

A STUDY ON THE CUSTOMER EVALUATION OF ATM SERVICES OF TRIVANDRUM DISTRICT CO-OPERATIVE BANK

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ABSTRACT

Banks are regarded as the reservoirs of the financial resources. They keep nation's wealth. These banks have adopted continuous improvement and development in their operations. The Thiruvananthapuram District Co-Operative Bank is considered as a leading Co-Operative bank in Kerala. It is the Central Bank in the Trivandrum District aimed for the development of primary co-operative societies affiliated to it. Mission of the bank is to develop financially viable, organizationally vibrant and operationally efficient co-operatives in the district for providing timely credit for the purpose of agriculture, rural development and rural industries. These banks also go through Diversification and innovations with a view to improve their performance and to meet the developmental needs of the economy. Apart from traditional banking functions such as lending and borrowing, they provide a number of value added services. The evolutionary trend from cash economy to cheque economy and subsequently plastic card economy is witnessed in the introduction of ATMs. ATM is a device that allows customers to have an ATM card to perform day to day banking transactions like withdrawal of deposited funds, check account balances, transfer funds and check statement information. ATM cards are known by a number of names such as bank card, MAS (money access card), client card, key card or cash card. Customer satisfaction plays an important role for the success and survival of the organization. In the present scenario, all people have bank account and majority of the people using ATM for speedy and timely transaction. But many of them are not using all the products and services offered by the ATM. So, this study is concentrated on "customer evaluation on ATM services of Thiruvananthapuram District Co-operative Bank" and also studying the different utilities of ATM, level of awareness ATM services, usage of ATM services, satisfaction of different services of ATM problems of problems of Trivandrum District Co-operative Bank ATM .

(key words: diversification, innovation, cheque economy, plastic card economy, value added service, money access card, client card)

Introduction

Thiruvananthapuram District Co-operative Bank (TDCB) was registered on 01-08-1958 under Travancore-Cochin Co-operative Societies Act, 1951 and started working on 12th August 1958. TDCB is the largest District Co-operative Bank (DCB) in Kerala. The Head office of TDCB is situated near Sree Padmanabha Swami Temple, East Fort, Thiruvananthapuram and it is the Apex of Primary Co-operative Societies of Thiruvananthapuram District. The main objective of TDCB is to Raise fund from members and non-members, Open branches at suitable centres in the district with the permission of Registrar, develop, assist, coordinate the work of member societies. Conduct supervision and inspection of societies, Receive money from K.S.C.B for purchasing share in affiliated societies, Carry on general banking business as per Cooperative Societies Act and Banking Regulation Act etc..... TDCB is providing ATM services in all branch localities. The main advantage of TDCB ATM is, no bank charges, provide low interest rate, minimum balance required is only Rs250, no frill account is also available, e-commerce facility is available, SMS alert is provided by the bank and agricultural loan credit card is provided by the bank under the name 'Rupay KCC card'.

Review of literature

Mohammed, Shariq (2012) identified the factors which are affecting the customers demand for ATM services, by analysing sample of 450 consumers responses who have been interviewed personally through survey in 3 districts of Uttar Pradesh India. The results indicated that graduate and employed male customers who belong from higher income groups and having a bank account in public sector bank are greatly emphasized to use of the banking services. Significant positive influence of the characterized socio-economic attributes on the use of ATM service were found.

Dr. K. Shobha (2012) investigated the satisfaction levels of ATM holders with respect to various aspects of the service quality of ATM. This study provides information regarding the satisfaction and problems faced while using ATM cards.

Mohammed-Aminu Sanda (July 2011) explained the issue of whether the use of the Automated Teller Machines (ATM) as a service delivery tool in the banking industry of many developing countries has achieved its intended objective of increasing the effectiveness of customer service and reducing the workload of bank officers. The findings revealed that, most bank customers who use the ATM services perceive the ATM as a convenient, reliable, accurate and suitable service delivery tool for their banking transactions.

Manager FSDNCR Corporation India Pvt. Ltd. (2008) in his article, "ATMs Changing Fundamentals" focused that the Indian ATM industry has seen explosive growth in recent times and banks have committed to substantial capital outlays on ATM deployment, recognizing the significance of the 3 Ms – Maintenance, Monitoring and Management – of the ATMs in order to make the self-service channel a reliable and profitable one.

Statement of problem

In the current competitive world, Banks have to struggle in order to satisfy their customers. They might to offer the best of the customer satisfaction through various innovative strategies in order to survive in the banking industry. ATM services are commonly in banking industry. ATM services includes multiple elements like withdrawal facility, transfer of fund, fast cash, bill payment, mobile banking registration, payment of electricity bill etc...Even the services are many in number, a large majority of them are not used by customer. As such, it is of great significance to study the level of awareness, usage, satisfaction, problems experienced in the use of ATM services by the customers.

Objectives of the study

1. To examine the level of awareness on ATM services of Thiruvananthapuram District Co-operative Bank among selected respondents.
2. To examine the problems experienced by selected customers on the ATM services of Thiruvananthapuram District Co-operative Bank
3. To examine the level of satisfaction on facilities and services of Thiruvananthapuram District Co-operative Bank ATMs among selected respondents.

Methodology

The study has been conducted by using both primary and secondary source of data. Primary data have been collected from a sample of 50 customers of Thiruvananthapuram District Co-operative Bank branches in Trivandrum district on convenient basis. A structured interview schedule has been prepared and administered on them.

Secondary sources like books, newspaper and related sites are intensively used to build the theory and prepare the interview schedule. For presenting the collected data tabular statement, chart, diagram, Garrett's ranking method and percentage are used.

Theoretical background

Uses of TDCB ATM

Cash Withdrawal : The most popular service on TDCB ATM is to enable customers to withdraw up to a daily limit of Rs. 20,000/-.

Fast Cash : This service which enables customers to withdraw your preferred amounts with just a touch. The options in the denomination of 100, 500 are also available at TDCB ATM.

Pin change : This service enables to change the card password at regular intervals. **Balance Enquiry** : This service enables to check the current available balance in the account. This service is also available on the main screen after swiping the card. The customer can also 'Go Green' by selecting the view option as the balance is displayed on the screen else get a transaction receipt by selecting print.

Mini Statement : this service keep track of the transactions in the account by availing mini statement of transactions. Mini-statement gives an insight into the last 10 transactions in the account.

Functions of TDCB ATM

- Deposit currency recognition, acceptance, and recycling
- Paying routine bills, fees, and taxes (utilities, phone bills, social security, legal fees, taxes, etc.)
- Printing bank statements
- Updating pass books
- Loading monetary value into stored value cards
- Do not use ATM card for Internet transaction.
- Do not dispose statements, charge slips and bank mails without destroying.
- Do not put more than 40 currency notes in a single deposit envelope for cash deposits in ATM.
- Purchasing - Postage stamps - Lottery tickets - Train ticket - Concert tickets – Movie - Tickets - Shopping mall gift certificates
- Games and promotional features.

Data analysis and interpretation

Table 1: General status of usage

Category	No. of respondents	Per cent
Less than 1 year	8	16
1-5 years	31	62
5-15 years	11	22
Total	50	100

Source: primary data

Table 1 shows that the majority of respondents using ATM facility by 1 to 5 years. 22 percentage respondents using the facility by 5 to 15 years and only 16 percentage recently used ATM facility.

Table 2: Factors made them to opt for ATM services

Category	No. of respondents	Per cent
Services	29	58.0
Security	15	30.0
Locality	6	12.0
Total	50	100.0

Source: primary data

Table 2 shows the factors which are made the customers to prefer TDCB's ATM facility. Majority of the respondents using ATM facility because of its service quality. 30 percentage of respondents using because of security of transaction and only 12 percentage are using because of the locality.

Table 3: Usage of rare services

Services	No. of respondents	Per cent
Mini statement	23	46
Pin generation	12	24
Depositing	4	8

Source: primary data

Table 3 shows the usage of rare service by customers. It is revealed from the table that 46 percentage of respondents used ministatement, 24 percentage used pin generation and only 4 percentage customers used depositing services provided by TDCB.

Table 4: problems while using ATM services

Problems	Serious issue (%)	Moderate issue (%)	Neutrality (%)	Less issue (%)	Not an issue (%)
1. Card get blocked	26	28	1	31	14
2. Machine out of cash	49	31	0	14	6
3. Non printing of cash	31	24	2	14	29
4. Long waiting in queues	41	21	5	15	18
5. Reduction in balance without cash payment	0	3	0	4	93
6. Not giving fast response	32	27	0	19	22
7. Leaving the operation unfinished	57	22	0	12	9
8. Too many processing in transaction	58	21	0	10	11
9. Lack of security in transaction	12	19	1	61	7
10. Lack of prompt service	27	34	0	23	16

Source: primary data

Table 4 shows the degree of problem faced by customers from the ATM facility provided by Trivandrum district co-operative bank. The above table reveals that 31(majority) percentage of respondents feels that blockage of card issue is occurring rarely. Majority of the respondents feels that machine out of cash is a serious issue they are facing. Non printing of cash is also considered a major issue according to the respondents. Majority of the respondents is in a view that there is always a queue for getting the service from the counter. Majority(93 percentage) of the respondents not experienced reduction in balance without cash disbursement. 32 percentage of the respondents are in an opinion that the machine is not giving a fast response and because of this reason majority 57 percentage of the respondents leaving the transaction unfinished. 58 percentage (majority) of the respondents telling there is many steps for the processing of transaction. Majority (61 percentage) of the respondents falls there no security issues and 34 percentage of respondents telling lack of prompt service from the TDCB's ATM is a moderate issue.

Table 5: overall satisfaction of respondents on the service quality

Satisfaction level	No. Of respondents	Percentage
Highly satisfied	19	38
Satisfied	12	24
Neutrality	1	2
Dissatisfied	17	34
Highly dissatisfied	1	2
Total	50	100

Source : primary data

Table 5 shows that majority(19 percentage) of the respondents are highly satisfied regarding the service quality of TDCB; ATM. 17 percentage are dissatisfied and 12 percentage are satisfied.

Findings

- The majority of the respondents are using the TDCBATM services for a period of 1-3 years (62 per cent), and least of them are using the ATM services for the period of less than 1 year (16 percent).
- The majority of the respondents (58 per cent) states that the free ATM services of the TDCB bank is the main factor that made them to opt for their ATM services.
- The usage level of ATM services among selected respondents shows that population belonging to the age group of 15-30 are highly using the common services provided by that of ATM, except facilities such as balance enquiry, pin change facility and fast cash, these services are highly used by the population belonging to the age group from 30-45.
- The usage level of rare services of ATM among selected respondents shows that population belonging to the age group of 15-30 are highly using the rare services provided by that of ATM, facilities such as mini statement and pin generation.
- The satisfaction level of ATM services among selected respondents shows that population belonging to graduates are highly satisfied of ATM services, except pdt satisfaction and tech satisfaction.
- The problems while using ATM services among selected respondents shows that population belonging to graduates are mostly experiencing problems such as card get blocked, machine out of cash, non printing of statement, long waiting in long queues, reduction in balance without cash payment, not giving fast response, leaving the operation unfinished, too many processing in transaction, lack of security in transaction, lack of prompt service.

Conclusion

The study conducted on customer evaluation on the ATM services of Trivandrum district co-operative bank reaching into the conclusion that as part of the efforts undertaken by the Thiruvananthapuram District Co-operative Bank (TDCB) to encourage customers of the Bank to withdraw cash from ATMs' which in turn has helped to reduce the crowd in the bank. The main branch of TDCB is located in the heart of the city of Trivandrum, and they have only two ATMs' located at the main branch as of now which is a major drawback for them. Now in this generation where our country India is turning into a digitalised country it is time for TDCB to bring about more developments in the ATM sector like by equalising the proportion of ATMs' to that of the branches of the bank.

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