

A Study on Quality of Services Offered at Vijaya bank

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Quality defines the objective of a company therefore it is very important for every company to focus on its Quality, the study focuses on the quality of services offered at Vijaya Bank Bangalore and how it plays an important role in their Banking Business.

The study was carried out in Bangalore across two branches in Bangalore one in Vidyaranyapura Branch and the other in Koramangala Branch for which the researcher gave out questionnaire for 30 customers of Vijaya Bank, the main objective of the study is to find out the importance of quality and its impact in its business, for which the consumers were interviewed and it was found that quality plays an important role in the day to day course of banking business.

(Keywords: *Quality, Banking Business, Consumer satisfaction*)

1. Introduction:

In a Banking Business there are many aspects that can be considered as Quality, it could be any of the following factors

- i. Services offered by the bank
- ii. Latest technology offered
- iii. Turnaround Time
- iv. Offers given by the bank
- v. Benefits given to their customers
- vi. Reliability
- vii. Mobile and Net Banking Facility
- viii. Customer Service
- ix. Phone Banking
- x. Smart Lobbies

(Economic Times, 2018)The Government proposed the merger of three banks, Bank of Baroda, Vijaya Bank and Dena Bank aimed to improve the quality of service and at creating the country's third biggest lender after SBI and ICICI Bank, if these entities are combined they will have a strong presence across the nation with more than 34% of low cost deposits, a capital buffer of nearly 12% and a business of Rs.14.82 lakh crore. The Government has suggested this to the banks to consider this proposal.

1.1 Consumerism

Consumerism is a Social and Economic order and ideology that encourages the acquisition of goods and services in a greater amount.

1.2 Triangle Model

The researcher has framed a Model based on the study called the Triangle model

This model has three dimensions

- a) Quality
 - b) Technology
 - c) Customer centric
- a) Quality: According to this Model every bank should focus on the Quality of Service irrespective of Age, Gender, Income, Etc .As Quality Has a direct Relationship with that of Consumer Satisfaction
 - b) Technology: it is one Variable that changes very frequently therefore the bank has to be updated with the latest technology

- c) Customer Centric: the Bank should focus on the customers they should provide excellent Service Quality and they should provide good quality products, they should Resolve the Customer Query at the earliest by doing so the banks will have good profitability and can increase on their Book value.

2. Review of literature

(Dubey, 2007) To be able to make environmentally aware that consumers must have both information and certain practical skills and knowledge to be able to identify environmental characteristics of a product or service to sort waste, additionally the development of appropriate contents of environmental information for individuals is needed investigating consumer selection behavior.

(Manel Alcala) These researchers conducted a research to find out why there is a decrease in the quality and what the tendencies are for the future; they made a analysis on ISO 14000 and ISO 9000 at a global level and compared the Quality standards.

(Thangapandi, 2016) Banks play an important role in the economic development of a country. The banking industry in India is facing certain challenges i.e. challenges of quality services, customer satisfaction, customer retention, customer loyalty, quality of service plays a major role in achieving customer satisfaction and creating brand loyalty in banking sector, increased competition, highly educated customers and change in technology plays a vital role as a challenge to the banks, therefore the banks have to take these aspects into consideration and work accordingly.

3. Research methodology

3.1 Statement of the problem:

The research problem is that customers frequently complaint that the services offered at Vijaya Bank is very poor.

3.2 Objectives:

The objective of the study is to find out the Quality of services offered at Vijaya Bank

3.3 Variables of the study:

There are two Variables of the Study

- a) Independent Variable: such as Age, Gender, Employment
- b) Dependent Variable: Such variables are generally rely on the independent Variables the important dependent variables for this study is Quality

3.4 Tools Implemented:

These are the tools implemented for the study

- a) Questionnaire
- b) Frequency
- c) Crosstabs
- d) Bar graph
- e) Chi-Square Test

3.5 Hypothesis:

There are few hypotheses that is framed for the study

H0- (Null Hypotheses) There is no significant Relationship with Gender and Quality

H1- (Alternate Hypotheses) There is a significant relationship between Gender and Quality

H0- (Null Hypotheses) There is no significant Relationship with Age and Quality

H1- (Alternate Hypotheses) There is a significant relationship between Age and Quality

H0- (Null Hypotheses) There is no significant Relationship with Employment and Quality

H1- (Alternate Hypotheses) There is a significant relationship between Employment and Quality

3.6 Limitations of the study

- The sample Size was very small
- The study was limited only to two branches of the Bank
- The study was limited only to Vijaya Bank

3.7 Scope of the study

- There is a wide scope for further study with a big Sample Size
- There is a another perspective to compare Quality with Customer Satisfaction,

4. Data Analysis and interpretation

4.1 Table indicating the frequency of Age, Gender and Employment by the Respondents of Vijaya Bank

| Age | | | |
|------------------|-----------|---------|---------------|
| | Frequency | Percent | Valid Percent |
| Age 18-35 | 13 | 43.3 | 43.3 |
| Age 36-60 | 12 | 40.0 | 40.0 |
| Age 60 and above | 5 | 16.7 | 16.7 |
| Total | 30 | 100.0 | 100.0 |

| Gender | | | |
|--------|-----------|---------|---------------|
| | Frequency | Percent | Valid Percent |
| Male | 19 | 63.3 | 63.3 |
| Female | 11 | 36.7 | 36.7 |
| Total | 30 | 100.0 | 100.0 |

| Employment | | | |
|---------------|-----------|---------|---------------|
| | Frequency | Percent | Valid Percent |
| Self employed | 5 | 16.7 | 16.7 |
| Employed | 25 | 83.3 | 83.3 |
| Total | 30 | 100.0 | 100.0 |

From the above table we see the frequency of three independent variables **Age**. There were 30 respondents for the questionnaire, the analysis states that there are 13 respondents from the Age category 18-35 at 43.3% response of the total sample size and 12 respondents from the Age Category 36-60 at 40% response of a total sample size, lastly 5 respondents from the Age Category 60 and Above with a total response of 16,7% response of the total population

From the above table we see the frequency of three independent variables **Gender** and Employment. There were 30 respondents for the questionnaire, the analysis states that there are 19 Male respondents to form a 63.3% response of the total sample size and 11 female respondents to form a 46.7% response of a total sample size.

From the above table we see the frequency of three independent variables **Employment**. There were 30 respondents for the questionnaire, the analysis states that there are 5 respondents who are self employed to

form a 16.7 % response of the total sample size and 25 respondents who are employed to form 83.3 % response of a total sample size.

4.2 Table indicating the Crosstab of Employment and Overall Quality by the Respondents of Vijaya Bank

| Employment * Overall Quality Cross tabulation | | | | |
|---|------|--------------------|-------------------|-----------------------|
| | Good | Satisfactory | Needs Improvement | Total |
| Self employed | 0 | 3 | 2 | 5 |
| Employed | 8 | 9 | 8 | 25 |
| Total | 8 | 12 | 10 | 30 |
| | | Value | Df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | | 2.280 ^a | 2 | .320 |

From the above cross tabulation we see two variables one is an Independent variable and the other is dependent variable. This analysis is between Employment and Quality, from which we can analyse that out of those who are **self employed** there are 3 respondents who have said the quality of services is satisfactory and 2 of the respondents has said it needs improvement in the quality of service offered by Vijaya Bank. When we see out of those respondents who are **employed** there are 8 respondents have said that the quality is good and another 9 respondents have said the quality of service is satisfactory and 8 respondents have said that the quality of service offered by Vijaya Bank needs Improvement, there are a total of 30 respondents of which 8 respondents have said the quality of service is good, and 12 respondents have said the quality of service is satisfactory and 10 respondents have said the quality of service at Vijaya Bank needs improvement. In order to validate this analysis and to see the significance between these two variables the researcher has framed the following two hypothesis H0= Null Hypothesis and H1 = Alternate Hypothesis

H0- (Null Hypothesis) There is no significant Relationship with Employment and Quality

H1- (Alternate Hypothesis) There is a significant relationship between Employment and Quality

The researcher implemented Chi-Square test to find out the significance between these two variables and **the analysis provided a Significant value of 0.320 which means it is 32% significant therefore in this case we accept the Null Hypothesis which states that there is no significant relationship between employment and Quality and we reject the Alternate Hypothesis**

Interpretation: from this we can interpret that employment of the customers has no significance with that of the quality; the bank has to provide a better quality of service to every customer that come to the bank and ensure the customer satisfaction increases by increasing the quality of Service.

4.2 Table indicating the Crosstab of Age and Overall Quality by the Respondents of Vijaya Bank

| AGE * Overall Quality Cross tabulation | | | | |
|--|------|--------------------|-------------------|-----------------------|
| | Good | Satisfactory | Needs Improvement | Total |
| Age 18-35 | 4 | 4 | 5 | 13 |
| Age 36-60 | 2 | 6 | 4 | 12 |
| Age 60 and above | 2 | 2 | 1 | 5 |
| Total | 8 | 12 | 10 | 30 |
| | | Value | Df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | | 1.812 ^a | 4 | .770 |

This analysis is between Age and Quality, from which we can analyse that out of those who are under the **age category 18-35** of which there are 4 respondents who have said the quality of services is good and 4 more who have rated that the service offered at Vijaya Bank is satisfactory and 5 of the respondents has said it needs improvement in the quality of service offered by Vijaya Bank.

When we see those respondents who are under the **age category 36- 60** there are 2 respondents have said that the quality is good and another 6 respondents have said the quality of service is satisfactory and 4 respondents have said that the quality of service offered by Vijaya Bank needs Improvement, When we see those respondents who are under the **age category 60 and above** there are 2 respondents have said that the quality is good and another 2 respondents have said the quality of service is satisfactory and 1 respondents have said that the quality of service offered by Vijaya Bank needs Improvement, There are a total of 30 respondents of which 8 respondents have said the quality of service is good, and 12 respondents have said the quality of service is satisfactory and 10 respondents have said the quality of service at Vijaya Bank needs improvement. In order to validate this analysis and to see the significance between these two variables the researcher has framed the following two hypothesis H0= Null Hypothesis and H1 = Alternate Hypothesis

H0- (Null Hypothesis) There is no significant Relationship with Age and Quality

H1- (Alternate Hypothesis) There is a significant relationship between Age and Quality

The researcher implemented Chi-Square test to find out the significance between these two variables and **the analysis provided a Significant value of 0.77 which means it is 77% significant therefore in this case we accept the Null Hypothesis which states that there is no significant relationship between Age and Quality** and we reject the Alternate Hypothesis

Interpretation: from this we can interpret that Age of the customers has no significance with that of the quality; the bank has to provide a better quality of service to every customer that come to the bank and ensure the customer satisfaction increases by increasing the quality of Service.

4.2 Table indicating the Crosstab of Gender and Overall Quality by the Respondents of Vijaya Bank

| Gender * Overall Quality Cross tabulation | | | | |
|---|------|-------------------|-------------------|-----------------------|
| | Good | Satisfactory | Needs Improvement | |
| Male | 4 | 8 | 7 | 19 |
| Female | 4 | 4 | 3 | 11 |
| Total | 8 | 12 | 10 | 30 |
| | | Value | Df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | | .861 ^a | 2 | .650 |

From the above cross tabulation we see two variables one is an Independent variable and the other is dependent variable. This analysis is between Gender and Quality, the researcher has collected data from both Male and Female, there are 4 Male respondents who have said the quality of services is Good and 8 Male respondents who has rated that the Quality of service is satisfactory and 7 Male respondents has said it needs improvement in the quality of service offered by Vijaya Bank.

However there are 4 Female respondents have said that the quality is good and another 4 Female respondents have said the quality of service is satisfactory and 3 female respondents have said that the quality of service offered by Vijaya Bank needs Improvement, there are a total of 30 respondents of which 8 respondents have said the quality of service is good, and 12 respondents have said the quality of service

is satisfactory and 10 respondents have said the quality of service at Vijaya Bank needs improvement. In order to validate this analysis and to see the significance between these two variables the researcher has framed the following two hypothesis H0= Null Hypothesis and H1 = Alternate Hypothesis

H0- (Null Hypothesis) There is no significant Relationship with Gender and Quality

H1- (Alternate Hypothesis) There is a significant relationship between Gender and Quality

The researcher implemented Chi-Square test to find out the significance between these two variables and **the analysis provided a Significant value of 0.650 which means it is 65% significant therefore in this case we accept the Null Hypothesis which states that there is no significant relationship between Gender and Quality** and we reject the Alternate Hypothesis

Interpretation: from this we can interpret that Gender of the customers has no significance with that of the quality; the bank has to provide a better quality of service to every customer that come to the bank and ensure the customer satisfaction increases by increasing the quality of Service.

5. Suggestions

- The Bank should improve the quality of service irrespective of Age, Gender, Employment Status
- The bank should provide different types of banking products that can increase the satisfaction level of the customers
- The bank should update on its technology and use latest versions of Finacle 10.2
- The bank should open more number of ATM's in the city
- The quality of Net Banking should be improved.
- The interiors of the bank should be improved.
- The bank should accept the decision taken by RBI to merge the state owned banks with Bank of Baroda

6. Conclusion

It is understood that Quality is the most important aspect for the customers, only in such a case the will can sustain in the banking industry. Every Banks in the Country should follow the triangle model and keep the basic dimensions such as Quality, technology and being customer centric.