



Customer's satisfaction towards banking services of state bank of India in Bareilly district Uttar Pradesh

Aayasha Nawaz

Research Scholar, Monad University, Hapur, Uttar Pradesh, India

Abstract

The purpose of this research article is to evaluate the customers' satisfaction towards the banking services rendered by the SBI in Bareilly District Uttar Pradesh. The researcher conducted a literature search on banking services of SBI interviewing of its 150 customers (105 Males and 45 Females) and thoroughly scrutinized how it caters to the banking needs of the inhabitants of Bareilly district Uttar Pradesh. The study also focused on various factors that determine the customers' satisfaction like employees' behaviour, banking services, banking performance, infra-structure facility and other value added services. Analysis was made by using various tools like percentage Analysis. The result showed that there was a significant relationship between the variable of customer satisfaction and banking services of the SBI and the customers have highly satisfaction of bank Service.

Keywords: customer satisfaction, banking services, state bank of India

Introduction

The banking industry in India has undergone sea change post-independence. More recently, liberalization, the opening up of the economy in the 1990s and the government's decision to privatize banks by reduction in state ownership culminated in the banking reforms based on the recommendations of the Narasimham committee. This has led the Indian banking industry to experience difficult times. In such testing times of mature and acute competitive pressures, it is very urgent and important that banks are able to retain a loyal base of clients. To attain this and to improve their market and profit positions, banks in India have to formulate their strategies and policies towards increasing customer satisfaction levels. Banking institutions across the globe have recognized the importance of customer satisfaction and of developing and maintaining enduring relationship with their customers as two crucial parameters leading to increased business profits. At the same time, several banking institutions are experiencing increasing level of retail customer dissatisfaction. Research suggests that customer dissatisfaction is still the major reason of bank customers' switch to other banks (Manrai and Manrai, 2007) ^[11]. This dissatisfaction could be because of a variety of reasons.

The business of banking is as old as the civilization itself. The mere fact that the Babylonians, in 200 BC, lent money at higher rates of interest against gold and silver under the temple's safe custody stands proof for banking history. In ancient days, the main function of banks was granting loans to individuals or the state in times of crisis.

Banking in India originated in the last decades of the 18th century. The first banks were the General Bank of India, which started in 1786 and the Bank of Hindustan. The oldest bank in existence in India is the State Bank of India, a government owned bank that traces its origin back to June 1806 and that is the largest commercial bank in the country. The passing of the Joint Stock Company act in 1850 greatly helped in the establishment of many commercial banks. Later

in 1921, the Imperial Bank of India and in 1935 the Reserve Bank of India were also established. After independence in 1947, the RBI was nationalized enabling it with broader power. The government of India nationalized 14 large commercial banks in 1969 and six more banks were added to the list in 1980.

Today customers are now becoming increasingly conscious of their rights 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 one of the major determinations of business growth. In this context, prioritization of performance and close monitoring of the customer satisfaction are indispensable.

Literature Review

Aravmudhan, V (2014), analysed the relationship among service quality, customer satisfaction and customer retention in Lakshmi Vilas Bank at Tiruchengode town. It addresses whether the dimensions of service quality impacts customer satisfaction which eventually leading to customer retention. Correlation was used to analyse the relationship among service quality, customer satisfaction and customer retention. Service quality and customer satisfaction have a positive correlation with customer retention. Hence, the bank provides quality services and also highly satisfies and retains their customers. Further, the bank implements and create awareness on e-corner facilities to satisfy and retain their customers. It reduces the employees' burden and help to maintain a long term relationship between the employees and the customers because employees are the face of the bank.

Abdul A R. (2014) evaluated the customers' satisfaction towards the banking services rendered by the SBI in Kanyakumari District. The author conducted a literature search on banking services of SBI interviewing of its 150 customers and thoroughly scrutinized how it caters to the

banking needs of the inhabitants of Kanyakumari district. The study also focused on various factors that determine the customers' satisfaction like employees' behaviour, banking services, banking performance, infra-structure facility, loan oriented services and other value added services. Analysis was made by using various tools like percentage Analysis, Chi-Square Test and charts. The result 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 researcher's suggestions in order to alleviate its reputation and customer satisfaction.

Shah Minal et al (2013) [18], conducted to study the customer perception towards services provided by public banks using SERVQUAL model. The research has been conducted with public sector banks. Typically, customers perceive very little difference in the banking products offered by public banks dealing in services as any new offering is quickly matched by competitors. Parasuraman et al (1985) [15] and Zeithaml et al (1990) [22] noted that the key strategy for the success and survival of any business institution is the deliverance of quality services to customers. The present study wanted to examine to Customer's Satisfaction towards Banking Services of State Bank of India in Bareilly District Uttar Pradesh and also find out any possible satisfaction among SBI services.

Research Methodology

Respondents were asked to give on different aspects of customer satisfaction towards the services provided by SBI and the questionnaire was rated with the aid of four likert scaled subjects ranging between one and four 1=Strongly Disagree, 2=Disagree, 3=Agree, 4=Strongly Agree.

Statement of Problem

In order to reach the set objectives and through the availability of literatures the researcher stated the problems as customer's Satisfaction towards Banking Services of State Bank of India in Bareilly District Uttar Pradesh.

Objectives of the Study

The main purpose of this study is to evaluate customer satisfaction of banking service in the State Bank of India Bareilly district. On the basis of the statement of the problem the following objectives were given.

- To examine the various services provided by SBI in Bareilly District.
- To study the level of customer satisfaction towards the services provided by the SBI banks in Bareilly District.
- To make suggestions for improving the bank's customer services.

Limitation of the Study

- The survey has been conducted only on 150 respondents (105 Males and 45 Females).
- The accuracy of the findings of study depends upon the correctness of the responses provided by the respondents.
- Unwillingness of some respondents to provide information is another limitation.
- Findings of this study may be influenced by personal bias of the respondents.

Significance of the Study

It's highly essential for banks to collect customer's feedback on the varied banking services; this would stand useful in enabling banks take positive steps to maintain a competitive edge in today's banking industry. Indeed, the bank's overall efficiency in future will definitely count on the self-evaluation of their performance.

Method of data Collection

A descriptive research design was adopted for the study. It accounts for both primary and secondary data. Primary source of data were collected from customers through structured interview schedule by way of personal interview.

Secondary data were collected from books, journals and Websites.

Sampling Techniques and Size

Sampling is a technique or method of selection of samples. Convenient sampling method is used. The researcher has taken (105 Male and 45 Female) samples from customers of SBI in Bareilly District Uttar Pradesh.

Tools Used

The primary data were analyzed with the help of percentage.

Analysis and Interpretation of Data

The required data has been collected by way of a questionnaire and it has been analyzed and interpreted with the help of tables with relevant descriptions. Appropriate treatment has been done to the raw data and logical conclusions were drawn based on the findings.

Table 1: Gender of the respondents

S. No	Gender	Number of Respondents	Percentage
1	Male	105	66.67
2	Female	45	30.33
	Total	150	100

Source: Survey Data

The above table shows that one hundred five (66.67%) respondents fall under the category of male customers and the remaining forty five (30.33%) respondents fall under the category of female customers.

From the reading of the table 1 it is observable that the men customers have shown very much interest towards the banking transactions than their counter part.

Table 2: Participants of age respondents

S. No	Demographic variables	No of Respondents	Percentage
1	Up to 25 Years	30	20%
2	26 to 35 years	52	34.67%
3	36 to 50 years	29	19.33%
4	Above 50 years	39	26%
	Total	150	100

Source: Survey Data

The above table reveals that thirty (20.00%) respondents fall under the age group of up to 25 years, Fifty two (34.67%) respondents fall under the age group of 26 to 35 years, Twenty

nine (19.33%) respondents fall under the age group of 36 to 50 years and the remaining Thirty nine (26%) respondents are above 50 years. The majority of the respondent falls under the age group of 26 to 35 years.

Table 3: Participants Educational background

S. No	Educational Level	Number of Respondents	Percentage
1	Below HSC	40	26.67
2	Degree	53	35.33
3	Post Degree	32	21.33
4	Professional	25	16.67
	Total	150	100

Source: Survey Data

The table clearly shows that forty (26.67%) respondents fall under the category below HSC, Fifty three (35.33%) respondents fall under the category Degree, thirty two (21.33%) respondents fall under the category post Degree and Twenty five (16.67%) respondents fall under the professional category.

Table 4: Participants Occupation background

S. No	Occupation	Number of Respondents	Percentage
1	Government	82	54.67
2	Private	28	18.66
3	Self-employee	30	20.00
4	Others	10	6.67
	Total	150	100

Source: Survey Data

Among the occupational categories, 82 (54.67%) respondents are government employed, 28 (18.66%) are private employed, 30 (20.0%) are self-employees, 10 (6.67%) are belonged to other categories.

Table 5: Number of Transaction per month in a bank

S. No	Number of Transaction in a month	Number of Respondents	Percentage
1	Up to 3	40	26.67
2	4 to 8	71	47.33
3	9 to 15	25	16.67
4	Above 15	14	9.33
	Total	150	100

Source: Survey Data

The above table shows that forty (26.67%) respondents have up to 3 transactions in a month, Seventy one (47.33%) respondents have 4 to 8 transactions in a month, twenty five (16.67%) respondents have 9 to 15 transaction in a month and the remaining fourteen (9.33%) respondents have more than 15 transactions in a month. Therefore, it can be said on the basis of the respondents have 4 to 8 transaction in a month. It shows that frequency of 4 to 8 respondents visit to the banks.

Table 6: Mode of dealing with Bank

Mode of dealing	Respondents	Percentage
E-Banking	87	58
Traditional Banking	63	42
Total	150	100

Source: Primary data

Table 6 shows that, out of the total 150 respondents 87 (58%) opted the E- banking and remaining 63 (42%) opted the traditional banking.

Table 7: Customers' Satisfaction Level on Local Cheque Clearance

Opinion	Number of Respondents	Percentage
Highly Satisfied	36	24.00
Satisfied	94	62.67
Dissatisfied	12	8.00
Highly dissatisfied	8	5.33
Total	150	100

Source: Primary data

From the table 7 points out that among the 150 respondents 36(24%) highly satisfied in clearing of local cheques, 94(62.67%) satisfied, 12(8%) dissatisfied, and 8 (5.33%) highly dissatisfied denied to disclose their satisfaction level.

Table 8: Customers' Satisfaction Level on Outstation Cheque Clearance

Opinion	Respondents	Percentage
Highly Satisfied	34	22.67
Satisfied	90	60.00
Dissatisfied	16	10.67
Highly dissatisfied	10	6.66
Total	150	100

Source: Primary data

From the table 8, 34 (22.67%) highly satisfied in out station cheque clearing, 90 (60.00%) satisfied in out station cheque clearing, 16 (10.67%) dissatisfied in out station cheque clearing and 10 (6.66%) highly dissatisfied in out station cheque clearing.

Table 9: Individual attention enjoyed by Customers

Attention	Respondents	Percentage
From some staff	24	16.00
Always	48	32.00
Not at all	30	20.00
For selected customers	17	11.33
Sometimes	31	20.67
Total	150	100

Source: Survey Data

Table 9 above reveals that 24(16%) respondents getting individual attention from some staff of the bank, 48(32%) always getting individual attention, 30 (20%) not at all getting individual attention from the bank, 17(11.33%) getting individual attention for selected customer and 31(20.67%) sometime getting individual attention from the bank.

Table 10: Bank's Awareness in Solving Customers' Issue

Attention	Respondents	Percentage
From some staff	20	13.33
Always	38	25.33
Not at all	12	8
Occasionally	30	20
Frequently	50	33.34
Total	150	100

Source: Primary data

Table 10 reveals that 20 (13.33%) of the opinion that some staff of the bank solved their issues, 38 (25.33%) respondents that bank always solved their issues while 12 (8%) said that their issues never solved, 30 (20%) opined that the bank occasionally solved their issues and 50 (33.34%) said that their issues frequently solved.

Table 11: Respondents’ Opinion on Green Channel

Opinion	Respondents	Percentage
Highly Satisfied	22	14.67
Satisfied	86	57.33
Dissatisfied	11	7.33
Highly dissatisfied	31	20.67
Total	150	100

Source: Primary data

The reading of table 11 shows that 22 (14.67%) respondents highly satisfied, 86(57.33%) satisfied that deposit work done faster, 11(7.33%) dissatisfied because there is no much more deposit, 31 (20.67%) highly dissatisfied.

Table 12: Level of Satisfaction of the Respondents on Educational background factor

S. No	Educational Qualification	Level of Satisfaction			Total
		High	Medium	Low	
1	Below HSC	22	8	10	40
2	Degree	29	17	7	43
3	Post Degree	15	11	6	32
4	Professional	14	6	5	25
					150

Source: Survey Data

The above table 12 shows that out of 40 respondents with educational qualification below HSC, 22 show high level satisfaction, 8 show medium level and remaining 10 show low level satisfactions. In addition Out of 43 respondents who were Degrees, 29 show high level satisfaction, 17 show medium level and 7 show low level satisfactions. Table also indicates that Out of 32 respondents who were post Degrees, 15 show high level satisfaction, 11 show medium level and remaining 6 show low level satisfaction. Other than above Out of 25 respondents who were professional, 14 show high level satisfaction, 6 show medium level and 5 show low level satisfactions towards the educational background of respondents. Therefore, it can be said on the basic of the results Degrees respondents having high level satisfaction than others.

Table 13: Level of Satisfaction of the Respondents on Gender Factor

S. No	Gender	Level of Satisfaction			Total
		High	Medium	Low	
1	Male	46	34	25	105
2	Female	21	14	10	45
					150

Source: Survey Data

From the table 13 reveals that 105 respondents were male and out of them 46 show high level satisfaction 34 show medium level and remaining 25 show low level satisfaction. Out of 45 female respondents, 21 show high level satisfaction, 14 show

medium level and 10 show low level satisfactions. Therefore, it can be said on the basic of the results showed that male respondents having high level satisfaction than their counter part.

Table 14: Level of Satisfaction of the Respondents on Age factor

S. No	Age	Level of Satisfaction			Total
		High	Medium	Low	
1	Up to 25 year	13	10	7	30
2	26 to 35 year	28	16	8	52
3	36 to 50 year	15	8	6	29
4	Above 50 year	21	11	7	39
	Total				150

Source: Survey Data

From the reading table 14 it is clear indicate that 30 respondents are up to 25 years of age and out of them 13 show high level satisfactions, 10 medium level satisfaction and 7 show low level satisfaction. Table also reveals that Out of 52 who are of 26 to 35 years of age, 28 show high level satisfaction, 16 show medium level and remaining 8 show low level satisfaction. In addition out of 29 respondents in the age group of 36 to 50 years, 15 respondents show high level satisfaction 8 respondents show medium level satisfaction and 6 respondents show low level satisfaction respectively and out 39 respondents in the age groups of above 50 years, 21 show high level satisfaction, 11 and 7 respondents show medium, and low level satisfaction respectively. Therefore, it can be said on the basic of the results showed that 26 to 35 years respondents have high level satisfaction than others.

Table 15: Level of Satisfaction of the Respondents on Occupation factor

S. No	Age	Level of Satisfaction			Total
		High	Medium	Low	
1	Government	39	26	17	82
2	Private	12	10	6	28
3	Self-employee	14	9	7	30
4	Others	5	3	2	10
					150

Source: Survey Data

Table 15 it is clear reveals that out of 82 respondents who are Government, 39 show high level satisfaction and 26 show medium satisfaction and remaining 17 show low level satisfaction. Out of 28 respondents who are private sector, 12 have high level satisfaction and 10 and 6 show medium level and low level satisfaction respectively. In addition out of 30 respondents who are self-employee, 14 show high level satisfaction 9 show medium level satisfy and 7 show low level satisfaction respectively. Table also find that out of 10 respondents who are other (other than above), 5 show high level satisfaction, 3 show medium level satisfaction and 2 show low level satisfaction respectively. Therefore, it can be said on the basic of the above results showed that government sector employee are having level satisfaction other than private, self-employee and other sector.

Findings and Conclusions

The aim of the present study was to see the Customer’s

Satisfaction towards Banking Services of State Bank of India in Bareilly District Uttar Pradesh. This research is based on empirical data which collected from the customers' and as well as bank employees' of state bank of India in Bareilly district Uttar Pradesh. In addition, customer satisfaction was examined with different dimensions which observed from the cheque clearness local and out station, green card services, individual attention by bank, and solving customer issue etc. Having considered the demographic factors of gender, age, educational qualifications and Occupation of 150 (105 males and 45 females) respondents (customer's), a final data has been arrived and it point out that there was a highly satisfaction from the customers' side. This present study also in line with Aravamudhan, V. (2014), he examined the Lakshmi Vila bank customer's highly had highly satisfy. The above study contrary by Abdul, R A. (2015) ^[1], he observed that State bank of India customer's medium level satisfaction. Table no. 12 showed that level of satisfaction. The respondents on education background factor was high, Apart from this degree level respondents show more satisfy than below HSC, Post Degrees and Professional background respondents. In addition table no. 13 revealed that male respondents had high level satisfaction than their counterpart. This reason may be need more stability, future planning, and responsibilities of the family. Therefore, the banks should give more special attention to 'the customer's by giving timely training to the employees to conduct themselves better services and as well as quality of services. Perhaps this would definitely lead to a flourishing economy, since customer satisfaction is the pivot of a successful banking infrastructure.

References

1. Abdul RA. A study on customer's satisfaction towards banking services of state bank of India in Kanyakumari District. *International Journal of management and commerce innovations*. 2015; 2(2):429-442.
2. Aurora S, Malhotra M. Customer Satisfaction: A Comparative Analysis of Public and Private Sector Banks. *Decision* 24 (1-4), January- December, IIM Calcutta. 1997, 109-130.
3. Dutta K, Dutta A. Customer Expectation and Perception across the Indian Banking Industry and Resultant Financial Implications. *Journal of Service Research*. 2009; 1(9):31-49.
4. Edwin MG, Fathima S. Impact of Service Quality in Commercial Banks and Customer Satisfaction: An Empirical Study." *International Journal of Multidisciplinary Study*. 2011; 1(6):19-37.
5. Hollowell Roger. The Relationship of Customer Satisfaction, Customer Loyalty and Profitability: An Empirical Study. *The International of Service Industry Management*. 1996; 7(4):27-42.
6. Jamal A, Naser K. Customer satisfaction and retail banking: an assessment of some of the key antecedents of customer satisfaction in retail banking, *International Journal of Bank Marketing*. 2002; 20(4):146-60.
7. Jamal A, Naser K. Factors influencing customer satisfaction in the retail banking sector in Pakistan", *International Journal of Commerce & Management*. 2003; 13(2):29.
8. Jham V, Mohd K. Customer satisfaction and its impact on performance in banks: a proposed model, *South Asian Journal of Management*. 2009; 16(2):109-26.
9. Kotovalas K, Siomkos GJ. An Examination of Relationship between Service Quality Perception and Customer Loyalty in Public & private Greek Banks." *International Journal of Financial Service Management*., 2006; 14:208-271.
10. Mahalakshmi V, Sarvanaraj M. An Empirical Study on Customers' Satisfaction towards Banking Services in Trichy. *Interdisciplinary Journal of Contemporary Research in Business*. 2011; 3(4):237-253.
11. Manrai LA, Manrai AK. A field study of customers' switching behaviour for bank services. *Journal of Retailing and Consumer Services*. 2007; 14:208-15.
12. Naeem H, Saif I. Service quality and its impact on customer satisfaction: an empirical evidence from the Pakistani banking sector, *The International Business and Economics Research Journal*. 2009; 8(12):99.
13. Naveen K, Gangal VK. Customer Satisfaction in New Generation Banks: A Case Study of HDFC Bank. *International Referred Research Journal*. 2011; 11(4):177-186.
14. Nirmaljeet V, Prabhjot KM. Customer Satisfaction: A Comparative Analysis of Public & Private Banks in India. *Information and Knowledge Management*. 2012; 2(3):1-7.
15. Parasuraman A, Berry LL, Zeithaml VA. SERVQUAL: a multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*. 1988; 64(1):12.
16. Prabhakaran S, Satya S. An insight into service attributes in banking sector. *Journal of Services Research*. 2003; 3(1):157-69.
17. Sangwan DS. *Human Resource Management in Banks*, National Publishing House, New Delhi. Stafford, M.R. (1996), "Demographic discriminators of service quality in the banking industry", *The Journal of Services Marketing*. 2009; 10(4):6.
18. Shah Minal, *et al.* A Study of Customer Satisfaction towards Service Provided by Employees of Public Banks using Servqual Model with Reference to Durg-Bhilai Region. *International journal of management of social science research*. 2013; 2(8):71-78.
19. Storbacka K. Customer profitability: analysis and design issues", in Sheth, J and Parvatiyar, A. (Eds), *Handbook of Relationship Marketing*, Sage, Thousand Oaks, CA, 2000.
20. Tyler K, Stanley E. Corporate banking: The Strategic Impact of Boundary. *International Journal of Bank Marketing*. 2001; 19(6):246-252.
21. Uppal RK. Customer Complaints in Banks: Nature, Extent & Strategies to Mitigation. *Journal of Economics & International Finance*. 2010; 2(10):212-220.
22. Zeithaml VA, Bitner MJ. *Services Marketing*, International edition, McGraw-Hill, London, 1996.