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An Analysis Of User Satisfaction Levels With Fintech-Based Mobile Payment Platforms

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ABSTRACT
This study looks at how satisfied customers in the Thoothukudi district area are using financial technology mobile payment apps. Analyzing user impressions of usability, transaction speed, reliability, safety, and general satisfaction was the main aim. A structured questionnaire was used to gather data from 160 respondents, and ANOVA and Chi-square tests were used for analysis. While most other service-related elements, such security, interface, and processing correctness, did not exhibit significant variation among responder groups, the test findings showed that user opinion varied considerably for criteria like convenience and customer assistance. According to the Chi-square test, there is no discernible correlation between gender and the most favored FinTech mobile app, indicating that male and female users' adoption habits are comparable. Overall, the findings indicate a high level of acceptance and satisfaction with financial technology payment platforms, although improvements are required in customer service and clarity of charges. The study concludes that FinTech applications play a vital role in promoting cashless digital transactions and have become an integral part of everyday financial activities.
Keywords: *FinTech, Mobile Payment Apps, Digital Transactions.*

1. INTRODUCTION:

India's digital financial ecosystem now heavily relies on FinTech-based mobile payment systems. The widespread use of UPI and mobile wallet services in recent years has revolutionized financial transactions by providing customers with quicker, safer, and more convenient payment choices. Customers may instantly pay for shopping, groceries, utility bills, online services, and person-to-person money transfers via platforms like Google Pay, PhonePe, Paytm, and Amazon Pay. Customer happiness has become a key factor in determining ongoing usage and loyalty in the mobile payment ecosystem as digital payments continue to grow.

Due to smartphone usage, internet connectivity, government digitalization programs, and shifting consumer preferences, mobile payment applications have become much more common in Tamil Nadu, particularly in developing metropolitan areas like Thoothukudi. Due to reward offers, fast transfers, and widespread merchant acceptance, consumers are progressively switching from cash-based purchases to digital ones. However, a number of variables, including the application's dependability, convenience of use, user interface, transaction speed, payment security, fee transparency, and customer support, affect user satisfaction. FinTech applications purport to improve financial ease, but users also encounter problems including unsuccessful transactions, delayed reimbursements, technological malfunctions, problems with customer service, and worries about the security of personal and financial data. Therefore, determining service quality gaps, comprehending customer expectations, and enhancing the digital transaction experience all depend on assessing user happiness.

REVIEW OF LITERATURE

Singh and Bhatt (2021), customer satisfaction in mobile payment apps mainly depends on ease of use, transaction speed, perceived usefulness, and interface quality. Their study found that younger consumers show higher satisfaction with mobile apps because of familiarity with smartphone banking. The authors also highlighted that user-friendly features such as QR-based payment options encourage continuous use and positive perception of digital payments among retail consumers.

Sharma (2022) examined user attitude towards mobile wallets such as Google Pay and Paytm and found that security perception, cashback offers, and reliability significantly affect satisfaction levels. The study reported that although promotional offers initially attract users, transaction safety and smooth functioning of apps determine long-term satisfaction and continued intention to use. The findings also suggest that frequent technical issues and delayed refunds negatively influence user trust, showing that operational efficiency is a key factor for overall satisfaction in FinTech-based mobile transactions.

STATEMENT OF THE PROBLEM

The rapid adoption of FinTech-based mobile payment applications has significantly transformed the way consumers conduct financial transactions in India. Convenience, speed, and a variety of services that lessen reliance on cash are provided by platforms like Google Pay, PhonePe, Paytm, and Amazon Pay. Even with this expansion, maintaining constant client happiness is still difficult. Users frequently run into problems including

unsuccessful transactions, delayed refunds, ambiguous charge schedules, poor customer service, and worries about data security. There is no empirical study on user satisfaction levels in certain regional contexts, like Thoothukudi, where digital literacy, app adoption patterns, and financial behaviors may differ from urban regions, despite the many benefits that mobile payment applications offer. Understanding the factors influencing user satisfaction including ease of use, speed, security, rewards, and reliability is essential for improving service quality, enhancing trust, and encouraging continued usage.

Hence, this study aims to investigate the satisfaction levels of customers using FinTech mobile payment applications in Thoothukudi, identify key drivers and barriers affecting satisfaction, and provide insights that can help service providers enhance their offerings and ensure a better digital payment experience.

OBJECTIVES OF THE STUDY

1. To assess the level of customer satisfaction with FinTech-based mobile payment applications in Thoothukudi, considering factors such as ease of use, transaction speed, reliability, and overall performance.
2. To identify key determinants influencing user satisfaction, including convenience, security, cashback/reward offers, payment accuracy, and customer support.
3. To examine the relationship between usage patterns and satisfaction levels, such as frequency of use, types of transactions, and average transaction value.

NULL HYPOTHESIS

1. There is no Significant relationship between age and customer satisfaction of the respondents
2. There is no significant relationship between type of most preferred fintech app and gender of the respondents

METHODOLOGY

The study adopts a descriptive research design to examine customer satisfaction with FinTech-based mobile payment applications in Thoothukudi. Primary data will be collected from 160 respondents using a structured questionnaire divided into demographics, usage patterns, and customer satisfaction measured on a 5-point Likert scale. Respondents will be selected through stratified purposive sampling to ensure representation across age, income, occupation, and location (urban, semi-urban, and rural). The collected data will be analyzed using descriptive statistics, ANOVA, and independent Chi-square analysis to identify key factors influencing satisfaction and their impact on continued usage and recommendation behavior.

H0: There is no Significant relationship between age and customer satisfaction of the respondents

ANOVA

Factors		Sum of Squares	df	Mean Square	F	Sig.
The app is easy and convenient to use.	Between Groups	8.661	4	2.165	2.781	.029
	Within Groups	120.683	155	.779		
	Total	129.344	159			
Payment transaction speed is satisfactory.	Between Groups	2.483	4	.621	.651	.627
	Within Groups	147.892	155	.954		
	Total	150.375	159			
Transactions are processed accurately without errors.	Between Groups	5.921	4	1.480	1.385	.242
	Within Groups	165.672	155	1.069		
	Total	171.594	159			
The app interface is user friendly.	Between Groups	4.651	4	1.163	1.684	.156
	Within Groups	107.042	155	.691		
	Total	111.694	159			
The app provides sufficient payment options (UPI, debit card, wallet etc.).	Between Groups	3.467	4	.867	1.452	.219
	Within Groups	92.508	155	.597		
	Total	95.975	159			
Cashback and rewards influence my usage.	Between Groups	5.237	4	1.309	1.376	.245
	Within Groups	147.507	155	.952		
	Total	152.744	159			
I feel my financial data is secure using this app.	Between Groups	4.191	4	1.048	.901	.465
	Within Groups	180.184	155	1.162		
	Total	184.375	159			

The customer support provided is satisfactory.	Between Groups	9.153	4	2.288	3.756	.006
	Within Groups	94.441	155	.609		
	Total	103.594	159			
I rarely face transaction failures.	Between Groups	4.972	4	1.243	2.094	.084
	Within Groups	92.022	155	.594		
	Total	96.994	159			
Charges/fees are clearly communicated by the app.	Between Groups	6.421	4	1.605	1.892	.115
	Within Groups	131.523	155	.849		
	Total	137.944	159			
Using mobile payment apps saves time and effort.	Between Groups	8.661	4	2.165	2.781	.029
	Within Groups	120.683	155	.779		
	Total	129.344	159			
I feel safer using mobile payment apps compared to cash.	Between Groups	5.237	4	1.309	1.376	.245
	Within Groups	147.507	155	.952		
	Total	152.744	159			
Mobile payment apps make my daily life easier.	Between Groups	4.191	4	1.048	.901	.465
	Within Groups	180.184	155	1.162		
	Total	184.375	159			
I am satisfied with the overall performance of the app.	Between Groups	9.153	4	2.288	3.756	.006
	Within Groups	94.441	155	.609		
	Total	103.594	159			
I will continue using this mobile payment app in future.	Between Groups	4.972	4	1.243	2.094	.084
	Within Groups	92.022	155	.594		
	Total	96.994	159			
I would recommend this app to others.	Between Groups	8.976	4	2.244	2.518	.044
	Within Groups	138.118	155	.891		
	Total	147.094	159			

Source: Primary data

Interpretation

The ANOVA result reveals that most of the factors related to fintech app usage such as transaction speed, security of financial data, user friendliness, accuracy of transactions, cashback benefits, availability of payment options, and transaction failures have significance values greater than 0.05, which indicates that there is no statistically significant difference in these perceptions among the users based on their preferred fintech app. However, three statements namely "The app is easy and convenient to use .029," "Customer support provided is satisfactory.006," and "I am satisfied with the overall performance of the app.006" show significance values less than 0.05, implying that users of different fintech apps differ in their perceptions of ease of use, customer support, and overall performance. Therefore, it can be inferred that while fintech applications are perceived similarly in most aspects, user satisfaction, convenience, and support services differ depending on the particular app being used.

H0: There is no significant relationship between type of most preferred fintech app and gender of the respondents

Chi-Square Tests			
Factors	**Value**	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	7.461[a]	4	.113
Likelihood Ratio	7.594	4	.108
Linear-by-Linear Association	3.965	1	.046
N of Valid Cases	160		

Source: Primary data

Interpretation

From the Chi-Square test, the Pearson Chi-Square value shows a significance level of 0.113, which is greater than the 0.05 level. Therefore, the null hypothesis that "There is no significant relationship between the type of most preferred fintech app and gender of the respondents" null hypothesis accepted. This indicates that the choice of a preferred fintech app (such as Google Pay, PhonePe, Paytm, etc.) does not significantly differ between male and female respondents. In other words, both genders appear to prefer similar types of fintech applications and gender does not have a major influence in determining which app users choose the most.

2. CONCLUSION

The current study looked at how satisfied Thoothukudi consumers were with FinTech-based mobile payment services and determined the key elements affecting their experience. The results show that customers accept mobile payment applications because they are convenient, simple to use, allow for rapid transactions, and offer a wide range of services. Particularly with regard to qualities like speed, usability, and overall performance, the majority of respondents indicated a high degree of satisfaction. Nonetheless, there are still some challenges with customer service, sporadic transaction problems, and pricing clarity. The ANOVA findings showed that while most performance and security characteristics did not substantially change between user groups, younger and older consumers do view several features differently, particularly convenience and customer service. Furthermore, the Chi-square analysis showed that gender does not have a significant impact on the choice of a preferred FinTech app, proving that adoption patterns are similar across male and female users.

Overall, the study finds that FinTech payment platforms have significantly enhanced digital transactions, data privacy, and security in Thoothukudi; nevertheless, more work has to be done in the areas of dependability, customer support, charge communication, and technical issue resolution. Long-term happiness, user trust, and future use of mobile payment apps will all be improved by strengthening these areas.

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