

A STUDY ON CYBER SECURITY ISSUES AND AWARENESS INFLUENCE ON CUSTOMER SATISFACTION AND LOYALTY OF E-BANKING

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KEYWORDS

Cyber Security Issues and Awareness, Customer Satisfaction and Customer Loyalty

ABSTRACT:

This study describes and finds out the Cyber Security Issues and Awareness Influence on Customer Satisfaction and Loyalty of E-banking. Here, Cyber Security Issues dimensions are Bank's ATMs, Internet Banking, and Mobile Banking, and then Cyber Security Awareness dimensions are Malware, Social Engineering Attack, Identify Theft and Keyloggers, and Man-in-the-Middle. Furthermore, all dimensions value taken in to absolutely measured values. In the study to find the result through the SEM-Path Analysis, which is Cyber Security Issues and Awareness Influence on Customer Satisfaction and Loyalty of E-banking.

INTRODUCTION:

This study aimed at assessing the influence of e-banking cyber security issues and cyber security awareness influences on customer satisfaction and customer loyalty among bank customers. In order to know the customers and get satisfied with e-banking services, banks should offer quality services with attributes such as security and continuous improvement. Further, a customer who is satisfied with the bank's products and services will always remain loyal to the bank, hence customer retention. Therefore, the aim of this study is to examine the impact of security issues on customer satisfaction and customer loyalty of e-banking usage in Tamil Nadu. The researcher has intended to study the impact of e-banking cyber security issues, awareness among the e-banking customers, and their customer satisfaction and loyalty.

REVIEW OF RELATED LITERATURE:

Saraswati, et.al., (2024) examine the link between accessibility, convenience, and security, three important aspects of online banking, and consumer satisfaction with public sector banks. The results highlight the necessity of e-banking, particularly in public sector banks, by indicating that the ease of use, security, and accessibility of conducting business through e-banking enhance consumer satisfaction. Customers may access their bank accounts in a safe and secure manner thanks to e-banking.

Kusuma, et.al (2024) described their study results, which depict that service attributes such as responsiveness and reliability have a strong positive relationship with satisfaction. However, with the growth of these digital banking services, there is a subsequent need for a greater variety of services. Insights from these research works conclude that due to the increasing needs of customers for digital products and services, the banks' digital capabilities need to be improved to sustain growth.

Joseph, et.al (2014) discovered that features of electronic banking, such as usability, security, and service quality, had a big impact on client loyalty and confidence. Furthermore, a crucial mediator between the characteristics of electronic banking and client retention was shown to be consumer trust. According to the research, improving the study discovered that features of electronic banking, such as usability, security, and service quality, had a big impact on client loyalty and confidence. Furthermore, a crucial mediator between the characteristics of electronic banking and client retention was shown to be consumer trust. According to the research, improving,

Sasikumar, et al., (2024) study described the importance of client happiness and familiarity for long-lasting relationships, as demonstrated by the large customer loyalty literature in banking. Constructs like General Services, Product Cognizance, Technology Services, and Social Responsibility are frequently used to quantify these variables.

OBJECTIVE:

To Analyze the Cyber Security Issues and Awareness Influence on Customer Satisfaction and Loyalty of E-banking

RESEARCH DESIGN AND SAMPLE:

In the present study, a descriptive research design will be adopted. Descriptive research studies are those studies that are concerned with describing the characteristics and attitude of a particular individual or group. Here is the study describing the Customer Satisfaction and Loyalty of E-banking. Descriptive research is a widely accepted method in fact-finding, and the study includes adequate and accurate interpretation of results. The convenience sampling technique is applied to this study to measure Customer Satisfaction and Loyalty of E-banking. 640 samples of data are collected from various demographic segments of banking customers.

HYPOTHESIS:

There is no significant relationship between the Cyber Security Issues and Awareness Influence on Customer Satisfaction and Loyalty of E-banking

ANALYSIS AND INTERPRETATION:

Table-1 Regression Weights for Cyber Security Issues and Awareness Influence on Customer Satisfaction and Loyalty of E-banking

Regression Weights	Estimate	S.E.	C.R.	P
Customers Satisfaction of E-banking <--- Cyber Security Issues	0.512	0.052	9.879	0.000
Customers Satisfaction of E-banking <--- Cyber Security Awareness	0.547	0.043	12.831	0.000
Customers Loyalty of E-banking <--- Customers Satisfaction of E-banking	0.242	0.024	9.945	0.000

Note: 0.000 is 1% significant level

Fig-1: Path Analysis for Cyber Security Issues and Awareness Influence on Customer Satisfaction and Loyalty of E-banking



The path diagram represents the Cyber Security Issues and Awareness Influence on Customer Satisfaction and Loyalty of E-banking.

The results exhibited that the dimensions of Cyber Security Issues and Awareness significant influence on Customers Satisfaction of E-banking as the standardized direct effect of the Satisfaction of E-banking is 0.512 and 0.547 respectively. Then Customers Satisfaction of E-banking significant influence on Loyalty of E-banking as the standardized direct effect of the Loyalty of E-banking is 0.242 (p value is significant at 0.05%). Therefore, the Null Hypothesis is rejected and concludes that there is a significant relationship between the Cyber Security Issues and Awareness Influence on Customer Satisfaction and Loyalty of E-banking.

FINDINGS

Finally, the analysis concludes that Cyber Security Awareness significant influence on Customers Satisfaction followed by Cyber Security Issues the impact level is 54.7% and 51.2%, respectively. Then Customers Satisfaction of E-banking significant influence on Loyalty of E-banking the impact level is 24.2%.

SUGGESTIONS

Improving customer satisfaction and loyalty in e-banking is a solution for keeping hold of clients and promoting long-standing growth. Here are numerous strategies that can improve the experience and satisfaction of e-banking customers. The banks improve User Experience like Mobile Optimization and Personalized Dashboard, and then enhance Security and Transparency like Two-Factor endorsement, Social Media & In-App Support and Educate & Empower Customers. Furthermore, the bank conducts Financial Literacy Programs, Tutorials for New Features and Proactive Fraud Education.

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