

A STUDY ON CUSTOMER SATISFACTION ON BANKING FACILITIES OF COMMERCIAL BANKS IN SATTUR TOWN

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Abstract

Managing an account business for the most part relies on its clients. A fruitful investor should treat the client well. Keeping money isn't simply a benefit making business. With the idea of welfare express, managing an account has experienced an adjustment in the advanced days. Consumer loyalty is a measure of how items and administrations provided by a bank can meet the clients' desires. Consumer loyalty is as yet one of the single most grounded indicators of client maintenance. In view of the significance of client administrations of business banks, this work has been directed in Sattur town. 'Commercial Banks' at the Sattur town alludes to the branches of all people in general and private segment business banks.

Keywords: *Commercial Banks, Types, Structure, Services, Banking facilities, and customer satisfaction.*

Introduction

The client benefit implies age of scope of administrations intended to address the clients' issues, the present as well as the future request of the potential and point of view clients. It also includes technical advancement in banking, developing size and complexities of current business, current universal market standards and expanding client advancement to attain customer satisfaction.

Managing an account business fundamentally relies on its clients. A fruitful investor should treat the client well. Keeping money isn't simply a benefit making business. Banks are required to add to social welfare. So, banks have most concentration on the welfare of the customers and the achievement of the bank based on the customer fulfillment. The client ought to be perceived and they ought to be dealt with in the path get a kick out of the chance to be dealt with. With a specific end goal to render administration to the clients all the more effectively and to the most abnormal amount of fulfillment, innovation up degree is a critical viewpoint to accelerate the administrations in all circles of keeping money to satisfy the client needs.

Organization of Commercial Banks In India

Indian commercial banking structure comprises of

- Scheduled Commercial Banks
- Unscheduled Banks

In the Second Schedule of Reserve of Bank of India (RBI) Act 1935, the scheduled commercial Banks have been incorporated. RBI thusly incorporates just those banks in this calendar which fulfill the criteria set down vide division 42 (60 of the Act). A few Co-operative Banks are in the first division albeit not all co-operative banks are being the second planned presents a few advantages to the banks in the terms of access to settlement by the RBI among the season of liquidity limits. In the meantime, be that as it may, this status is liable to certain condition and commitment of the RBI.

Organization of Scheduled Commercial Banks

RBI classifies public sector banks, new private banks and foreign banks for the evaluation of execution of banks and shown in figure 1.

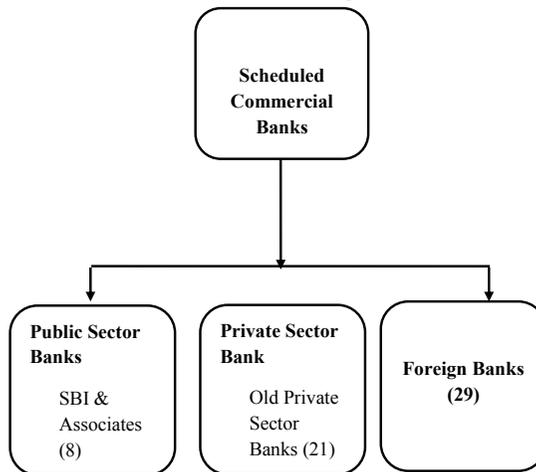


Fig.1. Structure of Scheduled Commercial Banks

Commercial Banks in Sattur

Various 12 banks are in sattur and illustrated in the following table 1.

Table 1 Banks in Sattur

Public Sector Banks	Private Sector Banks
SBI BANK	TMB BANK
CANARA BANK	CUB BANK
IOB BANK	FEDERAL BANK
INDIAN BANK	ICICI BANK
PANDIYAN GRAMA BANK	AXIS BANK
SATTUR CO-OPERATIVE	LAKSHMI VILLAS BANK

Services Offered by the Commercial Banks

Generally, banks provide similar services and welfare to the customers. Customer services are categorized into the following ways.

Services to the Depositors

- Current Deposit
- Fixed Deposit
- Savings Deposit
- Recurring Deposit
- Insurance Linked Saving Bank Deposit

Services to the borrowers

- Agriculture Loan
- Consumer Loan
- Educational Loan
- Housing Loan
- Jewel Loan
- Mortgage Loan
- Personal Loan
- Traders Loan
- Vehicles Loan

Technology services

- Technology Services
- ATM-cum Debit Card
- Credit Card
- Door Step Banking
- E- Cheques
- Electronic Clearing Services
- Electronic Fund Transfer
- E- Cash
- Mobile Banking
- Online/Internet Banking
- Tele Banking

Agency services

- Payment and Collection of Subscriptions, Dividends, Salaries and Pension and the like
- Purchase and Sale of Securities
- Acting as Executor, Administrator and Trustee
- Acting as Attorney

Miscellaneous (or) General Utility Services

- Safe Custody of Valuables
- Letter of Credit
- Travelers' cheques
- Remittance of Funds
- Merchant Banking
- Dealing in Foreign Exchange Business
- Leasing Finance
- Factoring
- Underwriting of securities
- Tax Consultancy
- Gift Cheques
- Consultancy Services

Problem Statement

Generally in a banking sector the nature of client administrations holds essential importance, especially with regards to maintained business development. Dissimilar to alternate businesses occupied with the generation of substantial products, banks are extraordinary as in they create and convey the amenities promptly at the branches. This behaviour assesses the nature of worth of service. Customer amenity is a continuous process for the banks. Clients' desire continues ascending, as they search for more advantageous and adaptable alternative are accessible to them at economical rates from several players working in the field. So this work is considered to discover the banking amenity and stage of fulfillment of client from the bank.

Objectives of the Study

- To analyze the theoretical view of customer services of commercial banks.
- To recognize the level of fulfillment of client on the managing an account of various banks in sattur.

Scope of the Study

This work examines the customer behaviour with the banking comforts and services provided by the banks in sattur.

Methodology

The data of the customers are virtual role in the banking sectors. The data can be divided in to Primary and Secondary data. Primarily the information from the customers is gathered with the help of meeting plan. Additional information gathered from various resources such as bank accounts, net source and etc.

Tools for Analysis

To evaluate the satisfaction of customers in banks, the following two statistical approaches used. There are

- Percentage
- chi-square

Sampling Design

Simple random method is used to analyze the study by using the data collected from the 12 banks in sattur. Table.2 shows the sample customers considered for this work.

Table 2 Sample Customers

Sl. No	Type of Bank	Total
1	Public Sector Banks	120
2	Private Sector Banks	120
Total		240

Source: Primary Data.

Customer Satisfaction on Banking Facilities

The customer satisfaction mainly depends upon the quality services rendered by the banks. In this study an attempt is made to analyze the opinion of the level of satisfaction of the customers about the banking facilities provided by the commercial banks, by conducting a survey among 240 respondents. The view of customers has been examined on the basis of the scores acquired on a five-point scale for ten statements. Chi-square test has been used to examine the view of customers about the banking facilities in Sattur Town. The suggestion of the customers are evaluated by using the following five-point scale.

1. HS	Highly Satisfied	5 points
2. S	Satisfied	4 points
3. NO	No Opinion	3 points
4. DS	Dissatisfied	2 points
5. HDS	Highly Dissatisfied	1 point

Customers have been asked to give their opinions of the level of satisfaction on the banking facilities on the following ten statements as shown in table 3.

Table 3 Bank Facilities Provided to the Customers

Sl. No.	Banking Facilities
1.	Adequate space and waiting hall is available in the bank
2.	Pure drinking water is available in the bank
3.	Bank is located in convenient place
4.	The bank is conducting customers meet regularly
5.	The bank displays interest rate
6.	The bank maintains complaints/suggestion box

7.	Parking facility is available in the bank
8.	The bank maintain queuing system at the counter properly
9.	Separate toilet facility is available to the customer
10.	Working hours is convenient to the customer

Hypotheses

In order to analyze the level of satisfaction of customers about the banking facilities, the following null hypotheses were framed:

- There is no significant difference between the gender of the respondent and their level of satisfaction on the banking facilities.
- There is no important difference between the age of the customer and their level of satisfaction on the banking facilities.
- There is no virtual difference between the qualification of the client and their satisfaction level by the banks.
- There is no significant difference between the occupation of the respondent and their level of satisfaction on the banking facilities.
- There is no significant difference between the type of family of the respondent and their level of satisfaction on the banking facilities.
- There is no significant difference between the monthly income of the respondent and their level of satisfaction on the banking facilities.

For calculating above hypotheses, χ^2 value has been evaluated.

Sl. No.	Statements	Table value 5%	Table value 1%	chi-square Value	Results
1.	Gender of the respondent and their level of satisfaction	5.99	9.21	-5.68	Not significant
2.	Age of the respondent and their level of satisfaction	5.99	9.21	-7.48	Not significant
3.	Educational level of the respondent and their level of satisfaction	5.99	9.21	-5.16	Not significant
4.	Customer Career and their level of satisfaction	5.99	9.21	0.52	Not significant
5.	The type of family of the respondent and their level of satisfaction	5.99	9.21	-1.29	Not significant
6.	Salary f the customer and their level of satisfaction	5.99	9.21	-3.35	Not significant

Source: Calculated value

From the above table reveals the chi-square value of the statement. The researcher has framed hypotheses and has used chi-square test to test the hypotheses. According to the test calculation, there is no relationship between the gender, age, educational

level, occupation, Type of Family and monthly income of the family and the level of satisfaction on the banking facilities of the public and the private sector banks.

Conclusion

In this study, the researcher has analyzed and compared the level of satisfaction of customers on the banking facilities of the public and the private sector banks in Sattur. In a climate of decreasing brand loyalties, understanding customer service and measuring customer satisfaction are very crucial. The customer satisfaction mainly depends upon the quality services rendered by the banks.

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