

Chapter 9

Implications

and

Contribution

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9.1 Practical Implications:

The following practical implications are forwarded to enhance the service quality of online banking services.

i. Awareness of available services:

The website or application of the bank offers a variety of online banking services. To encourage bank consumers to use the bank's official website and mobile application, banks should inform their consumers of the various online services they offer. Due to a lack of awareness of the available services, many bank consumers prefer Gpay, Phone Pe, and other online platforms. For example, bank applications now provide the option of making payment using a QR scanner. However, many consumers are unaware of it, due to lack of appropriate knowledge

ii. Removing limitation of transactions for new beneficiaries:

Respondents reported that when a new beneficiary is added to the bank's official application, the quantity that can be transferred within the first 48 hours is restricted. This restriction forces the consumer to choose an alternative method for transferring the funds. Due to safety measures it is not possible to eliminate the time limit restriction. However, to encourage more consumers to use their online banking services, banks can increase the transaction limit.

iii. Minimise the time taken for a transaction:

The time required to complete a transaction was observed to have a high weight among the other AWP items in this study. Therefore, banks should prioritise reducing the time required to complete a transaction. If a person has previously conducted a transaction with an account, the bank can maintain a record of the data in its transaction history, making it easier for the person to conduct another transaction with the same account without having to re-enter all the information.

iv. Easy to learn online platforms:

The ease with which a consumer can learn to use a bank's website/application has been identified as one of the most significant items influencing consumers' perceptions of the quality of banks' online banking services. Therefore, the bank should make the interface user-friendly so that consumers can conduct transactions with ease. An interface that is simple to use and navigate is said to be user-friendly. It doesn't take much work for the user to figure out how to utilise it because it is self-explanatory. A

technology such as Near Field Communication (NFC), as used by GooglePay helps in easy and fast payment.

v. Inclusive of more services on the online platforms:

The banks' online banking platforms should have as many features as feasible (eg. issuing a demand draft, investment in stock market, etc.). It has been observed that incorporating as many features as feasible into the online platform attracts and motivates consumers to utilise the bank's online platforms. Therefore, it is suggested that banks provide as many online services as possible to increase bank consumers' use of online banking platforms.

vi. Provide information based on preference:

As various users have varied needs, the online platforms of the bank are able to supply the appropriate consumers with information that is tailored to their own preferences. For example, in case of bill payments or mutual fund payment, the application/website can send reminders to the consumers on the payment date with a direct link to pay the bill. When this is done, it will make it easier for consumers to obtain all of the necessary information and use it on the official website of the bank.

vii. Prompt problem solving capacity:

Consumers have a tendency to become frustrated when they encounter issues with the online banking systems of a bank because there is no human interaction involved to solve the problem. In order to encourage more people to use the bank's official website or mobile app, the bank can consider having problem-solving options that are both simple and efficient. For example, a consumer encounters an error message while attempting to transfer funds using the bank's mobile application. If the app provides clear and easy-to-follow instructions on how to resolve the issue, the consumer is more likely to continue using the app and have confidence in it. In contrast, if the problem-solving process is convoluted or ineffective, the consumer may become frustrated and less likely to use the app in the future. Therefore, by ensuring that the problem-solving options are both straightforward and effective, the bank can create a positive user experience and encourage more individuals to utilise their digital services.

viii. Clear Instructions/Guidelines:

The guidelines/instructions provided on the bank's official website or application should be simple to comprehend, making it straightforward for consumers to use. As consumers attempt to acquire knowledge about their financial matters, instructions that use technical language may confuse them and discourage them from using the bank's

official online platforms. Some individuals may exhibit a preference for utilising third-party payment platforms, such as Gpay, PhonePe, and similar services, to carry out their financial transactions.

9.2 Contribution to The Body of Knowledge

The purpose of this research was to create a thorough and tested framework for evaluating the quality of online banking services. A research study on developing an online banking service quality index can make significant contributions to the existing body of literature in several ways. This framework will be an additional resource for researchers, practitioners, and policymakers seeking to better understand and improve digital banking experiences. The study will contribute to the literature on evaluating and comparing bank service quality by establishing and extensively testing an online banking service quality index. This study's online banking service quality index emphasises a user-centric approach, taking into account customer viewpoints and expectations. Finally, this research work on building an online banking service quality index will add to the body of literature by providing an assessment tool, addressing the unique issues of digital banking, and generating insights that can be applied across sectors and locations. This information will further, contribute to a favourable online banking experience. This data can be used to help develop rules and standards for digital banking services.

Numerous indices were created to gauge service quality, performance satisfaction, and customer happiness, according to the literature review. The SERVQUAL model was the most widely used methodology for assessing service quality. The SERVQUAL was developed with the belief the customer evaluation of service quality is crucial (Nyeck et al., 2002; Kumar et al., 2009; Donlagic & Fazic, 2015). Nonetheless, several scholars questioned its dimensionality. These indices, however, do not take into account the characteristics of internet banking. There aren't many published studies that try to create an index for measuring the quality of banking services. Research studies were found where the E-S-QUAL scale was frequently applied to assess the online banking services' level of service quality, but the E-S-QUAL model, which is used to gauge the quality of services, is not industry-specific, and it ignores the unique qualities that banks have in comparison to other online service sectors (Connolly et al., 2010; Haerington & Weaven, 2009). Researchers have questioned the validity of using E-S-QUAL to assess service quality

across sectors, and they came to the conclusion that the scale's general nature is one of the reasons for instability in certain E-S-QUAL dimensions when applied to a particular business (Yaya et al., 2017). The intention of this study was to compensate for the shortcomings identified by the previous studies.

This research aimed to identify the factors that influence the perception of the quality of online financial services. Two factors were developed with the 38 items identified in this study. By using these factors an index was formed to measure the online banking service quality of the banks. This index was named as Online Bank Service Quality (OBSQ) index, which measures the perception of consumers towards the bank's online banking services. As the weighted scores of the items can also be calculated in the process of measuring the OBSQ score, this index will also assist in determining which areas banks should prioritise in order to improve the service quality of their online platforms. This will encourage more consumers to utilise the banks' official platforms. This index will assist in comparing the banks' online banking service quality to that of other banks, as well as measuring the banks' service quality development relative to their previous performances.

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