

**A STUDY ON THE CUSTOMER OPINION ABOUT BANKING SERVICES WITH
SPECIAL REFERENCE TO SBI, MAIN BRANCH, TRICHY**

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ABSTRACT

This study deals with the customer opinion about banking services with special reference to SBI, main branch, Trichy. The objective of the study deals with the customer opinion regarding the various attributes of the bank and to understand the customer level of usage of technology in banking services. This Study covers a sample of 150 respondents and the survey was conducted through structured questionnaire from March 16 to April 16 at Trichy. Statistical Tools like percentage analysis, chi square were used for analysis. From the analysis, it is inferred that majority of the customers are highly satisfied with the various products and services provided by SBI, main branch, Trichy. The bank has gained the trust of many customers through their quality of service and technology. The internet banking facility of SBI provides a safe and secured site. It also provides mobile banking services for all financial transactions like bills payment, insurance premium, mobile recharge, etc.

Keywords: Customer opinion, Customer Expectation, Customer Satisfaction, Customer Performance.

INTRODUCTION

Customer service proves to be one of the most important factors governing business. Today business organizations are more customers-focused than ever before since customer satisfaction is a competitive advantage which is sustainable over the long term. The business organizations to create healthy customer relationships should always focus on listening to customers' expectations, requirements, complaints and needs. Making polite suggestions, delivering promises and taking extra effort such as building an efficient customer service team are the right practices to retain them for a long period. Satisfied customers mean a long term profitable business since they stay loyal to the business. Customer satisfaction in the banking industry plays a vital role to create a

healthy business status being service based industry. In any service based industry customer service is at highest priority.

OBJECTIVES

- To find out the customer opinion regarding the various attributes of the bank.
- To understand the customer level of usage of technology in banking services.
- To ascertain the customer satisfaction level with regard to various services offered by SBI.

LIMITATIONS

- Study is confined to SBI Main branch TRICHY only.
- The survey has been conducted only with 150 respondents
- It was difficult to know whether the respondents are truly given the exact information.
- Customer preferences and opinions are supposed to change from time to time.
- Opinion expressed by the customer of SBI at a particular point of time, may not be generalized.

RESEARCH METHODOLOGY

Data collection: Data were collected from 150 respondents of SBI Main branch, Trichy.

Tools used: The primary data were analyzed with the help of percentage and factor analysis.

LITERATURE REVIEW

Dutta K. and Dutta A. (2009) investigated the perception of expectation of customers across all the banks in India. This study showed that customers are most satisfied with the services of foreign banks followed by private and public banks. This study suggested that Indian public banks should improve their banking services.

Hallowell Roger (1996) carried out a study on customer satisfaction in banks and suggested that banks should target service to only those who need it most. By adopting this strategy customer will be retained for longer periods since the bank can satisfy customers better than competitors.

Nirmaljeet Virk and Prabhjot Kaur Mahal (2012) carried out a study on customer satisfaction in public and private banks of India. Private Bank managers maintain better personal relationship

with customers than the public bank managers and this factor determines the customers' satisfaction to a large extent.

Mahalakshmi and Sarvanaraj (2011) studied the customers' satisfaction towards the banking services in Trichy. This study showed the key factors influencing customer's selection of a bank are range of service, rates, fees and prices charged. It further showed that not only superior service is sufficient to satisfy customers but also excellent front office services, value added services, deposit oriented services and providing innovative products will satisfy the clients' need.

Tyler K and Stanley (2001) in their research show that customer satisfaction in banking depended on the customers' relationship with officer or manger rather than the bank they represented. Further this study shows that the attitude of bank officers or managers and their relationship with customers lead to customer retention and satisfaction.

Uppal R.K. (2010) conducted studies on customer complaints and this research showed that excellent customer service and customer satisfaction help to sustain business growth. Furthermore it showed that customer complaints are continuously increasing in the public sector banks adversely affecting customers' satisfaction and performance. This research also suggested that establishing a customer care center in all banks would help solve customer complaint on a priority basis.

When expectation of customers is matched the resultant feeling is satisfaction and when expectation does not match than the resultant feeling is dissatisfaction. Some of the scholar believes that it can also be called as motivation. **(Engel et al. 1990)**

Customer satisfaction has been considered the essence of success in today's highly competitive banking industry. **Prabhakaran and Satya (2003)** mentioned that the customer is the king.

Generally speaking, if the customers are satisfied with the provided goods or services, the probability that they use the services again increases **(East, 1997)**.

Businesses need to attract and establish a customer market and would need to retain it through satisfaction. That is the key to its business performance **(Johnson et al., 2000)**. In order to attain this goal, a company should have a high satisfaction rate from its clients.

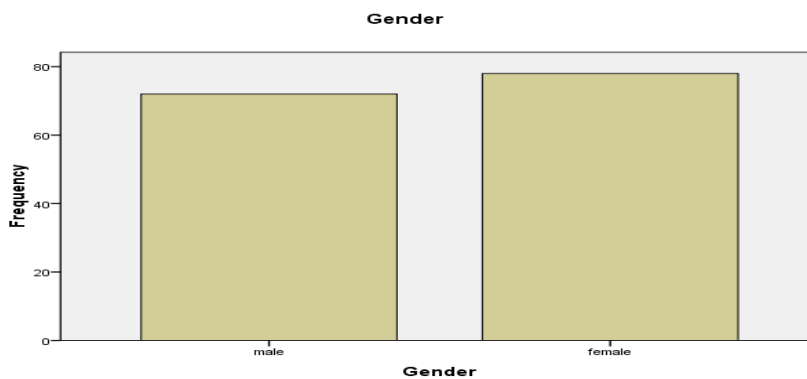
DATA ANALYSIS & INTERPRETATION

ANALYSIS – 1

CLASSIFICATION BASED ON GENDER

Gender	Frequency	Percent
Male	72	48.0
Female	78	52.0
Total	150	100.0

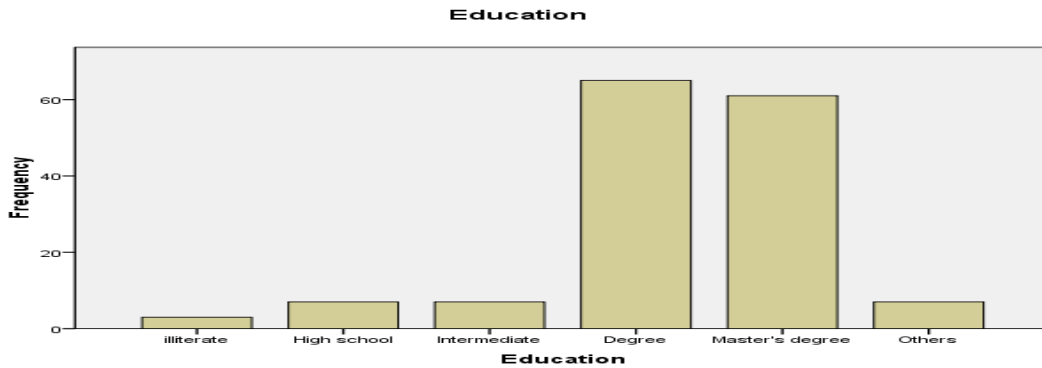
From the above table it is evident that 48.0% of respondents are male and remaining 52.0% are female. Hence it is interpreted that majority of the respondents are female.



CLASSIFICATION BASED ON EDUCATION

Education	Frequency	Percent
Illiterate	3	2.0
High school	7	4.7
Intermediate	7	4.7
Degree	65	43.3
Master's degree	61	40.7
Others	7	4.7
Total	150	100.0

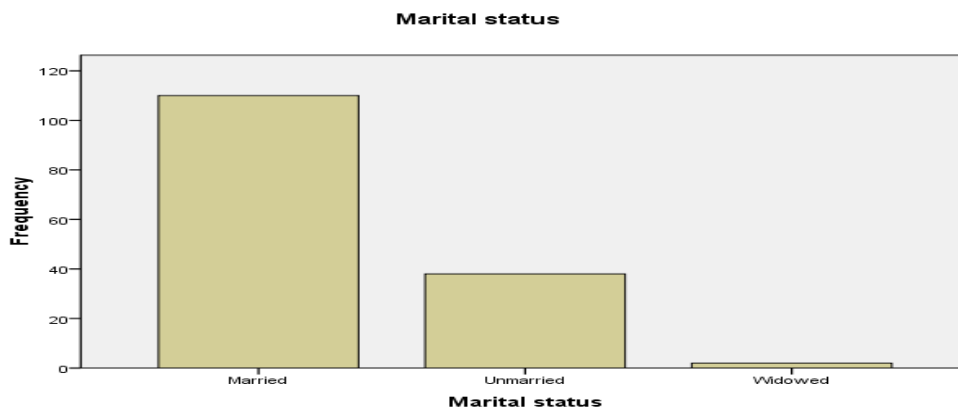
From the above table it is evident that 2.0% of respondents are illiterate, 4.7% high school level, 4.7% are intermediate and 43.3% are degree holders, 40.7% are master’s degree holder, 4.7% belong to other category. Hence it is interpreted that majority of the respondents are graduates.



CLASSIFICATION BASED ON MARITAL STATUS

Marital status	Frequency	Percent
Married	110	73.3
Unmarried	38	25.3
Widowed	2	1.3
Total	150	100.0

From the above table it is evident that 73.3% of respondents are married, 25.3% are unmarried and 1.3% is widowed. Hence it is interpreted that majority of the respondents are married.



CLASSIFICATION BASED ON PROFESSION

Profession	Frequency	Percent
Govt Employee	91	60.7
Pvt Employee	43	28.7
Business	11	7.3
Self employed	4	2.7
Student	1	.7
Total	150	100.0

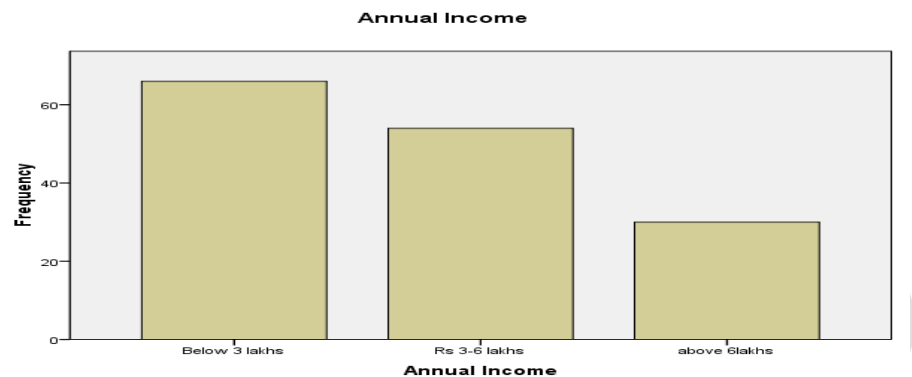
From the above table it is evident that 60.7% of respondents are govt employee, 28.7% are pvt employee, 7.3% are doing business, 2.7% are self-employed and 0.7% of the respondents are student. Hence it is interpreted that majority of the respondents are govt employee.



CLASSIFICATION BASED ON ANNUAL INCOME

Annual income	Frequency	Percent
Below 3 lakhs	66	44.0
Rs 3-6 lakhs	54	36.0
above 6lakhs	30	20.0
Total	150	100.0

From the above table it is evident that 44.0% of respondents earn below 3 lakhs, 36.0% earn Rs 3-6 lakhs, 20.0% earn above 6 lakhs. Hence it is interpreted that majority of the respondents earn below 3 lakhs.



FINDINGS & RECOMMENDATIONS

- Majority of the customer are satisfied with SBI.
- 87.3% of the Respondents are satisfied with the overall services offered by SBI.
- The survey has the majority of 52% respondents are female and the remaining 48% are male.
- It is found that majority of the respondents belong to the age group of 26-30 years.
- It is found that majority of the respondents have the education qualification of graduate level of around 43.3%.
- It is found that majority of the respondent belong to the occupation of govt employee comes around 60.7%.
- It is found that majority of the respondent earn below 3 lakhs.
- 60.7% of the respondents rank quality of service as they value the most in SBI.
- Majority of the respondents have average knowledge on computer usage i.e 46.0%
- The most preferable extra service is ATM's and internet banking and the less preferable services are branch banking and phone banking.
- Majority of the respondents have been satisfied with the quality of notes and number of transactions in ATM services.

- Majority of the respondents feel safe and satisfied with internet banking services like E-payment, account transfer, etc.
- Majority of the respondents are satisfied with voice directions and clear instructions in case of telephone banking services.
- It is found that customers are satisfied with SMS alerts, expense, prepaid mobile recharge and transaction status in mobile banking.
- Customers are satisfied with the efficiency level of services offered in SBI like faster log facility, clearing services and transfer of funds.
- It is found that majority of the respondents have been agreed the customers are being satisfied with their individual attention like customer friendly environment and customer feedback services.
- The perception of the majority of the customer regarding the bank is good because majority of the customers are satisfied with the bank and they rarely face the problem of ATM, internet banking and mobile banking services.
- Main factor that attract customers towards bank is the services of the bank and technology usage.
- Majority of the Respondents were felt prompt service of the S.B.I. Bank

RECOMMENDATIONS

- From the above finding it was found that 32% of the respondents are not using branch banking. The discussions of the customers, mostly to expand the branch for their convenience. The management tries to expand the branch for customers' convenience.
- More stress should give on the advertisement and promotional activities.
- The Bank should make some efforts to improving good relationship with customer
- The bank should enhance their services according to the needs of the customer.
- The bank should make effort to aware the customers about their all extra service.
- Since private sector Banks are the main competitors of the SB.I. Bank. So the Bank management should always work out special market strategies to retain the current customers and also bring out the market share of S.B.I, by regular advertisements, improving service quality, introducing new schemes for the customers.

- Majority of the customers will prefer E payment facility and account transfer provided by S.B.I. So the management should give low service charges and offering prices on Online Bill Payments and ensure safety.

CONCLUSION

It is very important for any business firm to assess the level of customer satisfaction. High level of satisfaction could translate into profits whereas low level of satisfaction means customers are more likely to shift in favor if competitors. The first main objective of this survey was to find the level of customer satisfaction and as per the findings of this survey; SBI's customers are fairly satisfied. The results from the survey showed that a majority of customers were satisfied with SBIs' performance. Overall the survey shows that the products and services provided are at good level however, great improvements are needed to enhance the satisfaction level.

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