



A Study on Online Banking System of City Bank Ltd.

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Abstract

With the development of technology, it was essential that banks and patrons transition to the new online-banking method. Therefore, this study looked into the obstacles that City Bank Ltd. clients had in implementing online banking. This study used a descriptive study to gather primary information from 40 City Bank Ltd. respondents. The respondents were chosen by a straightforward random sample. According to the study's findings, customers' adoption and use of online banking was significantly hindered by the accessibility of in sequence on e-banking, their level of education, and the expense of doing so. The study advised banks to start disseminating information about e-use, banking's as well as its advantages and costs, noting that while security did not greatly effect e-banking usage, it was still important to consider.

Key Words: Online-Banking, Technological Acceptance, City Bank.

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1. INTRODUCTION

It was crucial that banks and patrons make the control to new online-banking procedures as a result of technological advancements. So, the idea of this study was to investigate the challenges that City Bank Ltd. customers had when introducing online banking. For this study's descriptive study, 40 City Bank Ltd. respondents were used to collect primary data. A simple random sample was used to choose the responders. The study's conclusions indicate that the accessibility of information on e-banking, customers' point of knowledge, and the outlay of using it all significantly impeded its acceptance and use. The study suggested banks begin informing the public about e-use, banking, as well as its benefits and drawbacks, emphasizing that even if security did not significantly affect e-banking adoption, it was still crucial.

2. LITERATURE REVIEW

Any user can conduct financial transactions online thanks to online banking. Internet banking and web banking are other terms for online banking.

An online bank provides consumers with nearly all of the services that are typically provided by a neighborhood branch, including online or mail-in deposits and online bill paying. While some online banks are completely virtual and have no physical presence, others are traditional banks that also offer internet banking. Customers can complete all ordinary transactions through traditional banks' online banking services, including account transfers, stability enquiries, check payments, stop payment requests, and in some cases, online advance and credit card applications.

Another study by Aliyu et al. [2013] that looked at the connection between adoption of electronic banking and the influencing factors.

Research has been done so far on how to gauge and enhance online banking operations by gauging and assuring bank customers, tools of online banking operations.

The following list of papers was used to generate this report: Customers need a service that provides internet access, according to Sadekin (2013). He or she will be granted a unique user ID and a secure password as an online banking customer.

The customer can then check the balance of his account online. Another study on "Business Online Banking" in India demonstrates that there are three different categories of online banking services:

I. The banks' websites, which spread information about the many goods and services given to customers and the wider public, are the basic level services.

Through e-mail, it may receive and respond to customer inquiries.

II. Simple transaction websites that don't allow users to do fund-based transactions on their accounts but allow users to submit instructions, applications for various services, account balance inquiries, etc.

III. Branch transactions, fund transfers, bank statements, utility bill payments, and checking account balances are available as business online banking services.

Online banking, as defined by the Oxford Dictionary (2004), is the maintenance of a bank account through the use of supercomputer and telecommunications tools and software. It does not involve the physical deposit or reception of ready money or cheques.

Citytouch: CBL's digital banking service offers the most straightforward approach to do banking.

The tune-up brings all the benefits of branch banking to the screen of internet-enabled devices, including the ability to pay utility bills, purchase airline tickets, and settle mobile phone bills.

The launch took place on November 13, 2015.

Citygem: Citygem sapphire is tailored to the specific banking requirements of provides its members with privileged access to journey, physical condition, and lifestyle advantages.

I-banking through City

Customers of city i-banking will be able to examine the following by using it: Account overview, Account details, Standing instruction, Print statement, and Cheque book enquiry.

3. STUDY'S PURPOSE & SCOPE

The research study would provide the central bank with the essential input regarding their new online reporting system, allowing them to identify any issues with the system and make adjustments going forward.

The commercial banks can learn more about issues with the internet banking system, which will also benefit their staff by making work more comfortable and effective.

4. OBJECTS OF THE STUDY

The center objective of the learning is to recognize and assess the present position about online banking of City Bank Ltd. The other objectives of the study are:

- [i] To point out diverse portions of online banking system of CBL.
- [ii] To make out the risk related to online banking of CBL.

5. METHODOLOGY

The information was composed by primary and resulting sources and was particularly second-hand in establishing the connection flanked by the changeable through explanatory investigation.

5.1 Sources of Data

A combination of primary and secondary data, including information from City Bank Ltd.'s official records, annual reports, website, and relevant books, journals, and articles, were used in the research. Both primary and secondary data were combined and utilised during the investigation.

5.2 Technique for Gathering Data

All of the study's variables were covered through self-administered questionnaires for this study. To build information processing and analysis easier, a five point Likert scale was employed in these questions. The range was labeled 1-5, with 1 designating "strongly disagree" and 5 denoting "strongly agree. When it was required, the questionnaires used both undefined and closed-ended questions.

The obtained data was first entered in Excel, where it was sorted, modified, categorised, and coded. The statistical software for community scientists was second-handed to enter and analyze the resulting data (SPSS version 20). 120 people made up the sample unit and sample size. The Karwan bazar branch of CBL was used as the sample location, and 40 clients were chosen at random from various bank divisions.

6. FINDINGS OF THE STUDY

A study was conducted in excess of thirty online banking customers of CBL to shape out the performance intensity of internet banking service. Owed to certain limitation respondents are selected erratically only from Dhanmondi branch.

Table 1: Online Banking System of CBL

Factors	Agree	Highly Agree	Neutral	Disagree	Highly Disagree
Online banking is significant to boost up bank's performance.	22%	78%	--	---	---
CBL should develop its existing online service.	48%	47%	5%	---	---
Website access speed is satisfactory.	12%	---	13%	44%	31%
Online banking costs are satisfactory.	31%	---		66%	3%
Online banking has brought noticeable progress in banking service.	22%	72%	5%	---	---
City Bank online banking services are fully functioning in customers moveable devices.	08%	57%	08%	27%	---
Adopting online service can reduce risk.	44%	3%	6%	38%	08%
CBL online facilities & features are excellent.	27%	11%	23%	39%	---

Source: Primary Data

All of the study's variables were covered through self-administered questionnaires for this study. To make data processing and investigation easier, a five point Likert scale was engaged in these questions. The range was labeled 1-5, with 1 denoting "strongly disagree" and 5 denoting "strongly agree."

When it was required, the questionnaires used both open-ended and restricted -ended questions. The obtained records was first pierced in Excel, where it was sorted, modified, categorized, and coded. The statistical software for community scientists was used to enter and analyze the resulting data (SPSS version 20).

7. INTERPRETING THE DATA

- [i] **Vital to Strengthen:** Online banking is crucial to improving bank performance, with 20% and 80% of respondents agreeing that it is.
- [ii] **Improve Current Online Services:** 40% agree, 45% strongly agree
5% of respondents have no opinion on expanding current internet services.
- [iii] **Website Access Speed:** 15% of respondents agree, 10% are neutral, and 45% and 30%, respectively, disagree that it is sufficient.
- [iv] **Cost:** Online banking costs are acceptable, according to 32% of respondents, 65% of whom disagree, and 3% of whom strongly disapprove.
- [v] **Improvement in banking services:** According to 24%, 70%, and 6% of customers, respectively, online banking has significantly improved banking services.
- [vi] **Convenience:** Customers can use online banking services on their mobile devices to the fullest extent; 10% of customers agree, 55% strongly agree, 10% are neutral on the matter, and 25% disagree.
- [vii] **Risk reduction:** Using internet services can minimize risk, according to 43% of respondents, 1% of whom strongly agreed, 7% of whom were neutral, and 39% of whom strongly disagreed.
- [viii] **Features & Facilities:** 30% of respondents agreed that the CBL online banking features are great, 8% strongly agreed, 24% were neutral, and 38% disapproved.

8. CONCLUSION

The impact of online banking on the economy and the banking industry is larger. It is acknowledged that given that monetary service to the weakest individuals has a critical role in reducing scarcity. Although it will primarily alter banking delivery systems, the very temperament of banking service providers, and their interactions with clients, scientific innovation provides a immense deal of undertake. Electronic banking has made a significant overall involvement to competence, efficiency, economic growth, and providing the best possible service to the clients. Bangladesh is continuing to employ information technology as it advances throughout the world, and CBL is playing a major role by performing online banking and holding a top spot in the industry. This has a wonderful recipient inside in it. Many actions must be taken for that bank. Business is made so much easier since to online banking. They must put more emphasis on online banking because it will reduce in service costs for both clients and the bank and boost bank profitability. Online banking will reach customers make their lives easier by adhering to a better service framework. Therefore, it can be inferred that the availability of information is crucial for the uptake of e-banking services. It is advised that more research be done to assess the security of consumer accounts and any factors influencing hesitation in the uptake of online banking services.

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