



# **A STUDY ON CONSUMER SATISFACTION TOWARDS BANKING SERVICE PROVIDED BY SBI WITH SPECIAL REFERENCE TO ANNUR BRANCH**

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## **ABSTRACT**

*The purpose of this research article is to evaluate the customers satisfaction towards the banking services rendered by the SBI in Annur Branch. The author conducted a literature search on banking services of SBI interviewing of its 120 customers and thoroughly scrutinized how it caters to the needs of the inhabitants of Annur Branch. The study also focused on various factors that determine the customer satisfaction like employees behaviour, banking services, banking performance, infra-structure facility, loan oriented service and other value added services. Analysis was made by using various tools like percentage analysis, Chi-square test and charts. The results showed that there is a significant relationship between the variable of customer satisfaction and banking services of the SBI and the customers have a medium level of satisfaction. The SBI could consider the research's in order to alleviate its reputation and customer satisfaction.*

**KEY WORDS:** *Customer satisfaction, Banking services and services of SBI.*

## **INTRODUCTION**

Customer satisfaction is measured at the individual level, but it is almost always reported at an aggregate level. It can be and often is, measured along various dimensions. A hotel, for example, might ask customer to rate their experience with in front desk and check-in-service, with the room, with the amenities in the room, with the restaurants, and so on.

Customer satisfaction a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or a percentage of total customer, whose reported experience with a firm, its products, or its service exceeds specified satisfaction goals". In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a

customer satisfaction metric very useful in managing and monitoring their business. "Customer satisfaction provides a leading indicator of customer purchase intentions and loyalty". Customer satisfaction data are among the frequently collected indicators of market perceptions.

Customer service is the provision of service to customer before, during and after a customer service is a service of activities designed to enhance the level of customer satisfaction—that is, the feeling that product or service has met the customer expectations".

## **STATEMENT OF THE PROBLEM**

In the banking field a unique relationship exists between the customers and the banks. Customer satisfaction can be adopted in the banks to improve the



quality of service offered to attract their customer. So there is a need for this study to use customer satisfaction as a helping tool to evaluate the quality of services and facilities given to their customers.

### SCOPE OF THE STUDY

The study is conducted to know the customer satisfaction of SBI in Annur Branch. It also reveals the quality of various service offered.

\*It helps to know the effective relationship between the SBI and its customers.

\*It measure various attractive service offered by the SBI and its customers.

\*It helps to know the facilities available in the SBI Bank.

### OBJECTIVES OF THE STUDY

- To assess the level of customer satisfaction on the quality of service provided by the SBI Bank in Annur Branch.
- To study the usage level of facilities and services that attract their customers of SBI Bank in Annur Branch.
- To evaluate the satisfaction level of the customers.

### RESEARCH METHODOLOGY

This study has carried out of Annur Branch only.

#### SAMPLE DESIGN

##### Sample method:

Sampling method used in the study is "Convenient sampling" method.

##### Sample Size:

Population is infinite so the sample selected for the study is 120 respondents.

### TOOLS FOR ANALYSIS

- ✓ Simple percentage analysis.
- ✓ Likert scale analysis.

### LIMITATIONS OF THE STUDY

- Findings of the study may be influenced by personal of the respondents.
- Unwillingness of some respondents to provide information is another limitation.

### FORMULA

$$\text{PERCENTAGE} = \frac{\text{Number of Respondents}}{\text{Total number of respondents}} \times 100$$

### REVIEW OF LITERATURE

**Dr.K.Mary. (2018)** the study entitled, "CUSTOMER SATISFACTION ON INTERNET BANK SERVICES OF STATE BANK OF INDIA IN THOOTHUKUDI". In their study started that internet banking is regarded as a delivery channel, with the help of internet banking the customer has an access to number of service just at the click of a mouse.

**Dr.M.E.Dodderaju(2017)** the study entitled, "CUSTOMER SATISFACTION TOWARDS BANKING SERVICE -A STUDY OF REWARI DISTRICT." Observed that there is significance difference among the respondents according to their income level and level of the satisfaction whereas, there is a lack of customer's relationship and aggressive marketing in public bank as compared to private sector bank.

**K.R.Sakthi Devi (2016)** the study entitled "A STUDY OF CUSTOMER SATISFACTION TOWARDS SERVICE PROVIDED BY STATE BANK OF INDIA \_ WITH SPECIAL REFERENCE TO ERODE . Customer satisfaction is an important because it provides markets and business owners with a metric that they can use to manage and improve their business.

### DATA ANALYSIS AND INTERPRETATION

The data collected from the samples have systematically applied and presented in the following pages. They were also arranged in such way that, a detailed analysis can be made so as to present suitable interpretation for the same. The data have been analyzed using the following satisfaction tools.

4.1 Simple percentage analysis

4.2 Likert scale analysis.

### SIMPLE PERCENTAGE ANALYSIS

The Percentage analysis is mainly employed to find the distribution of different categories of respondents. As the value are expressed in percentage it facilitates comparison and standardization. This analysis describes the classification of the respondents failing under each category.

**Table No: 1**  
**Table showing GENDER of the respondents**

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	MALE	65	54.2
2	FEMALE	55	45.8
<b>TOTAL</b>		<b>120</b>	<b>100</b>

*(Source: Primary Data)***INTERPRETATION**

It is revealed that 54.2% of the respondents are Male and the 45.8% of the respondents are Female. **Majority 54.2% of the respondents are Male.**

**LIKERT SCALE ANALYSIS**

A Likert scale analysis is a method of meaning attitude. Ordinal scale of responses to a question or statement. Ordered in hierarchical sequence from strongly negative to strongly positive. Used mainly in behavioural science, in likert's methods a person's

attitude is measured by combining (adding or averaging) their responses all items.

**FORMULA**

LIKERT SCALE =  $\frac{\sum(FX)}{\text{NUMBER OF RESPONDENTS}}$

F=NO.OF RESPONDENTS

X=LIKERT SCALE VALUE

(FX)=TOTAL SCORE

**MID VALUE**

Mid-Value indicates the middle most value of the likert scale

**Table No: 2**  
**Table showing BANKING SERVICES of respondents**

S.NO	FACTORS	NO. OF THE RESPONDENTS(F)	LIKERT SCALE VALUE(X)	TOTAL(FX)
1	Highly satisfied	31	4	124
2	Satisfied	75	3	225
3	Neutral	12	2	24
4	Not satisfied	2	1	2

*(Source: Primary Data)*

$$\begin{aligned} \text{Likert scale} &= \frac{\sum(FX)}{\text{total no. of respondents}} \\ &= \frac{375}{120} \\ &= 3.125 \end{aligned}$$

**INTERPRETATION:** It is revealed that 25.83% of the respondents are Highly satisfied and the 62.50% of the respondent of satisfied and the 10.00% of the respondents are neutral and the 1.67% of the respondents of Not satisfied.

**FINDINGS****SIMPLE PERCENTAGE ANALYSIS**

- Majority 54.2% of the respondents are Male.

- Majority 70.8% of the respondents are 18-27years.
- Majority 71.8% of the respondents are Single.
- Majority 34.2% of the respondents are Private employee.
- Majority 44.17% of the respondents are upto Rs.2,50,000.
- Majority 64.17% of the respondents are saving account.



- Majority 68.33% of the respondents are saving account.
- Majority 12.50% of the respondents are others.
- Majority 53.33% of the respondents are 2 years to 4 years.
- Majority 78.33% of the respondents are yes.
- Majority 39.17% of the respondents are wide branch network.
- Majority 31.67% of the respondents are to transfer.
- Majority 57.50% of the respondents are good.

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### LIKERT SCALE ANALYSIS

- ❖ Majority 373.667% of the respondents are satisfied.
- ❖ Majority ,2.90833% of the respondents are satisfied.

### SUGGESTIONS

- ❖ Banks may carry out some awareness program on internet facility provided them to the customer and other general public.
- ❖ Banks may ensure to protect the date and maintain the privacy of the customer using internet banking.
- ❖ Separate may be opened by the banks to resolve to the problem faced by the customer in using internet banking.

### CONCLUSION

Most of the respondents satisfied with the services provided by the bank like deposit Services,ATM services,Fund transfer, online banking, card services and loan. According to gender female respondents are more satisfied with card services and loan than the male respondents,most of the respondents not aware about online banking services. According to different age group below 30 year age group respondents are more satisfied about the Services provide in bank.

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