



Analysis Of Customer Satisfaction And Customer Experience In The Usage Of E-Payment In Erode

Dr.C.Arjunan^{1*}, Dr.N.A.Sumathi²

^{1*}Head i/c, Faculty of Management Studies, Pondicherry University Community College, Lawspet, Puducherry

e-Mail : arjunan_dr@yahoo.com, www.pondini.edu.in.

²Assistant Professor (GL), Department of Commerce, Government Arts and Science College, Komarapalayam, Namakkal Dt.

Citation: Dr.C.Arjunan et.al (2024), Analysis Of Customer Satisfaction And Customer Experience In The Usage Of E-Payment In Erode...

Educational Administration: Theory And Practice, 30(5), 4101-4107

Doi 10.53555/kuey.v30i5.3576

ARTICLE INFO

ABSTRACT

Modern era has technologically well-developed economically because of implementing e-payment. E-payment is doing business electronically where there is no scope for physical or traditional system of transaction. The RBI plays a pivotal role in the development of India's payment and settlement systems for both large-value and retail payments. Consumers get some of issues on their e-payment though they get more benefits such as convenience, time saving, quality, security, etc. Hence, this study aimed to analyze the consumer satisfaction on e-payment in Erode. This study has adopted quantitative and empirical method. The researchers have planned to utilize both primary and secondary sources. A self-structured questionnaire is administered by the researchers and distributed through google forms among consumers who make e-payment in the study area. For the study purpose, they collected demographic profile of the consumers and their satisfaction on e-payment with the help of 5 points Likert scaling method whereas secondary data from published article, books, journals, internet sources, etc. were collected. The sample size has been confirmed as 250 consumers make e-payment by applying convenience sampling technique. This study has utilized MS-Excel software to enter sample data and the statistical methods such as percentage analysis, mean score, standard deviation and Chi-square test through SPSS 22.0 software for analyzing purpose. This study noticed from analysis that

Keyword: Satisfaction, Consumer, e-payment, Convenience, Internet, e-wallets, Speed.

1. INTRODUCTION

Modern era has technologically well-developed because of E-commerce. E-Commerce is doing business electronically where there is no scope for physical or traditional system of transaction. More and more people opt for e-commerce mechanism because it ensures accuracy of transaction. A customer who uses digital payment can pay directly from his bank account, track and maintain his transactions, receive cash back offers and rewards and collect any kind of payments remotely. The same holds good for a merchant as well. There are various methods of online payments that are being used by the customers like credit or debit cards, Unified payment interface, mobile wallets etc to name a few. But acceptance of these digital payments methods depends on consumer perception. Although with the developments in technology in the form of big data, internet of things, etc. are getting its momentum, cashless economy has its drawback too. The identity theft and other cybercrimes, technologically unprepared population, poor internet connectivity, lack of exposure on digital payments, unwillingness to adopt digital medium for economic transactions etc create a major hinderance for the country to go for a cashless economy.

Today's, almost everyone has a smartphone and consumer is more dependent on technology. Most of the online transaction can be executed with the help of mobile applications. Payment could through cash or most of the times using cards such as debit or credit or with the help of mobile wallets. For making transaction through internet, consumer need to pay internet handling fees. E-payment system influenced consumers for changing their traditional approach. More companies are now coming with e-payment applications for better access such as Google pay, phone pay, PayPal etc whereas e-payment is increasing year after year. Most of the consumers

are satisfied with e-payment mode as it is convenient to them. E-payment considerably reduced the work of a consumer as most of the banks as digital modes of depositing and receiving cash. Indian government has also taken a step to make India digitally sound and as result promoting cashless India motive.

2. REVIEW OF LITERATURE

According to Vinita and Vasantha (2018) displayed that factors were influenced customer satisfaction like perceived use, perceived ease of use and actual usage of the system. Also, variables that influenced consumer's commitment towards e-payment systems included quality, trust, perceived ease of use, perceived usefulness and satisfaction. Moreover, they stated trust, consumer interaction, service delivery, ensuring security from hackers were the determinants which needs to be considered. The result from Neelu Tiwari and Naveen Kumar Singh (2019) evinced that that BHIM was much more secure platform as compared to Paytm since it was a government-owned platform. Also, there was a significant impact of cashless payment services on customer satisfaction. Additionally, in terms of comparison between the use of Paytm and BHIM, there were quite different results attained. In view of Diah Pradiatiningtyas et al. (2020) revealed that satisfaction and loyalty affected the Z-generation respondents using the digital payment with the indicators that the digital payment sounds more easy, cashless, and more benefit. In addition, it could be identified that the usage of digital payment was easy to track small expenses.

The researchers Meena and Rathiha (2021) observed that there was a strong positive relationship between consumer and digital banking and few of selected consumers were not satisfied with digital banking services. Also, they stated that technology upgradation had been ranked first by the respondents towards problems on digital banking. The study of Dewan Ahmed Muhtasim et al. (2022) noticed that many respondents agreed that the stated security factors influenced their satisfaction when using digital wallets. Thus, the information provided most significantly influenced customer satisfaction in digital wallets, followed by authentication, software performance, transaction speed, privacy details and encryption mechanisms based on the analysis. The result from Shilpa Agarwal et al. (2023) pointed out that functional quality, perceived value, trust, perceived risk, and service quality have a positive and significant impact on customer experience in relation to the digital payment services provided by banks. Also, customer satisfaction was concerned, functional quality, perceived value, trust, service quality, and customer experience had a positive and significant impact on customer satisfaction, while perceived risk had a negative but significant impact on customer satisfaction with the digital payment services provided by banks.

3. STATEMENT OF THE PROBLEM

The increasing usage of the internet, smart phones and excessive initiatives taken by government towards e-payment have led to the exponential growth of Indian economy. E-payment is made digitally and it allows consumers to make payments online at any time, from anywhere in the world. Though a lot of benefits were obtained by the consumers using e-payment, they could not get satisfaction in all the transactions due to facing many challenges on e-payment. Consumer satisfaction is energetic; therefore, it is necessary to measure the effective decisions can be taken in respect of services, security, flexibility, complexity and usage. Hence, this study aimed to analyze the consumer satisfaction on e-payment in Erode.

4. OBJECTIVES OF THE STUDY

- To explore the demographic profile of the selected consumers who using e-payment in Erode.
- To analyse the consumer satisfaction on e-payment in the study area.

5. HYPOTHESIS OF THE STUDY

- There is no significant relationship between gender and consumer satisfaction on e-payment.
- There is no significant relationship between educational qualification and consumer satisfaction on e-payment.
- There is no significant relationship between period of using e-payment and consumer satisfaction on e-payment.
- There is no significant relationship between amount spent in a year and consumer satisfaction on e-payment.
- There is no significant relationship between type of e-payment mostly using and consumer satisfaction on e-payment.

6. RESEARCH METHODS

This study followed research design is descriptive method. This study covers both primary and secondary data sources. This study has target population as consumers who using e-payment in Erode. A self-structured

questionnaire has been developed and distributed through google forms to collect demographic profile and their satisfaction on e-payment. The study instrument has incorporated 5 points Likert scaling technique for computing the consumers satisfaction and the secondary data are collected from published article, books, journals, internet sources, etc. This study has consisted the sample size of 250 consumers of e-payment. The sample data are entered into MS-Excel software and analyzed by approaching the statistical tools namely percentage analysis, mean score, standard deviation and Chi-square test through SPSS 22.0 software.

7. RESULT AND DISCUSSION

7.1 Demographic Profile of the Online Consumers

The demographic profile of the selected online consumers are detailed in the following table.

Table 1: Demographic Profile of the Consumers

No.	Variables Name	Number of Respondents	%
1	Gender		
	• Male	137	54.8
	• Female	113	45.2
	Total	250	100.0
2	Educational Qualification		
	• School level	33	13.2
	• Diploma	51	20.4
	• College level	79	31.6
	• Professional	87	34.8
	Total	250	100.0
3	Period of Using E-payment		
	• Less than 1 year	32	12.8
	• 1 - 2 years	65	26.0
	• 3 - 4 years	49	19.6
	• 4 - 5 years	76	30.4
	• Above 5 years	28	11.2
	Total	250	100.0
4	Amount Spent through E-payment in a year		
	• Below Rs.20000	36	14.4
	• Rs.20000 - Rs.40000	93	37.2
	• Rs.40001 - Rs.60000	79	31.6
	• Above Rs.60000	42	16.8
	Total	250	100.0
5	Type of e-payment mostly using		
	• Debit Card	41	16.4
	• Credit Card	38	15.2
	• Mobile Banking	79	31.6
	• E-Wallet	39	15.6
	• Net Banking	53	21.2
	Total	250	100.0

- The above table illustrates that 54.8% of the consumers utilize e-payment are male and 45.2% of the consumers are female.
- The analysis asserts that 13.2% of the consumers are educated school level, 20.4% of the consumers are educated diploma, 31.6% of the consumers are qualified college level and 34.8% of the consumers are qualified professional degree.
- It is noticed from the analysis that 12.8% of the consumers utilize e-payment for less than 1 year, 26.0% of the consumers pay amount through e-payment for 1-2 years, 19.6% of the consumers belong to 3-4 years, 30.4% of the consumers belong to 4-5 years and 11.2% of the consumers use e-payment for above 5 years.
- From the analysis, it is evinced that 14.4% of the consumers spent below Rs.20000 via e-payment in a year, 37.2% of the consumers expended Rs.20000 - Rs.40000 on e-payment, 31.6% of the consumers as Rs.40001 - Rs.60000 and 16.8% of the consumers spent above Rs.60000 on e-payment yearly.
- It is mentioned from the study that 16.4% of the consumers are using debit card mostly on e-payment, 15.2% of the consumers are making e-payment by credit card mostly, 31.6% of the consumers through mobile banking, 15.6% of the consumers as e-wallet and 21.2% of the consumers utilize net banking for their e-payment.

7.2 Consumer Satisfaction on E-Payment

The following table discusses about the consumer satisfaction on e-payment among in Erode. For this study purpose, the researcher has presented eight statements which related the satisfaction on e-payment of consumers.

Table 2: Consumer Satisfaction on E-Payment

S. No	Factors	Mean Score	SD
1	Time saving	3.88	1.32
2	Easy & convenient	3.58	1.17
3	Reduced risk of carrying cash	3.78	1.17
4	Discounts & offers	3.66	1.26
5	Smart way to view the expenses	3.56	1.06
6	Stay within the budget	3.84	1.24
7	Transparency	3.85	1.15
8	Any Time anywhere (24*7)	3.91	1.08

The Cronbach Alpha value for the statements of consumer satisfaction on e-payment is 0.813. This study confirms that the reliability of the consumer satisfaction on e-payment is good and fit for analysis. It is assumed that majority of the consumers have satisfaction on e-payment through any time anywhere (24*7) with the mean score and standard deviation of 3.91 and 1.08 respectively followed by 'time saving' with the mean score and standard deviation of 3.88 and 1.32 respectively.

TESTING OF HYPOTHESIS (CHI-SQUARE TEST)

7.3 Socio-economic Profile and Satisfaction on e-payment

With a view to find the degree of association between socio-economic profile of the selected consumers and their satisfaction on e-payment, a cross-tabulation has been proposed. In order to find the relationship between selected independent variables and satisfaction one-payment, hypotheses were developed and analyzed through applying Chi-square test.

Gender and Consumer Satisfaction on E-Payment

H₀: There is no significant relationship between gender and consumer satisfaction on e-payment.

Table 3: Gender and Consumer Satisfaction on E-Payment

S. No	Gender	Level of Satisfaction			Total	Mean Score	Chi-Square Value
		Low	Medium	High			
1	Male	31 (22.6%)	49 (35.8%)	57 (41.6%)	137	3.70	1.260 (0.533^{NS})
2	Female	22 (19.5%)	36 (31.9%)	55 (48.7%)	113	3.82	
	Total	53	85	112	250		

Note: Parenthesis indicates 'p' value; NS – Not Significant

It is pointed out from the above table that high level of satisfaction on e-payment is perceived by female consumers. Also, the 'p' value is greater than 0.05 and the null hypothesis is accepted. Hence, there is no significant relationship between gender and consumer satisfaction on e-payment.

Educational Qualification and Consumer Satisfaction on E-Payment

H₀: There is no significant relationship between educational qualification and consumer satisfaction on e-payment.

Table 4: Educational Qualification and Consumer Satisfaction on E-Payment

S. No	Educational Qualification	Level of Satisfaction			Total	Mean Score	Chi-Square Value
		Low	Medium	High			
1	School level	15 (45.5%)	15 (45.5%)	3 (9.1%)	33	3.47	65.356 (0.000*)
2	Diploma	1 (2.0%)	5 (9.8%)	45 (88.2%)	51	3.84	
3	College level	13 (16.5%)	31 (39.2%)	35 (44.3%)	79	3.73	
4	Professional	24 (27.6%)	34 (39.1%)	29 (33.3%)	87	3.86	
	Total	53	85	112	250		

Note: Parenthesis indicates 'p' value; * – Significant at 1% level

It is displayed from the above table that high level of satisfaction on e-payment is perceived by consumers qualified professional degree. Further, the 'p' value is lesser than 0.05 and the null hypothesis is rejected. So, there is a close significant relationship between educational qualification and consumer satisfaction on e-payment.

Period of Using E-payment and Consumer Satisfaction on E-Payment

H₀: There is no significant relationship between period of using e-payment and consumer satisfaction on e-payment.

Table 5: Period of using e-payment and Consumer Satisfaction on E-Payment

S. No	Period of using e-payment	Level of Satisfaction			Total	Mean Score	Chi-Square Value
		Low	Medium	High			
1	Less than 1 year	4 (12.5%)	15 (46.9%)	13 (40.6%)	32	3.67	69.776 (0.000*)
2	1 - 2 years	8 (12.3%)	12 (18.5%)	45 (69.2%)	65	3.71	
3	3 - 4 years	21 (42.9%)	28 (57.1%)	0 (0.0%)	49	3.66	
4	4 - 5 years	18 (23.7%)	25 (32.9%)	33 (43.4%)	76	3.85	
5	Above 5 years	2 (7.1%)	5 (17.9%)	21 (75.0%)	28	3.84	
	Total	53	85	112	250		

Note: Parenthesis indicates 'p' value; * – Significant at 1% level

It is ensured from the above table that high level of satisfaction on e-payment is perceived by consumers using for 4-5 years. In addition, the 'p' value is lesser than 0.05 and the null hypothesis is rejected. Therefore, there is a close significant relationship between period of using and consumer satisfaction on e-payment.

Amount Spent in a year and Consumer Satisfaction on E-Payment

H₀: There is no significant relationship between amount spent in a year and consumer satisfaction on e-payment.

Table 6: Amount spent in a year and Consumer Satisfaction on E-Payment

S. No	Amount spent in a year	Level of Satisfaction			Total	Mean Score	Chi-Square Value
		Low	Medium	High			
1	Below Rs.20000	12 (33.3%)	12 (33.3%)	12 (33.3%)	36	3.70	5.915 (0.433^{NS})
2	Rs.20000-Rs.40000	20 (21.5%)	32 (34.4%)	41 (44.1%)	93	3.78	
3	Rs.40001-Rs.60000	12 (15.2%)	26 (32.9%)	41 (51.9%)	79	3.75	
4	Above Rs.60000	9 (21.4%)	15 (35.7%)	18 (42.9%)	42	3.73	
	Total	53	85	112	250		

Note: Parenthesis indicates 'p' value; NS – Not Significant

It is asserted from the above table that high level of satisfaction on e-payment is perceived by consumers spent Rs.20000-Rs.40000 in a year. Also, the 'p' value is greater than 0.05 and the null hypothesis is accepted. Hence, there is no significant relationship between amount spent in a year and consumer satisfaction on e-payment.

Type of e-payment mostly using and Consumer Satisfaction on E-Payment

H₀: There is no significant relationship between type of e-payment mostly using and consumer satisfaction on e-payment.

Table 7: Type of e-payment mostly using and Consumer Satisfaction on E-Payment

S. No	Type of e-payment mostly using	Level of Satisfaction			Total	Mean Score	Chi-Square Value
		Low	Medium	High			
1	Debit Card	10 (24.4%)	27 (65.9%)	4 (9.8%)	41	3.88	58.169 (0.000*)
2	Credit Card	2 (5.3%)	8 (21.1%)	28 (73.7%)	38	3.78	
3	Mobile Banking	24 (30.4%)	29 (36.7%)	26 (32.9%)	79	3.70	
4	E-Wallet	2 (5.1%)	10 (25.6%)	27 (69.2%)	39	3.89	
5	Net Banking	15 (28.3%)	11 (20.8%)	27 (50.9%)	53	3.61	
	Total	53	85	112	250		

Note: Parenthesis indicates 'p' value; * – Significant at 1% level

It is explored from the above table that high level of satisfaction on e-payment is perceived by consumers using e-wallet mostly. Additionally, the 'p' value is lesser than 0.05 and the null hypothesis is rejected. Thus, there is a close significant relationship between type of e-payment mostly using and consumer satisfaction on e-payment.

8. FINDINGS

- It is indicated from the study that most (54.8%) of the selected consumers who utilize e-payment are male.
- It is showed from the study that most (34.8%) of the consumers used e-payment are qualified professional degree.
- It is found from the study that most (30.4%) of the consumers pay money through e-payment for 4-5 years.
- It is noted from the study that most (37.2%) of the consumers spent Rs.20000 - Rs.40000 through e-payment in a year.
- It is confirmed from the study that most (31.6%) of the consumers utilize mobile banking for their e-payment.
- It is pointed out that majority of the consumers have satisfaction on e-payment through any time anywhere (24*7) and 'time saving' with the mean score of 3.91 and 3.88 respectively.
- It is observed from the analysis that high level of satisfaction on e-payment is perceived by female consumers. The Chi-square test indicated that there is no significant relationship between gender and consumer satisfaction on e-payment.
- It is explored from the analysis that high level of satisfaction on e-payment is perceived by consumers qualified professional degree. From the Chi-square analysis, it is found that there is a close significant relationship between educational qualification and consumer satisfaction on e-payment.
- From the analysis, it is mentioned that high level of satisfaction on e-payment is perceived by consumers using for 4-5 years. The result of Chi-square test confirmed that there is a close significant relationship between period of using and consumer satisfaction on e-payment.
- It is pointed out from the analysis that high level of satisfaction on e-payment is perceived by consumers spent Rs.20000-Rs.40000 in a year. It could be observed from the Chi-square test that there is no significant relationship between amount spent in a year and consumer satisfaction on e-payment.
- The analysis assumed that high level of satisfaction on e-payment is perceived by consumers using e-wallet mostly. From the Chi-square test, it is proved that there is a close significant relationship between type of e-payment mostly using and consumer satisfaction on e-payment.

9. SUGGESTIONS

- It is mentioned from the study that high level of satisfaction on e-payment is perceived by female consumers due to male consumers expect more convenience. Hence, service providers should provide additional payment facilities with increasing transaction speed and for their consumers to utilize and get more satisfaction on e-payment.
- From the study, it is obtained that high level of satisfaction on e-payment is perceived by consumers qualified professional degree since they can make e-payment easily. It is necessary to provide consumers more awareness regarding the e-payment services like debit card, credit card, mobile banking, e-wallets, etc. and their process of doing various online transactions through arranging demonstration programs.
- From the analysis, it is mentioned that high level of satisfaction on e-payment is perceived by consumers using for 4-5 years as esteemed in the services. So, the service providers should enhance the value of the e-payment method to convince all the consumers to shift on e-payment method for getting more satisfaction.
- This study justified that high level of satisfaction on e-payment is perceived by consumers using e-wallet mostly by means of getting more comfortable. Therefore, all the service providers should pay more attention to facilitate e-payment as easy and convenient, reduce risk of carrying cash which will enhance consumer satisfaction.

10. CONCLUSION

This study has aimed to examine the consumer satisfaction on e-payment in Erode. The e-payment allow consumers to make payments online at any time anywhere (24*7) and stimulate the economic growth of the country by reducing corruption and illegal activities. The Chi-square test noticed that there is a close significant relationship between consumer satisfaction on e-payment and selected variables like educational qualification, period of using and type of e-payment mostly using. So, the government should make some policy consideration to offer some additional benefits and secure the personal information about the consumers which give motivation and satisfaction among them on e-payment.

11. REFERENCES

1. Dewan Ahmed Muhtasim, Siok Yee Tan, Md Arif Hassan, Monirul Islam Pavel, & Samiha Susmit, (2022). Customer Satisfaction with Digital Wallet Services: An Analysis of Security Factors. *International Journal of Advanced Computer Science and Applications*, 13(1), 195-206.
2. Diah Pradiatiningtyas, Chriswardana Bayu Dewa, Lina Ayu Safitri, & Sri Kiswati, (2020). The Effect of Satisfaction and Loyalty Towards Digital Payment System Users Among Generation Z in Yogyakarta Special Region. *Journal of Physics: Conference Series*, 1641, 1-6.
3. Gupta, S.L. (2007). *Marketing Research*. 1st Edition, New Delhi: Excel Books.
4. Karthik K Kamath, (2020). Students perception towards digital payment system- A study with a special reference to Mangalore University. *The International journal of analytical and experimental modal analysis*, XII(VI), 1543-1562.
5. Kothari C.R. (2016). *Research Methodology: Methods & Techniques*. 3rd Edition, New Age International (P) Limited, Publishers, New Delhi.
6. Meena, R., & Rathiha, R. (2021). A study on customer satisfaction towards digital banking services. *International Journal of Creative Research Thoughts*, 9(12), c131-c140.
7. Neelu Tiwari, & Naveen Kumar Singh, (2019). Factor Affecting Consumer Satisfaction in Cashless Payment Systems in India with Respect to Paytm and BHIM. *International Journal of Recent Technology and Engineering*, 8(3S2), 10-15.
8. Rajendra Nargundkar, (2019). *Marketing Research - Text and Cases*. 4th Edition, McGraw hill Education (India) Private Limited, Chennai.
9. Shilpa Agarwal, Priyanka Malik, & Shalini Gautam, (2023). Analysis of Customer Satisfaction and the Customer Experience in Digital Payments: A Meta-Analysis Review. *Int. Journal of Business Science and Applied Management*, 18(1), 1-17.
10. Vinita, K., & Vasantha, S. (2018). Usage of E-Payment and Customer Satisfaction. *Indian Journal of Public Health Research & Development*, 9(3), 130-133.
11. Vinod Kumar, & Madhuchanda Rakshit, (2020). Factors Influencing Adoption of E-Payments in Intuitionistic Fuzzy Environment. *Ilkogretim Online - Elementary Education Online*, 19(2), 1577-1587.