

Customer Satisfaction Towards Microfinance Institutions in Rural Areas Thennangudi Surrounding Thanjavur District

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ABSTRACT:

In this research study customer satisfaction is one of the major parts. Nowadays finances like small finance, micro finances are increasing gradually most of the peoples they need a financial services for our various aspects and then to fuel fill their needs. In plays financial sector customer satisfaction plays an important role. This paper focuses customer satisfaction towards microfinance institution in our rural area Thennangudi village surrounding in this there are 101 sample size are to be used and the simple random technique is used to analyse the data

I. INTRODUCTION

Micro-finance refers to small saving, credit, and insurance and remittance services extended to socially and economically disadvantaged segments of society. in the Indian context terms like small and marginal farmers rural artisan and economically weaker section have been used to broadly define micro-finance customers the recent task force on micro-finance has defined it as provision of thrift credit and other financial services and products of very small amounts to the poor in rural semi urban or urban areas for enabling them to raise their income levels and improve living tenders a present a large part of micro-finance activity is confined to credit only women constitute a micro-credit and savings services which is result of the immediate post purchase judgment or effective reaction

institution mobilize her through their poor attributable condition.

- Remy Mejeha & Ifeanyi Nwachukwu (2008) the research states that micro finance institution financial service to poor and level income households.
- Mohammad Ashraf & Muhammad Noor. (2010) the research depends on microfinance to alternative poverty to bring development of every on utilize their need
- Roopail Patil & Vani Kamath (2017) The Research tells about microfinance institution helps to improving her stage through next level land as well as valuable needs.

II. REVIEW OF LITERATURE

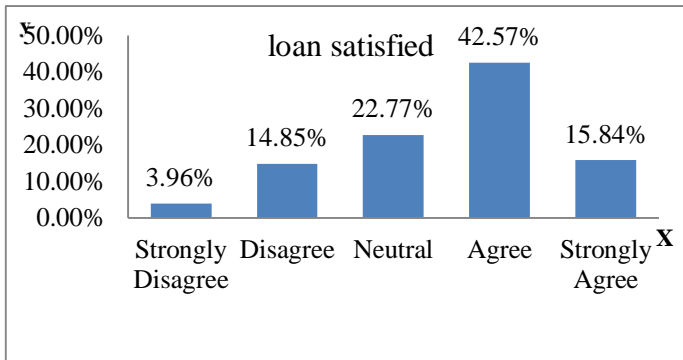
- Eddy Balemba Kanyurhi (2017) the research says about micro finance institution fight against poverty with excellent life and fulfils her/his needs through satisfaction
- Vetrivel & Chandra Kumarmangalam (2010) the research describes about micro Finance

III. RESEARCH METHODOLOGY

- Total Population : 135
- Sampling size: 101 (according to RAO software)
- Sampling Technique – simple random sampling

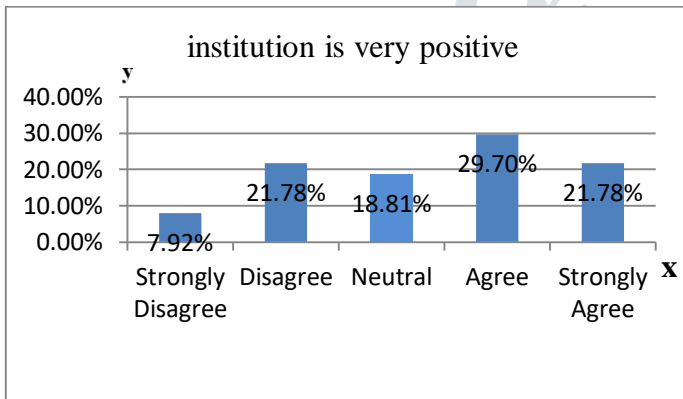
IV.DATAANALIYSIS

CHART: 4.1



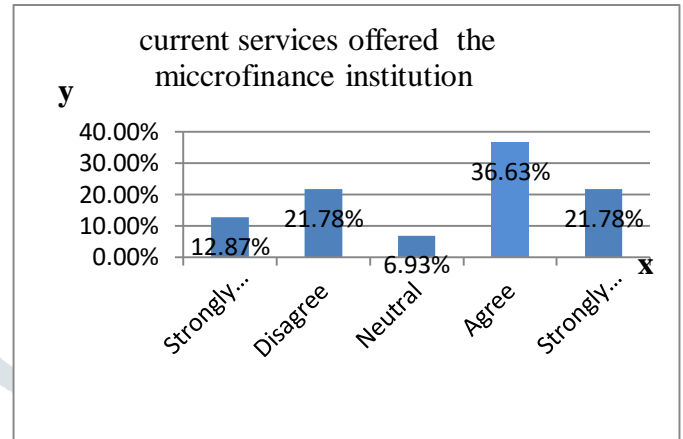
INTERPRETATION: From The chart 4.1 fig shows that 42.57% agree and 14.85 %s disagree Microfinance institution process the loan satisfied 3.96 % strongly disagree for Microfinance institution process the loan satisfied

CHART: 4.2



INTERPRETATION: From The chart 4.2 fig shows that 29.70% agree and 18.81 %s neutral my general attitude towards microfinance institution is very positive 7.92 % strongly disagree for my general attitude towards microfinance institution is very positive

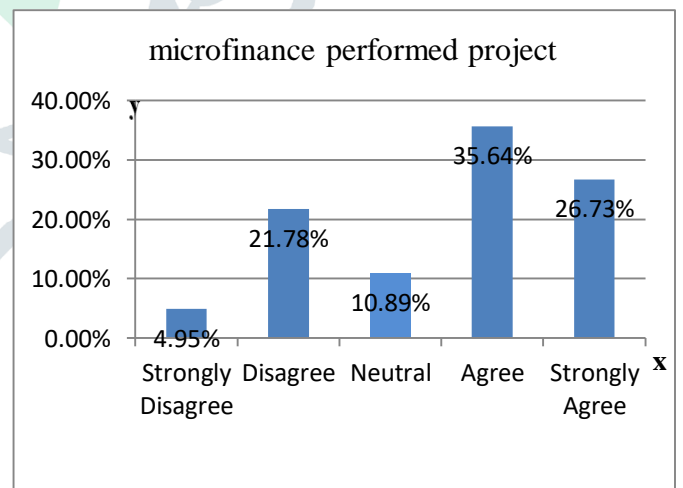
CHART: 4.3



INTERPRETATION:

From The chart 4.3 fig shows that 36.63% agree and 12.87 %strongly disagree I am satisfied with the current services offered at the microfinance institution 6.93 % neutral I am satisfied with the current services offered at the microfinance institution

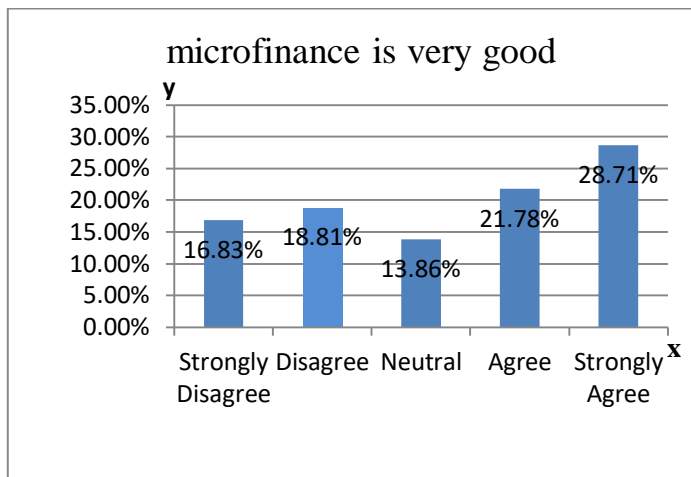
CHART: 4.4



INTERPRETATION: From The chart 4.4 fig shows that 35.64% agree and 10.89 %s disagree I am very satisfied with the way of microfinance performed project .4.95 % strongly disagree for I am very satisfied with the way of microfinance performed project

INTERPRETATION: From The chart 4.5 fig shows that 28.71% strongly agree and 16.83 %strongly disagree for I would rate my knowledge of microfinance is very good.13.86 % neutral for I would rate my knowledge of is very good

CHART: 4.5



V.CONCLUSION:

In my research work mostly the responders are agreed to the forwards microfinance institution in rural areas for the loan process by using the current services offered by the customer satisfaction .The intention to level of the MFI such results faithfully. Customer satisfaction in microfinance sector

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