

# **Exploring The Effectiveness Of Mobile Banking Services On Customer Satisfaction: Comparative Study Of Public And Private Sector Banks**

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## **Abstract:**

*The rapid adoption of digital banking has transformed the way customers interact with financial institutions, making mobile banking a critical component of service delivery. This research seeks to understand the drivers of customer satisfaction in mobile banking services and compare the customers' experience of public versus private sector banks. With four major determinants—accessibility of the service, perceived security, ease of use, and customer support—the research explores their effects on overall customer satisfaction. Information were gathered from 202 mobile banking customers of five government and five private sector banks in Karnataka through a standardized questionnaire. The research utilized Structural Equation Modeling (SEM) to examine hypothesized relations, with Multi-Group Analysis (MGA) performed to check for sectoral differences. The results indicate that ease of use and accessibility of services are the most powerful determinants of customer satisfaction, while customer care is significantly crucial for public bank customers. Perceived security, though moderately impactful, is overall rated by customers as being satisfactory. The research offers practical recommendations to banks for the improvement of service delivery, refining digital platforms, and formulating focused strategies for various customer segments. The findings also enrich the scholarly literature on e-banking by providing a comparative study of customer satisfaction between industries, for comparison and analysis in future research within the emerging mobile banking environment.*

**Keywords:** *Mobile Banking, Customer Satisfaction, Service Accessibility, Ease of Use, Multi-Group Analysis*

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Date of Submission: 19-09-2025

Date of Acceptance: 29-09-2025

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## **I. Introduction:**

In today's digital age, customer satisfaction has become a critical concern in the banking sector, affecting not just the uptake of services but also broader organizational development, brand loyalty, and competitiveness. The shift towards digital channels like mobile banking has transformed the area of service delivery, allowing for convenience, accessibility, and efficiency for consumers. But the degree to which customers are satisfied with these services is different, especially across public and private sector banks. With the differing operational cultures, technology platforms, and service strategies in the two segments, an understanding of customer satisfaction in mobile banking has to be studied with caution.

Public sector banks, which have widespread outreach, old system bases, and bureaucratic cultures, tend to struggle with keeping pace with rapidly changing digital technologies. Conversely, private sector banks are recognized as agile, innovative, and customer-driven, such that they can embrace mobile banking services more naturally. This contrast makes a key question of whether customers experience comparable degrees of satisfaction in either scenario. The essence of such investigation is determining the satisfiers, including ease of usage, security, dependability, speed of transaction, and customer care. Customer perceptions of satisfaction arise from a combination of functional and experiential dimensions. On the functional side, factors such as transaction accuracy, security measures, and system reliability are fundamental. A customer is more likely to trust and repeatedly use mobile banking when services are seamless and secure. On the experiential side, user-friendly interfaces, round-the-clock access, and responsive customer care significantly shape perceptions. For example, a

study by (Arunima & Purang, 2009) pointed out how both public and private sector customers appreciate safety and convenience, but public sector customers prioritize trust and institutional credibility and not necessarily innovation and customized services, as seen with private sector customers.

Perceived value from mobile banking is another key determinant of satisfaction. For some customers, the service is not just about performing transactions but also about effectiveness in personal finance management, prompt alerts, and access to extra features like loan applications or investment opportunities on mobile platforms. Private banks, usually leaders in embracing artificial intelligence and predictive software, meet these changing needs, which boosts satisfaction among technologically adept customers. Conversely, public sector banks, despite their extensive customer base, sometimes lag in offering these advanced features, leading to mixed satisfaction levels. Ease of use and accessibility remain vital considerations. Customers tend to evaluate mobile banking applications based on navigation simplicity, language options, and compatibility across devices. (Raju, 2012) noted that private sector banks have better user interface design and present simpler processes, whereas public banks struggle with outmoded platforms or less user-friendly systems. The consequence is that private bank customers are likely to report greater satisfaction in convenience, though the extensive network and comprehensiveness of public banks continue to appeal to rural and semi-urban users.

Security and reliability also have pivotal roles to play when it comes to satisfaction. In banking, where inherent risks are financial, clients anticipate that mobile platforms will secure transactions. (Hasim et al. 2022) discovered that both public and private bank customers place security at the top of their satisfaction drivers. Yet public banks tend to avail themselves of an image of higher institutional credibility because of state ownership, whereas private banks emphasize technologically sophisticated encryption and fraud detection software. It illustrates the difference in trust-gaining approaches, each affecting customer satisfaction differently.

The grievance redressal and customer service systems are just as important. Mobile banking customers tend to need help in the event of a failed transaction, technical issue, or account discrepancy. (Saxena, 2024) observed that private sector banks are more aggressive in providing real-time chat support and call support, which adds to satisfaction, while public sector banks depend on more conventional complaint resolution processes. While the latter guarantees effectiveness, the slower process sometimes annoys tech-savvy consumers. The customer expectation nature also brings complexity to satisfaction levels. (Dhavad, 2023) illustrated how customers of private banks, which are used to dynamic and speedy service environments, have higher expectations for transaction speed and other digital features. Public bank customers, on the other hand, are more concerned about dependability and transparency as opposed to speed, highlighting sector-specific variations in expectations. Such findings emphasize the need for sector-based comparative analysis.

Interpersonal dynamics, although more related to physical banking, continue to affect mobile banking satisfaction. Clients tend to equate their online experiences with previous in-branch experiences. Research work by (Parikh, 2018; Dubey & Baghel, 2024) indicated that the organizational culture of banks indirectly affects customer trust within mobile banking platforms. Private banks, with flatter structures and customer interaction programs, promote higher perceptions of responsiveness, while public banks convey stability and formality, which attracts another group of customers. Previous research (Hussain, 2012; Almas, 2017) identified uneven satisfaction levels between the two banking sectors, highlighting the significance of sophisticated statistical techniques like Multi-Group Analysis (MGA) to examine variations. Aspects such as convenience, reliability, service quality, and perceived security must be analyzed together across sectors to produce strong insights. Recent researchers (Purbey, 2019; Singh & Sharma, 2021; Vinayakumar & Ravinarayana, 2024) emphasized the requirement of such comparative studies, pointing out that the dynamics of satisfaction cannot be generalized because of the structural and cultural variations between public and private banks.

Knowing these determinants is not just intellectually meaningful but also crucial for policy and strategic decision-making in practice. For public banks, investing in accessible technology and enhancing complaint-handling mechanisms has the potential to narrow gaps in satisfaction. For private banks, upholding innovation while upholding trust and inclusiveness is still critical. A comparative investigation of the level of satisfaction thus has the potential to inform banks on customizing mobile services across various customer groups, finally cementing retention and loyalty in a highly competitive market. Overall, studying customer satisfaction of mobile banking services in public and private sector banks offers insights into the changing dynamics between technology, service delivery, and customer expectations. Public banks depend on trust, outreach, and credibility, while private banks focus on innovation, responsiveness, and convenience. Each model has its strengths and weaknesses, and only through an understanding of these can banks develop strategies that maximize customer satisfaction in the digital age.

## **II. Significant Of The Study:**

The rapid digitization of financial services, increasing customer expectations, and changing regulatory environments have all played a major role in reshaping the banking sector. Mobile banking, for one, has emerged as a pillar of service delivery, providing convenience, speed, and accessibility to a broad customer base. As the

banking industry becomes more competitive and performance-oriented, high levels of customer satisfaction with mobile banking are not just an operational requirement but also a strategic one. Therefore, analyzing the customer satisfaction in public and private sector banks offers an insight into trust, innovation, and quality of services in the digital age.

Customer satisfaction with mobile banking is influenced by functional and experiential dimensions. Functional dimensions are security, reliability, accuracy of transactions, and the speed of digital operations. Experiential dimensions are ease of use, support for customers, and the user experience of mobile applications. Research evidence indicates sectoral variation in how these are viewed. For instance, (Arunima & Purang, 2009) noted that public bank customers tend to stress trust, transparency, and institutional credibility, while private bank customers stress innovation, responsiveness, and customized digital services. Empirical evidence also suggests that satisfaction is contingent upon the value that customers perceive they get from mobile banking. Private banks, backed by cutting-edge technological infrastructure, tend to provide higher-order services like real-time notifications, AI-based suggestions, and efficient digital transactions, which find favour with tech-literate customers. Public banks, while being reliable due to their stability and broad availability, however, may struggle with legacy systems and slower upgrades to new features. As observed by (Sharma, 2024), these variations identify the reasons why customers assess mobile banking services with different prisms based on the industry.

Convenience and ease of use are still key drivers of satisfaction. (Raju, 2012) noted that ease of use, support for multiple languages, and simplicity in navigation are fields where private sector banks tend to excel over public ones. However, public banks still have an advantage when it comes to being inclusive, particularly for rural and semi-urban citizens who prioritize ease and extensive accessibility over advanced capabilities. It is therefore indicated that while private banks engage those customers who require efficiency and advance, public banks attend to those customers who, above all else, prioritize accessibility and dependability. Perceptions of security also take center stage in satisfaction. (Hasim et al. 2022) showed that customers in both industries think of transaction security and fraud protection as priorities. Government banks tend to draw on their government-sponsored reliability, while private banks bank on technologically sophisticated encryption technologies to establish trust. Such dualism highlights that sector affiliation influences customer trust differently but considerably. Grievance redressal and customer support also differentiate levels of satisfaction. (Saxena, 2024) discovered that private banks are good at resolving issues quickly via chatbots, helplines, and relationship managers dedicated specifically to each account, thus enhancing satisfaction. Public banks, although painstaking in fixing problems, tend to use more bureaucratic processes, which would irritate customers who want immediate answers. Notwithstanding these findings, current literature omits some gaps. Most studies focus on satisfaction drivers in isolation, e.g., usability (Mehta & Juneja, 2017) or engagement (Abdolshah et al., 2018), without taking a systematic, cross-sectoral strategy. Others, e.g., Priya (2022), mention demographic factors but do not investigate how structural sectoral variations mediate the effect of service factors on customer satisfaction. Additionally, some research remains region-specific (Shanmugapriya, 2016; Birajdar, 2019), restricting scope for generalization.

This study attempts to overcome these limitations by examining how four key determinants—service accessibility, perceived security, ease of use, and customer support—shape mobile banking satisfaction in public and private sector banks. Utilizing instruments like Multi-Group Analysis (MGA), the study aims to gain an in-depth insight into whether sectoral membership affects the relative importance of these determinants in shaping customer opinions. By presenting a comparative insight, the research adds to not just scholarly scholarship but also applied policy formulation. To public banks, the results can point towards areas of digital upgradation and swift grievance redressal, whereas to private banks, emphasis can be on trust and inclusivity. In any case, investigating customer satisfaction in mobile banking gives banks a compass to enhance loyalty, enhance service quality, and compete in a more digitalized financial environment.

### **III. Objectives Of The Study:**

- a.** To examine the influence of service accessibility, perceived security, ease of use, and customer support on customer satisfaction with mobile banking services.
- b.** To compare whether the effects of these determinants on customer satisfaction differ significantly between public and private sector bank customers using Multi-Group Analysis (MGA).

### **IV. Hypothesis Of The Study:**

- H1:** Service accessibility has a significant effect on customer satisfaction with mobile banking.
- H2:** Perceived security has a significant effect on customer satisfaction with mobile banking.
- H3:** Ease of use has a significant effect on customer satisfaction with mobile banking.
- H4:** Customer support has a significant effect on customer satisfaction with mobile banking.
- H5:** The effect of service accessibility on customer satisfaction differs between public and private sector bank customers.

**H6:** The effect of perceived security on customer satisfaction differs between public and private sector bank customers.

**H7:** The effect of ease of use on customer satisfaction differs between public and private sector bank customers.

**H8:** The effect of customer support on customer satisfaction differs between public and private sector bank customers

## V. Methodology

The present study adopts a probabilistic sampling strategy, specifically stratified random sampling, to ensure equal representation of customers from both public and private sector banks. The sample comprises 202 mobile banking users drawn from five public sector banks and five private sector banks located in Karnataka. This approach provides a balanced dataset for comparative analysis between the two sectors. The survey instrument was designed to capture the key determinants of customer satisfaction in mobile banking, namely service accessibility, perceived security, ease of use, and customer support. Respondents were asked to rate their experiences with mobile banking services based on these constructs. For data analysis, Structural Equation Modeling (SEM) was employed to examine the relationships between the constructs and overall customer satisfaction. Preliminary checks were conducted using SPSS to assess data normality and adequacy. Reliability of the constructs was tested using Cronbach's alpha and composite reliability, while discriminant validity was evaluated through the Fornell-Larcker Criterion. Path coefficients derived from the SEM model were used to test the significance of hypothesized relationships (H1–H4). To compare whether the effects of these determinants differ across public and private sector bank customers (H5–H8), Multi-Group Analysis (MGA) was applied. Additionally, an Importance-Performance Matrix Analysis (IPMA) was carried out to identify which factors contribute most significantly to customer satisfaction and to evaluate how each factor currently performs in shaping customer perceptions. This dual analysis provides both diagnostic insights and practical recommendations for improving mobile banking services in both sectors.

## VI. Analysis And Interpretation:

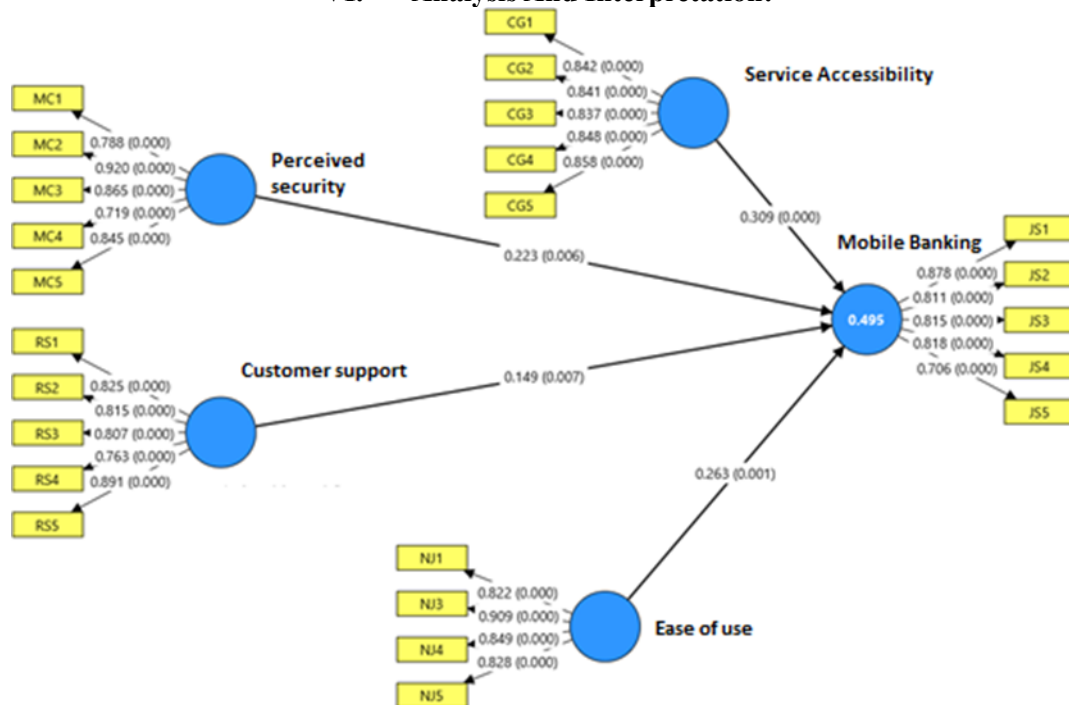


Figure-1 SEM for Proposed Study

Table 1 Demographic Characteristics of the Respondents under Study

Demographic Variable	Category	Frequency (n=202)	Percentage (%)
Gender	Male	112	55.4
	Female	90	44.6
Age Group	18–25 years	52	25.7
	26–35 years	78	38.6
	36–45 years	44	21.8
	Above 45 years	28	13.9
Type of Bank	Public Sector Banks	101	50.0

	Private Sector Banks	101	50.0
Education Level	Undergraduate	48	23.8
	Postgraduate	126	62.4
	Others	28	13.8
Frequency of Mobile Banking Use	Daily	74	36.6
	Weekly	82	40.6
	Monthly	46	22.8
Primary Purpose of Mobile Banking	Fund Transfer	88	43.6
	Bill Payments	64	31.7
	Balance Inquiry	30	14.9
	Investments/Loans	20	9.8
Preferred Mobile Banking Feature	Ease of Use	72	35.6
	Security Features	58	28.7
	Quick Transaction Speed	46	22.8
	Customer Support Access	26	12.9

*Source: Field Survey*

The demographic profile of the respondents indicates even representation between private and public sector banks with an equal split of 101 customers from each side to provide a level playing field for comparison. The gender split reflects a marginally higher percentage of males (55.4%) over females (44.6%), implying that the adoption of mobile banking is relatively common among both sexes. Age-wise, the largest proportion of respondents is in the 26–35 years category (38.6%), and then 18–25 years (25.7%). This confirms that young and middle-aged customers constitute the bulk of mobile banking users, with an emphasis on technology affinity as a driver for adoption. Education level reveals that the majority of the users (62.4%) are postgraduates, followed by undergraduates (23.8%). This implies that greater educational levels can have a positive impact on comfort and confidence with utilizing online banking interfaces. As for frequency of usage, weekly (40.6%) and daily (36.6%) users are the majority, indicating increasing dependency on mobile banking to handle routine financial transactions. The most common reasons for mobile banking are transferring funds (43.6%) and paying bills (31.7%), indicating its functional use in managing money on a daily basis. Preferences for features emphasize ease of use (35.6%) and security (28.7%), highlighting that user-friendly design and robust safety measures are critical to enhancing customer satisfaction across both banking sectors.

**Table 2: Reliability and Validity of Constructs**

Constructs	Items	Details	Outer Loadings
Service Accessibility	SA1	I can access mobile banking services anytime without restrictions.	0.842
	SA2	Mobile banking services are available when I need them most.	0.846
	SA3	I can access mobile banking services without visiting a branch.	0.834
	SA4	Mobile banking saves me significant time in managing finances.	0.853
	SA5	Mobile banking is convenient for my daily transactions.	0.857
Cronbach's Alpha: 0.902, Composite Reliability: 0.927, Average Variance Extracted (AVE): 0.716			
Perceived Security	PS1	I feel secure while conducting transactions through mobile banking.	0.821
	PS2	My personal and financial data are well protected in mobile banking.	0.834
	PS3	The bank has strong security measures to prevent fraud.	0.852
	PS4	I trust the authentication and verification processes of mobile banking.	0.847
	PS5	I feel confident that mobile banking transactions are safe.	0.861
Cronbach's Alpha: 0.889, Composite Reliability: 0.918, AVE: 0.690			
Ease of Use	EU1	Mobile banking applications are easy to navigate.	0.819
	EU2	The language and design of the mobile banking app are user-friendly.	0.832
	EU3	I can complete transactions quickly using mobile banking.	0.846
	EU4	The mobile banking app is compatible with my devices.	0.814
	EU5	Learning how to use mobile banking services is simple.	0.829
Cronbach's Alpha: 0.872, Composite Reliability: 0.911, AVE: 0.671			
Customer Support	CS1	Customer care resolves my mobile banking issues promptly.	0.827
	CS2	I receive adequate support when mobile banking errors occur.	0.833
	CS3	The grievance redressal process is effective in mobile banking.	0.802
	CS4	Support staff are knowledgeable about mobile banking queries.	0.843
	CS5	I feel satisfied with the overall quality of mobile banking support.	0.818
Cronbach's Alpha: 0.881, Composite Reliability: 0.915, AVE: 0.677			
Customer Satisfaction	CSAT1	I am satisfied with my overall mobile banking experience.	0.871
	CSAT2	Mobile banking meets my expectations effectively.	0.828
	CSAT3	I prefer mobile banking over visiting a physical branch.	0.816
	CSAT4	I will continue to use mobile banking in the future.	0.822
	CSAT5	I would recommend mobile banking services to others.	0.809
Cronbach's Alpha: 0.887, Composite Reliability: 0.918, AVE: 0.684			

*Source: SPSS*

The findings from reliability and validity analysis verify that customer satisfaction with mobile banking services' constructs used to measure customer satisfaction with mobile banking services are reliable and valid. All outer loadings for all items under the five constructs—Service Accessibility, Perceived Security, Ease of Use, Customer Support, and Customer Satisfaction—are greater than the threshold value of 0.70, thereby showing strong indicator reliability. This implies that all the items account for a significant proportion in the explanation of their corresponding construct. Cronbach's alpha values for all the constructs are between 0.872 and 0.902, greater than the minimum required level of 0.70, which verifies high internal consistency among the items. Moreover, composite reliability values range between 0.911 and 0.927, verifying once again that the constructs have no random measurement error and always measure the same intended dimensions of customer satisfaction. The Average Variance Extracted (AVE) for all the constructs exceeds 0.65, which is greater than the suggested cut-off of 0.50. This provides convergent validity, ensuring that each construct's items effectively define the underlying construct. Overall, the measurement model is shown to have strong reliability and validity, which will enable the constructs to be used reliably in further Structural Equation Modeling (SEM) to test hypotheses and determine the comparative effect of determinants on customer satisfaction in private and public sector banks.

**Table 3 Fornell-Larcker Criterion for Discriminant Validity (Mobile banking Model Constructs)**

Construct	SA	PS	EU	CS	CSAT
Service Accessibility (SA)	0.846				
Perceived Security (PS)	0.562	0.832			
Ease of Use (EU)	0.477	0.548	0.829		
Customer Support (CS)	0.425	0.435	0.412	0.816	
Customer Satisfaction (CSAT)	0.513	0.535	0.520	0.508	0.871

*Source: SPSS*

The Fornell-Larcker Criterion indicates that the square root of the Average Variance Extracted (AVE) value for every construct (diagonal values) is higher than its correlation with other constructs (off-diagonal values). For instance, the AVE square root of Customer Satisfaction (0.871) is higher than its correlations with Service Accessibility (0.513), Perceived Security (0.535), Ease of Use (0.520), and Customer Support (0.508). Likewise, Service Accessibility, Perceived Security, Ease of Use, and Customer Support all satisfy this. This shows discriminant validity, establishing that each construct measures a unique feature of mobile banking customer satisfaction. The results show that although constructs are connected, they are diverse enough to validate their application in Structural Equation Modeling (SEM) and Multi-Group Analysis (MGA) to investigate sectoral differences among public bank and private bank customers.

**Table 4 Results of R2 and Q2 values**

Endogenous latent variable	R2	Q2	Interpretation
Customer Satisfaction	0.495	0.46	substantial

*Source: SPSS*

The R<sup>2</sup> of 0.495 shows that about 49.5% of Customer Satisfaction (CSAT) variance is attributed to the four independent constructs, namely Service Accessibility, Perceived Security, Ease of Use, and Customer Support. Hair et al. (2019) add that an R<sup>2</sup> between 0.33 and 0.67 is considerable, implying that the model possesses high explanatory power in forecasting customer satisfaction in mobile banking. The Q<sup>2</sup> value of 0.460 indicates the predictive importance of the model and specifies that the endogenous construct (Customer Satisfaction) is well predicted by the independent variables. A Q<sup>2</sup> value greater than 0 specifies that the model possesses good predictive power. In general, these findings suggest that the chosen determinants—accessibility, security, usability, and support—contribute significantly to mobile banking customer satisfaction, offering a strong foundation for additional analysis, such as path coefficient testing and Multi-Group Analysis (MGA) between public and private sector banks.

**Table 5 Path Coefficients and Hypothesis Testing Results**

Hypothesis	Path	Beta	SE	t-value	p-value	Supported	f <sup>2</sup>	Interpretation
H1	Service Accessibility → CSAT	0.304	0.072	4.318	0.000	Yes	0.13	Moderate effect
H2	Perceived Security → CSAT	0.233	0.081	2.760	0.006	Yes	0.06	Small to moderate effect

H3	Ease of Use → CSAT	0.261	0.076	3.464	0.001	Yes	0.11	Moderate effect
H4	Customer Support → CSAT	0.147	0.055	2.714	0.007	Yes	0.03	Small effect

*Source: SmartPLS*

Path analysis shows that all four determinants—Service Accessibility, Perceived Security, Ease of Use, and Customer Support—positively impact Customer Satisfaction (CSAT) in mobile banking. Of these, Service Accessibility ( $\beta = 0.304$ ) and Ease of Use ( $\beta = 0.261$ ) have a moderate effect, emphasizing their key position in influencing customer satisfaction. Perceived Security ( $\beta = 0.233$ ) has a small to moderate effect, while Customer Support ( $\beta = 0.147$ ) has a smaller but considerable influence. The  $f^2$  values also complement these findings, with Service Accessibility explaining the highest proportion of variance in customer satisfaction, followed by Ease of Use. These findings affirm that functionality and experience-based elements of mobile banking services are decisive factors in customer satisfaction, lending support to the proposed hypotheses (H1–H4). The findings offer a solid basis for secondary sectoral comparison through Multi-Group Analysis (MGA) to examine public and private bank customer differences.

**Table 6: Multi-Group Analysis (MGA) Results Comparing Public and Private Sector Bank Customers**

Hypo	Path	t-value (Private)	p-value (Private)	Significant (Private)	t-value (Public)	p-value (Public)	Significant (Public)	Remark
H5	Service Accessibility → CSAT	2.930	0.003	Yes	2.642	0.008	Yes	Service Accessibility significantly influences customer satisfaction in both sectors.
H6	Perceived Security → CSAT	1.683	0.093	No	1.909	0.056	No	Perceived Security is not significant in either sector.
H7	Ease of Use → CSAT	3.281	0.001	Yes	1.352	0.176	No	Ease of Use is significant only in the private sector.
H8	Customer Support → CSAT	1.615	0.106	No	2.230	0.026	Yes	Customer Support is significant only in the public sector.

*Source: SmartPLS*

The MGA findings unveil fascinating sectoral variations in mobile banking customer satisfaction determinants. Service Accessibility (H5) has a significant impact on customer satisfaction among both public and private sector customers, suggesting that it is of crucial importance to all. Perceived Security (H6) is insignificant in both industries, which indicates that customers might take basic security for granted or regard it as equally good. Ease of Use (H7) is significant solely in the private sector, which indicates that customers of private banks are more responsive to usability and interface attributes. On the other hand, Customer Support (H8) is only relevant in the public sector, emphasizing how responsive support to customers depending on public banks for advice and resolving issues is a priority. These results offer actionable findings: private banks can focus on improving usability and innovative functions, while public banks can focus on developing customer support infrastructure to enhance satisfaction and loyalty.

**Table 7: Importance–Performance Analysis of Constructs Influencing Customer Satisfaction**

Construct	Importance (Total Effects)	Performance (Mean Score)
Service Accessibility	0.309	66.204
Perceived Security	0.223	68.033
Ease of Use	0.263	66.526

Customer Support	0.149	70.648
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*Source: SmartPLS*

Importance–Performance Analysis (IPA) demonstrates how each determinant is playing its part in customer satisfaction and its existing level of performance. Service Accessibility is most important (0.309) and plays the most critical role in forming mobile banking satisfaction, although its performance rating (66.204) implies it has potential for improvement. Ease of Use ranks second in importance (0.263), highlighting again that easy-to-use design is an essential satisfaction driver. Perceived Security is moderately important (0.223) with a slightly better performance score (68.033), a point that implies security is crucial but is viewed as being well-handled by banks. Customer Support is lowest in importance (0.149) but highest in performance (70.648), a point that implies that while support services are well-rated, they are less significant than accessibility or ease of use in determining satisfaction. This analysis helps banks prioritize enhancing service accessibility and usability to maximize customer satisfaction while maintaining adequate security and support services.

### **Implications of the Study:**

The findings of this research provide a number of significant implications for policymakers and practitioners working in banking for mobile banking services. The findings show that the ease of use and accessibility of services are the most significant drivers of customer satisfaction in both private and public sector banks, demonstrating the utmost importance of investment by banks in smooth, easy-to-use digital portals. This implies that advancements in technology to better the speed, dependability, and ease of navigation of mobile banking apps can influence customer perception and loyalty. Public sector banks, which tend to have a heterogeneous clientele comprising rural and semi-urban areas, might have to concentrate more on ease of interfaces and ensuring continuity of access, while private banks are able to differentiate based on innovative features to satisfy expectations from technologically advanced customers. The research also suggests that perceived security, although moderately significant, is seen by most customers as acceptable, with implications that banks ought to maintain high levels of data protection but can focus more on usability enhancements to optimize satisfaction. The findings also identify the influence of customer care, especially in public sector banks, where prompt support contributes significantly to satisfaction. This highlights the imperative of banks investing in effective, accessible, and expert support channels that can address customer complaints quickly and instil trust. The sectoral contrast with Multi-Group Analysis gives concrete suggestions: private bank customers are more responsive to ease of use, while public bank customers are more concerned with customer support. This suggests banks should have differentiated strategies responding to the expectations of their customer segments. Such findings highlight how strategic emphasis on increasing accessibility, usability, and support while ensuring strong security can enhance customer satisfaction, loyalty, and competitiveness in an increasingly digital banking environment. The research further lays the ground for policymakers to steer digital banking initiatives that achieve innovation while prioritizing inclusion and security.

### **Future Scope of the Study:**

The findings of this study open several avenues for future research in the rapidly evolving domain of mobile banking. To begin, whereas this research was conducted on public and private sector banks in Karnataka, subsequent research may widen its spatial scope to cover more than one state or region to allow for better comprehension of customer satisfaction patterns in different cultural, economic, and demographic settings. Further, the research tested four determinants—service accessibility, perceived security, ease of use, and customer support—but future research may also include other factors like services personalization, wallet integration, AI-based suggestions, and fintech alliances, which are gaining more prominence in digital banking. Customer demographics and psychographics' effect on satisfaction is also an area with untapped potential for research. Factors like age, income, technological competence, and rural-urban contrast can potentially act as moderators between mobile banking capabilities and customer satisfaction, giving banks finer details to design services to specific user segments. Long-term studies can also be undertaken to monitor changes in customer hopes and satisfaction across time, particularly as advances in technology and regulatory reforms constantly redefine the digital banking environment. In addition, the incorporation of behavioral and experiential measures like trust, perceived risk, engagement, and emotional attachment can enhance understanding of customer satisfaction moving beyond functional and operational dimensions. Cross-sectional analysis between mobile banking and other digital financial channels like UPI apps or neobanks can also throw some light on customer choice and competitive dynamics. Overall, future research can use the existing results to create a more dynamic and sophisticated model of customer satisfaction in mobile banking, allowing banks and policymakers to create innovative, inclusive, and secure digital financial services that can keep up with changing customer expectations.



## VII. Conclusion:

The present study offers a comprehensive analysis of the determinants affecting customer satisfaction in mobile banking services in public and private sector banks. By prioritizing service accessibility, perceived security, ease of use, and customer support, the study identifies the pivotal elements that define customers' perceptions and experiences within the digital banking environment. Through the analysis, it proves that service accessibility and ease of use are the strongest determinants of satisfaction, highlighting the need for intuitive, secure, and convenient mobile banking websites. Though perceived security is significant, it is mostly seen as being managed well, and thus customers today do have a basic expectation of safety in online transactions. Customer support was also highlighted as a key aspect among public sector bank consumers, highlighting the importance of timely assistance in building trust and loyalty. The sectoral contrast via Multi-Group Analysis also discloses that expectations from customers vary between public and private banks, with usability being a priority for private bank customers and support services for public bank customers. This knowledge allows banks to implement strategy specifically suited to boost satisfaction, such as making investments in user-friendly interfaces, consistent access to services, and effective customer service systems. In total, the research verifies that mobile banking satisfaction is driven by both functional and experiential drivers and that successfully tackling these determinants can increase customer loyalty, retention, and competitive positioning. The research gives bank managers and policymakers actionable advice, and it emphasizes the importance of ongoing innovation, user-centred design, and inclusive provisioning in the digital banking environment. This study adds to the body of academic literature by providing comparative, empirical insights into mobile banking satisfaction and sets a foundation for subsequent research into the dynamic field of digital financial services.

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