

A STUDY ON CUSTOMER SATISFACTION TOWARDS BANKING SERVICES OF INDUSIND BANK IN VADALUR TOWN

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Abstract

This study has been conducted with the aim of assessing the Customer service quality of **Indusind Bank in Vadalur Town**. There is intense competition in consumer marketing companies and banks are not an exception. It is indeed essential for the service firms in general and banks in particular to focus on the customers' requirements and to meet them effectively.

Customer satisfaction, a term frequently used in **marketing**, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.

To measure the present Customer satisfaction level among the customers of the **Indusind Bank**. Customer Service quality scale was used with five dimensions namely physical aspect, Service Quality, Customer Loyalty, Security and Customer satisfaction. This study as well focuses on the various attributes of banks and their impact on customer satisfaction. This study is restricted to Vadalur town only.

This is a descriptive study the data for this research has been collected through primary sources. The set of questionnaires were prepared and distributed to customers of the banks with Customer service parameters with key determinants. The analysis of the data collected was done through the use of statistical package for social science (SPSS).

Percentage analysis, Descriptive analysis, Mean square Analysis, chi-square test, One way ANOVA, was the test used to analyse the data. The result so obtained from this analysis indicates that the banks indeed are providing good services to their customers wherein customers are also satisfied. There is few more service parameters that the banks need to take are in order to hold on to their customers.

Keywords: Customer satisfaction, IndusInd bank Customer Satisfaction, Banking Services parameters, Service Quality. Customer satisfaction of Banking Industry, Customer Loyalty.

INTRODUCTION

The present scenario banking industry has changed because banking services are more based on brick and mortar structure. Due to continuous growth of technology up gradation, increasing customer base, evaluation of alternate banking channel and changed the way of banking services. So the customer satisfaction is most important factor in present situation of banking business. Customer satisfaction is most important aspect of any banking business due to immense competition in present scenario. Banking are given most importance to retain their existing customers by providing quality services leading to customer satisfaction.

Psychologies describe that satisfaction as “a state of mind that normally is derived out of a comparison between expected and perceived.” Satisfaction is mind set which comes from past experience and knowledge. Now in a competitive world customer satisfaction is widest area where all the service industries are focusing on. Unlimitedly it's the customer satisfaction which will decide whether the organizations will remain in the business or not.

The Present study has been conducted to measure the level of customer satisfaction in IndusInd Bank in Vadalur Town, outcome of the research result and discussion is useful to IndusInd Bank to improving their customer service and it will help framing new policies relating to customer service.

PROFILE OF INDUSIND BANK:

IndusInd Bank derives its name and inspiration from the Indus Valley civilization - a culture described by National Geographic as 'one of the greatest of the ancient world' combining a spirit of innovation with sound business and trade practices.

Mr. Srichand P. Hinduja, a leading Non-Resident Indian businessman and head of the Hinduja Group, conceived the vision of IndusInd Bank - the first of the new-generation private banks in India - and through collective contributions from the NRI community towards India's economic and social development, brought our Bank into being.

The Bank, formally inaugurated in April 1994 by Dr. Manmohan Singh, Honourable Prime Minister of India who was then the country's Finance Minister, started with a capital base of Rs.1,000 million (USD 32 million at the prevailing exchange rate), of which Rs.600 million was raised through private placement from Indian Residents while the balance Rs.400 million (USD 13 million) was contributed by Non-Resident Indians.

IndusInd Bank Ltd., is one of the leading new-generation private-sector banks in India, commenced operations in 1994 and had a net worth of Rs.866 crore as at March 31,2006. Driven by technology, it has taken steps to

establish and upgrade its support systems for the introduction of retail banking products and alternative delivery channels, while continuing to expand its network of branches. As of date, the Bank has a network of 148 branches and 87 offsite ATMs spread over 119 geographical locations in 24 states and Union Territories. Apart from this, the Bank has 26 Vehicle Finance Division offices and a representative office each in Dubai and London.

It has also tie-ups with the State Bank Group and MITR consortium for the use of their 15000 ATMs for IndusInd Bank customers.

The Bank is also a part of NFS network of IDBRT (RBI) which enables the customers to have access to ATMs of 23 member banks. In its twelve-year existence, the Bank has displayed its commitment to global benchmarks in retail banking by proactively adopting the requirements of ISO 9001:2000 quality certification for its entire network of branches. It was one of the first banks to go live on the RTGS platform and enjoys clearing bank status for both major stock exchanges - BSE and NSE – and both major commodity exchanges in the country – MCX and NCDEX. It also offers DP facilities for stock and commodity segments. Since the merger of Ashok Leyland Finance in June 2004, the Bank has expanded its retail portfolio.

It is a large player in the financing of commercial vehicles, utility vehicles, 2/3-wheelers and construction equipment. The Bank has been given the highest P1+ rating for its FDs by CRISIL, who have also assigned the highest safety ratings to the Bank's Pass Through Certificates for securitised assets. It has also been given the highest rating of F1+ for its Certificates of Deposit by Fitch Ratings India Pvt. Ltd. The Bank's Tier-II Bonds have been rated LA+ by ICRA and A+ (ind) by Fitch.

With its roots in Indian tradition and emphasis on customer care, IndusInd Bank's service philosophy is well reflected in the communication tagline "We Care... Dil Se".

PRODUCT OF INDUSIND BANK

ACCOUNT & DEPOSITS SERVICE

Banking should be effortless. With INDUSIND Bank, the efforts are rewarding. No matter what a customer's need and occupational status, we have a range of solutions that are second to none. Whether you're employed in a company and need a simple Savings account or run your own business and require a robust banking partner, INDUSIND Bank not only has the perfect solution for you, but also can recommend products that can augment your planning for the future.

It includes these services: -

Saving accounts, No frills Account, Salary Accounts, Defense salary account, Kid's advantage account.

Current accounts, Trade current account, Premium current account, Regular current account, Flexi current account

Fix deposits, Demate account, Safe deposits lockers.

LOAN SERVICES: In today's competitive world everything happens only with the help of money or through the money every person need money. But some time a person has not cash on hand at that time he needs lone either from any friend or from any financial institute. Lone does not mean that only lower class person needs it but also upper class person it is needed. As per the requirement of the every person there are much type of loans are there in the INDUSIND bank.

Personal loan, Home loan, Vehicles loan, Gold loan, Educational loan, Loan against Security, Loan against property

CARD SERVICES : In today's competitive and fast time card services providing by the banks are really very important to every person and every business needs or to take meal in to the hotel or to purchase jewellery from the jewellery shops cards are playing good role in the banking sectors. Bank ranges of Cards help to meet financial objectives. So whether persons are looking to add to his buying power, conducting cashless shopping, or budgeting his expenditure, he will find a card that suits him.

- Credit card
- Debit card
- prepaid card

INVESTMENT AND INSURANCE: Nowadays a ward investment is becoming more popular. Person invest their money in to various schemes or in to the gold or share market etc. but some time he is in to the difficult situation, for that bank help person invest wisely through financial and investment services.

FOREX AND TRADE SERVICE, NRI BANKING

II. REVIEW OF LITERATURE

This chapter reviews the literature relevant to the current research. Understanding customers, their needs, requirements and satisfaction levels, is indeed important. The purpose of this chapter is to present the review of literature supporting the research work in order to know the level of customer satisfaction. It also focuses on the various demographic factors that influences on service quality and satisfaction. This chapter covers the literature reviewed of Theories, models and empirical evidence of the variables of the study – customer satisfaction in banking industry and service quality.

Aurora and Malhotra (1997) studied the level of customer satisfaction and marketing strategies in both private and public sector banks in India. It revealed six factors of customer satisfaction in public sector banks viz, routine operations, price, situational environmental technology and interaction. But in private banking sector, they found seven factors in total, having staff factors as the top ranked and situational factors as the lowest ranked items. Instead of price factor, promotional factors have been explored by researchers. In private sector banks the customer level of satisfaction is comparatively more.

Dr. Chaisomphol Chaoprasert& Dr. Barry Elsey (2004) This empirical research has identified the attempts by banks in Thailand to enhance service quality through establishing key quality initiatives, in response to dramatic changes in the industry. It also has shown that personal counter services and electronic services are

adapting to continue improving service quality, with mutual support for each other. However, banks still need to adjust and adapt their operations in order to enhance customer satisfaction, which will lead to greater market share, profit and business survival.

Kotovalas and Siomkos (2006) conducted studies on customers' satisfaction in Greek banks. It revealed that there was a direct and positive correlation between perceiving service quality and customers' loyalty in the case of both private and public sector banks. The significant relationship has recorded demographic characteristics and perceived qualities of both types of banks. Customers of both banks were willing to express their complaints to the bank employees. The result revealed that bank's promotional efforts, aimed at providing relevant information to the public might increase loyalty level.

Lopez, J., Kozloski Hart, L., & Rampersad, A. (2007) Research claimed that by using the one of the service quality tool in which customer satisfaction was measured on the basis of ten dimensions. Results significantly show that out of ten six dimensions namely reliability, responsiveness, tangibles, access, communication, and credibility shows the positive impact on customer satisfaction.

Kitti Tananitikul and Nuttawuth Muenjohn (2010) intended to determine set of service quality and value dimensions that were vital importance to a government-owned bank (GOB) and its customer satisfaction. Seven service key attributes of 22 item scale namely tangible, reliability, responsiveness, assurance, empathy, price and differentiation are the statements measuring customer's expectations and perceptions of service quality. Tools like mean, standard deviation, t test and ranking method was used for the study and the result showed that customers are most satisfied service dimension for service as reliability and it was one of the major policies and strategies of bank. Tangible, responsiveness and empathy are three service dimensions have significant differences in their perspectives. Tangible and price service dimension are most important to them, they were currently least satisfied and bank need to improve the quality of its services in order to meet the customer satisfaction.

Uppal R.K. (2010) conducted studies on customer complaints and this research showed that excellent customer service and customer satisfaction help to sustain business growth. Furthermore it showed that customer complaints are continuously increasing in the public sector banks adversely affecting customers' satisfaction and performance. This research also suggested that establishing a customer care center in all banks would help solve customer complaint on a priority basis.

Edwin M. & Fathima S. (2011) conducted a study on the impact of service quality and customer satisfaction in commercial banks. This study shows that there is close link between the customers' perception on the service quality factor and customer satisfaction. It further showed that the impact of the service quality factor on customer satisfaction is unique. It brought the suggestion that bank managers have to formulate appropriate marketing strategies to satisfy their customers.

Nirmaljeet Virk and Prabhjot Kaur Mahal (2012) carried out a study on customer satisfaction in public and private banks of India. Private Bank managers maintain better personal relationship with customers than the public bank managers and this factor determines the customers' satisfaction to a large extent.

Mohammad Hosein Moshref Javadi et al., (2012) in their study to evaluate the quality of private banks services provided to the customers and to measure the customer's satisfaction. SERVQUAL six dimensions scale to be measured are tangible, reliability, responsiveness, assurance, empathy and accessibility the ability to access private banks easily and conveniently. A pilot survey was conducted for the questionnaire and reliability and validity test satisfies and the final questionnaire was distributed to the 390 convenience respondent. Six hypotheses were framed for the above and tools like mean and t test were analysed and the result indicates that assurance, reliability seems to be most important dimensions and Accessibility and tangibility are the most serious problem and private bank have to improve actions in mentioned dimensions.

Mesay Sata Shanka (2012) in his article "Bank Service Quality, Customer Satisfaction and Loyalty in Ethiopian Banking Sector". He measures the service quality offered by private banks in Ethiopian. The relationship between the service quality and customer satisfaction and loyalty. The research finding indicates offering high quality service increase customer satisfaction, which leads to high level of customer commitment and loyalty. Although this research provides some significant insights into service quality in Ethiopian banking industry.

Suriyamurthi, S., Mahalakshmi, V., & Arivazhagan, M. (2013) stated that in the cutthroat competition where every bank is focusing on retaining and attracting new customer, relationship marketing is the key element which should be adopted by the banks. They also found that banking sector is one of the major service sector and the business of banks is more or less dependent on the customer services and satisfaction. Banks should increase their services and make good relationship with the customer.

Aseem Mathur (2014) in his article "Customer's Trends towards Public and Private Sector Banks". Now 'Anywhere Banking' and 'Anytime Banking' has turn into a reality. Banking activities have increased enormously with a clear change in way of life and techniques especially in the field of lending, from wholesale to retail character. Now, customer is the input component of banking industry. Banking Industry can neither function without customers nor is just acquiring a definite number of customers adequate for their business. Finally he conclude that 10 most important factors influencing the selection of a bank they are safety of funds, secured ATMs, ATMs availability, reputation of the bank etc., On the other hand, Advertisements" was not ranked important .Banks do not need to spend much amount on the part of advertisements.

Pareek, V. (2014) research opined with a remark that out of several factors few causal fundamental factors like product attributes, employee characteristics, customer convenience, bank tangibles, cost of transactions and customer communication contributes in customer satisfaction in Indian banks. Interestingly convenience one of the 4 P.s i.e. marketing mix was found to be an unimportant in deciding customer satisfaction in Indian banks (studied banks).

Rahi, S. (2015) research findings show customers are more loyal towards those banks who are facilitating internet banking services. Also good brand image build relationship between banks and customer and enhance the customer loyalty toward bank. He also concluded that those banks that are giving the internet banking services to their customers, loyalty of those customers are more towards the banks. He also suggested that if the brand image also plays a significant role between loyalty of the customers and internet banking. The role of brand image is positive in making a positive relationship between customers and internet banking.

Machogu, A. M., & Okiko, L. (2015) research brought to light that with e-banking complexities on customer satisfaction. Results shows that there are factors which leads to customer satisfaction particularly in e-banking, which is one of the very important and fast growing way of doing banking. Factors are accessibility, convenience, security, privacy, content, design, speed, fees and charges have influence on customer satisfaction where the other factors notified have no significant influence.

Chochol'áková, A., Gabcová, L., Belás, J., & Šipko, J. (2015) research stated that in comparison with dissatisfied customers, satisfied customers were significantly more like by to recommend their bank to their friends and to consider using their current bank in the future, and they are more resistant to offers from other banks. Loyal customers are more interested in the services of their own banks when considering investments in all the aspects such as in the financial market, deposit their own savings to their own bank, take out a mortgage from their own bank and use other banking products and services from their current bank.

Ameme, B., & Wireko, J. (2016) claimed in his research that in today's competitive world where technology plays a very important role and if we talk about banking sector or industry there is a positive relationship between technology and customer satisfaction. They also stated that satisfaction of customers is not merely introducing innovative products and services rather it is much more than that. They also found that if the bank wants to become the market leader in the competitive environment it must use the innovation approach in all the aspects like products and services. Also there is a significant relationship between technological innovation and cost. As the innovation increase the cost is also increase.

R.Arumugarajan (2016) in his article "A Comparative Study on the Customers' Satisfaction in Select Private Sector and Public Sector Banks in Tirunelveli District". Studied due to privatization, many of the private party also enter in to banking sector. Thus, the customers have different kinds of banks. So the satisfaction level of customers has very vital role among the banks. Hence he concludes that private and foreign sector banks are quite successful in providing their customers with what they want, when they want and where they want. But public sector banks are still lagging behind their counterparts in these aspects.

Ramya T J (2016) in her study "A Study on Customer Satisfaction towards Private Banks with special reference to Mysuru City" The banking industry has an incredible growth in Indian market. The doorway of new technology has made lot of changes in Indian banking sector. Newly the Indian economy has seen the

emergency of many banks in the private sector. The growth of private bank is not possible without achieving customer satisfaction. Customer satisfaction is a present-day come within each of to survive in the market .Gauging of customer satisfaction is currently very central to gain self-assurance to build the market. The study indicates service and employee commitment is very important for customer satisfaction.

III. RESEARCH METHODOLOGY

Respondents were asked to give on different aspects of customer satisfaction towards the services provided by the IndusInd bank on a five- point scale ranging from “strongly agree” “strongly disagree” and on ranking.

PROBLEM STATEMENT:

In the current competitive world banks have to struggle their might to offer the best of the customer satisfaction through various innovative strategies in order to survive in industry. This study would stand as a sincere attempt to evaluate customer satisfaction of IndusInd Bank in Vadalur Town.

OBJECTIVES OF THE STUDY:

The main purpose of this study is to evaluate customer satisfaction of banking service in the State Bank of India. The other objectives are:

- To examine the various services provided by IndusInd Bank in Vadalur Town.
- To identify the factors those influence the selection of IndusInd Bank in Vadalur Town.
- To study the level of customer satisfaction towards the services provided by the IndusInd Bank in Vadalur Town.
- To examine the expectations and the level of satisfaction of the customers towards the service rendered by IndusInd Bank.
- To make suggestions for improving the bank’s customer services.

SCOPE OF THE STUDY:

This research focuses the level of customer satisfaction derived from banking services of IndusInd Bank in Vadalur. The study also involves in identifying and analysing the customer satisfaction towards a bank.

SIGNIFICANCE OF THE STUDY:

It’s highly essential for banks to collect customer’s feedback on the varied banking services; this would stand useful in enabling banks take positive steps to maintain a competitive edge in today’s banking industry. Indeed, the bank’s overall efficiency in future will definitely count on the self-evaluation of their performance.

DESIGN OF STUDY:

The Research Design undertaken for the study is Descriptive one. A study, which wants to portray the characteristics of a group or individuals or situation, is known as Descriptive study. It is mostly qualitative in nature.

DATA COLLECTION METHOD:

Survey method is considered the best method for data collection of data and the tools used for data collection are Questionnaire. This method is quite popular particularly in case of big enquires. Private individuals, research works, private and public organizations and even government are adopting it.

In this method a questionnaire is sent to the persons concerned with a request to answer and return the questionnaire. A questionnaire consists of a number of question involves both specific and general questions relating to needs for training.

SOURCES OF DATA:

The two sources of data collection are namely Primary & Secondary.

PRIMARY DATA

The Primary source of data was collected through survey method with the help of a questionnaire. The questionnaire includes the question drafted for the enquiry about the customer friendly services and the level of satisfaction among the customers regarding these services.

Proper care was taken to frame the questionnaire in such a manner it should be easily understood in view of educational level of the Customer. Generally 43 questions are prepared and asked to the Customers of the IndusInd Bank, Vadalur.

SECONDARY DATA

The Secondary data was collected from the literature available on the subject, information available on internet, published articles and different books on banking sector.

SAMPLE DESIGN:

Universe	: 2,539
Sample Element	: Customers
Sample Size	: 100 samples
Sample Test	: Percentage Method and SPSS statistical tools
Sample Media	: Questionnaire

IV. DATA ANALYSIS AND INTERPRETATION

The required data has been collected by way of a questionnaire and it has been analyzed and interpreted with the help of tables with relevant descriptions. Appropriate treatment has been done to the raw data and logical conclusions were drawn based on the findings.

PART – I: TABLE.1 DEMOGRAPHIC VARIABLE

Demographic Variable	Classification	No of Respondents	Percentage
Gender	Male	72	72.0
	Female	28	28.0
Age	Less than 20 years	29	29.0
	21 - 35 Years	34	34.0
	36- 50 Years	21	21.0
	Above 50 Years	16	16.0
Marital status	Married	82	82.0
	Unmarried	18	18.0

Educational Status	SSLC and Below	25	25.0
	HSc	15	15.0
	Diploma	08	8.0
	UG	50	50.0
	PG	02	2.0
	Others	00	0.00
Monthly Income	Less than Rs.20000	23	23.0
	Rs.21000-35000	52	52.0
	Rs.36000-50000	15	15.0
	Greater than Rs.50000	10	10.0
Occupation	Private Employee	48	48.0
	Government Employee	32	32.0
	Self Employed	15	15.0
	Others	5	5.0
Type of Bank Account have in IndusInd Bank	Saving Bank Account	32	32.0
	Current Account	12	12.0
	Salary Account	12	12.0
	Fixed Deposit	6	6.0
	Mutual Fund	8	8.0
	Loan	24	24.0
	Demet Account	2	2.0
	Credit Cards	4	4.0
	Others	0	0.00
How long have you been customer of this bank	Below One year	21	21.0
	1-4 years	54	54.0
	4-7 years	15	15.0
	7-10 years	06	6.0
	Above 10 years	04	4.0
Frequency of using the bank	Daily	24	24.0
	Weekly	56	56.0
	Monthly	15	15.0
	Others	05	5.0

Out of the 100 respondents surveyed 72 (72%) were male and 18(18%) were females. 34% of the respondents are in the age group between 21 – 35 Years, 29% of the respondents are in age group Less than 20 years, and 21% of the respondents are in age group between 36-50 years, 16% of the respondents are in the age group of Above 50 Years. 82 % of the respondents are married and remaining 18 % of the respondents are Unmarried.

The literacy level speaks the full facts a) 50% under graduation, 25% SSLC and Below standard, 15% Higher secondary standard, 8% Diploma,2% Post Graduate .The income wise classification showed that the 52% of the respondents monthly income between Rs.21, 000 – 35,000, 23% of the respondents monthly income of Less than Rs.20,000, 15% of the respondents monthly income between Rs. 36,000 – 50,000,10% of the respondents monthly income of Above Rs 50,000.

Among the occupational Categories 48% of the respondents were Private Employees, 32% of the respondents were Government Employees, 15% of the respondents were Self-employed, Reaming 5% of the respondents were in others.

Among the Type of Bank Account have in IndusInd Bank categories 32 % saving bank accounts holders, 24% loan account holders, both the 12% current accounts and salary accounts holders respectively, 8% Mutual fund accounts, 6% Fixed deposit accounts, 4% credit card holders, 2% demet account holders.

Out of 100 Respondents how long have you been customer of this bank categorised 54% -4 Years, 21% less than one year, 15% 4 to 7 years. 6% 7 to 10 years and 4% were dealing with the bank for more than 10 years. 56% of the respondents were using - banking services Weekly, 24% of the respondents were using bank once in a week, 15% of the respondents were using a banking once in a month, 5 % of the respondents were sing the banking rarely.

PART – II
ASSESSMENT THE DEGREE OF SATISFACTION OF SERVICES
OFFERED BY THE BANK

Table: 2.1 Tangibility

S.No	Tangibility	SA	A	N	DA	SDA	Total
1	I am satisfied with the premises (infrastructure, building etc) of the bank and it is visually appealing.	42	12	10	20	16	100
2	I am satisfied with the technological up to- date equipment's of the bank	48	17	10	15	10	100
3	I am satisfied with the marketing materials distributed by the bank.	54	16	02	18	10	100
4	Website gives complete information.	68	12	05	10	05	100
5	I am satisfied with the premises (infrastructure, building etc) of the bank and it is visually appealing.	40	30	10	14	06	100
AVERAGE		252 (50.4)	87 (17.4)	37 (7.4)	77 (15.4)	47 (9.4)	500 (100)

From the above table 2.1, researcher has inferred that 'Tangibility' factor has strongly agreed 50.4 per cent. Among the variable, 'Website gives complete information' variable alone strongly agree about 68 per cent the followed by 'I am satisfied with the marketing materials distributed by the bank' has 54 per cent. These statement showed that most of respondents 68 per cent they are satisfied with the tangibility. Remaining 25 per cent one fourth of the respondents are dis satisfied and disagreed the tangibility.

TABLE.2.2 SERVICE QUALITY

S.No	Service Quality	SA	A	N	DA	SDA	Total
1	This Bank offers fast and efficient services	40	30	10	14	06	100
2	Friendliness of bank personnel	30	20	15	15	20	100
3	I am satisfied by the service of handling a problem (speed of problem solving)	32	18	20	20	10	100
4	I am satisfied with the way bank provides the services at the time they promised	45	25	12	10	08	100
5	I am satisfied with the way bank delivers up to date record	78	12	05	05	00	100

6	knowledge of the employees (up to date knowledge about products, services, rules and regulations)	30	40	10	15	05	100
7	I am satisfied with the operating hours of the bank	42	18	15	15	10	100
AVERAGE		297 (42.43)	163 (23.29)	87 (12.43)	94 (13.43)	59 (8.43)	700 (100)

From the above table 2.2 inferred that 'Service quality' factor has strongly agreed 42.3 per cent. Among the variable 'I am satisfied with the way bank delivers up to date record' alone strongly agreed 78 per cent the followed by 'I am satisfied with the way bank provides the services at the time they promised' has 45 Per cent. 12.43 per cent respondents are neutral and 22 per cent of respondents are disagreed and dissatisfied the service quality of the bank. The result showed majority of the customers are satisfied the service quality of the bank and specifically satisfied with the way bank delivers up to date record of the bank.

TABLE 2.3 CUSTOMER LOYALTY

S.No	Customer Loyalty	SA	A	N	DA	SDA	Total
1	I always use this Bank in every my bank activities/ transactions	62	10	05	17	06	100
2	I Say positive things about the bank to other people	52	26	12	05	05	100
3	I will never change this Bank even I found another bank offer	35	20	30	05	10	100
4	Encourage friends and relatives to do business with Bank	30	55	07	08	0	100
AVERAGE		179 (44.75)	111 (27.75)	54 (13.5)	35 (8.75)	21 (5.25)	400 (100)

From the above table 2.3 inferred that 'customer loyalty' factor has strongly agreed 44.75 per cent, 27.5 per cent agreed and 13.5 per cent neutral remaining 14 per cent disagreed. Among the variable 'I always use this Bank in every my bank activities/ transactions' alone strongly agreed 62 per cent and 'I Say positive things about the bank to other people' has 52 per cent. The result showed the above table majority of customers 72.5 per cent are agreed the customer loyalty. Remaining few customers 14 per cent disagree the customer loyalty.

TABLE 2. 4 SECURITIES

S.No	Security	SA	A	N	DA	SDA	Total
1	I feel safe when using this Bank	40	28	20	08	04	100
2	The bank is very concerned with the security for my transactions	40	28	22	05	05	100
3	The Bank keeps the customer Information securely	61	15	10	08	06	100
4	Performance of the bank/staff is well	48	22	16	10	04	100

	and it's impossible that I Lose my transactions.						
AVERAGE		189 (47.25)	93 (23.25)	68 (17.0)	31 (7.75)	19 (4.75)	400 (100)

From the above table 2.4 inferred that 'Security' factor has strongly agreed 44.25 per cent, 23.25 per cent agreed and 17.0 per cent neutral remaining 12.5 per cent disagreed. Among the variable 'The Bank keeps the customer Information securely' alone strongly agreed 61 per cent and 'Performance of the bank/staff is well and it's impossible that I Lose my transactions.' has 48 per cent. The result showed the above table majority of customers 70.5 per cent are agreed the bank security factor is feel safe and specifically majority of the customers agreed that banks keeps his records very securely and it's not impossible to lose his transaction. Few 12.5 per cent of the customers disagreed with security measures of the banking transaction.

TABLE 2.5 CUSTOMER SATISFACTIONS

S.No	Customer Satisfaction	SA	A	N	DA	SDA	Total
1	This Bank is exactly what I need.	38	15	25	17	05	100
2	The information that presented by this Bank is accurate	56	14	10	15	05	100
3	ATM Availability	32	12	10	36	10	100
4	Employees Behaviour	48	12	20	10	10	100
5	This bank gives breadth and depth Customer service	35	25	18	12	10	100
6	There are guarantees of this Bank	60	10	10	15	05	100
7	There are privacy policies in this Bank	45	25	10	05	15	100
8	Bank Technology	52	12	16	15	05	100
9	Phone Banking	35	10	20	25	10	100
10	Core Banking	70	05	10	05	10	100
11	Employees telling customers exactly what services will be performed	48	22	21	04	05	100
AVERAGE		519 (47.18)	162 (14.73)	170 (15.45)	159 (14.45)	90 (8.18)	1100 (100)

From the above table 2.5 inferred that 'Customer Satisfaction' factor has strongly agreed 47.18 per cent, 14.73 per cent agreed and 15.45 per cent neutral remaining 23 per cent disagreed. Among the variable 'Core Banking' alone strongly agreed 70 per cent and 'There are guarantees of this Bank' has 48 per cent. The result showed the above table majority of customers 62 per cent are agreed the customer satisfaction and 23 per cent of the customer disagreed with customer satisfaction. The statement showed that most of the customers 62 per cent are satisfied and 23 per cent of the customers disagreed with customer satisfaction. Among the variable 'ATM Facility' alone disagreed 36 per cent and 'phone Banking' disagreed with 25 per cent.

CHI-SQUARE TEST

The chi-square test is used for analyzing the relationship between the IndusInd Bank Customers demographic characteristics, mainly gender, age, marital status, educational qualification, and monthly income; Type of Bank Account have in IndusInd Bank. How long have you been customer of this bank, Frequency of using the bank How far, these propositions hold the goodness of fitness in the sample respondents that has been hypothetically tested through chi-square test. Therefore, the chi-square test has been applied for identifying the level of significance in the relationship between customer satisfactions factors based on demographic profile of IndusInd Bank.

Null Hypothesis

H₀: There is no significant relationship between IndusInd bank Customers demographic factor.

Alternate Hypothesis

H₁: There is significant relationship between IndusInd bank Customers demographic factor.

2.6 CHI SQUARE TEST FOR HOW LONG HAVE YOU BEEN CUSTOMER OF THIS BANK WITH TANGIBILITY VARIABLE

Attributes of Tangibility	Analysis	Pearson Chi-Square	Likelihood Ratio	Linear-by-Linear Association	N of Valid Cases
I am satisfied with the premises (infrastructure, building etc) of the bank and it is visually appealing.	Value	158.313 ^a	147.389	62.691	100
	df	16	16	1	Sig
	Asymp.	.000	.000	.000	S
I am satisfied with the technological up to- date equipment's of the bank	Value	115.983 ^a	122.225	50.022	100
	df	16	16	1	Sig
	Asymp.	.000	.000	.000	S
I am satisfied with the marketing materials distributed by the bank.	Value	93.141 ^a	102.790	43.207	100
	df	16	16	1	Sig
	Asymp.	.000	.000	.000	S
Website gives complete information.	Value	101.426 ^a	105.080	38.879	100
	df	16	16	1	Sig
	Asymp.	.000	.000	.000	S
I am satisfied with the premises (infrastructure, building etc) of the bank and it is visually appealing.	Value	102.241 ^a	112.058	47.493	100
	df	16	16	1	Sig
	Asymp.	.000	.000	.000	S

- a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .48.
- a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .40.
- a. 19 cells (76.0%) have expected count less than 5. The minimum expected count is .08
- a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .20.
- a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .40

Source: Computed Primary Data

H_0 : There is no significant relationship between how long you been customer of this bank with bank Tangibility Variable

H_1 : There is significant relationship between how long you been customer of this bank with bank Tangibility Variable

From the Table 2.7, researcher has understood that there is significant relationship between the Tangibility variables between how long you been customer of this bank. It results that the all the tangibility variable are having significant relationship.

2.7 DESCRIPTIVE ANALYSIS FOR ATTRIBUTES OF SERVICE QUALITY

Attributes of Service Quality	Mean Value	Std. Deviation
Respondent opinion about Bank offers fast and efficient services	3.8400	1.26107
Respondent opinion about Friendliness of bank personnel	3.2500	1.52007
Respondent satisfaction level by the service of handling a problem (speed of problem solving)	3.4200	1.37936
Respondent with the way bank provides the services at the time they promised	3.8900	1.30186
I am satisfied with the way bank delivers up to date record	4.6300	.79968
knowledge of the employees (up to date knowledge about products, services, rules and regulations)	3.7500	1.18386
I am satisfied with the operating hours of the bank	3.6700	1.40745

Source: Computed Primary Data

From the Above table 2.8 it's inferred that among the variable of service quality customer of the IndusInd Bank are overall satisfied services very much satisfied with the way bank provide up to date bank records and moderately satisfied friendliness of Bank personnel but some what they are not happy with the employees' behaviour with the customers.

2.8 ONE-WAY ANOVA FOR ATTRIBUTES OF CUSTOMER LOYALTY AND TYPES OF ACCOUNTS WITH BANK

Attributes of Customer loyalty			Sum of Squares	df	Mean Square	F	Sig.	
I always use this Bank in every my bank activities/ transactions	Between Groups	(Combined)	160.281	7	22.897	73.995	.000	
		Linear Term	Un weighted	16.206	1	16.206	52.371	.000
			Weighted	102.700	1	102.700	331.888	.000
			Deviation	57.581	6	9.597	31.013	.000
	Within Groups		28.469	92	.309			
	Total		188.750	99				
I Say positive	Between	(Combined)	89.865	7	12.838	32.020	.000	

things about the bank to other people	Groups	Linear Term	Un weighted	14.940	1	14.940	37.265	.000
			Weighted	70.832	1	70.832	176.670	.000
			Deviation	19.033	6	3.172	7.912	.000
	Within Groups			36.885	92	.401		
	Total			126.750	99			
I will never change this Bank even I found another bank offer	Between Groups	(Combined)		134.490	7	19.213	62.546	.000
		Linear Term	Un weighted	37.332	1	37.332	121.533	.000
			Weighted	125.890	1	125.890	409.828	.000
	Deviation		8.599	6	1.433	4.666	.000	
	Within Groups			28.260	92	.307		
Total			162.750	99				
Encourage friends and relatives to do business with Bank	Between Groups	(Combined)		122.841	7	17.549	71.855	.000
		Linear Term	Un weighted	41.207	1	41.207	168.724	.000
			Weighted	103.858	1	103.858	425.256	.000
	Deviation		18.983	6	3.164	12.954	.000	
	Within Groups			22.469	92	.244		
Total			145.310	99				

Source: Computed Primary Data

From the above table 2.9 inferred that, to test the significant relationship between Type of accounts having with bank and among the variables of Customers loyalty by testing the Collected Data from IndusInd bank are analysed through SPSS One – Way ANOVA tools to identify the rate of Significant. One-Way ANOVA Tests shows that the data provides statistically significant evidence that Type of accounts having with bank and among the variables of Customers loyalty.

2.9 DESCRIPTIVE ANALYSIS FOR ATTRIBUTES OF CUSTOMER SATISFACTION

Attributes of Customer satisfaction	Mean	Std. Deviation
This Bank is exactly what I need.	3.6400	1.28330
The information that presented by this Bank is accurate	4.0100	1.31422
ATM Availability	3.2000	1.46336
Employees Behaviour	3.7800	1.39682
This bank gives breadth and depth Customer	3.6300	1.33829
There are guarantees of this Bank	4.0500	1.32859
There are privacy policies in this Bank	3.8000	1.44250
Bank Technology	3.9100	1.31882
Phone Banking	3.3500	1.43108
Core Banking	4.2000	1.37069
Employees telling customers exactly what services will be performed	4.0400	1.14521

Source: Computed Primary Data

From the Above table it's inferred that among the variable of customer satisfaction of customer of the IndusInd Bank are overall satisfied services very much satisfied with core banking and guarantees of this bank, Employees telling customers exactly what services will be performed by the bank but some what they are not happy with the ATM availability and employee behaviour of the IndusInd Bank.

CONCLUSION

In today's competitive world banks can get competitive advantage by providing superior services to their customers. The majority of India's banks branches are not very diversified in terms of the products and services they offer. One Strategic focus that banks can implement to remain competitive would be to retain as many customers as possible. And customer retention is possible through customer satisfaction only. Thus, the customers' satisfaction is the key of success in today's competitive era.

This research Project highlights the satisfaction level of customers towards the banking services of the IndusInd Bank Vadalur Branch. Having considered the demographic factors of age, sex, marital status, educational qualifications and monthly income of 100 respondents, a final data has been arrived and it point out that there is a medium level of satisfaction on the customers' side.

Some light was shed on some negative factors also like creating an awareness on online transactions, interest rates on loans, A.T.M. facilities etc., That's why Some suggestion were provided to the management like concentrating on Online services, solving banking problem with a quick time and promote loan facilities like industrial, business, agriculture, individual loans etc., with an attracting advertisements.

With factors like employee behavior, banking services and banking performance affecting the level of customer satisfaction, the IndusInd Bank has to implement prompt customer friendly schemes / portfolios as an initiative go. These would thereby go a long way to enhance the level of customers' satisfaction thereby rectifying customer worries and alleviate the number of customers as well. Perhaps this would definitely lead to a flourishing economy, since customer satisfaction is the pivot of a successful banking structure.

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