



A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE PROVIDED BY STATE BANK OF INDIA - WITH SPECIAL REFERENCE TO ERODE DISTRICT

K. R. Sakthi Devi* & Dr. R. Eswaran**

* Assistant Professor, PG & Research Department of Commerce (CS), Vellalar College for Women (Autonomous), Erode, Tamilnadu

** Assistant Professor, PG & Research Department of Commerce, Thiruvalluvar Government Arts College, Rasipuram, Namakkal, Tamilnadu

Abstract:

Customer satisfaction is an important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. The main objective of the study is to study the level of customer satisfaction towards services provided by SBI and to estimate the performance of SBI based on the service provided. For this purpose a sample of 80 was collected were convenience sampling was used to analyse the data with percentage analysis and chi-square as tools. The conclusion is that there is a need for SBI staff to have training in the areas of technology and interactive skills.

Key Words: Customer Satisfaction, Service & Convenience Sampling

Introduction

“Customer satisfaction, business term of how the products and the services supplied by the company meet or surpass the customer expectation. It is the key performance indicator within the business.” Customer satisfaction can greatly achieved by imparting Customer Relationship Management (CRM) in the company. Satisfaction is a person’s feeling of pleasure or disappointment resulting from comparing a product perceived performance in relation to his or her expectations; the customer is highly satisfied. The key to generating high customer value customer loyalty is to delivery high customer value for customer –companies, customer satisfaction by lowering its price or increasing its service, the result may not reach high profits. The will experience some level of satisfaction or dissatisfaction after purchasing the product. The marketer’s job does not end when the product is bought but continues into post purchasing period.

Objectives of the Study:

- ✓ To study the level of customer satisfaction towards services provided by SBI.
- ✓ To estimate the performance of SBI based on the service provided.
- ✓ To suggest the strategies for the bank to improve the level of customer satisfaction.

Need of the Study:

The study was conducted to know the customer satisfaction regarding service provided by SBI for the customers. The study totally revolves around the opinions and feedback from the users. An opinion survey with the help of questionnaire was conducted to know the users view on the services provided by SBI in Erode.

Limitations of the Study:

- ✓ There may be a bias in collecting the primary data from the customers.
- ✓ The study is limited to 80 respondents.
- ✓ The study is conducted only in Erode district.

Research Methodology:

Reliability and Validity: The validity of a research depends on systematic method of collecting the data and analyzing the same in a sequential order. Methodology presents

the Sampling design, Data sources, Tools for data collection, Construction of questionnaire, Pilot study and the Frame work of analysis.

Area of the Study:

The survey was conducted with customers of SBI in Erode dist.

Sampling Design:

The study proposes to cover the satisfaction of the customers. As the study is based on customers the samples don't have criteria and for this purpose convenience sampling is used for the research.

Data Sources:

The study used both primary data and secondary data. The primary data was collected through field survey in the study area. First- hand information's pertaining to the benefits derived and the various competencies encountered were collected from 80 customers to know about activities towards project level of satisfaction on various service provided by the bank.

Tools used for Collection of Data:

Framework of Analysis:

- ✓ Frequency analysis
- ✓ Chi square analysis

Data analysis and Interpretation:

Percentage Analysis:

		Frequency	Percent
Age	18-20	3	3.8
	21-25	29	36.2
	26-30	24	30.0
	Above 30	24	30.0
	Total	80	100.0
Gender	Male	56	70.0
	Female	24	30.0
	Total	80	100.0
Educational Qualification	School	2	2.5
	UG	3	3.8
	PG	44	55.0
	Others	31	38.8
	Total	80	100.0

Interpretation:

The above table shows about the demographic profile of the respondents were the sample was collected with 80 respondents who are customers of SBI in Erode dist. In analyzing about the age of the respondents 3.8% are from the age group of 18-20, 36.2% are from the age group of 21-25, 30% are from the age group of 26-30 and 30% are from the age group of above 30. In analyzing about gender of the respondents 70% are male and 30% are female which shows that most of the respondents are male in our survey. In analyzing about educational qualification of the respondents 2.5% have completed their schoolings, 3.8% have completed their UG, 55% have completed their PG and 38.8% have completed other courses.

Satisfaction on Technology Usage:

ATM Services:

E - Extremely Satisfied, S - Satisfied, N - Neutral, D - Dissatisfied & ED - Extremely Dissatisfied

S.No	ATM Services	E	%	S	%	N	%	D	%	ED	%
1	Promptness of card delivery	14	17.5	9	11.2	16	20.0	16	20.0	25	31.2
2	Number of Transactions	0	0	34	42.5	20	25.0	11	13.8	15	18.8
3	The quality of notes (currency)	8	10.0	32	40.0	24	30.0	10	12.5	6	7.5
4	Convenient location	8	10.0	24	30.0	26	32.5	9	11.2	13	16.2

Interpretation:

The above table shows about the level of satisfaction of customers towards ATM services. Out of 80 respondents most of the respondents were extremely dissatisfied (31.2%) about promptness of card delivery, most of the respondents were satisfied (42.5%) with number of transactions, most of the respondents were satisfied (40%) with the quality of notes, most of the respondents were satisfied (32.5%) with convenient location.

Internet Banking Services:

S.No	Internet banking Services	E	%	S	%	N	%	D	%	ED	%
1	Account information and balance enquiry	8	10.0	24	30.0	24	30.0	17	21.2	7	8.8
2	E- payments	7	8.8	30	37.5	25	31.2	18	22.5	0	0
3	Account to Account transfer	15	18.8	21	26.2	29	36.2	12	15.0	3	3.8
4	Due installment enquiry	8	10.0	24	30.0	26	32.5	9	11.2	13	16.2
5	Statement request (by email, fax, mail)	8	10.0	23	28.7	25	31.2	16	20.0	8	10.0

Interpretation:

The above table shows about the level of satisfaction of customers towards internet banking services. Out of 80 respondents most of the respondents were satisfied and neutral (30%) about account information and balance enquiry, most of the respondents were neutral (42.5%) with E-payments, most of the respondents were neutral (36.2%) with Account to Account transfer, most of the respondents were neutral (32.5%) with due installment enquiry and most of the respondents were neutral (31.2%) with statement request.

Telephone Banking Services:

S.No	Telephone banking Services	E	%	S	%	N	%	D	%	ED	%
1	Pleasant musical background	4	5.0	37	46.2	25	31.2	14	17.5	0	0
2	Reasonable	4	5.0	28	35.0	30	37.5	7	8.8	11	13.8

	number of voice prompts										
3	Clear instructions	0	0	34	42.5	27	33.8	13	16.2	6	7.5
4	Voice directions / on line directions for new users	10	12.5	31	38.8	19	23.8	14	17.5	6	7.5
5	Provide additional options	0	0	27	33.8	29	36.2	18	22.5	6	7.5

Interpretation:

The above table shows about the level of satisfaction of customers towards telephone banking Services. Out of 80 respondents most of the respondents were satisfied (46.2%) about pleasant musical background, most of the respondents were neutral (37.5%) with reasonable number of voice prompts, most of the respondents were satisfied (36.2%) with clear instructions, most of the respondents were satisfied (38.8%) with voice directions / on line directions for new users and most of the respondents were neutral (31.2%) with providing additional options on telephone banking services.

Mobile Banking Services:

S.No	Mobile Banking Services	E	%	S	%	N	%	D	%	ED	%
1	Reward point status	2	2.5	33	41.2	33	41.2	7	8.8	5	6.2
2	Prepaid Mobile Recharge	8	10.0	5	6.2	30	37.5	11	13.8	26	32.5
3	SMS alerts about specific information to the bank services / new products	0	0	18	22.5	25	31.2	19	23.8	18	22.5
4	Transactions status	0	0	25	31.2	19	23.8	20	25.0	16	20.0
5	Expensive	4	5.0	30	37.5	35	43.8	9	11.2	2	2.5

Interpretation:

The above table shows about the level of satisfaction of customers towards mobile banking services. Out of 80 respondents most of the respondents were satisfied (41.2%) about reward point status, most of the respondents were neutral (37.5%) with prepaid mobile recharge, most of the respondents were neutral (31.2%) with SMS alerts about specific information to the bank services / new products, most of the respondents were satisfied (31.2%) with transactions status and most of the respondents were satisfied (37.5%) with expensive on mobile banking services.

Chi-Square Analysis:

Demographic Variables Vs Level of Satisfaction:

The relationship between demographic profile of the service users' and the level of satisfaction on 'SBI' is analysed using Chi-Square analysis.

The demographic profiles of the service users' considered are Gender, Age, and education.

Demographic Profile (Age) and Satisfaction on Service Provided by SBI:

The hypothesis framed for analyzing the relationship between demographic profile (age) of the service users' and satisfaction on service provided by SBI.

H₀: There is no significant relationship between demographic profile (age) of the service users and satisfaction on service provided by SBI.

Level of satisfaction	CHI-Square Value	P Value	Result
ATM services	1.094	0.000	Reject
Internet banking services	78.974	0.000	Reject
Tele banking services	1.446	0.002	Reject
Mobile banking services	1.547	0.001	Reject

From the above table it can be inferred that there is a significant relationship exists between the demographic variable (age) and satisfaction on service provided by SBI.

Demographic Profile (Gender) and satisfaction on Service Provided by SBI:

The hypothesis framed for analyzing the relationship between demographic profile (gender) of the service users' and satisfaction on service provided by SBI.

H₀: There is no significant relationship between demographic profile (gender) of the service users and satisfaction on service provided by SBI.

Level of satisfaction	CHI-Square Value	P Value	Result
ATM services	36.934	0.000	Reject
Internet banking services	29.561	0.003	Reject
Tele banking services	38.201	0.004	Reject
Mobile banking services	43.111	0.060	Accept

From the above table it can be inferred that there is a significant relationship exists between the demographic variable (gender) and satisfaction on service provided by SBI with ATM services, Internet banking services, Tele banking services.

There is no significant relationship exists between the demographic variable (gender) and satisfaction on service provided by SBI with Mobile banking services.

Findings:

- ✓ Maximum of the respondents are from the age group of 21-25 in our survey
- ✓ Majority of the respondents are male in our survey.
- ✓ Majority of the respondents have completed their PG in our survey.
- ✓ Most of the respondents were extremely dissatisfied about promptness of card delivery, most of the respondents were satisfied with number of transactions, most of the respondents were satisfied with the quality of notes, and most of the respondents were satisfied with convenient location.
- ✓ There is a significant relationship exists between the demographic variable (age) and satisfaction on service provided by SBI.

Suggestions:

- ✓ Training programmes should be devised for all staff including call centre and Staff of Direct Sales Associates or Associates of SBI. More importance should be given to upgrade product knowledge and communication skills in such training programmes.
- ✓ There is a need for SBI staff to have training in the areas of technology and interactive skills.
- ✓ The bank should attract best talent and retain that talent by right kind of policies in respect of salary, incentives, etc.

Conclusion:

A sample of 80 was collected where convenience sampling was used to analyse the data with percentage analysis and chi-square as tools. The conclusion is that there is a need for SBI staff to have training in the areas of technology and interactive skills.

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