



A STUDY ON CUSTOMER SATISFACTION TOWARDS BANKING SERVICES WITH SPECIAL REFERENCE TO STATE BANK OF INDIA, PATTUKKOTTAI

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ABSTRACT

The purpose of this study is to evaluate the customer satisfaction towards banking services with special reference of State Bank of India, Pattukkottai. For this study, the data collected from 30 respondents were taken in Pattukkottai with the help of well-structured questionnaire. This study was conducted with due reference of literature review. The study focused on banking services of SBI such as ATM services, Mobile / Internet banking, Card services, Savings account, fixed deposit and Loan services. Analysis was made by the use of statistical tools like Percentage analysis and chi-square test. This study clearly shows the level of satisfaction of the customers with respect to each and every service rendered by the bank.

Keywords: Customer Satisfaction, banking services, ATM services, SBI services.

I INTRODUCTION

Banking in India

The companies Act of India describes Bank as “A Bank is a financial institution which takes money from the public for the purpose of providing or investment repayable on demand or withdraw by cheques, drafts or order”.

History of State Bank of India:

State Bank of India (SBI) is an Indian multinational public sector bank and financial services constitutional body headquartered in Mumbai, Maharashtra. SBI is the 43rd largest bank in the world and ranked 221st in the Wealth Global 500 list of the world's biggest establishments of 2020, being the only Indian bank on the list.

It is a public sector bank and it is a largest bank in India with a market share by assets and a share of the total loan and deposits market. It is also the fifth largest establishment in India.

The bank derives from the Bank of Calcutta, established in 1806 via the Imperial Bank of India, making it the eldest commercial bank in the Indian Subcontinent. The Bank of Madras combined into the other two position banks in British India, the Bank of Calcutta and the Bank of Bombay, to form the Imperial Bank of India, which in turn developed the State Bank of India in 1955. The Government of India in 1955, with Reserve Bank of India (India's central bank) taking a 60% stake, change names it State Bank of India.

II LITERATURE REVIEW

1. **Aby Abdul Rabb (2014)** banking services and banking performance affecting the level of customer satisfaction. Thereby rectifying customer worries and alleviates the number of customer as well [2].
2. **Prema M and Mythily K (2016)** This study concludes majority of the respondents were satisfied about the banking services of SBI, and also majority of the respondents were influenced by "Customer Care" provided by SBI [7].
3. **Mohan D (2017)** The respondents are mostly focus on improving customer satisfaction while the banks are focus on modern banking services, to attract its customers [6].
4. **Aayasha Nawaz (2017)** The result showed that there was a significant relationship between the variables of customer satisfaction and banking services of the SBI and the customers have highly satisfaction of bank service [1].
5. **Sugavaneswari R and David Amirtha Rajan S (2018)** analyze the customer preference and satisfaction towards banking service with both private and public banks in Chennai district [12].
6. **SadikaSultana M and Ramitha N B (2018)** Improve their service delivery to justify the benefits of electronic banking products and services [9].
7. **Sakthi Prasad R and Amuthanayaki V P (2020)** The majority of the sample respondents were satisfied with the rate of interest [10].
8. **Kumar T S and Vinothini V (2020)** improving their customer service and it will help framing new policies relating to customer service [5].
9. **Rameena KA (2020)** Overall, these three services received good ratings from the respondents and they find the employees very helpful regarding these services [8].
10. **Chitra S and Ramasethu A (2021)** It has been observed that many customers are not aware of all sorts of facilities provided by SBI. Thus the SBI bank should make better awareness campaigns [3].
11. **Kolanchinathan G and Elango S (2021)** Banks are trying their level best by providing the best security options to the customers but then there is lot of factors which betrays a customer from opening an internet bank account [4].
12. **Shalini Dubeyand Kanika** Expectations and perception. The various statistical tools have been used accordingly to compile the result [11].

III OBJECTIVES OF THE STUDY

1. To gain insight towards banking services.
2. To measure the level of satisfaction towards services provided by SBI in the study area.
3. To analyze customer satisfaction towards banking services.

IV SCOPE OF STUDY

1. The study is conducted on behalf of the customer in SBI
2. The study is conducted to know customer satisfaction towards choose services and awareness on service offered by bank.
3. The study defines about the level of satisfaction towards the services offered by area of study.

V RESEARCH METHODOLOGY

RESEARCH DESIGN

The research design used in this study is descriptive analysis. Descriptive research describes data and characteristics about the population or phenomenon being studied. It set up the blueprint for the collection, measurement and analysis of data. The research design is the conceptual structure within which research is shown. It is a plan that specifies the sources and types of information related to the research problem.

DESCRIPTIVE METHOD

This research is completely based on the description of the factors that lead to the perception and awareness of consumers. It is basically valued on the various parameters which include consumer preferences, attitudes and their demographic factors.

SAMPLE SIZE

The sample size taken for this study is 30 respondents.

SAMPLING TECHNIQUE

Convenient Sampling Method is implemented to collect the primary data. The respondents for the purpose of this study are selected systematically.

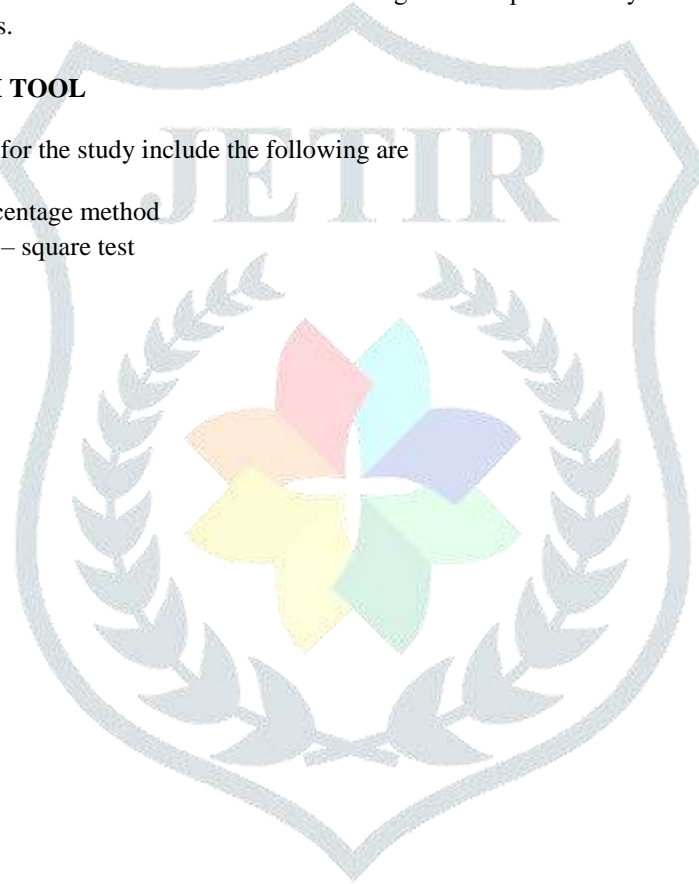
DATA COLLECTION

In this study, “A study on customer satisfaction towards banking services provided by SBI in Pattukkottai” - Data will be collect through primary sources.

STATISTICAL RESEARCH TOOL

The statistical tools applied for the study include the following are

- ❖ Percentage method
- ❖ Chi – square test



VI DATA ANALYSIS AND INTERPRETATION

6.1 PERCENTAGE ANALYSIS

Table 6.1.1 Demographic profile of the respondents

S.No.	Demographic profile of the respondents	No. of Respondents	Percentage
1.	Age		
	Below 25years	9	30
	25-35years	8	27
	35-45years	7	23
	Above 45years	6	20
2.	Gender		
	Male	16	53
	Female	14	47
3.	Education Qualification		
	UG	7	23
	PG	12	40
	Illiterate	11	37
4.	Occupation		
	House wife	6	20
	Student	6	20
	Employee	7	23
	Business Man	5	17
	Agriculture	6	20
5.	Monthly Income		
	Below 20k	8	27
	20k-40k	4	13
	40k-60k	4	13
	60k-80k	10	34
	Above 80k	4	13

Table 6.1.2 ATM Services

S.No.	Particulars	No. of Respondents			Percentage		
		Agree	Neutral	Disagree	Agree	Neutral	Disagree
1.	Sufficient cash is maintained at the ATM center.	17	9	4	57	30	13
2.	There is a facility to deposit money at ATM center.	26	4	0	87	13	0
3.	ATM centers have a checkbook entry facility.	24	5	1	80	17	3
4.	ATM centers have security and camera surveillance.	25	5	0	83	17	0

Interpretation:

The above table shows that 57% of respondents are agree and 13% of respondents are disagree with the sufficient cash is maintained at the ATM center. 87% of respondents are agree and no respondents are chosen disagree with the facilities available to deposit money at ATM center. 80% of respondents are agree and 3% of respondents are disagree with the ATM centers have a check book entry facility. 83% of respondents are agree and no respondents are chosen disagree about ATM centers have security and camera surveillance.

Table 6.1.3 Mobile Banking / Internet Banking

S.No.	Particulars	No. of Respondents			Percentage		
		Agree	Neutral	Disagree	Agree	Neutral	Disagree
1.	Mobile banking has the proper authorization to transfer money	7	15	8	23	50	27
2.	Money transfer in E Banking service is faster.	7	8	15	23	27	50
3.	Server support system is strong in Mobile / Internet banking	24	5	1	80	17	3
4.	You can transfer large amount of money through Mobile / Internet Banking	9	10	11	30	33	37

Interpretation:

The above table shows that about the Mobile banking / Internet banking, 23% of respondents are chosen agree and 27% of respondents are chosen disagree with mobile banking has proper authorization to transfer money. 50% of respondents are chosen disagree and 23% of respondents are chosen agree with money transfer in E Banking service is faster. 80% of respondents are chosen agree and 3% of respondents are chosen disagree with the server support system is strong in Mobile / Internet banking. 33% of respondents are chosen disagree and 37% of respondents are chosen agree with the transfer large amount of money through mobile / internet banking.

Table 6.1.4 How many times faced timeout while transaction?

S.No.	Categories	No. of Respondents	Percentage
1.	2-5 times	5	17
2.	5-8 times	12	40
3.	8-10 times	10	33
4.	More than 10 times	3	10

Interpretation:

The above table shows that, 17% of respondents are faced timeout in 2-5 times, 40% of respondents are faced timeout in 5-8 times, 33% of respondents are faced timeout in 8-10 times and 10% of respondents are faced timeout in more than 10 times.

Table 6.1.5 Card services

S.No.	Particulars	No. of Respondents			Percentages		
		Agree	Neutral	Disagree	Agree	Neutral	Disagree
1.	ATM card maintenance charge / banking charge are reasonable.	10	7	13	34	23	43
2.	Able to transact use Rupay, visa, Master Card.	15	10	5	50	33	17
3.	The bank remains the customer before the ATM card expires	18	7	5	60	23	17

Interference:

The above table shows that, 43% of respondents are disagree and 34% of respondents are agree with maintenance charge of ATM card. 50% of respondents are agree and 17% of respondents are disagree with transact use Rupay, visa, Master Card. 60% of respondents are agree and 17% of respondents are disagree about remains card expires.

Table 6.1.6 Savings Account

S.No.	Particulars	No. of Respondents			Percentage		
		Agree	Neutral	Disagree	Agree	Neutral	Disagree
1.	The process of opening a new saving account is customer friendly.	12	11	7	40	37	23
2.	The interest rate on the savings account is reasonable.	9	11	10	30	37	33
3.	The counter time when transferring money in deposit counter is satisfying.	11	11	8	37	37	26
4.	Service charge for minimum balance is reasonable.	11	7	12	37	23	40

Interpretation:

The above table shows that, 40% of respondents are agree and 23% of respondents are disagree with opening new savings account is customer friendly. 33% of respondents are disagree and 30% of respondents are agree with interest rate is reasonable. 37% of respondents are agree and 26% of

respondents are disagree with counter time. 37% of respondents are agree and 40% of respondents are disagree about service charge for minimum balance is reasonable.

Table 6.1.7 Fixed Deposit

S.No.	Categories	No. of Respondents			Percentage		
		Agree	Neutral	Disagree	Agree	Neutral	Disagree
1.	The interest rate on fixed deposit is reasonable when compared to other banks.	13	11	6	43	37	20

Interpretation:

The above table shows that, 43% of respondents are agree and 20% of respondents are disagree about interest on fixed deposit is reasonable.

Table 6.1.8 Loan service

S.No.	Particulars	No. of Respondents			Percentage		
		Agree	Neutral	Disagree	Agree	Neutral	Disagree
1.	Availability of various loans in SBI bank.	20	8	2	67	26	7
2.	Interest rate of loan is reasonable when compared to other banks.	14	7	9	47	23	30

Interpretation:

The above table shows that, 67% of respondents are agree and 7% of respondents are disagree about availability of loan in bank. 47% of respondents are agree and 30% of respondents are disagree about interest rate of loan is reasonable.

6.2 CHI SQUARE TEST:

HYPOTHESIS 1:

Null Hypothesis H0: There is no significant relation between Age and facilities available to deposit money.

Alternative Hypothesis H1: There is significant relation between Age and facilities available to deposit money.

Table 6.2.1 Age * Deposit Money Cross tabulation

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.593	3	.055
Likelihood Ratio	7.971	3	.047

Linear-by-Linear Association	.014	1	.905
N of Valid Cases	30		

Interpretation:

The Critical value is 7.593 and the level of significance is 0.055. Therefore, significance value is greater than 0.05, Accept null hypothesis H₀ and reject alternative hypothesis H₁, it concluded that there is no significant relation between age and Deposit money facility in ATM machine.

HYPOTHESIS 2:

Null Hypothesis H₀: There is no significant relation between Age and security and camera surveillance in ATM center.

Alternative Hypothesis H₁: There is significant relation between Age and security and camera surveillance in ATM center.

Table 6.2.2 Age * Security and Camera Surveillance Cross tabulation

Chi Square

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.014	3	.798
Likelihood Ratio	.944	3	.815
Linear-by-Linear Association	.005	1	.945
N of Valid Cases	30		

Interpretation:

The Critical value is 1.014 and the level of significance is 0.798. Therefore, significance value is greater than 0.05, Accept null hypothesis H₀ and reject alternative hypothesis H₁, it concluded that there is no significant relation between age and security and camera surveillance in ATM center.

HYPOTHESIS 3:

Null Hypothesis H₀: There is no significant relation between Age and checkbook entry facility in ATM machine.

Alternative Hypothesis H₁: There is significant relation between Age and checkbook entry facility in ATM machine.

Table 6.2.3 Age * Check book entry Cross tabulation**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.123	6	.167
Likelihood Ratio	9.064	6	.170
Linear-by-Linear Association	.838	1	.360
N of Valid Cases	30		

Interpretation:

The Critical value is 9.123 and the level of significance is 0.167. Therefore, significance value is greater than 0.05, Accept null hypothesis H₀ and reject alternative hypothesis H₁, it concluded that there is no significant relation between age and check book entry facility in ATM machine.

HYPOTHESIS 4:

Null Hypothesis H₀: There is no significant relation between Age and availability of various loans in bank.

Alternative Hypothesis H₁: There is significant relation between Age and availability of various loans in bank.

Table 6.2.4 Age * Availability of loans Cross tabulation**Chi-Square Tests**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.780	6	.186
Likelihood Ratio	10.880	6	.092
Linear-by-Linear Association	.090	1	.764
N of Valid Cases	30		

Interpretation:

The Critical value is 8.780 and the level of significance is 0.186. Therefore, significance value is greater than 0.05, Accept null hypothesis H₀ and reject alternative hypothesis H₁, it concluded that there is no significant relation between age and availability of various loans in bank.

VII FINDINGS:

- The majority of respondents are chosen agree about server support system is strong in Mobile banking.(Table 6.1.3)
- The majority of the respondents are faced timeout in 5-8 times.(Table 6.1.4)
- The majority of respondents are disagreeing card maintenance charge in card services.(Table 6.1.5)
- The majority of respondents are agreeing opening a new saving account is customer friendly in saving account.(Table 6.1.6)
- The majority of respondents are agreeing about interest rate on fixed deposit is reasonable in fixed deposit.(Table 6.1.7)
- The Critical value is 7.593 and the level of significance is 0.055. Therefore, significance value is greater than 0.05, Accept null hypothesis H₀ and reject alternative hypothesis H₁, it concluded that there is no significant relation between age and Deposit money facility in ATM machine.(Table 6.2.1)
- The Critical value is 1.014 and the level of significance is 0.798. Therefore, significance value is greater than 0.05, Accept null hypothesis H₀ and reject alternative hypothesis H₁, it concluded that there is no significant relation between age and security and camera surveillance in ATM center.(Table 6.2.2)
- The Critical value is 9.123 and the level of significance is 0.167. Therefore, significance value is greater than 0.05, Accept null hypothesis H₀ and reject alternative hypothesis H₁, it concluded that there is no significant relation between age and check book entry facility in ATM machine.(Table 6.2.3)
- The Critical value is 8.780 and the level of significance is 0.186. Therefore, significance value is greater than 0.05, Accept null hypothesis H₀ and reject alternative hypothesis H₁, it concluded that there is no significant relation between age and availability of various loans in bank.(Table 6.2.4)

VIII SUGGESTION:

- The customers of SBI bank satisfy about the server support system in Mobile banking they shall maintain it for future period and improve the remaining facilities. (Finding 1)
- The customers are not satisfied about faced timeout while transaction through mobile or internet so they improve to satisfy the customers. (Finding 2)
- The customers are not satisfied about card maintenance charge so they improve to satisfy the customers. (Finding 3)
- The customer's age does not influence the cash deposit facility in ATM machine, the customers are satisfy about cash deposit facility in ATM machine so they shall maintained it. (Findings 6)

IX CONCLUSION:

This study clearly shows that the level of satisfaction of the customers with respect to each and every service rendered by the bank. The Customers were found to be satisfied with respect to certain services and they expressed their desire to improve some of the services in future and with the entry of many

private and foreign banks. The Competition is heavy in banking sector. The bank that satisfies its customers in all dimensions will surely succeed.

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