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17.CUSTOMER SATISFACTION TOWARDS BANKING SERVICES WITH REFERENCE TO CORPORATION BANK

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Abstract

The Banking sector influences the economic growth and development of the country both in terms of quality and quantity, there by adopting the various strategies for economic growth. Technological advancements and new initiatives of government have helped banks to provide efficient services to its customers all over the country. The study has been conducted to know the extent of problems faced by the bank customers, and their level of satisfaction towards the banking services provided by the Corporation Bank, Kodialbail Branch, Mangalore. 100 customers of the bank, who are the employees of Besant Institutions, are contacted and data was collected through questionnaire. Study revealed that 66% of respondents have faced problems in operating their bank accounts. 63% of the respondents have availed net banking facilities. Only 18% of the respondents are satisfied and 32% of respondents are neutral about the services of the bank. Some of the respondents provided valuable suggestions to improve the banking services.

Key words: Customer satisfaction, Banking Services, Net Banking Facility.

Introduction

In India financial sector is under rapid growth. Commercial banks, Mutual funds, Insurance companies, Micro finance institutions form a part of the financial sector. Banking in common terms is regarded as flow of money from savers to users. Banking sector is one of the major sources of financing investment for commercial projects which is one of the most important economic activities for economic growth. Today technology has been the best medium to cover the untapped market for the banks through mobile or internet banking. Corporation Bank caters to a wide range of clients across the country using products such as savings accounts, fixed deposits, loans, credit cards, etc. and has a proactive customer care team to listen to their queries and resolve them at the earliest. Nationalized in the year 1980, Corporation Bank is among the first few banks to adopt the financial sector reforms and enter the capital market. With a vision to 'Emerge as a Model for Inclusive Growth and Innovative Banking Services', the bank strives to maintain the highest standards of customer service. Customer satisfaction is a metric used to quantify the degree to which a customer is happy with a product, service, or experience. It is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with customers.

Demographic profile of the Research

Dakshina Kannada district, sheltered by the Western Ghats on the east and surrounded by the Arabian Sea on the west, is divided into five Taluks namely, Mangaluru, Bantwal, Puttur, Sullia and Belthangady. The district is known for pristine beaches, red clay roof tiles, cashew nut and its products, banking, education, healthcare and exotic cuisine. The district of Dakshina Kannada is considered as the cradle of banking and banking institutions have played a key role in the socio-economic development of the districts. The finance and banking activity is well known and part and

parcel of this region. Kodialbail is an urban area centrally located on M.G.Road between Lalbaugh and PVS road. In this area some of the reputed colleges, namely, Besant Women's college, Besant Evening College, Besant PU College, Canara First Grade College, Shree Dharmasthala Manjunatheshwara Law College and Management College, Shree Devi College, are providing quality and value education to the students from the different places of Dakshina Kannada, Karnataka and also students from India.

One of the best Institutions in this area is Besant Institutions which provide quality and value education from Kinder Garten to Post Graduation for deserved students at low cost. Nearly 200 staff members are working and providing services in this institution. These staff are the customers of Corporation Bank, Kodialbail Branch which is located here and adjacent to Besant Institution. So researcher selected this branch and Besant institution for the study purpose.

Literature Review

Olga Vershinina (2017) carried on a research on "Customer satisfaction in the banking sector: A study of Russian bank PAO Sberbank" and found that the overall customer satisfaction is above average but not excellent. The bank should emphasize the importance of customer satisfaction among its employees and take further actions in order to enhance the quality of service. Employee education, beneficial programs for customers and implementation of new features are recommended.

Rabb, Aby Abdul (2015) conducted A Study on Customer's Satisfaction towards Banking Services of State Bank of India in Kanyakumari District. The study focused on various factors that determine the customer's satisfaction and found that there is a significant relationship between the variable of customer satisfaction and banking services of SBI. The customers are found to have medium level of satisfaction.

Amitabh Mishra, B R Kumar and Dharam Bir Singh (2013) in their research "A study of Gaps in Service Quality at a leading Private Sector

Commercial Bank in Greater Noida” concluded that account holders were relatively more dissatisfied with the service quality dimension. Researchers suggested that such a study is useful in determining the weak areas of a bank’s service where immediate steps are necessary. If such deficiencies are ignored, it may lead to loss of reputation.

Rajiv Khosla and Parul Munjal (2013) found in their study titled “Demographic Inequalities in using E - Banking Services: A study of Chandigarh” that on the whole, good scopes exist for all the banks to popularize their value added services, particularly in the rural areas. Those banks which will be successful in creating customers by offering innovative and advanced services a head of their competitors will reap more benefits. For this reason, it is recommended that bank should target their promotional activities towards literate, young and resourceful brigade who possess a rich potential to use e - banking services for long as can be generalized from this study.

Statement of the Problem

Technological advancements and new initiatives of government have helped banks to provide efficient services to its customers all over the country. Bank customers are facing difficulties in operating their bank transactions. Despite of the efforts of the bank employees to provide best services to its customers, the problems of customers in operating the bank transactions are not fully solved by the bank staff. Hence, this study intends to evaluate the customer’s satisfaction towards the banking services of Corporation Bank, Kodialbail Branch in Dakshina Kannada district.

Objectives of the study

1. The problems faced by the bank customers;
2. Quality of services provided by the bank employees to their customers;
3. Knowledge of Net Banking Facilities among customers.

Methodology

Sources of data

Data are facts, figures and other relevant materials, past and present serving as bases for an analysis. The data serves as bases for analysis and interpretation. The data has been gathered through a survey and collected through structured questionnaires.

Primary data: Questionnaire method - Primary data are original sources from which the researcher directly collects data that have not been previously collected. In this study the primary data has been collected through questionnaire. A questionnaire consists of set of questions presented and personal attention given to respondents for their answers.

Secondary data: Is obtained from Journals, research Articles and magazines and information from several websites.

Sampling

a. Sampling Unit: The sampling unit for the study was staff members of Besant Institutions who are the customers of Corporation Bank, Kodialbail Branch, Mangaluru.

b. Geographical location: The area where the study has been undertaken is Kodialbail, Mangaluru. The reason behind choosing this area is that majority of the staff members of Besant Institutions are the customers of Corporation Bank, Kodialbail Branch, Mangaluru.

c. Sample Size: The sample size taken for the study is 100 customers who presently are the employees of Besant Institutions.

d. Sampling Method-Non probability method: Here Judgment method is used in which the population elements are purposively selected based on the judgment of the researcher.

Data Analysis

The data collected is analyzed with the help of statistical tools and presented in the form of tables.

Limitations

a. There was shortage of time as the research was conducted within 1 month;

b. Sample size taken for conducting research is small that is 100 customers;

c. Scope of research is restricted to a small area i.e. Corporation Bank, Kodialbail Branch, Mangaluru, and respondents are the employees of Besant Institutions only;

Data Analysis

The data collected is analyzed with the help of statistical tools and presented in the form of tables.

Customers visit Bank: Customers are often visiting banks for one or the other bank transactions. The following table shows the distribution of respondents how often visited bank to operate their bank transactions:

Table 1: Distribution of respondents how often visited bank to operate their bank transactions.

Frequency	No. of Respondents	Percentage
Daily	03	3
Weekly	14	14
Fortnightly	09	9
Monthly	12	12
As and when needed	62	62
	Total 100	Total 100

Interpretation: Out of 100 respondents, the study revealed that 62% of respondents have visited the bank as and when needed. 3% of respondents visited daily, 14% of respondents visited once in a week, 9% of respondents visited once in fifteen days, 12% of respondents visited once in a month.

Problems in operating the bank accounts: There were problems in operating the bank accounts. The following table shows the distribution of respondents based on problems faced in operating their bank accounts.

Table 2: Distribution of respondents based on problems faced in operating their bank accounts.

Problems faced	No. of Respondents	Percentage
Yes	66	66
No	34	34
	Total 100	

Interpretation: From the study it was found that 66% of respondents have faced problems and 34% have not faced any problems while operating their bank accounts.

Types of problems: There were different types of problems faced by the customers of the bank while operating bank accounts. The following table shows the distribution of respondents based on types of problems faced by the customers.

Table 3: Distribution of respondents based on types of problems faced in operating their bank account.

Types of Problems	No. of Respondents	Percentage
Long queue	21	21
Pass book entry	34	34
Internet Banking	18	18
ATM related	27	27
	Total 100	

Interpretation: Above table shows that 21% of respondents have faced problem of waiting in the long queue for deposit or withdrawal of cash/cheque/DD, 34% have faced problems regarding pass book entry,

18% have faced problems regarding internet banking, 27% have faced problem of ATM not working or no money or required denomination was not available in the ATM machine.

Means of solutions to overcome the problems: People used different means of solutions to overcome the problems of operating their bank accounts. The following table shows the distribution of respondents who found different means of solutions to overcome their difficulties.

Table 4: Distribution of respondents based on means of solutions to overcome the problems on operating their bank accounts.

Means of Solutions	No. of Respondents	Percentage
Non cash transactions	48	48
Approach the employees	22	22
Stop using that account	24	24
Shifting of Account to other bank	6	6
	Total 100	

Interpretation: Out of 100 respondents contacted the study revealed that 48% of respondents have gone through non-cash transactions, 22% of respondents approached the employees for assistance, 24% of respondents stopped using that account, 6% of respondents decided to shift their account to other banks.

Satisfaction level of customers: Satisfaction level of customers who approached corporation bank employees for the solution of their problems in operating their bank accounts may be different. The following table shows the distribution of respondents' level of satisfaction with the response of bank employees.

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Table 5: Distribution of respondents based on the level of satisfaction on approaching the corporation bank employees for the solution of their account related problems.

Level of Satisfaction	No. of Respondents	Percentage
Highly Satisfied	00	00
Satisfied	15	15
Neutral	12	12
Dissatisfied	43	43
Highly Dissatisfied	30	30
	Total 100	

Interpretation: The study revealed that, none of the respondents were highly satisfied, 15% were satisfied, 12% were neutral about the response of bank employees, 43% were dissatisfied, and 30% were highly dissatisfied with the services provided by the bank employees regarding customers' problems.

Awareness about Net Banking: Net Banking facilities are provided by almost all the banks. But most of the customers are not aware of it. The following table shows the distribution of respondents' awareness of Net Banking Facilities.

Table 6: Distribution of respondents based on their awareness about Net Banking.

Awareness	No. of Respondents	Percentage
Yes	82	82
No	18	18
	Total 100	

Interpretation: Out of 100 respondents contacted the study revealed that 82% of respondents are aware of net banking facilities, and remaining 18% are still not aware of net banking facilities which are provided by the bank.

Net Banking facilities availed: To avoid problems of visiting banks and following different procedures to operate the bank transactions, respondents have started using Net banking. The following table shows the distribution of respondents who availed Net Banking Facilities.

Table 7: Distribution of respondents who have availed Net Banking Facility.

Response	No. of Respondents	Percentage
Availed	52	63
Not Availed	30	37
	Total 82	

Interpretation: The study revealed that out of 82 respondents who are aware of Net Banking facilities, 63% of respondents have availed Net Banking facilities, and remaining 37% of respondents have still not availed of net banking facilities which are provided by the bank.

Guidance on Net Banking Facility: Guidance should be given to bank customers on how to use Net Banking facilities. The following table shows the distribution of respondents who were given guidance by the bank employees regarding the use of Net Banking.

Table 8: Distribution of respondents based on the guidance received about the usage of Net Banking.

Guidance Received	No. of Respondents	Percentage
Yes	32	32
No	68	28
	Total 100	

Interpretation: From the study it is found that only 32% of respondents received guidance, and remaining 68% of respondents did not receive guidance about the use of Net Banking facilities from the bank employees.

Overall Satisfaction: Customers, as per their level of satisfaction, always rating the services provided by the bank employees. The following table shows the distribution of respondents' level of satisfaction towards the overall services provided by the bank employees.

Table 9: Distribution of respondents based on the level of satisfaction on overall services provided by the bank employees.

Level of Satisfaction	No. of Respondents	Percentage
Highly Satisfied	00	00
Satisfied	18	18
Neutral	32	32
Dissatisfied	36	36
Highly Dissatisfied	14	14
	Total 100	

Interpretation: The study revealed that, none of the respondents are highly satisfied, 18% of respondents have satisfied, 32% of respondents were neutral about the response of bank employees, 36% of respondents were dissatisfied, and 14% of respondents were highly dissatisfied with the services provided by the bank employees.

Major Findings of the study

The following are the findings of the study undertaken:

Out of 100 respondents, 62% of respondents have visited the bank as and when needed and 14% of respondents visited once in a week.

Problems faced by customers: 21% of respondents have faced problem of waiting in the long queue for deposit or withdrawal of cash/cheque/DD, 34% have faced problems regarding pass book entry, 18% have faced problems regarding internet banking, 27% have faced problem of ATM not working or no money in the ATM machine or required denomination was not available in the machine.

Customers found different solutions for their problems of operating their bank accounts, 48% of respondents have gone through non-cash transactions, 22% of respondents approached the employees for assistance, 24% of respondents stopped using that account, 6% of respondents decided to shift their account to other banks.

15% of the respondents were satisfied and 30% were highly dissatisfied with the services provided by the bank employees regarding their response towards customers' problems.

Net Banking Facilities: 82% of respondents are aware of net banking facilities provided by the bank and out of which 63% of respondents have availed it. Remaining 18% are not aware of it.

Only 32% of respondents have received guidance about the use of Net Banking facilities from the bank employees.

The study revealed that, none of the respondents are highly satisfied, 18% of respondents were satisfied, 32% of respondents were neutral about the response of bank employees, 36% of respondents were dissatisfied, and 14% of respondents were highly dissatisfied with the services provided by the bank employees.

Suggestions

During the study, the following suggestions were provided by the respondents for the improvement of the banking services of Corporation bank, Kodialbail branch, Mangaluru.

There should be both women and men employees in the bank to provide better services to the customers.

Customers are expecting better level of communication with the customers and quick response to customers' problems.

There is a need for a Public Relation Officer in the bank.

Timely information about the changes in the services of the bank, improvement is needed in the services of ATM and Passbook entry machines.

Employees should be trained about the usage of bank Applications (Mobile Apps).

Proper and timely guidance should be given to the bank customers regarding the use of net banking facilities and online services by the bank employees.

Conclusion

Banking sector is one of the major sources of financing investment for commercial projects which is one of the most important economic activities for economic growth. Technological advancements and new initiatives of government have helped banks to provide efficient services to its customers in all over the country. The study has been undertaken to know the problems faced by the bank customers, use of net banking facilities by the bank customers and to find out the level of satisfaction about the services provided by the employees of the Corporation Bank, Kodialbail Branch, Mangaluru. Study revealed that out of 100 respondents 66% of respondents have faced problems while operating their bank accounts. 82% of the respondents are aware of Net Banking facility of which only 63% have availed net banking facilities. Only 18% of the respondents are satisfied, and 14% were highly dissatisfied with the services provided by the bank employees.

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