



# A STUDY ON CUSTOMER SATISFACTION ON ICICI BANK WITH SPECIAL REFERENCE TO COIMBATORE CITY

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## ABSTRACT

*Customer Satisfaction in a banking sector is the most imperative criteria and resources for assessing and fulfilling clients and in this way builds the customer loyalty and normal standard for dependability of clients . Among the service quality determinants Tangibility, Responsiveness, Reliability, Assurance, Empathy have constantly assumed a crucial part, in this paper an endeavor is made to discover the effects of Service Quality measurements on Customer Satisfaction for the investigation it is discover that substantial quality dependability, responsiveness and affirmation significantly affect Customer Satisfaction. At last, it is discovered that there is no noteworthiness distinction out in public and private sector banks with identified with SERVQAUL measurements.*

**KEYWORDS:** *Assurance, Customers satisfaction, Tangibility, Reliability and Responsiveness.*

## INTRODUCTION

Section 5 (b) of the banking regulation act 1949 defines "Banking" as "Accepting for the purpose of lending and investment, deposits of money from the public repayable on demand or otherwise and withdraw able by cheque, draft, order or otherwise". A Bank is an organisation which lends money to the borrowers for a purposeful task, and provides a facility to deposit and withdraw money when needed and charge for it. Customer Satisfaction refers to how satisfied customers are with the product or services they receive from a particular agency. ICICI Bank commenced operations as a scheduled commercial bank in January, 1995. ICICI Bank began operations in 1995 with a simple mission to be a "World class Indian Bank". In 1994 ICICI Bank was incorporated, with its registered office in Mumbai, India. Its first corporate office and a full service branch at Sandoz House, Worli were inaugurated by the union finance minister, Manmohan Singh. It realised that only a

single minded focus on product quality and service excellence would help us get there. Today the Bank is proud to say that it is well on its way towards that goal.

## STATEMENT OF THE PROBLEM

To overcome the problems in ICICI netbanking transactions and to improve customer relationship management. Mainly to avoid server problems in ICICI mobile application. To guide ICICI Representatives, to clearly mention the interest rates to the customers before providing home loans.

To overcome weakness, positive correlation between customer satisfaction and customer retention towards ICICI Bank. There is need for an extensive study on the rural customer's perceptions on the service quality in banking service offered in rural areas.

## SCOPE OF THE STUDY

Consumers all over the world have become more



quality conscious; hence there has been an increased customer demand for higher quality service. Service operations worldwide are affected by this new wave of quality awareness and emphasis. Therefore service-based companies like the banks are compelled to provide excellent services to their customers in order to have sustainable competitive advantage, especially in the current trend. Customer satisfaction and retention has become a matter of concern in the banking industry and service quality has been identified empirically as the driver of them. But, there are discrepancies between what the banks think is quality service and what the customers expect from the banks.

**OBJECTIVES OF THE STUDY**

- To determine the factors influencing the level of customer satisfaction in ICICI Bank.
- To assess the level of customer satisfaction on the quality of service provided by the ICICI Bank.
- To study customer preference about the ICICI Bank.

**TOOLS FOR ANALYSIS**

The primary data were coded, classified, tabulated and analysed. The statistical tools used for analysis of the study are:

- Simple percentage Analysis
- Ranking Correlation
- Likert scale Analysis

**LIMITATION OF THE STUDY**

- The study is restricted to ICICI Bank branches situated in Coimbatore City only.
- The study takes into analysis only the customer satisfaction of the account holders of ICICI Bank in Coimbatore.
- The result is obtained only by means of responses from the respondents, So there is a chance for misstatement.

**FORMULA**

Number of respondents

Percentage = \_\_\_\_\_ x 100

Total no. of respondents

- The research has been restricted upto 120 respondents only.

**REVIEW OF LITERATURE**

**Abhijith. M and RemyaVivek Menon (2018)**, Stated that there are many other factors like credibility, customer services, easiness of operations etc. which act as a driving factor for improving customer satisfaction. The study also shows that the banks with very high profit and closing stock price does not guarantee good customer satisfaction. From the study it is found that the net profit and closing stock of a bank does not have an impact in improving the customer satisfaction.

**Shah Malav Vineshkumar and Bhavin Bhatt (2018)**, Examined that the majority of respondents are fulfilling their cash requirements through ATM service and they are also happy with the number of ATM’s available in their locality, but most of respondents are not happy with the transaction cost charged by banks for ATM service and their mechanism to address the grievances of the ATM customers.

**DATA ANALYSIS AND INTERPRETATION**

In this chapter the analysis and interpretation of “A study on customer’s satisfaction towards ICICI banking services with special reference to Coimbatore city”, is presented based on the opinion of samples of 120 respondents selected from Coimbatore city through a questionnaire containing 20 questions. These were analysed through three different tools and they are as follows,

Simple Percentage analysis Rank Correlation  
Likert scale Analysis

**SIMPLE PERCENTAGE ANALYSIS**

Simple percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

**TABLE 1  
TABLE SHOWING THE GENDER OF THE RESPONDENTS**

S. NO.	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	Male	74	62
2	Female	46	38
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

*(Source: Primary data)***INTERPRETATION**

Majority, 62% of the respondents are male.

The above table shows that out of total 120 respondents, 62% of the respondents are male and 38% of the respondents are female.

**TABLE 2  
TABLE SHOWING THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

S. NO.	EDUCATIONAL QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
1	Illiterate	17	14
2	Upto school level	20	16
3	Graduate	47	39
4	Post graduate	16	13
5	Professional	20	16
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

*(Source: Primary data)***INTERPRETATION**

professional, 14% of the respondents are illiterate, 13% of the respondents are post graduate.

Majority, 39% of the respondents are graduate.

The above table shows that out of total 120 respondents, 39% of the respondents are graduate, 16% of the respondents are upto school level and

**TABLE 3  
TABLE SHOWING THE OCCUPATIONAL STATUS OF THE RESPONDENTS**

S. NO.	OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
1	Employee	11	9
2	Employer	39	33
3	Professional's	60	50
4	Other's	10	8
	<b>TOTAL</b>	<b>120</b>	<b>100</b>

*(Source: Primary data)***INTERPRETATION**

The above table shows that out of total 120 respondents, 50% of the respondents are professional's, 33% of the respondents are employer, 9% of the respondents are employee, 8% of the respondents are other's.

Majority, 50% of the respondents are professional's.

**RANK CORRELATION**

A rank analysis is any of several statistics that measure an ordinal association, the relationship

between ranking of different ordinal variables or different ranking of the same variables, where a "ranking" is the assignment of the labels "first", "second", "third", etc., To different observation of a particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different objects can have the same ranking. The ranking themselves are totally ordered.



**TABLE 4**

**TABLE SHOWING THE PREFERENCE LEVEL OF RESPONDENTS TOWARDS ICICI BANKING SERVICES**

S. No.	Factors	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Total	Rank
1	Quality of service	23(5)	14(4)	42(3)	29(2)	5(1)	360	1
2	Timely response	12(5)	25(4)	21(3)	39(2)	20(1)	321	2
3	Loan facilities	5(5)	14(4)	29(3)	47(2)	19(1)	281	5
4	Internet banking	19(5)	2(4)	24(3)	44(2)	27(1)	290	4
5	Mobile banking	19(5)	15(4)	14(3)	38(2)	32(1)	305	3

(Source: Primary data)

**INTERPRETATION**

The above table shows that out of total 115 respondents, Quality of service has ranked 1<sup>st</sup>, Timely response has ranked 2<sup>nd</sup>, Mobile banking has ranked 3<sup>rd</sup>, Internet banking has ranked 4<sup>th</sup>, Loan facilities has ranked 5<sup>th</sup>.

Majority, Respondents are satisfied with the Online services in ICICI Bank.

**LIKERT SCALE ANALYSIS**

Likert scales are the most broadly used method for scaling responses in research studies. Research questions that ask you to indicate your level of agreement, from strongly agree or highly satisfied to strongly disagree or highly dissatisfied, use the likert scale. In Likert scale method, a person's attitude is measured by combining (additional or averaging) their responses across all items.

**FORMULA**

$$\sum fx$$

Likert scale = \_\_\_\_\_

Total number of respondents

Where,

F = Number of respondents X

= Likert scale value

$\sum fx$  = Total score

Mid value,

Mid-value indicates the middle most value of the Likert scale.

**TABLE 5**

**TABLE SHOWING THE SATISFACTION LEVEL OF RESPONDENTS WITH THE ICICI BANK'S CORE BANKING FACILITY**

S. NO.	SATISFACTION LEVEL	NO. OF RESPONDENTS (F)	LIKERT VALUE (X)	TOTAL (FX)
1	Highly Satisfied	27	5	135
2	Satisfied	47	4	188
3	Neutral	32	3	96
4	Dissatisfied	12	2	24
5	Highly dissatisfied	2	1	2
	<b>TOTAL</b>	<b>120</b>		<b>445</b>

(Source: Primary data)

Likert value =  $\sum fx / \text{No. of Respondents}$   
 = 445 / 120  
 = 3.71

**INTERPRETATION**

Likert scale value is 3.71 which is greater than the mid value (3), so the respondents are feeling good

with the core banking facility provided by the ICICI Bank.

**TABLE 6****TABLE SHOWING THE SATISFACTION LEVEL OF RESPONDENTS TOWARDS CUSTOMERS RELIABILITY IN ICICI BANK**

S. NO.	SATISFACTION LEVEL	NO. OF RESPONDENTS	LIKERT VALUE	TOTAL (FX)
		(F)	(X)	
1	Highly satisfied	29	5	145
2	Satisfied	24	4	96
3	Neutral	26	3	78
4	Dissatisfied	14	2	28
5	Highly dissatisfied	27	1	27
	<b>TOTAL</b>	<b>120</b>		<b>374</b>

(Source: Primary data)

Likert value =  $\frac{\sum fx}{\text{No. of Respondents}}$   
 =  $\frac{374}{120}$   
 = 3

**INTERPRETATION**

Likert scale value is 3 which is greater than the mid value (3), so the respondents are satisfied with the Customers reliability by the ICICI Bank.

**FINDINGS, SUGGESTIONS AND CONCLUSION FINDINGS**

- 74% of the respondents are of between the age 18 years – 27 years.
- 52.2% of the respondents are male.
- 69.6% of the respondents are single.
- 59% of the respondents are under graduate.
- 46% of the respondents are engaged in other activities.
- 51.8% of the respondent's family are earning upto Rs.2,50,000
- 69.3% of the respondents are maintaining savings account.
- 40% of the respondents are maintaining account for upto 2 years.
- 41.7% of the respondents find importance towards personal loan.
- 36.5% of the respondents find cost effectiveness.
- 32.5% of the respondents complain over the phone.
- 38.6% of the respondents find no response.

**RANK ANALYSIS**

- Majority, Respondents are satisfied with the Online services in ICICI Bank.

**LIKERT SCALE**

- Likert scale value is 4.02 which is greater than the mid value (3) and therefore the respondents are highly satisfied.
- Likert scale value is 3.97 which is greater than mid value (3), thus the respondents are having good level of core banking facility.
- Likert scale value is 3.62 is greater than mid value point (3), that results in a good level of customer relationship management
- Likert scale value is 4.03 which is greater than mid point value (3), that results in a highly satisfied level of fund transfer.
- Likert scale value is 3.97 is greater than mid point value (3) , which results in a satisfied level of cardless cash withdrawal.
- Likert scale value is 3.82 which is greater than mid value (3), that results in satisfied level of recurring deposits.
- Likert scale value is 3.78 which is greater than mid value (3) , resulting in a satisfied level of credit card payments.
- Likert scale value is 3.51 which is greater than the mid point value (3), thus resulting in a satisfied level of fixed deposits.
- Likert scale value is 3.08 which is greater



than mid point value (3) thus resulting is

agreed level of catering the banking needs.

## SUGGESTIONS

1. Bank should focus on loan services provided to their customers and should revise its interest on loan in a manner that people may go for loan.
2. Banks should share all the relevant information about the products and services with the customers
3. ICICI Bank should improve its Internet Banking and Mobile Banking Facilities as customers are not satisfied with it.

## CONCLUSION

ICICI Bank is one of the largest private sector bank in India. Popularity of the bank is clear from the Survey done above. From analysis it is concluded that people mostly prefer ICICI Bank for Savings account needs because of its attractive interest rates and comfortable repayment system. Considerably less amount of people prefer this bank for maintain current accounts due to cumbersome documentation. ICICI is a diversified bank and has extended its operations into different areas like mutual funds, insurance etc. ICICI bank is known for its quality services and excellent customer care which is very evident from this survey customers are increasingly going tech savvy and hence ICICI bank has also worked hard in this domain. Overall, ICICI bank is the preferred bank by maximum people in private sector.

## REFERENCE

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