

A Study on Customer Satisfaction towards State Bank of India- With special reference to Chennai City, Tamil Nadu.

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Abstract:

This study deal with customer satisfaction for the Chennai in the state of Tamil Nadu. The objectives of the study are to importance of customer's satisfaction of State bank of India and other objectives measures the level of customer satisfaction of the State bank of India. The relationship between a bank and their customer has the biggest impact on customer satisfaction. Customer satisfaction is one of the most important factor in a business when. It's comes to commercial banks. Customer satisfaction level differentiate one bank from another, this measuring customer satisfaction is exceedingly important. The data analysis was done using statistical tools such as ratios percentage and chi square test for the purpose graphical presentations was used to understand the nature of the data. Finally paper concludes with the possible suggestion for overcoming the problem of customers.

Key Words: Customer Satisfaction, E-banking, Commercial banks, Loan,

Introduction:

Kotler and Armstrong stated that consumer/customer satisfaction is determined by the relationship between the customer's expectations and product's perceived performance.

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and service to service. The state of satisfaction depends on a number of both psychological and physical variables. The banking industry like many other financial service industries is facing a rapidly changing market, new technologies, economic uncertainties, fierce competition and more demanding customers and the changing climate has presented an unprecedented set of challenges . Banking is a customer oriented services industry, therefore, the customer is the focus and customer service is the differentiating.

Review of literature:

Kumar and Oliver “indicated that satisfaction was associated with customers’ expectations being met, feeling they got "fair" value and feeling contented.

Jain & Hundal” revealed in their study that the choice of service provider was affected by facilitating factor followed by coverage, quality of services, and easy availability of connection and bill payment. It was stated that neighbours choice had affected the respondent’s choice to a great extent”

Taylor stated that company should stay focus on delivering services quickly and consistently so that it reaches to customer fast.

Objectives of the study:

1. To study the importance of State Bank of India services and satisfaction of the customers.
2. To analyses and measures the customer service and satisfaction level of the customers.
of the State Bank of India.

Scope of the study:

This study is covered areas is Chennai City and State Bank of India.

Methodology:

The research is descriptive and analytical nature. Primary data collected in the form of questionnaire. The study is based on Primary data collected from 120 respondents from Chennai city.

Limitation of the study:

- The study is restricted only 120 samples size only
- The study is restricted on Chennai city
- The study is only primary data based.
- The study is limited time duration.

Data analysis and Interpretation:**Table 1****Gender wise classification:**

Gender	No. of Respondent	Percentage
Male	74	61.66
Female	46	38.34
Total	120	100

Source: - Questionnaire

The above table shows the frequency and percentage of male and female respondents the frequency of the male respondents they are higher than the female respondents. 61.66% are male and 38.34% female respondents.

Tabl-2**Age wise classification of Customers:**

Age	No. of Respondent	Percentage
Below 25	32	26.66
26-35	21	17.50
36-45	44	36.67
Above 45	23	19.17
Total	120	

Source: - Questionnaire

The above table shows that the percentage of age of the customers. The majority of customers belongs to age 36-45.

Table-3**Educational wise classifications:**

Educational Qualification	No. of Respondents	Percentage
Up to +2	24	20.0
Graduate	52	43.33
Professional	18	15.0
Others	26	21.67
Total	120	

Source: - Questionnaire

The above table shows that the percentage of education qualification of the customers. The majority of customers belongs to graduate qualification.

Table-4**Classification on the basis of occupation of customers:**

Occupation	No. of Respondents	Percentage
Salaried	88	73.33
Business	22	18.33
Others	10	8.34
Total	120	

Source: - Questionnaire

The above table shows that the percentage of occupation of the customers. The majority of customers belongs to salaried.

Table-5**Classification on the basis of monthly income of customers**

Monthly Income	No. of Respondents	Percentage
Below Rs.20,000	39	32.50
20,001-30,000	37	30.83
30,001-40,000	20	16.67
Above 40,000	24	20.00
Total	120	100

Source: - Questionnaire

The above table shows the income group of the respondents. The majority of customers belongs to below Rs.20,000 income group. And 20,001-30,000.

Table-6**Showing classification on the basis of annual charges to issue credit card**

Annual charges to issue credit card/Debit card	No. of Respondents	Percentage
Very Reasonable	15	12.5
Reasonable	56	46.67
Unreasonable	49	40.83
Total	120	100

Source: - Questionnaire

The above table shows the debit card and credit charges. The majority of customers' response charges is reasonable.

Table -7**Classification on the basis of showing normal time taken for grant the loan**

Customers to Grant the loan	No. of Respondents	Percentage
Highly Satisfied	18	15
Satisfied	55	45.83
Dissatisfied	47	39.17
		100

Source: - Questionnaire

The above table shows that the grand the loan. The majority of customers' response is satisfied only.

Table-8**Overall satisfaction level of customers Electronic-banking Technology.**

Level Of Satisfaction	Respondents	Percentage
Highly satisfied	36	30.00
Satisfied	46	38.33
Not satisfied	38	31.67
<u>Total</u>	120	100

Source: - Questionnaire

The above table shows that the overall satisfaction level of customers. The majority of customers' is satisfied.

Hypothesis-1**Null Hypothesis:**

Ho: There is no Significance relationship between Income and normal time taken by the bank to grant the loan.

Alternative Hypothesis:

Hi: There is Significance relationship between Income and normal time taken by the bank to grant the loan.

Table value	12.591
Calculated value	13.136

The calculated value of chi-square is greater than the table value of Chi-square, rejected the null hypothesis at 5% level of significance. Hence there is significance between monthly income of respondents and normal time taken by the bank the customer grant the loan.

Hypothesis-2**Null Hypothesis:**

Ho: There is no Significance relationship between sex and the E-Banking technology.

Alternative Hypothesis:

Hi: There is Significance relationship between gender and the E-Banking technology.

Chi Square test association between Sex and the Electronic-Banking technology

Table value	5.991
Calculated value	3.773

The calculated value of chi-square is lesser than the table value of Chi-square, accept the null hypothesis at 5% level of significance .Hence there is no significance relationship between gender and E-Banking technology by the bank.

Findings:

- It is inferred that the customers grant the loan from the bank they are taking some times to proceed highly satisfied(115%) only small portions of customers .many respondents said the satisfied (45.83%) next level customers given for that the service dissatisfied (39.17%)
- Majority of the customer are accepted that the bank charging for the annual charges it issue credit and debit card that was reasonable(46.67%) second level customers for that charges unreasonable(40.83) that the service and small number of customer like very reasonable service(12.5%).
- The technology facilitate adopted by the bank Electronic-banking services many customers That the service satisfied (38.33%) second level customers said that service dis Satisfied (31.67%) and highly satisfied (30%) small portions of the customers.

- The calculated value of chi-square is greater than the table value of Chi-square, rejected the null hypothesis at 5% level of significance. Hence there is association between income of respondents and normal time taken by the bank the customer grant the loan.
- The calculated value of chi-square is lesser than the table value of Chi-square, accept the null hypothesis at 5% level of significance .Hence there is no association between gender and Electronic-Banking technology by the bank.

Suggestions:

The banker should concentrate more on marinating customer satisfied and improve that customer services. The banker to make quick process for the customer to get the loan from the bank. The cost charged for annual chargers to issue credit card to be maintaining reasonable amount. Electronic-banking is mostly preferred and popular among peoples. Similarly other forms of technology are also more effectively used by the State Bank of India. Then attract the new customers for open the account in the bank.

Conclusion:

The challenges faced by banks and their customers are many but trick lies in de-mystifying complex financial relationship. Technical solutions deployed by banks today are flexible, user-friendly meant to facilitate specific workflow and requirements in implementations process .In order to simplify lives, banks have begun to implement end-to-end new technologies through all department s with the intention of removing human error from processes.

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