An Assessment of Bank Users Satisfaction towards Bankers Service in Erode District at Perundurai (TK)

Mr. S. GOPALA KRISHNAN N.SIVA BRAMMA VISHNU

Assistant Professor, Department of Management Studies, Erode Sengunthar Engineering College, Thudupathi, Erode-638 057.

II-MBA, Erode Sengunthar Engineering College, Thudupathi, Erode-638 057.

ABSTRACT: *The bank system is facing challenges with stiff competition and advancement of technology. It becomes imperative for service providers to meet or exceed the target customers' satisfaction with quality of services expected by them. Hence, the present research attempted to study customers' perception of quality of services, both transactions based and IT enabled in terms of its constituent factors in public sector and private sector. Also through the present study, we would gauge the extent of IT adoption in public sector and private sector in this edge. The present investigation was planned with the objective to assess the extent of use of services especially the IT enabled services in these banks and to analyze the constituent factors affecting customer satisfaction with the quality of services. The present study was conducted in public sector and private sector of Perundurai taluk. The study was proposed to be conducted in Perundurai taluk. The respondents are selected randomly. While selecting the bank, care was taken to see that bank should provide at least five IT enabled Services. The study shows that the customers of whether satisfied the Private banks or Government banks were not satisfied with high charges, accessibility and communication.*

I. INTRODUCTION ABOUT CUSTOMER SATISFACTION

Customer satisfaction refers to how satisfied customers are with the products or services they receive from a particular agency. The level of satisfaction is determined not only by the quality and type of customer experience but also by the customer's expectations. Focus on the delivery of customer service activities value customer feedback when they measure performance.

1.2. BANKING:

A modern industrial society cannot be self-financing of entrepreneurs. Some institutional assistance is necessary to mobilize the savings of the community and to make it available to the entrepreneurs. The people a large majority of who save in small odd lots also want an institution, which can ensure safely of their funds, together with liquidity. Banks assure this with a further facility that the funds can be drawn back in case of need. From a broader social angle, banks act as a bridge between the users of capital and those who save but cannot use the funds themselves.

1.3. OBJECTIVES

1.   To identify the customer requirements in banks
2.   To know about satisfaction level of customers in both Government and Private banks.

II. RESEARCH METHODOLOGY

2.1. DESCRIPTIVE RESEARCH:

Descriptive research studies are those studies. Which are concerned with describing the character sticks of a particular individual, or of a group Studies concern with specific prediction with narration of factors and characteristics concerning individual group.

2.2. SAMPLE DESIGN:

For the purpose of the study the researcher has used probability convenient sampling method.

2.3. SAMPLING SIZE AND SAMPLING TECHNIQUE:

Perundurai taluk is one of the most important cities in Tamilnadu more than lakhs of people are living in Perundurai taluk. The research forward 50 samples for the study by using convenient sampling.

2.4. DATA COLLECTION:
The both Primary Data and Secondary data's are collected.

III. TOOLS FOR ANALYSIS
For analyzing the respondent's opinion towards the system in Perundurai taluk the data collected through primary sources is subjected to statistical analysis namely,
- Percentage Analysis
- Chi Square Analysis

IV. REVIEW OF LITERATURE
The marketing literature clears that, the customer satisfaction is measured via service quality and service quality measured by various measurement tools and instruments developed by various researchers and marketing consultancy organizations e.g. SERVQUAL, SERVPERF, SITQUAL, WEBQUAL, etc. A number of studies specifically address the role of satisfaction in service contexts. Research literature suggests that service quality is a more specific judgment, which can lead to a broad evaluation of customer satisfaction. **(Oliver, 1993; Parasuraman et al, 1985, 1988, 2005; Cronin and Taylor, 1994).**

The higher level of perceived service quality results in increased customer satisfaction. When perceived service quality is less than expected service quality customer will be dissatisfied **(Jain and Gupta, 2004).**

Cronin and Taylor (1992; 1994); Kumbhar, 2011a; Kumbhar, 2011 argued that customer satisfaction can be obtainable with low quality, whenever one's expectations in a given situation are low and performance is adequate to the task. Emergency situation fit this scenario well. Similarly, dissatisfaction with high quality can ensue when some element of the service delivery is not up to personal expectations. Therefore performance only scale is suitable to assess service quality and customer satisfaction.

V. 5. DATA ANALYSIS AND INTERPRETATION

5.1. The Demographic of the Respondent

PARTICULARS	CLASSIFICATION	NO. OF RESPONDENT'S	PERCENTAGE
AGE	Below 20 years	06	12
	21-30 years	18	36
	31-40 years	11	22
	41-50 years	07	14
	Above 50 years	08	16
GENDER	MALE	27	54
	FEMALE	23	46
QUALIFICATION	SSLC	09	18
	HSC	07	14
	UG	20	40
	PG	14	28
	OTHERS	0	0
MARITAL STATUS	Married	26	52
	Unmarried	24	48
INCOME LEVEL	Below Rs.100000	19	38
	Rs.100000-Rs.200000	15	30
	Rs.200000-Rs.300000	10	20
	Above Rs.600000	06	12

5.2. General Profile of the Respondent
The general profile of the respondents is given in Table No.1. Out of 50 respondents are taken for the study. The respondents belongs to the maximum age of 21-30 is 36% and minimum age of below 20 is 12%, the respondents belongs to the maximum 54% is male and minimum 46% is female, the respondents belongs to the maximum 40% is UG and minimum 14% is HSC level, the respondents belongs to the maximum 52% is

married and minimum 48% is unmarried, the respondents belongs to the maximum 38% is income below Rs.100000 and minimum 12% is income above Rs. 600000.

VI. CHI-SQUARE ANALYSIS

Meaning of Chi-Square

A chi-squared test, also referred to as chi-square test or χ^2 test, is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true. Also considered a chi-squared test is a test in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-squared distribution as closely as desired by making the sample size large enough.

AGE OF THE RESPONDENTS AND REASON FOR CHOOSING THE PARTICULAR BANK INFERENCE

Null Hypothesis:

HO: There is a no relationship between Age of the respondents and Why choose this particular bank by respondents.

Alternative Hypothesis:

H1: There is a relationship between Age of the respondents and Why choose this particular bank by respondents.

Table.1. Age Vs Why choose this particular bank by respondents Cross tabulation

		Why choose this particular bank				Total
		Convenience	Good facilities	Good services	For compulsion	
Age	Below 20 years	3	1	2	0	6
	21- 30 years	7	4	6	1	18
	31-40 years	5	4	2	0	11
	41-50 years	0	2	3	2	7
	Above 50 years	1	1	5	1	8
	Total	16	12	18	4	50

Table.2. Chi-Square Tests

	Calculated Value	Table Value	Degrees of Freedom	Significance Value
Pearson Chi-Square	14.117(a)	21.026	12	0.05
Likelihood Ratio	16.263	21.026	12	0.05
Linear-by-Linear Association	5.842	3.841	1	0.05
No. of Valid Cases	50			

Level of significance = 0.05
Degree of freedom = (c-1) * (r-1)
                     = (4-1) * (5-1)
                     = 3 * 4
                     =12

Table value = 21.026
Calculated Value = 14.117

Since the calculated value is 14.117 and the table value is 21.026. So, the table value is greater than the calculated value.

VII. Interpretation

In the Chi-Square Test, Calculated value is less than the Table value So, the Null Hypothesis is (HO) is accepted and Alternative Hypothesis is rejected. Finally concluded "There is a relationship between Age of the respondents and Why choose this particular bank by respondents".

VIII.   FINDINGS, RECOMMENDATIONS AND CONCLUSION

FINDINGS:-

The 36% of the respondents are belonging to the age group of 21-30 years, 54% of the respondents are Male respondents, 40% of the sample respondents are U.G, 52% of the respondents are Married, 38% of the respondents are getting Below Rs.1, 00,000, 52% of the respondents are have an account in Government bank, 36% of the respondents are saying Good Service.

IX.   RECOMMENDATIONS

Most of the people did not get aware of the banking activity and procedures so, the Bankers or Government will give the aware to people. The respondents are confusing the banking activity the bank will provide clear detail for the banking activity. Many public sector banks need to revive their infrastructure to have pace with the competing environment. Many of the services needs improvement in public sector banks e.g. ATM facilities. And staff should be adequately trained to encourage face-to-face dealing. Clearly defined customer policy should be adopted by the banks. Customer's needs should be anticipated in advance so that they can be helped out in a better way.

X.   CONCLUSION

Various traditional and IT enabled banking services used by customers are studied in the present paper. In addition, customer satisfaction was also measured with various dimensions. A small number of respondents were using IT enabled services other than ATM. Security, lack of facility, improper awareness and so on were found to be the real sons for not using IT enabled services. The customers of Nationalized banks were not satisfied with the employee behavior and infrastructure, while respondents of Private banks were not satisfied with high charges, accessibility and communication. Hence, the study throws light on different aspects and drawback of services of the Nationalized and Private banks. Training on stress management and public dealing should be imparted to the employees of Nationalized banks. Nationalized banks need to improve their infrastructure and ambience to compete with Private banks in India.

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