

## Impact of Bank Digitalisation on Customer Satisfaction

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### ABSTRACT

**Introduction** - Customer satisfaction is an important factor in competitive market. As the population increasing and people have increasing demand, customers as well as businesses looks forward to getting maximum benefits out of technology. Development of technology is a new trend, which caters to every single area today. Banking business is a mandatory requirement of all the people and people expect more and better easier ways to get the banking service. Automated Teller Machines, Transactions through internet, fund transfers are some popular areas people are interested. Due to the Covid-19 pandemic situation, digitalized banking system become more attractive. The purpose of this study is to measure the impact of Bank Digitalization of Customer Satisfaction.

**Design/Methodology/Approach** - This study selected efficiency, response, reliability, and user friendliness as independent variables and customer satisfaction as dependent variable. The quantitative data was collected through primary survey questionnaire that distributed among 100 participants and analyzed using descriptive analysis, correlation analysis, regression analysis and coefficient analysis. Convenient Sampling technique was used in selecting the respondents to the questionnaire.

**Findings** - All hypothesis built to test the impact between dependent and independent variables were ended up in proving there is a significant positive relationship between efficiency, reliability, response, user friendliness and customer satisfaction. Out of all four independent variables, reliability of digitalized banking system was the most significant.

**Conclusion** - It is concluded that if the banking organizations could increase the reliability, efficiency, response and user friendliness of the digital banking products, customer will be highly satisfied. The study fulfils the existing research gap by emphasizing there is an impact of bank digitalization on customer satisfaction with statistically proven data.

**Keywords:** *Customer satisfaction, efficiency, reliability, response, user friendliness*