

Impact of Digital Banking Services on Customer Satisfaction in Public and Private Sector Banks

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Abstract: *The rapid adoption of digital banking services has transformed the manner in which customers interact with banks, making service quality a critical determinant of customer satisfaction. This study examines the impact of digital banking service quality on customer satisfaction in public and private sector banks, with a focus on key dimensions such as ease of use, security, reliability, and responsiveness. A descriptive and causal research design was employed, and primary data were collected from 300 customers of selected public and private sector banks using a structured questionnaire. The data were analyzed using SPSS through reliability analysis, descriptive statistics, independent sample t-tests, and multiple regression techniques. The results reveal that all four digital service quality dimensions have a significant positive effect on customer satisfaction, with security and ease of use emerging as the strongest predictors. The comparative analysis further indicates that customers of private sector banks report significantly higher satisfaction levels than those of public sector banks. The study contributes to digital banking literature by empirically validating service quality models in the Indian banking context and highlighting sector-wise differences in digital service performance. The findings offer practical insights for bank managers and policymakers to enhance digital service strategies and improve customer-centric banking practices. Future research may extend this study through longitudinal designs and cross-regional comparisons.*

Keywords: Digital Banking Services; Customer Satisfaction; Public Sector Banks; Private Sector Banks; Service Quality

