheques
- Details of Historical banking transactions
- Bills payment
- Modifying and opening of accounts related to term deposits
- Inquire related to interest rate and rate of exchange
- Statement request, loan information, loan repayment.
- Credit card application, credit card payments
- Reporting of Information related to lost debit and credit cards, making payments of pending credit card dues, scrutinizing the statement of credit card, checking of the balance. (4),
- Cheque status enquiry, stop payment cheque,

- Loan repayment, loan information, statement request
- Changing of passwords, refilling of prepaid cards

Central Bank of the Country is continually reviewing the progress of E- banking in India. Several mechanisms have been initiated in the beginning of year 2000 in context of E-banking. Certain research studies(13,14,15) state the important mechanism that appear in this context which can be described as following:-

- **Magnetic Ink Character Recognition(MICR) Cheque processing:** MICR helped in realization of cheques quickly and speedily. It was during the year 1986-88 that this e-banking mechanism was introduced for the first time.
- **Real Time Gross settlement(RTGS) system:** RTGS is a kind of system that makes possible inter-bank movement of finances taking place on a one to one basis. It is an online system and is available across the country in more than 23,700 branches approximately.
- **Electronic Fund Transfer and National Electronic Fund Transfer System(13,14,15) :** Transferring of funds online can be done quickly and safely by making use of Electronic Fund Transfer system. This will be of great advantage to the retail systems as well as the corporate. It was in the middle of nineties that Electronic fund transfer was put into operation for the first time. Afterwards during 2003 it was improved and an advanced Special fund transfer was introduced. Thereafter, in the year 2005 as National Electronic Fund Transfer(NEFT) **Indian Financial Net(INFINET)** –was set up. INFINET, which is satellite based network spread over a wide area(WAN) using VSAT(Very Small Aperture Terminals). INFINET is being used for the implementation of various Inter-bank as well as intra bank applications to name a few ranging from simple messaging, Centralized Fund management system, MIS, EFT, 24*7 banking, electronic clearance services etc.
- **Cheque Truncation system (CTS):** With the purpose of developing the effectiveness of the cheque clearance system and ensuring faster clearance of outstation cheques the CTS was introduced. The introduction of New Technology in the Banking sector witnessed tremendous speed with the establishment of IDRBI, Institute of Development for research in Banking Technology. It facilitated as a research centre extending tremendous support for the banking sector.

RBI Guidelines on Internet Banking

The Reserve Bank of India has set up a working group on Internet banking with a view to come across diverse features in the context of Internet Banking. Prominent aspects related to Internet banking has been highlighted namely (i) Technology and Security issues,(ii) Legal issues (iii) Regulatory and Supervisory issues. The recommendations laid down by the group were duly acknowledged by the Central Bank of the country. For the implementation of the banks the following guidelines have been laid down . Further banks may be guided on certain issues on the basis of the original report.

I. Technology and Security standards: highlighted that banks ought to focus on designing a system along data base administer with well described security policy for the banks suitably agreed upon by the member of board of directors, introduce (16) a rational way of accessing control over data, systems as well as software application, lines of telecommunication, libraries, software system, etc. Further for in-depth monitoring and for maintaining high level of control firewalls should be made use by the banks.

The banks should make use of public key infrastructure for secured internet transactions. In addition to this all unnecessary services should be put out of action. Additionally all security violations should be reported and necessary actions should be taken for framing future policy. The banks should take into consideration that all kinds of threats must be duly considered. Along with this Physical Security must be extended to websites as well as information systems. Proper and suitable Infrastructure along

with appropriate scheduling systems need to be maintained by the banks for keeping a back of the data. The data which has been backed-up need to be reviewed from time to time in order certify revival without making any loss to the transactions as per the security policy. From the legal point of view banks should maintain a proper facility for record keeping. Also Security Infrastructures should be properly tested for normal transactions.

II. Legal Issues: Taking into consideration the current legal scenario, it has become compulsory for the banks that in addition to establishing identity, banks should also carry out investigation regarding the reliability and character of the potential customer. Also from legal point of view, the process of ensuring safety implemented by the banks with a view to validate the needs of the users should be accepted legally as an alternative for signature. Further, secrecy of the confidential information of the customer's accounts should be made by the banks. Further banks in India should take into consideration the privileges as well as responsibilities made available to the customers using such services provided by Internet banking and should also ensure protection of the customers from risks arising out of Internet banking.

III. Regulatory and Supervisory Issues: It takes into consideration that that the products offered by Internet banking will be made available to the residents of India only by certified and administered banks operating in India and are making substantial existence in the country. Further Internet banking products should be restricted only to account holders. Further, there is a need to restrict the services to the products available in home country currency. Moreover, Internet banking services will be made available to foreign customers by the Indian banks having branches abroad.

In addition to the above mentioned, the banks should take into consideration the following points:-

- Prior approval from RBI is required by all the banks willing to put forward transactional services taking place with the help of Internet.
- Any violation and break down of the security arrangement and procedure should necessarily be informed by the banks to the RBI.
- The guidelines issued by RBI (16) with reference to the Risks along with the controls to be considered in context of computers as well as Telecommunications will similarly apply to internet banking.
- For the management of risks that arise out of service providers belonging to the third party, banks should develop outsourcing guidelines.
- By means of growing reputation and attractiveness of e-commerce, establishment of Inter-bank Payment Gateways' has turn out to be mandatory from the point of view of completing such transactions.
- Internet payment will be done only through Inter-bank payment gateways also only those institutions holding membership of the clearing system of cheque will be entitled to be a part of the same.
- There must exist a capacity on the part of Inter-bank payment with a view of ensuring the settlement of gross along with net. To the extent possible each and every statement must be intra-day and
- Each and every settlement must be intra -day and possibly in real time.
- There must be authentication of all transactions Once, the regulatory framework is all set place, it is important to ensure that all transactions must certified digitally by any agency certified for licensing. Banks should make a compulsory disclosure with the help of a disclosure template stating the customers' liabilities, risks as well as responsibilities at the time of carrying out business via Internet.
- Hyperlinks from banks' websites, most of the time increase the problem of reputational risk. However, these links must not be a source of wrong impression to the customers thereby making the customers believe that there is no sponsorship made by the banks with reference to any product not related to banking.

Rationale of the Study

Internet has displayed a rapid advancement over the past few years. The presence of Internet is witnessed in all sectors. The banking sector has also recognised the importance and need of Internet in today's competitive business environment. The impact of Information Technology has brought about a transformation in the way of conducting business. . However, apart from this there are certain challenges which create a hurdle in conducting banking transactions via Internet banking . Lack of awareness on the part of customers, security and privacy, lack of trust , lack of internet literacy and non-availability of internet connection are some of them Various measures have also been initiated by the government in making Internet banking secure and trustworthy.

REVIEW OF LITERATURE

Aladwani(2001)(37) in his study investigated that Privacy and Security were of prime concern to the potential customers with respect to online banking. Privacy, Security, Bank's image must be duly taken care off when conducting internet banking transactions. Moreover, online banking laws & regulations need to be carefully addressed in internet banking. **Mishra (2005)**(42) conducted a study in order to explain the benefits and the security issues related to internet banking. The paper stressed on the fact that easy accessibility to the customers, availability of a larger amount of services, an enhancement in the loyalty of customers are some of the principal drivers affecting internet banking. However a survey has also been undertaken by the online banking association where all the member organisations have rated security as the crucial factor affecting the customers and thereby contributing a great deal in attracting customers towards Internet banking .Thus security issues should be duly taken into consideration as a key feature affecting the use of Internet banking. **Krishnamurthy, 2006**(44)in this paper discussed E-banking operational efficiency along with the merits, innovations, convenience as well as risk factor associated with E-banking.

The paper focused on E-banking as well on simple transactions along with advanced transactions. E-banking various services like ATM, Internet etc were discussed which added to the efficiency of E-banking along with the different risks like loss of security, possibility of fraud etc were taken into consideration. The paper concluded that the banking sector should not only focus on innovations but should also concentrate on risks. **Sohail& Shaikh,(2007)** (46) conducted a study in Saudi Arabia and investigated that security, is an important determinant to be taken into consideration when conducting financial transactions. It is of prime concern to protect the consumers from financial losses and frauds when conducting banking transactions via Internet. **Proenca.et.al(2007)** (47) in their study analyzed the relationship the customers develop with their main bank as result of using Internet banking services. The study observed the relationship banking and Relationship Marketing. The results depicted that there exists a degree of sensitivity with respect to the usage of Internet banking as well as to the variety of operations performed. The results of the study concluded that there existed a strong association between the degree and maintenance of relationship along with the places to make use of Internet banking services. **Dixit and Dutta(2012)** (52) in their study investigated the factors affecting the acceptance of adult customers, in the age group of 35 and above towards Internet banking services. The study also focused on the privacy and security aspect of the customers regarding the usage of Internet banking services.

The findings highlighted that privacy and security, trust ,innovativeness, familiarity, level of awareness were certain factors contributing to the acceptance and use of the services provided by Internet banking. However, the results suggested that banks should provide proper assistance , then adult customers will be willing to adopt the services provided by internet banking, despite security and privacy issues. So, there is a need that marketing actions should be targeted on certain segments of the population. **Preeti Singh(2013)** (59) conducted a study in semi-urban areas in India, The study focused on identifying the factors that act as hurdles when using Internet banking services. The study also tried to investigate the perception of the customers towards Internet banking. The study explored nine factors namely cost, reliability, dealing with barriers, security concerns, technological factors,

lack of infrastructure, conventional approach, risk and resistance which had a significant impact on the usage of internet banking. The study concluded that with the purpose of increasing the usage of internet banking in semi-urban areas knowledge about computer and internet access must be provided, along with this security, trust and ease of access must be duly considered. The study was exploratory in nature and focused that internet banking must be encouraged to a great extent in semi-urban areas. **Ostlun (1974)** (63) in his study concluded that acceptance of internet banking is also affected by internet security and perceived usefulness. The study thus concludes that new innovations may be affected in the form of a high degree of risk in online banking. Privacy, Security, Bank's image and online banking laws & regulations need to be addressed in internet banking. **Khalil & Pearson(2007)** (81) conducted a study in Malaysia.

The study made an attempt to identify the factors leading to acceptance of Internet banking among students in Malaysia. The study analysed that Trust and Security was a crucial factor underlining acceptance of Internet banking. Together with Trust were certain characteristics of Innovation diffusion theory. The results concluded that there were certain critical factors like Trust, Relative advantage which had significant impact on the acceptance of Internet banking. **Geetha & V. Malarvizhi (2008)** (85) in their study tried to investigate factors which had significant impact on the acceptance of internet banking among customers. The study also made an attempt to take into consideration security and privacy issues with respect to Internet banking. The results concluded there exists some resistance among customers regarding the use of new technologies. Efforts need to be taken to increase the trust of the customers towards bank's website. Efforts must also be made to educate customers regarding online banking, ensure safety of transactions, enhance convenience and minimize costs of transactions. Such steps would help a great deal in enhancing customer acceptance towards E- banking.

OBJECTIVE OF THE STUDY

To analyse the impact of certain critical factors such as Privacy, Security and Bank Employee Performance on Internet Banking

RESEARCH METHODOLOGY

Scope of the study

The scope of the study is limited only to the state of Haryana. For the purpose of this study, participants were selected from urban areas of Haryana from all spheres of the society such as private sector employee, government sector employee, business man, students, and housewife having age above of 18 years.

Data collection procedure

Data have been collected from both - Primary sources and Secondary sources.

Primary Data- Survey based on questionnaire is used as a data collection tool..

Haryana region was segregated into four different strata- North, South, East, and West. Each strata comprised of five districts each. Sample was collected from the customers of the banks in all four strata. The source of data for this research study was the responses given by participants on the questionnaire sheet. The respondents were made to submit their response. All the participants were requested to fill questionnaire at their convenient time and return back. Total number of distributed questionnaires were 700 Only 599 are complete and taken into consideration..

Secondary sources

Various secondary sources of data collection has been used in the study which includes several research articles books, journals and websites

INTERNET BANKING- PRIVACY, SECURITY AND BANK EMPLOYEE PERFORMANCE

Table 4.6: Origin of Constructs for Acceptance

S. No	Construct	Definition	Source
1.	Security & Privacy	Security observation are defined as “the personal probability with which consumers believe that their personal information will not be viewed, store and manipulated during transit and storage by wrong parties in a manner consistent with their confident expectations.	Pavlou 2001

Awareness of security and privacy issues related to Internet Banking

Awareness of Security and Privacy Issues	Frequency	Percent
No	59	9.8
Yes	540	90.2
Total	599	100.0

Source: Compiled by the researcher using spss

The table above depicts that 59 (9.8%) respondents are not aware of the security and privacy issues related to Internet banking. However a large number of respondents i.e. 540 (90.2%) have awareness regarding the security and privacy issues related to Internet banking.

Reliability Testing

Before proceeding for further analysis the questionnaire was tested for Reliability. An vital determinant of the reliability of all psychometric instruments is Cronbach's alpha test. To test the Reliability of the questionnaire, Cronbach's alpha test was applied, for statements related to acceptance of Internet banking which is above the satisfactory level of 0.07.

Table 5.15 : Reliability Statistics for the Statements of Acceptance

Statements	Cronbach's Alpha
People can hack your information through internet banking and can do harmful things.	.735
Frauds are common in Internet banking transactions.	.742
Providing multilayer of protection to online banking systems, will help prevent fraud.	.746
Security Issues are not properly addressed in Internet Banking Transactions.	.747
I have good knowledge of computer and Internet banking technologies.	.737
Bank Officials convinced me for using Internet Banking	.711

Time to time Feedback from the users are duly considered	.733
Security is the biggest concern for customers when faced with the decision to use Internet banking.	.771
I feel safe in performing my Internet banking transaction.	.744

Table 5.16: Reliability Statistics for statements of Satisfaction

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.796	.821	33

Source: Compiled by the researcher using spss

The results of the table above depicts the results of the Cronbach's alpha test. The test explain that Cronbach's alpha are (.821) for statements related to Satisfaction of Internet banking which is above the satisfactory level of 0.07.

Table 5.17: Reliability Statistics for the Statements of Satisfaction

Statements	Cronbach's Alpha
Bank's customer service representatives are courteous in dealing with its customers.	.787
Bank's customer service representatives gives individual attention to its customers, when required.	.769
Bank's customer service representatives takes care of the specific needs of customers	.775
Bank's customer service representatives provides advice related to financial matters whenever required.	.774
Banks takes into consideration my complaints about Internet Banking.	.781
In Internet banking, customer service representative readily and accurately responds to its customers.	.795
Bank representatives take initiative in educating its customers, regarding the Internet Banking System.	.784
I trust my internet banking website.	.784
I trust the benefit provided by the bank through internet banking..	.784
Internet Banking system ensures safety of banking transactions	.793
Only authorised person can access own account through Internet Banking.	.795
Banks will never misuse my financial information placed on their Internet banking portal.	.799

Internet Banking protects personal information on their Internet Banking Portal.	.793
Secrecy of Credit card information is maintained	.779
Finding a piece of content or information on the web can be easily done.	.795
I am satisfied with the services of Internet Banking	.795

Source: Compiled by the researcher using spss

The results of the table above show that each statement related to Satisfaction has Cronbach's alpha value more than 0.07. As a result no statement has been deleted from the questionnaire and the questionnaire has been as such accepted for the purpose of the final research study.

FINDINGS AND DISCUSSION

Results of Eigen values for statements of Acceptance

Statements	Initial Eigen values		
	Total	% of Variance	Cumulative %
People can hack your information through internet banking and can do harmful things.	1.015	2.742	73.267
Frauds are common in Internet banking transactions.	.859	2.322	78.305
Providing multilayer of protection to online banking systems, will help prevent fraud.	.755	2.040	82.567
Security Issues are not properly addressed in Internet Banking Transactions.	.655	1.770	84.337
Bank Officials convinced me for using Internet Banking	.282	.761	95.728
Time to time Feedback from the users are duly considered	.186	.503	97.419
Security is the biggest concern for customers when faced with the decision to use Internet banking.	.134	.362	98.664
Positive feedback or comments of customers increases my trustworthiness towards Internet Banking.	.130	.351	99.015
I feel safe in performing my Internet banking transaction.	.113	.304	99.320

Source: Compiled by the researcher using spss

Security and Trust): This factor gets loaded with two statements from "Security and Trust". One statement from "User Friendly Website" and One from "Marketing campaign and also a statement from behaviour intentions. These co-related as the credibility of the bank's website relates to the "Trust and Security" aspect of the respondents. Also media advertisements also inculcate feeling of trust and security in the usage of such services which ultimately motivates respondents to continue using internet banking services. Factor 3 reports 8.52% of the total variation explained by factor analysis.

Bank Employee Performance): This factor gets loaded with one item from the construct "Perceived risk" and another item from the construct "Word of mouth" which indicates that though the respondents get influenced by the bank officials and start using Internet banking services but still there is a fear of risk amongst the respondents with respect to the security aspect of Internet banking services are not properly taken care of. Factor 8 gets loaded with 5.38% of the total variance explained by factor analysis.

Security Measures have been identified as the most important factor affecting the acceptance of the customers towards Internet banking. Banks must make efforts in order to provide secure online environment to its customers. This will contribute a great deal in preventing fraud and will help in maintaining Privacy of the customers personal information as well. This factor is also supported by the research findings of(Geetha&V.Malarvizhi 2008) (85) which emphasizes on ensuring safety of transactions, that will add a great deal in enhancing customer acceptance towards e- banking. (Bashir, Madhavaiah, Naik,2013) (92) in their study focussed on safe and error free systems of Internet banking.

Table : Results of Eigen values for statements of Satisfaction

Component	Initial Eigenvalues		
	Total	% of	Cumulative
Bank's customer service representatives are courteous in dealing	1.602	4.856	59.349
Bank's customer service representatives gives individual	1.359	4.117	63.466
Bank's customer service representatives takes care of the	1.280	3.879	67.345
Bank's customer service representatives provides advice related	1.134	3.436	70.782
Banks takes into consideration my complaints about Internet	1.028	3.116	77.141
In Internet banking, customer service representative readily and	.636	1.927	83.551
Internet Banking Website provides step by step information for	.561	1.700	85.251
Banks take initiative in educating its customers, regarding the	.522	1.583	86.834
Up-gradation of content on the bank's website is done as and	.392	1.188	92.020
I trust my internet banking website.	.332	1.006	93.026
I trust the benefit provided by the bank through internet	.309	.937	93.963
Internet banking website provides information which is honest	.276	.837	94.800
Only authorised person can access own account through Internet	.167	.505	97.977
Banks will never misuse my financial information placed on their	.141	.428	98.404
Internet Banking protects personal information on their Internet	.119	.360	98.764
Banks website is safe for fund transfer using the Internet..	.109	.332	99.096
Secrecy of Credit card information is maintained	.105	.319	99.415
User's can easily access information and services from the	.083	.251	99.666

Source: Compiled by the researcher using spss

The table below shows the results of Rotated Component Matrix. The value in each cell represents communality. Communality (h^2) indicates how much each variable is accounted for by the underlying factor taken together. The amount of Variance a variable shares with all the other variables being considered.(146)

Responsiveness - " Responsiveness" on the basis of the variables loaded in this category. In this category 4 variables are important. It indicates that among the scale **Banks customer service representatives** provides advices on financial matters(.668) Banks make use of advance equipment and technology(.637) Banks take initiative in educating its customers(.559), Banks customer service representatives take care of specific needs of customers(.559)are important attributes that fall under this category. Thus " Responsiveness" is identified as an important factor to influence customer's satisfaction towards Internet banking.

- The following statements causing Non-acceptance of Internet banking were extracted after applying T-test. The results are shown below in the table.

• **Table : Results of T-test**

Statements for Non-Acceptance		
Internet banking is inconvenient	In-sig	.621
Internet banking not easy to use	In-sig	.161.
Internet banking may be unreliable	In-sig	.656
Internet banking not able to maintain security	Sig	.005
I do not have technical knowledge of internet banking	Sig	.017
The experience and opinions of my peer groups ,restrict from internet banking	In-sig	.243
Banks website not user friendly	Sig	.000
lack of assistance	Sig	.000
Internet banking dependent on internet connectivity	Sig	.000
Fear of loss of internet connectivity	Sig	.003
Waste of time	Sig	.000
Fear of risk in performing transactions	Sig	.000
Lack of trust in making banking transactions	Sig	.000

Source: Compiled by the researcher using spss

Table9.5: Factors affecting Internet Banking Satisfaction

Factor 1	<p>Reliability (12.323%)</p> <ul style="list-style-type: none"> • Internet banking improves self image(.758) • Up-gradation of the content on banks website is done when required(.695) • Banking improves social acceptance among peer groups (.640) • Ensures safety of banking transactions (.604) • Internet banking services are upto my expectations (.551) • I trust the benefit provided by bank through internet banking (.486)
Factor 2	<p>Website efficiency(11.327%)</p> <ul style="list-style-type: none"> • Internet banking website provides step by step info for using the same(.734) • Internet banking website provides information which is honest and trustworthy (.620) • Completely depend upon bank for handling problems of internet banking (.619) • Handles customer information safely and error free (.578) • Service of internet banking are quick and prompt (.554) • I trust my internet banking website(.441) • Banks takes into consideration my complaints about internet banking (.434)
Factor 3	<p>Tangibility (8.967%)</p> <ul style="list-style-type: none"> • More physical facilities are provided to its customers (.771) • Physical appearance of the services are visually appealing (.734) • Customer service representatives readily and accurately respond to its customers (.649)
Factor 4	<p>Responsiveness(8.953%)</p> <ul style="list-style-type: none"> • Banks customer service representatives provides advices on financial matters(.668)

	<ul style="list-style-type: none"> • Banks make use of advance equipment and technology (.637) • Banks take initiative in educating its customers (.563) • Banks customers service representatives take care of specific needs(.559)
Factor 5	Empathy(8.092%) <ul style="list-style-type: none"> • Banks customer service gives individual attention to customers (.799) • Banks customer service representatives-courteous (.704)
Factor 6	Promptness(7.432%) <ul style="list-style-type: none"> • Delivers service at the promised time (.828) • Users can easily access information and services from bank's website (.576) • Use of internet banking minimises inconvenience (.441)
Factor 7	Security (7.355%) <ul style="list-style-type: none"> • Only authorised person can access own account through internet banking (.803) • Internet banking system keeps promises and commitments (.576) • Secrecy of the credit card information is maintained (.504)
Factor 8	Trust (7.204%) <ul style="list-style-type: none"> • Banks will never misuse my financial information placed on internet banking (.852) • Protects personal information on internet banking portal (.724) • Banks website safe for fund transfer using the internet (.596)
Factor 9	Accessibility(5.488%) <ul style="list-style-type: none"> • Issue of downloading speed is duly considered (.851) • Finding a piece of content or information on the web can be easily done (.612)

Source: Compiled by the researcher using spss

In the next step for achieving the similar objective, Regression technique is applied. This is done to study the relationship of the factors extracted with Customer Satisfaction. It emphasizes on the relationship between a dependent variable(Customer Satisfaction) and Independent variable(factors extracted using factor analysis).

Table 9.6: Results of Regression

(Constant)	Sig
RELIABILITY	Sig
WEBSITE EFFICIENCY	Sig
TANGIBILITY	Sig
RESPONSIVENESS	Sig
EMPATHY	In-sig
PROMPTNESS	Sig
SECURITY	Sig
TRUST	Sig
ACCESSIBILITY	Sig

Dependent Variable- Customer Satisfaction

Empathy - "Empathy" on the basis of the variables loaded in this category . In this category 2 variables are important. It indicates that among the scale banks **customer service representatives gives individual attention to its customers(.779)**, Banks customer service representatives are courteous(.704)are important attributes that fall under this category. Thus " Empathy" is identified as an important factor to influence customer's satisfaction towards Internet banking.

Security - "Security" on the basis of the variables loaded in this category. In this category 3 variables are important. It indicates that among the scale Only authorised person can access own account through Internet banking(.803),Internet banking system keeps promises and commitments(.576),Secrecy of the credit card information is maintained(.504) are important attributes that fall under this category. Thus," Security" is identified as an important factor to influence customer's satisfaction towards Internet Banking.

Trust -" Trust" on the basis of the variables loaded in this category. In this category 3 variables are important. It indicates that among the scale Bank will never misuse my financial information placed on Internet Banking portal(.852),Internet banking protects personal information on their Internet Banking portal(.724),Bank's website is safe for fund transfer using the Internet(.596)are important attributes that fall under this category. Thus "Trust" is identified as an important factor to influence customer's satisfaction towards Internet banking.

Conclusion

- The research identified Bank Employee Performance was a relatively new factor which can enhance acceptance of customers towards internet banking. The performance of the employees of the bank has been discovered as a crucial factor that will help a great deal in persuading current and potential customers in making use of internet banking services, The employees of the banks should take more efforts in convincing people to resort to internet banking The study has also laid great emphasis on It is performance expected by the employees of the bank when performing their task. It is the bank officials which most of the time convince potential and current customers to understand and adopt new products and services. Thus, it is crucial for the official of the banks to perform their duties accurately in order to attract and retain the customers. Performance expectancy is vital in predicting customer's adoption of internet banking. The term Bank Employee performance has been proposed by the researcher to be studied as an additional factor affecting the acceptance of Internet banking. Privacy and security as critical factors affecting the acceptance and usage of Internet banking

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