



“Customer Satisfaction: A Comparative study between private sector and public sector Banks”

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ABSTRACT

The nation's banking quarter is broadly speaking accountable for the country's monetary improvement as a total and have to be viewed as a awesome economic offerings industry. For operational concerns, there is a want for customer happiness in order to hold current clients and entice new ones. Finance services in India are furnished now not solely through public however additionally non-public sectors. Public and personal banks have various appeals and company strategies; thus, quite a few degrees of patron pride have been considered to have changed. This learn about consequently seeks to set up consumer happiness at India's public and personal banks and to examine the elements that affect patron happiness in the a range of levels. The find out about ambitions to decide the degree of satisfaction, whether or not the distinction in pride might also be a component of variable elements or lack of a comparable that can end result in dissatisfaction or discontent in public or non-public banks. This lookup used to be primarily based on the foremost facts received from Indian banks running in the public and personal pastime sectors. The Public area banks such as the Citibank carried out very properly due to the excessive worker performance, which ensured that clients had satisfaction. Sustained measures are required to decorate the job contentedness of employees whose public banks work with the tangible gear and the behavioral factor of view.

Keywords: Customer Satisfaction, Services Quality, ATMs, Technology

INTRODUCTION

Thus, this subject targeted on the relationships reading the pleasure of the client performs an essential position in growing the standard profitability and monetary profitability of all service-related companies. The banking enterprise is solely the economic offerings sector. The success of retaining a bank-focused corporation is a whole lot extra closely influenced by using the pleasure of the client. Customers are satisfied; every banking provider stage relies upon on the kind and how cosy the advantages obtained by means of the provider vary. The motives of differentiation of offerings for special classes of financial institution clients and the ensuing unequal delight charge are numerous. Indian banks, each public and non-public sector, supply a vary of economic offerings to consumers in city as nicely as rural regions. It is authentic that public region banks rent five-time extra human beings than the personal area banks. The compound annual boom fees of non-public quarter banks are growing two instances extra than that of the public quarter banks. The general and comparative boom of each public and personal area banks are to amplify pride amongst consumers, as they strive to appeal to new clients and keep current ones. Private zone banks: Lending and insurance plan need to be the major focus. Public area banks: Client provider stays the vulnerable hyperlink. Public zone banks ought to improve their bodily spaces, and the human beings who speak to buyers there need to get hold of some training. Bank structured variables Bank established variables Consumer wish to fulfill their wants lender is an organisation pleasant this demand. Branch with the cutting-edge technologies' Strong infrastructure, well-trained department personnel Extended working hours and branches placed close to me.

LITERATURE OF REVIEW

1. The article, "Comparative research of promotional studies adopted by public sector and private sector banks in India" is written by SL Gupta and Arun Mittal . Asia-Pacific Business Review. July September 2008. The public sector is survey indicates more dependable than the private one though not good. A private sector bank does not perform that very much similar to the efficiency of the public sector bank quality or innovation, but the private sector bank may be beneficial that very same applies to service with quality and creativity.

2. The implications of the banking sector reforms are discussed by Bhallabh(2002) : "The Indian banking system has transformed due to globalization and technological advancements within an integrated financial market. The situation in the market should be considered before deciding which policies to implement and in which manner."

3. Kumar(2006)Bank nationalization brought popular banking in India since class orientation was transformed into one to accommodate the nation's underprivileged peoples' financial exclusion cause . In this international understanding context, the blame was shared between the birth of a new duty and commercialization that can yield some money by treating low income groups as customers by accepting their wants.

4. Subbarao 2007 has indicated the shift from domestic to international banking in the Indian banking sector . So, this demands the combination of modern technologies, regulated evaluation, treasury management, product mix, and internal controls. For example, the international community can be that efficient mechanism or tool in meeting the challenge.

5. The relevance of financial management in industrialist rise of banking according to Singla : “It is the concern with the analysis of profitability position towards over six years period, 16 banks from the banker’s index. This study have channeled massive efforts show the profitability position of banks. Much more reasonable vis-a-vis previous year during the study than during the previous one. When the strong capital base is reflected on to the balance sheet. Banks are in good stead for cushioning economic shocks they are occurred. They have remained almost constant over time.

OBJECTIVES OF THE STUDY:

1. To find the banking sector mostly preferred by the customers.
2. To find out the factors which inspirations the customers to select a bank.
3. To study the difficulties faced by the customers in public as well as private sector banks and also to compare among them.
4. A comparison between public and private sector banks in terms of technology usage issues such as ATMs, Internet banking, telephone banking, and mobile banking.
5. Since the sample element is a semi urban place i.e. Vapi with less presence of private sector banks, hence the result is likely to tilt a bit towards the public sector banks.

HYPOTHESIS

H0: There is no significant difference between public and private banks in terms of gender of the customer satisfaction.

H1: There is significant difference between public and private banks in term of customer satisfaction.

H0: There is no difference between public and private banks in terms of gender of the customer.

H1: There is difference between public and private banks in terms of gender of the customer.

RESEARCH METHODOLOGY

- **Research design-** The research uses a mixed approach as it is based on qualitative research but uses quantitative data to test the hypothesis.
- **A source of data-** The source of data used in this study is primary data as the data is collected directly through questionnaire. The secondary data is collected through previous research papers and various websites.

- **Data Collection Method-** The data collection method used in this study is survey. A survey is a method of gathering information using pertinent questions from a sample of people with the goal of understanding populations as a whole.
- **Population-** A population is the entire group that you want to draw conclusions about. The study aims at drawing conclusion about the opinion of the population of India regarding the impact of tourism on culture.
- **Sampling Method-** The sampling methods used in this study are random and convenience sampling.
- **Sampling Frame-** Sampling frame is a Frame that could be used as a basis for sampling (allows determining Probability of selection) and normally is any list, material or device that defines, identifies, and allows admission to the elements of the Survey population.
- **Data Collection Instrument-** The data collection method used in this study is questionnaire prepared to collect data in the survey.

SAMPLE SIZE

It refers to the number of population basics to sample. The survey's sample size has been set at 120 people.

Research Design: Descriptive

Research Tool: Questionnaire

Sample Size: 120 People

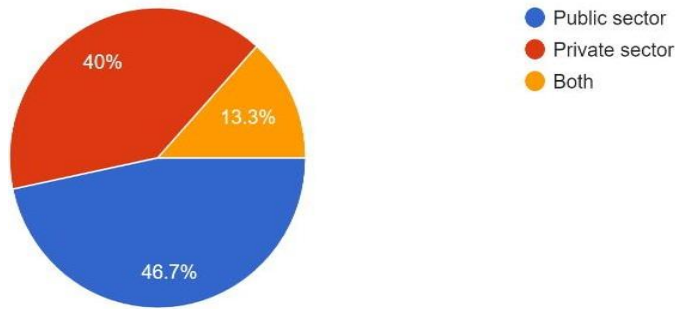
Sampling Technique: Random Sampling

Analytical Tool: Graphical Method

DATA ANALYSIS AND INTERPRETATION

1. In which Banking sector do you have your account?

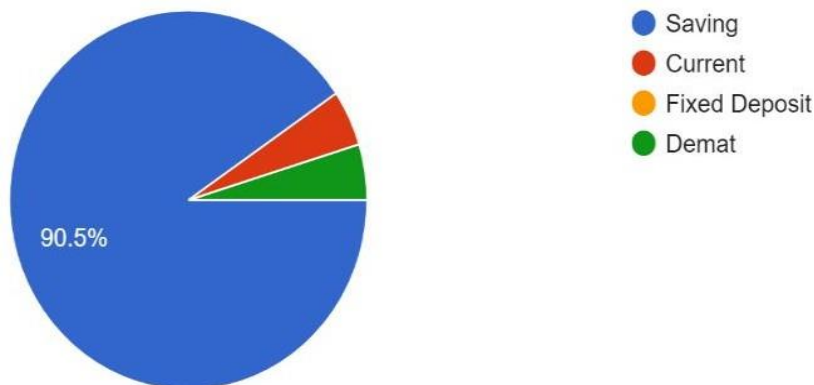
| Particulars | No of Respondents | Percentage % |
|----------------|-------------------|--------------|
| Public Sector | 56 | 46.7% |
| Private Sector | 48 | 40% |
| Both | 16 | 13.3% |
| Total | 120 | 100% |



INTERPRETATION: From the above result I come to know that out of 120, 69 respondents are having account in private sector bank, 29 respondents are having account in public sector banks, 23 respondents are having account in both bank sector respectively.

2. Which types of account you are using in the public sector as well as private sector.

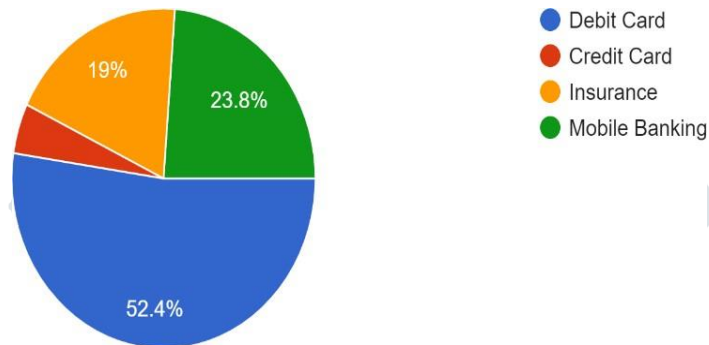
| Particulars | No of Respondents | Percentage % |
|-----------------|-------------------|--------------|
| Saving account | 109 | 90.5% |
| Current account | 3 | 2.4% |
| Fixed Deposit | 2 | 2.1% |
| Demat account | 6 | 5% |
| Total | 120 | 100% |



INTERPRETATION: From the above result I come to know that out of 120.109 respondents are holding a saving account in preferred banks, 3 respondents are holding a current account in their preferred banks, 02 respondents are holding Fixed Deposit account in their bank, 06 respondents are holding a demat account in their banks respectively.

3. Which facilities are you availing at your bank?

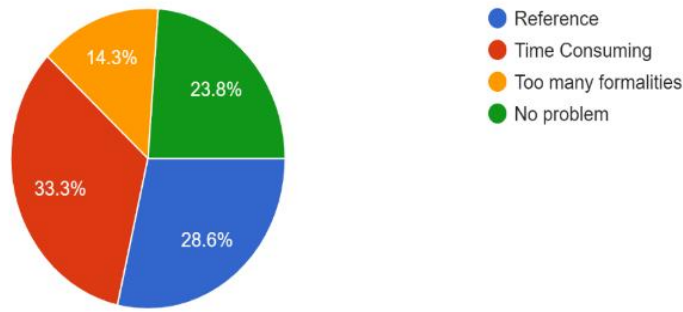
| Particulars | No of Respondents | Percentage % |
|----------------|-------------------|--------------|
| Debit Card | 62 | 52% |
| Credit Card | 06 | 5% |
| Insurance | 23 | 19% |
| Mobile Banking | 29 | 24% |
| Total | 120 | 100% |



INTERPRETATION: From the above result I come to know that out of 120 respondents. 62 respondents are availing more debit card services in their bank, 29 respondents are availing mobile banking services in their bank, 23 respondents are availing Insurance, 6 respondents are availing Credit Card respectively.

4. What kind of problems are you facing regarding the services provided by their preferred bank?

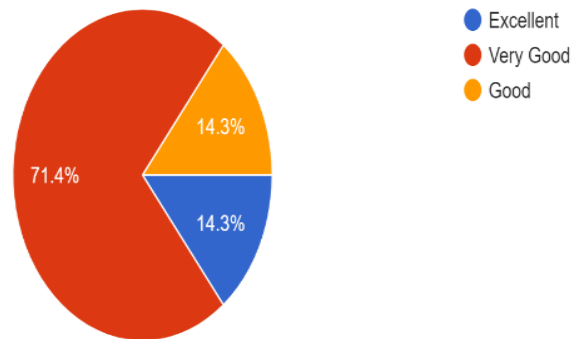
| Particulars | Percentage% |
|----------------------|-------------|
| Reference | 29% |
| Time Consuming | 33% |
| Too many formalities | 14% |
| No Problem | 24% |



INTERPRETATION: From the above chart and figure it show that out of 120 respondents,29% of them reference, 33% of them saying time consuming,14% of them too many formalities and 24% of them are using no problem faces by them in their preferred banks.

5. How much satisfied are you with your bank’s overall performance?

| Particulars | Percentage% |
|-------------|-------------|
| Excellent | 72% |
| Very Good | 14% |
| Good | 14% |



INTERPRETATION: From the above chart and figure it show that out of 120 respondents,72% of them having excellent overall performance of their bank,14%of them having very good overall performance of their bank, 14% of them having good overall performance of their banks.

FINDINGS

1. Greater number of people have account in public sector banks.
2. Most of the defendants whether public sector or private sector banks have saving banks account in their individual banks.
3. People want a change in the behavior of the staff near customers in public sector banks.
4. There needs to be more awareness regarding the trust issue in private sector banks and the amount left there in this part of country.
5. People are more fulfilled with the public sector banks in this part of country. The main reason for their gratification is Trust factor and the Location of the branch.

Above study it is clear that the defendants of public sector banks have chosen the particular banks due to satisfactory branches i.e. location and due to the faith factor.

· As the public sector banks working under the financial addition policy of RBI hence they have got more number of customers because they have “ no frill account “ now a day’s called BSBDA (Basic saving bank deposit account) · From the above study it can be certain that BANCASSURANCE is still not a part in this part of the country. Insignificant amount of respondents have shown their awareness in this services along with mobile banking and credit card facility.

LIMITATIONS OF THE STUDY

1. Some of the respondents of the survey were unwilling to share information.
2. The research was approved out in a short period of time so, therefore the sample size and other parameters were selected accordingly so as to quality the work in given time frame.
3. The information given by the accused might be biased because some of them might not be involved in providing correct information.

SUGGESTIONS

The population and the financial sector get immense benefits from services rendered by banks. Among the essential components of services that banks render is the assortment and funds generated but also the quality of services, as well as the costs, and the security of public funds. Several financial and non-financial issues have been identified during the research. Among the identified issues are depositors’ problems, borrower’s problems, employee’s problems, and management problems. The problems are highly expounded where necessary.

Appropriate recruitment of more officers in the public sector banks so that the twigs, which are really understaffed and put-upon, become systematically sufficient. The bank management should have freedom fire the inefficient

employees. The work of employees of public sector banks should be related with the targets i.e. they should be given targets of detailed amount or specific job.

CONCLUSION

we have emerged with findings that say more people of Vapi have faith in public sector bank than private sector bank. The following are the key reasons behind: Since Vapi is a semi-urban there are less branches of private sector banks in this place and also the trust factor is less when it comes to private sector banks. But for the public sector banks they are running under the financial inclusion policy of the RBI, thus having proper number of branches in this place which private sector banks. However, because its banking industry is likely to grow substantially in the coming years, the onus will be on the private sector banks to add to the number of branches in the Vapi in order to draw as many of the said place's customers as possible. In order for the PSU Bank to continue with its large number of customers, they will have to emerge from a positive attitude, focusing on the customers relationship management, and transformation of its employees to provide the customers its commitment for the sincerity.

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