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SATISFACTION EXPERIENCED BY THE TUCBL CUSTOMERS

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ABSTRACT
UCBs is an umbrella term includes all type of UCBs functioning in India i.e., state owned, central and private owned. This study aimed to assess analyse the satisfaction experienced by the TUCBL customers. The article is ethnographic in nature, as it aims to analyse the satisfaction experienced by the TUCBL customers. The article is descriptive in nature and has used both qualitative and quantitative data for measuring the customers reaction towards the TUCBL services. Convenience sampling was applied by the authors for collection of data from 140 TUCBL customers. The study concluded that there exists gap between customers level of perception and satisfaction towards services offered by the urban co-operative banks. The samples were observed to be satisfied with the interest paid for their deposits, period of deposit holding and its maturity period. Similarly, there satisfaction level exceeds above their perception towards loans offered by TUCBL, physical feature of the TUCBL, routine customer service offered, counter service offered and customers guidance services offered by the bank. The study observed that customers perception towards staff behaviour has not meet to the satisfactory mark. The study suggests the TUCBL authorities to focus to bridging the gap between the customers perception and their satisfaction towards TUCBL services in order to attract more customers, to retain their existing customers and to earn new customers.

KEY TERMS: *Co-Operative Banks, Urban Co-Operative Bank, Customers Satisfaction*

INTRODUCTION
Cooperative banks are plays a crucial in the rural and urban economy development and in upliftment of middle and low-income section of the people living in the state. PACS (Primary Agricultural Credit Society) and UCBs are the two CBs designated to service the urban i.e., "A" segment needs. UCBs is an umbrella term includes all type of UCBs functioning in India i.e., state owned, central and private owned. The functioning of UCBs is found to be knowledge sharing, resources pooling and offering mutual credit supply with support technology adoption and adhering to banking practices. UCBs aims to promote mutual co-operation through active thrifting, self-help and mutual assistance among the members (customers). UCBs provides arrays of services to its members like: SCBs and keeps its customers well connected with modern day technologies. UCBs are found to be highly success in mobilising more deposits from the lower and bank excluded population group in the society, at same time reaching the last-mile remote borrowers in a specific community. This feature of UCBs differs its operation from that of the formal SCBs.

PERSPECTIVE AND AIMS OF THE ARTICLE
Members (Customers) add strength to the functioning of UCB. Satisfied customers always like to come back and avail the services rendered by the UCB. At the same time, they will prefer to recommend the UCBs services to others and they try loyal to their respective co-operative banks.

- To identify nature of customers availing TUCBL services in Thrissur region.
- To analyse the satisfaction experienced by the TUCBL customers.

LITERATURE DISCUSSION
Reviews collected by the authors are briefly discussed in this section.

According to Gupta and Jain (2012) customers play active role in the co-operative banks' operation, in decision of board of directors and they influence the long-term sustainability of co-operative banks. Singh and Soni (2015) inferred that the UCBs dedication towards their customers and nature of the services offered by the UBCs are identified as the satisfaction influencing factors. Lokhande (2018) documented that 90 per cent of the UCB customers avail ATM facilities, debt card and internet services. Article of Sujith and Sumathy (2019) summarised that customers satisfaction towards primary lending agencies varies from one to another based on the different dimensions of operations like: location of the society, interest rate, behaviour of staff and long-term relationship build etc. Kulkarni and Metre (2020) also acknowledged that UCBs customers had expressed their satisfaction towards their banks in different dimensions or say parameters. Kundaragi (2021) customers expressed higher degree satisfaction with the tangible features of UCBs functioning in their district. Hemalatha and Devaraja (2023) documented that customers are highly satisfied with the digital banking services offered by UCBs.

It has been understood that there is dearth in the research studies comprehensive studies available on the customers satisfaction towards different dimension of UCBs service like: deposit,

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different categories of loan extension and offering of technology advanced services or on grievance redressal and other service. The identified research dearth has supported the researcher in conduct of this empirical study.

METHODOLOGY AND MATERIALS

The article is ethnographic in nature, as it aims to analyse the satisfaction experienced by the TUCBL customers. The article is descriptive in nature and has used both qualitative and quantitative data for measuring the customers reaction towards the TUCBL services. Convenience sampling was applied by the authors for collection of data from 140 TUCBL customers.

RESULTS AND DISCUSSION

The study comprised of data collected from female (72.93 per cent) and of them male (27.07 per cent) customers of TUCBL. About 53.17 per cent of the sample were aged between 26-35 years, majority of them are graduates (51.95 per cent), 69.02 of the sample as married and 60.49 per cent of the customers are small vendors. Prevailing gap between customers level of perception and satisfaction towards services offered by the urban co-operative banks was assessed by the researcher.

Ho: There exists gap between customers level of perception and satisfaction towards services offered by the urban co-operative banks.

TABLE: 1(A)
ASSOCIATION BETWEEN CUSTOMERS LEVEL OF PERCEPTION AND SATISFACTION TOWARDS SERVICES OFFERED BY THE URBAN CO-OPERATIVE BANKS

Variables	Perception		Satisfaction		Correlation
	Mean	SD	Mean	SD	
Deposits (Nature of Services Offered)					
Interest Provided on Deposits	1.934	0.883	**2.015**	0.948	.743
Period Provide on Deposits	1.988	0.777	**2.066**	0.889	.852
Deposits Maturity Procedures	2.073	0.769	**2.078**	0.861	.838
Types of Deposits Offered	**2.210**	0.769	2.056	0.791	.723
Loans Offered Based on Deposits	**2.163**	0.956	2.137	0.879	.873
Security Aspect of Deposits	**2.154**	0.914	2.080	0.896	.843
Pre-Closure Charges of Deposits	**2.110**	0.930	2.083	0.911	.709
Loans (Nature of Services Offered)					
Value of Loan Sanctioned	**2.227**	1.032	2.173	0.970	.771
Time Taken for Loan Sanctioned	2.222	1.061	**2.307**	1.046	.718
Interest Charged on Loan	2.195	1.054	**2.271**	1.066	.858
Loan Repayment Period	2.205	0.990	**2.295**	1.010	.824
Customer Relationship	2.022	0.947	**2.141**	0.953	.846
Service Quality of Urban Co-Operative Bank	2.073	0.927	**2.222**	0.985	.788
Staff Behaviour and Support	**2.154**	1.062	2.046	0.951	.750
Tangibility (Physical Environment Infrastructure)					
Atmosphere in the Bank	2.056	0.964	**2.063**	0.773	.868
Layout of the Bank	1.949	0.925	**2.017**	0.814	.843
Operation Timing	2.022	0.858	**2.083**	0.864	.746
Banks Parking Space	**2.034**	0.963	1.954	0.904	.748
Location of the Bank	1.954	0.915	**2.120**	0.878	.800
Cleanliness	1.998	0.889	**2.066**	1.012	.794
Grievance and Redressal	1.920	0.896	**2.010**	0.876	.700
Routine Operational Factors (Customer Services)					
Extended Banking Hours	1.956	0.814	**2.029**	0.890	.814
Waiting Period in the Line	1.944	0.833	**2.122**	0.920	.831
Accuracy in Transactions	2.002	0.835	**2.100**	0.952	.706
Quickly Rectifying Transaction Errors	1.998	0.939	**2.061**	0.981	.816
Time Taken in Operating an Account	2.090	0.958	**2.151**	1.026	.810
Easy and Accuracy of Statement	1.995	0.890	**2.107**	0.981	.741

Level of Significance: 5 per cent

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TABLE: 1(B)
ASSOCIATION BETWEEN CUSTOMERS LEVEL OF PERCEPTION AND SATISFACTION TOWARDS SERVICES OFFERED BY THE URBAN CO-OPERATIVE BANKS

Variables	Perception		Satisfaction		Correlation
	Mean	SD	Mean	SD	
Counter Services (Customer-Service)					
Withdrawal/Deposit of Cash	1.898	0.830	**1.929**	0.910	.808
Opening of Account	1.929	0.843	**1.990**	0.839	.765
Issue of Cheque Book	1.720	1.002	**2.090**	0.953	.719
Updation of Pass Book	1.990	0.856	**2.102**	0.996	.877
Renewal of Deposits	1.976	0.911	**2.000**	0.976	.877
Staff Factors (Relationship Maintenances)					
Courteous/Friendly People	2.002	0.861	**2.071**	0.910	.712
Accuracy in Completing Transaction	**2.129**	0.896	2.063	0.915	.878
Speed of the Services	**2.044**	0.867	2.037	0.926	.872
Sincerity in Problem Solving	**2.107**	0.950	1.978	0.891	.700
Promptness of the Services	1.944	0.911	**2.127**	0.914	.781
Reliability of the Employees	**2.066**	0.881	1.976	0.927	.785
Guidance Facility and Other Services (Infrastructure)					
Acceptance of Small Denominations Notes	2.054	0.960	**2.095**	0.916	.884
Exchange of Soiled/Cut Notes	1.961	0.922	**2.132**	1.029	.859
Intimation Regarding Maturity of Term Deposit	1.924	0.860	**2.020**	0.948	.744
Offer Instant Credit of Outstations/Local Cheques	1.954	0.944	**2.185**	0.870	.710

Level of Significance: 5 per cent

TABLE: 2(A)
PAIRED Z TEST
ASSOCIATION BETWEEN CUSTOMERS LEVEL OF PERCEPTION AND SATISFACTION TOWARDS SERVICES OFFERED BY THE URBAN CO-OPERATIVE BANKS

Perception vs Satisfaction	Mean	SD	Z Value	DF	Sig
Deposits (Nature of Services Offered)					
Interest Provided on Deposits	0.080	0.776	12.100	409	**.006**
Period Provide on Deposits	0.078	0.702	12.252	409	**.025**
Deposits Maturity Procedures	0.005	0.788	10.125	409	**.000**
Types of Deposits Offered	0.154	0.762	14.085	409	**.000**
Loans Offered Based on Deposits	0.027	0.944	10.575	409	**.005**
Security Aspect of Deposits	0.073	0.865	11.713	409	**.007**
Pre-Closure Charges of Deposits	0.027	0.913	10.595	409	**.002**
Loans (Nature of Services Offered)					
Value of Loan Sanctioned	0.054	1.031	11.054	409	**.023**
Time Taken for Loan Sanctioned	0.085	1.035	11.670	409	**.006**
Interest Charged on Loan	0.076	1.104	11.387	409	**.016**
Loan Repayment Period	0.090	1.074	11.702	409	**.000**
Customer Relationship	0.120	0.905	12.673	409	**.008**
Service Quality of Urban Co-Operative Bank	0.149	0.969	13.109	409	**.002**
Staff Behaviour and Support	0.107	1.060	12.051	409	**.041**
Tangibility (Physical Environment Infrastructure)					
Atmosphere in the Bank	0.007	1.062	10.140	409	**.009**
Layout of the Bank	0.068	0.923	11.499	409	**.035**
Operation Timing	0.061	0.906	11.363	409	**.004**
Banks Parking Space	0.080	0.982	11.660	409	**.008**
Location of the Bank	0.166	0.897	13.746	409	**.000**
Cleanliness	0.068	1.051	11.315	409	**.019**
Grievance and Redressal	0.090	1.049	11.743	409	**.002**
Routine Operational Factors (Customer Services)					
Extended Banking Hours	0.073	0.925	11.602	409	**.010**
Waiting Period in the Line	0.178	1.016	13.549	409	**.000**

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Accuracy in Transactions	0.098	0.979	12.018	409	**.044**
Quickly Rectifying Transaction Errors	0.063	0.843	11.524	409	**.028**
Time Taken in Operating an Account	0.061	0.878	11.406	409	**.011**
Easy and Accuracy of Statement	0.112	0.899	12.526	409	**.012**

Level of Significance: 5 per cent

TABLE: 2(B)
PAIRED Z TEST
ASSOCIATION BETWEEN CUSTOMERS LEVEL OF PERCEPTION AND SATISFACTION TOWARDS SERVICES OFFERED BY THE URBAN CO-OPERATIVE BANKS

Perception vs Satisfaction	Mean	SD	Z Value	DF	Sig
Counter Services (Customer-Service)					
Withdrawal/Deposit of Cash	0.032	0.949	10.676	409	**.049**
Opening of Account	0.061	0.870	11.419	409	**.017**
Issue of Cheque Book	0.371	1.370	15.479	409	**.000**
Updation of Pass Book	0.112	0.955	12.379	409	**.018**
Renewal of Deposits	0.024	1.136	10.435	409	**.004**
Staff Factors (Relationship Maintances)					
Courteous/Friendly People	0.068	0.961	11.438	409	**.011**
Accuracy in Completing Transaction	0.066	1.010	11.320	409	**.017**
Speed of the Services	0.007	1.082	10.137	409	**.001**
Sincerity in Problem Solving	0.129	1.090	12.401	409	**.017**
Promptness of the Services	0.183	1.015	13.650	409	**.000**
Reliability of the Employees	0.090	1.003	11.821	409	**.009**
Guidance Facility and Other Services (Infrastructure)					
Acceptance of Small Denominations Notes	0.041	0.857	10.980	409	**.028**
Exchange of Soiled/Cut Notes	0.171	1.108	13.120	409	**.002**
Intimation Regarding Maturity of Term Deposit	0.095	0.867	12.222	409	**.027**
Offer Instant Credit of Outstations/Local Cheques	0.232	1.277	13.674	409	**.000**

Level of Significance: 5 per cent

The samples were observed to be satisfied with the interest paid for their deposits, period of deposit holding and its maturity period. Similarly, there satisfaction level exceeds above their perception towards loans offered by TUCBL, physical feature of the TUCBL, routine customer service offered, counter service offered and customers guidance services offered by the bank. The study observed that customers perception towards staff behaviour has not meet to the satisfactory mark. The calculated Z values are 12.100, 12.252, 10.125, 14.085, 10.575, 11.713, 10.595, 11.054, 11.670, 11.387, 11.702, 12.673, 13.109, 12.051, 10.140, 11.499, 11.363, 11.660, 13.746, 11.315, 11.743, 11.602, 13.549, 12.018, 11.524, 11.406, 12.526, 10.676, 11.419, 15.479, 12.379, 10.435, 11.438, 11.320, 10.137, 12.401, 13.650, 11.821, 10.980, 13.120, 12.222 and 13.674 found to be significance at five per cent level. Henceforth, the hypothesis framed is accepted.

CONCLUSION

The study concluded that there exists gap between customers level of perception and satisfaction towards services offered by the urban co-operative banks. The samples were observed to be satisfied with the interest paid for their deposits, period of deposit holding and its maturity period. Similarly, there satisfaction level exceeds above their perception towards loans offered by TUCBL, physical feature of the TUCBL, routine customer service offered, counter service offered and customers guidance services offered by the bank. The study observed that customers perception towards staff behaviour has not meet to the satisfactory mark. The study suggests the TUCBL authorities to focus to bridging the gap between the customers perception and their satisfaction towards TUCBL services in order to attract more customers, to retain their existing customers and to earn new customers.

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