



A CUSTOMER SATISFACTION ON SERVICE OFFERED BY STATE BANK OF INDIA WITH SPECIAL REFERENCE TO NILGIRIS DISTRICT

Mr. Ajay. J¹, Dr.C.Karthick² M.Com. M. Phil., PHD

¹Student of III B.com, Department of commerce,

²Assistant Professor, Department of Commerce,

^{1,2}Dr. N.G.P Arts and Science College (Autonomous) – C0M119
Kalapatti Road, Coimbatore- 641 048

ABSTRACT

The purpose of this study on customer satisfaction will help us to understand the needs & Wants of the customers towards service offered by SBI. The study could provide appropriate and timely information about the position of preference level of customer towards State Bank of India. As the objectives of this study is to analyze the customer satisfaction on service offered by State Bank of India. 165 customers were selected and obtained the various responses based on the questionnaire method.

KEYWORDS: - SBI, Bank, Customers, Customer satisfaction.

I. INTRODUCTION

Customer satisfaction is deliberate at the individual level, but it is approximately always reported at a collective level. Customer satisfaction, an expression often used in marketing is a determination of how products and services full by a company meet or exceed customer expectations. The recent trends show that most of the banks are shifting from a product-centric mold to a customer-centric model since customer satisfaction has become is of the major determinants of business growth. The study will provide in sequence about the satisfaction level of customers of SBI and banking sectors and resolve be help for framing new policies involving the customers. Commercial banks play a significant role in helping the economy of a country in realizing its socio-economic goals. The role of commercial banking assumes much importance especially in a developing country like India. Customer's satisfaction is measured at the individual level, but it is almost always reported at an aggregate level. 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. Today customers are now becoming increasingly conscious of their right and are demanding ever more than before. The recent trends show that most of the banks are shifting from a „product-centric model“ to a customer-centric model“ since customer satisfaction has become are of the major study.

II. SCOPE OF STUDY

The present study was undertaken of the customer towards state bank of India (SBI). The problem of the customer is they are not aware of the services provided by their bank. The study also force on the customer perception that how the banking services can be improved.

- The study has been conducted on behalf of – State Bank of India.
- The study is confined to the Nilgiris district.



- The scope of the study is to find out the customer satisfaction.
- The study covers the service providers and users of – SBI.

III. OBJECTIVES OF THE STUDY

- To examine the various services provided by SBI in Nilgiris District.
- To study the level of customer satisfaction towards the services provided by the SBI in the study area.
- To examine the expectation and the level of satisfaction of the customer services rendered by state bank of India.
- To suggest the strategies for the bank to improve the level of customer satisfaction.
- To understand the comfort ability in SBI banking among public.
- To know how far SBI banking helps the public

IV. LIMITATIONS OF THE STUDY

- The survey has been conducted only on 165 respondents.
- The accuracy of the findings of study depends upon the correctness of the responses provided by the respondents.
- The results of the analysis depend on the quality of data provided by the customers of the bank.
- The study is conducted only in Nilgiris district.
- The study was done within a period of 3 months of time.
- Sometimes customers may not be genuine in their answer.

REVIEW OF LITERATURE

- Prasana Chandra (2010): Fundamental of financial management covers all the aspects of the subject from the basics overview of the financial environment to the financial analysis and financial planning. The basic consists of forms of business organization which gives detailed information about the financial management of the organization. After the analysis part budgeting of capital and fundamental valuation of concept is in detail. It provides an introduction to the financial management and to the financial environment. The fundamental of financial management provides a good coverage of the basic concepts relating to the financial environment.

The topics are explained with various examples like the tax system, financial institution, banking arrangement & the regulatory framework. All the concepts are explained using numerous examples & illustration besides the illustration given within the chapter, additional concepts, tools & technique with illustration are provided at the end of chapter section. The book takes an analytical approach and explains the various analytical methods in context.

- Jha DK and D S Sarangi (2011): The financial performance of seven public sector and private sector banks during the period 2009-10. They used three sets of ratios, operating performance ratio, financial ratio and Efficiency ratio. The study revealed that Axis bank was on the top of these banks followed by ICICI, BOT, PNB, SBI, IDBI and HDFC.
- Fernando Ferreng (2012) it is generally agreed that recent economic crisis intensified worldwide competition among financial institution. This competition has direct impact on how bank deal with their customer and achieve its objectives performance evaluation of banks is the key function for improving banks performance. Banks profitability and success to a large extent depends on bank branch financial performance.

RESEARCH METHODOLOGY

1) SAMPLE DESIGN

- **Population:** Population for this search is set of customers satisfaction on service offered by SBI in Nilgiris district.
- **Sample size:** The sample size is 165.
- **Sampling method:** The method used for sample technique was an area sampling method where there are more number of users.

2) SOURCE OF DATA:

- ❖ Primary data.
- ❖ Secondary data.

a) Primary data:

- Personal evolution based on pre designed format of structure questionnaire, which helps to read the consumers.
- Short interview with the consumers.

b) Secondary data:

- Websites
- Business magazines
- Trade rights



- Published data on credit card
- 3) **TOOLS FOR DATA COLLECTION:**
 - Simple percentage analysis
 - Chi – square test analysis

- Weighted average analysis
- Ranking analysis

A. SIMPLE PERCENTAGE ANALYSIS**Transactions of the Respondents**

Transaction	No. of respondents	Percentage
Daily	16	9.7%
Weekly	68	41.2%
Monthly	59	35.8%
Occasionally	22	13.3%
TOTAL	165	100%

INTERPRETATION

It is observed from the above table that 41.2% of the respondents making weekly transaction, 35.8% of the respondents making monthly transaction, 13.3%

of the respondents making occasionally, 9.7% of the respondents are daily.

Majority 41.2% of the respondents are making weekly transaction.

Area of Residence

Area	No. of respondents	Percentage
Rural	51	30.6
Urban	90	32
Semi Urban	24	21.3
Total	150	100

INTERPRETATION

It is observed from the above table that 55.6% of the respondents are belongs to urban, 31.5% of the respondents are belongs to rural, 12.2% of the respondents are semi urban.

Majority 55.6% of the respondents are belonging to urban.

B. CHI-SQUARE TEST ANALYSIS**(1) EDUCATIONAL QUALIFICATION & BANK A/C THEY HOLD:**

QUALIFICATION	BANK A/C				
	Savings A/C	Current A/C	Fixed deposit A/C	Others	Total
School level	5	2	1	0	8
UG	46	32	15	1	94
PG	15	16	21	2	54
Diploma	0	3	4	1	9
TOTAL	66	53	41	4	165

Factor	Calculated value	D.F	Table value	Remarks
Pearson chi square	22.800a	9	16.919	Rejected

INTERPRETATION

It is clear from the above table show that, the calculated value of chi square is high more than the table value. Hence the hypothesis is rejected. So

there is no significant relationship between the educational qualification and banks- in which they hold account.

**C. WEIGHTED AVERAGE ANALYSIS****(1) LEVEL OF SATISFACTION**

Factors	1(5)	2(4)	3(3)
Satisfy	47	29%	0.17
Highly satisfy	42	25.9%	0.15
Neutral	59	36.4%	0.35
Dissatisfied	9	5.6%	0.05
Highly satisfied	8	3.1%	0.04

INTERPRETATION

The above table justifies the satisfactory level of State bank of India banking. The highest mean score or

average is 0.35 for feedback regarding SBI customer service representative.

D. RANKING ANALYSIS**(1) RANKING ANALYSIS OF THE RESPONDENTS**

Factors	1(5)	2(4)	3(3)	4(2)	5(1)	Total	Rank
Payment/ transfer	71 (355)	21 (84)	32 (96)	14 (48)	5 (5)	165 (588)	1
Funds & transfer	20 (100)	62 (248)	40 (120)	17 (34)	6 (6)	165 (508)	2
Inter-bank transaction	22 (110)	49 (248)	50 (150)	13 (26)	10 (10)	165 (492)	3
Credit cards	24 (120)	29 (116)	37 (111)	36 (72)	12 (12)	165 (431)	4
E-tickets	14 (70)	42 (168)	39 (117)	19 (38)	19 (19)	165 (412)	5

INTERPRETATION

The above table shows the analysis it is understood that the respondents have given 1st rank Payment/transfer, 2nd -Funds & transfer, 3rd - Inter-bank transaction, 4th -Credit cards, 5 th -E-tickets.

and technology driven. During the last one decade, technology has been dramatically transforming banking in India.

CONCLUSION

The banking sector in India is undergoing major changes due to competition and the advent of technology. The customer is looking for better quality services which enhance his/her satisfaction. From the above analyses, it is evident that SBI has many positive features and the customers are mostly satisfied with the service offered. The main aim of the study was to assess the service quality of bank and its impact of customer satisfaction. The study also tried to test the relationship that exists between customer 73 satisfaction and their loyalty. The respondents of the bank mostly focus on people factor for improving customer satisfaction while the banks are focus on modern banking services, to attract its customers. 21st century banking has become totally customer driven

V. REFERENCE**Books Referred**

1. *RESEARCH METHODOLOGY: METHODS AND TECHNIQUES* – C. R. Kothari
2. *ESSENTIALS OF RESEARCH DESIGN AND METHODOLOGY* – Geoffrey R. Marczyk
3. *BANKING AND INSURANCE: PRINCIPLES AND PRACTICE* – Neelam C. Gulati
4. *MODERN BANKING AND INSURANCE: PRINCIPLES AND TECHNIQUES* - J.N Jain & R. K. Jain

List of Articles Referred

1. *International Journal of science and research (ISR)* ISSN: 2319-7064
2. *International Journal of Development Research* vol 07. Issue, 10, pp.16328-16330, October 2017
3. *Journal of Management (JOM)* vol 4, Issue 2, July-December 2017, pp, 117117, Article ID: JOM_04_02_013
4. *International Journal of Multi-disciplinary Research and Development* 2014; 1(6); 17-20