

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ATM
SERVICES PROVIDED BY PUBLIC SECTOR BANKS IN
VELACHERY, CHENNAI**

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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SCHOOL OF MANAGEMENT STUDIES

BONAFAIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SATHISHKUMAR R (42410195)** who carried out the project Training “**A STUDY ON CUSTOMER SATISFACTION TOWARDS ATM SERVICES PROVIDED BY PUBLIC SECTOR BANKS IN VELACHERY, CHENNAI**” under my supervision from August 2023 to December 2023.

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I **SATHISHKUMAR R (42410195)** hereby declare that the Project Report entitled **“A STUDY ON CUSTOMER SATISFACTION TOWARDS ATM SERVICES PROVIDED BY PUBLIC SECTOR BANKS IN VELACHERY, CHENNAI”** done by me under the guidance of **DR.M.SOUNDARYA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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CHAPTER – I

INTRODUCTION OF THE STUDY

1.1 BACKGROUND OF THE STUDY

In the present day world, the revolutionary development of the information and communication technology has contributed towards the development of the banking sector. ATM is the most popular and widely used e-banking services in the Indian banking industry. The technology plays a major role in the development of banking industry. Information and communication technology is the major innovation in the field of technology which is used for access, process, storage and dissemination of information electrically. One of the facilities of banking service that are currently provided to facilitate transactions for customer is through an ATM (Automated Teller Machine). Some clients range obtained by the ATM is a 24-hour customer service for a wide range of banking transactions.

ATMs have made cash just a door step away from our place throughout the day at any corner of the world and it allow us to do a number of banking function – such as withdrawing cash from one's account, making balance inquiries and transferring money from one account to another using a plastic, magnetic – stripe card and personal identification number issued by the financial institution, ATM providing a variety of banking services to customer without having to come directly to the branch of a bank. It is very important to verify the customer satisfaction regarding the ATM service, because of this reason this study is undertaken. Technology has been one of the most important factors for the development of mankind. Information and communication technology is the major advent in the field of technology which is used for access, process, storage and dissemination of information electronically. Banking industry is fast growing with the use of technology. In the last few decades, information technologies have changed the banking industry and have provided a way for the banks to offer differentiated products and services to their customers.

The introduction of technology-enabled banking service delivery probably started off with HSBC bank introducing ATM for the first time in India way back in 1987. Even though these electronic delivery channels were introduced by foreign banks

and new private banks in order to surmount their limitation of fewer branches, of late even the public sector banks are also aggressively investing in these services. So the action in this field really got heated up during the last 10-12 years. On 27th June 1967 the first “Cash Machine” colloquially called as “Hole on the walls” and as described as “Mini – Banks” which was designed to allow customers access to cash 24hours a day, outside of the restrictive opening times of banks. This is the origin of the Alternate delivery channel for Banks services, via ATM which is the first such delivery channel Bank’s started using. Forty years ago cash was only available from 9-3 pm Monday to Friday and Saturday from 9-12.30 pm, and as cash was king queues outside branches on a Saturday morning to get weekend money were common. Now you can get money anytime, anywhere.

OVERVIEW OF ATM CARDS

Cards are non- cash payment instruments issued by financial institutions and credit institutions to customers. According to the Regulation on issuance, use and provision of support services for Banking Card Operation, issued in conjunction with Decision No. 20/2007/QĐ-NHNN dated 15 May 2007 of the Governor of the State Bank of Vietnam, “ ATM card” is a media issued by a card issuer to carry out card transactions in accordance with the terms and conditions of the parties’ agreement.

ATMs (Automated Teller Machines or Automatic Teller Machines) are automated teller machines with customers, which performs customer identification. Via ATM card (debit card, credit card) or compatible devices, and help customers check account, withdraw ash, transfer money, pay or goods and services. In Vietnam, ATM cards are often referred to as debit cards, also known as local debit cards, which are debit cards based on debiting accounts. The account holder must have available funds in his/her account before and can only withdraw within the limits of funds available in his/her account. ATM cards are, in fact, the generic name for ATM cards, including credit cards (such as Visa, Master card, American cards).

1.2. STATEMENT OF THE PROBLEM:

The Banking business in India is vast and constantly expanding. No organization can remain happy with the existing products to cope with the competitors. Banks

are no exception to this situation. The Bank has identified enhancing technology as a vital driver for its growth. Today the banks are to be well equipped with developed technology in order to retain its customers as well as to attract more new customers. Providing Automatic teller machine is one of the technical facilities offered by the banks to its valued customers. ATM is a part of the electronic financial transactions systems that can mechanically accept deposit, issued withdrawals, transfer funds between accounts, collect bills and make small loans. As the user of ATM is increasing day by day it is important to make a study to gain insight about the customer satisfaction level with respect to various aspects of ATM services offered to them by the banks operating in Velachery.

1.3 OBJECTIVES OF THE STUDY:

The major objectives of the study are:-

1. To describe the concepts of ATM services.
2. To analysis the opinion provided by customer's regarding the ATM services availed by them in banks operating in Velachery.
3. To identify various problems faced by customers
4. To highlight the major findings of the study

1.4 RESEARCH DESIGN

1.4.1 SOURCE OF DATA:

The study is based on primary as well as secondary data. It exhibits a clear picture about views expressed by the sample customers of the banks functioning in velachery city about the customer satisfaction in ATM services.

Primary data was collected from 130 respondents and secondary data was collected from text books, record of banks, various websites.

1.4.2 SAMPLING METHOD AND SIZE :

Convenience samples method was used to select the sample respondents from 130 customers of all banks branches operating in Velachery.

1.4.3 METHOD OF COLLECTING DATA:

Questionnaire method was adopted for collecting data from the customer of banks operating in Velachery

1.4.4 TOOLS FOR ANALYSIS ;

Percentage analysis and average was used for analyzing the data.

1.5 CHAPTER SCHEME :

Chapter 1 – Introduction

Chapter 2 – An overview on ATM services

Chapter 3 – Analysis on customer satisfaction in ATM services provided by banks operating in Velachery .

Chapter 4 – Summary of findings and conclusion

CHAPTER 2

REVIEW OF LITERATURE

SULTAN SINGH & MS.KOMAL (2009)

In the work entitled “Impact of ATM on Customer Satisfaction (A Comparative Study of SBI, ICICI& HDFC bank)” examines the present ATM facilities provided by SBI, ICICI & HDFC Bank and the factors affecting the choice of ATM services. The study based on primary data has been collected through questionnaire. A sample size of 360 respondents has been taken including 120 for each bank i.e. SBI, ICICI & HDFC bank. The study reveals that material satisfaction level is highest in SBI, then second is ICICI Bank and third is HDFC Bank. This is due to the size of the respective bank and number of years of its establishment

PIJUSH CHATTOPADHYAY & DR. S SARALELIMATH (2012),

In their study entitled “Customer Satisfaction in ATM Services: a Study with the Reference to Indian Bank at Tiruchirappalli Corporation” examine the relationship between demographic variable and preference to use ATM. The data was collected from 300 customers from three sample cooperative banks in Pune city through a structured questionnaire. Frequency and Percentage analysis and chi-square tests are applied for data analysis and interpretation. The study reveals that a majority of the customers are highly satisfied with ATM services and essential services. The customers prefer ATM with time and cost utility which provides efficient services. Despite drawbacks in ATMs, it is still preferred as it benefits the bank, employees and customers.

DR. R. SEETHALAKSHMI & DR. P. KAVITHA (2013)

In their study “Customer Satisfaction in ATM Services: a Study with the Reference to Indian Bank at Tiruchirappalli Corporation” examine the customer satisfaction in ATM service provided by banks in India. The data was collected from 100 respondents through a structured questionnaire. Collected data was analysed according to the objectives of the present research and result of the statistical analysis indicates that there is no relationship between the demographic factors and customer satisfaction. The study reveals that customer’s satisfaction in

location and process of withdrawing the money under ATM scheme is high, whereas the satisfaction is comparatively low in the aspects of transaction charge and prompt delivery of ATM card and suggested that banks should proactively monitor customers' preferences with regard to the transaction fee; delivering of ATM card promptly and issue of new cards due to loss of original cards in order to retain their customers

P SRINIVASA RAO, D RAJASEKHAR& NVIJAYARATNAM (2013)

In their study entitled "An Empirical Study of Customer's Satisfaction in ATM Service" examines the various dimensions of service quality and its effect on the customer satisfaction. The study based on primary data has collected from the 120 respondents who are the customers of Andhra bank and ICICI banks of Vijayawada city through structured questionnaire. The study reveals that the respondents of the Vijayawada are satisfied from the ATM services of public and private sector banks. Respondents also prefer convenience and comfort of the ATM locations in the city.

DR.SMITA V. BHIDE & MRS.SHRADDHA M. BHOME (2014)

In the work "A Study of Customer's Preference towards ATM Services in Co-Operative Banks in Thane City" examines the awareness and preference to use ATM services and the problems faced by customers while using ATM services offered by select Cooperative banks in Thane city. The data was collected from sample of 100 customers from three sample co-operative banks in thane city. Frequency and Percentage analysis are applied for data analysis and interpretation. The study reveals that there is an increase in the usage of these machines and waiting in long queues is one of the bigger problems faced by ATM users. This shows the need of additional machines to be installed at these high-demand areas.

KANIKA VERMA (2014)

In their study "Measuring Customer Satisfaction towards ATM Services -A Comparative Study of Union Bank of India and Yes Bank" examine the satisfaction level of customers of Union Bank of India and Yes Bank based on various aspects

related to ATMs. The data was collected through survey from bank customer and later on will be analyzed by statistical technique and tools like Descriptive Statistics, Percentage Method, and Ranking Method. The study reveals that majority of the respondents in both the banks dissatisfied with the ATM Grievance settlement. Hence it is suggested the banks to developed and improvise the proper mechanism to resolve the grievance settlement, as it leads to customer comfort and satisfaction.

MS.VARALAKSHMI ALAPATI & MS.SHRUTHI VNAYAK(2015)

In their study entitled “A Study on Customer Satisfaction with the ATMs of SBI and ICICI Bank and Role of ATMs for a Greener Environment” examine the level of customer satisfaction associated with various aspects of ICICI Bank and SBI ATM. The study covers sample size of 150 respondents with the structured questionnaire in Manipal, Karnataka. The study reveals that banks should take up various measures to educate customers on the usage of ATMs. Quite a large number of both the bank’s ATMs are unaware of the various facilities provided by the ATMs other than just cash withdrawal and balance statement. They should be made aware of the facilities like transfer of funds, biller payments, mobile recharge, donating to charity etc. so that the customers can make better use of the ATMs by deriving all its benefits.

RANASINGHE ARACHCHIGE, SUDATH WEERASIRI KOSALA, CHULANI KOTHTHAGODA (2017)

In their Study entitled “The Impact of Automated Teller Machines (ATMS) Service on Customer Satisfaction. Researchers examine the impact of ATM service quality towards the customer satisfaction in Sri Lankan state banking sector. This research bridges the gap that exists in the current body of knowledge by investigating the ATM service qualities and their impact on customer satisfaction. It also examines the impact of demographic factors for the relationship between ATM service quality and customer satisfaction. Given these gaps in the literature, the research problem in this research is: The factors which influence on customer satisfaction with relation to the ATM service. To investigate the research problem, a pilot study involving 30 state bank customers was used to check the initial

reliability and validity of the constructs in the questionnaire. The factor analysis was employed to refine the measurement items and test for reliability and validity. The study has used the primary data of customer satisfaction survey (N=385). The data was collected using a structured questionnaire designed to ascertain the satisfaction levels. Regression, ANOVA and T-test were used to identify significant factors and frequency analysis was used to analyse customer satisfaction. The ATM service qualities have a positive impact on the customer satisfaction and the demographic factors like age and educational qualification moderate the relationship between ATM service quality and customer satisfaction. This paper identified the significant factors which the banks may take care to enhance the customers satisfaction.

JOSEPH AND STONE (2003)

Joseph and Stone (2003) investigated some of the various roles technology plays in the US banking sector and how technology in general impacts the delivery of banking service. The author developed a grid for bank managers when making decisions concerning the priority of implementation of service-oriented technology. Authors conducted an empirical evaluation of US bank customer perceptions of the impact of technology on service delivery in the banking sector. They examined the United States customers' perception of ATM quality and found that user-friendly, convenient locations, secure positions, and the number of ATM provided by the banks are essential dimensions of ATM service quality.

MCANDREWS (2003)

According to Mcandrews (2003), ATMs can offer significant advantages to both banks and customers. The machines can enable depositors to withdraw and deposit cash at more convenient times and places than during banking hours at branches. At the same time, by automating services that were previously completed manually, ATMs can reduce the costs of servicing some customer demands. These potential advantages are multiplied when banks share their ATMs with others, allowing depositors of other banks to access their accounts through a bank's ATM. The decision by banks to share their ATMs is partially determined by the terms under which different banks agree on. In particular, there

are several prices that can be charged to or collected by the three main parties involved in an ATM transaction, the cardholder or the customer, the cardholder's bank, and the ATM owner. How, and by whom, these prices are set affects a number of economic decisions, including the number of machines that banks choose to deploy, deposit market interest rates, distances travelled by customers that wish to withdraw cash, profits of banks, and welfare of bank customers.

DARCH AND CALTABIANO (2004)

Darch and Caltabiano (2004) explored the relationship between demographic, user situational, attitudinal variables and ATM use in an Australian sample of older adults. These adults were volunteers aged 60 years and above, who conducted their own banking transactions. Technology, perceived control and perceived user comfort were found to have an independent significant effect on ATM usage. Age, education, attitudes and user situational variables were found to be related to ATM use, only technology experience, perceived user comfort and control were found to be determinants of ATM use. In another study in Bangladesh, Shamsdouha et al. (2005) found that 24 hours service, accuracy, and convenient locations were main predictors of customer satisfaction. The study also indicated lack of privacy in executing the transaction, fear of safety and complexity of the machine were the major cause of concern for the customers.

ISLAM ET AL. (2007)

Islam et al. (2007) examined the level of satisfaction of ATM card holders of a leading bank (HBSC) in Bangladesh. 300 well-structured questionnaires were distributed to ATM card holders. The study found significant relationship of ATM service quality with customers' satisfaction. The study identified that location, personnel response, quality of currency notes, promptness of card delivery and performance of ATM were positively and significantly related to customer' satisfaction. The study also identified that the security, frequent breakdown of machine, and insufficient number of ATM were major contributors of customers' dissatisfaction.

DILIJOANS ET AL. (2009)

Dilijoans et al. (2009) presented the self-service system quality management and evaluation framework. The framework described three groups of imperatives aimed to ensure sustainable service provision for self-service banking clients by increasing quality of operational, resource and marketing services. Authors examined the essential aspects of ATM service quality in Baltic States. They identified essential resources (adequate number of ATMs, convenient and secure location and user-friendly system); important dimensions of operation of ATM (maximum speed, minimum errors, high uptime, cash backup); and value added aspects (quality service at reasonable cost, and maximum offering to cover maximum needs of customers) as vital facets.

SINGH AND KOMAL (2009)

Singh and Komal (2009) conducted a study on the impact of ATM on customer satisfaction. The main purpose of the study was to examine the scenario of ATM in three major banks (State Bank of India, ICICI bank and HDFC bank). They examined the relationship between various ATM facilities, factors affecting the choice of ATM and its interplay with customer satisfaction. A sample of 360 respondents equally representing each bank has been taken through structured questionnaire. Then various statistical tools such as average, standard deviation and normal distribution have been used as per the requirement of the data. F test has also been used to analyze the variances. Customer satisfaction in material sense denotes the aggregate position of the banks in terms of fee charged, frequency with which problems are faced and post- purchase behavior of the customers. In abstract sense, customer satisfaction level denotes the position of the banks in terms of post-purchase behavior, the efficiency of facilities provided and the example of others using the ATM of the same bank. It indicated that there is direct relation between fee charged and customer satisfaction. The overall material customer satisfaction is highest in SBI, followed by ICICI and HDFC bank. In case of abstract customer satisfaction it is in reverse order; HDFC has the highest satisfaction level followed by ICICI and SBI .The result revealed that size of respective bank, year of establishment, and performance of bank are the major

factors which are responsible for the customer satisfaction towards ATM service of banks.

KHAN (2010)

Khan (2010) examined automated teller machine service quality and customer satisfaction in Pakistani banks. The main purpose of the study was to identify the significant dimensions that shape customers perception of ATM service quality and the effect of ATM service quality on customers' satisfaction in Pakistani banking sector. Convenience sampling technique was used to collect data from sample of 500 customers who hold ATM cards from multinational and national banks. A questionnaire was used to collect the data. The questionnaires were administered by courier, e-mail, and personal delivery. The study presented and examined a model to explain how convenience, efficient operation, security and privacy, reliability, and responsiveness positively and significantly affect customers' perception of ATM service quality, and how the ATM service quality influences the customers' satisfaction. Regression results indicated that convenience, efficient operation, security and privacy, reliability and responsiveness are significant dimensions of ATM service quality and that ATM service quality positively and significantly contributes toward customer satisfaction.

PARVIN AND HOSSAIN (2010)

Parvin and Hossain (2010) conducted a study on satisfaction of debit card users of some private commercial banks in Bangladesh. The main purpose of the study was to find out customers' satisfaction level as well as motivational factors and ways to provide modern debit card services. This study reveals how much debit card users of banks in Bangladesh are satisfied. This study has collected data by interviewing the cardholders using a questionnaire (which includes both open ended and closed-ended questions). The sample size of the study is 200 selected from nine private commercial banks located in Khulna city using convenient sampling method. Data analysis is done by using different statistical tools such as pie chart, bar diagram, tables, etc. To find out the factor basis satisfaction, arithmetic mean has been calculated. On the other hand, to find out overall satisfaction, weighted average satisfaction is calculated. Findings of the study

revealed that on an average debit card users are satisfied. Regarding availability of cash in the ATM booth, users are most satisfied and regarding network service users are least satisfied.

KUMBHAR (2011)

Kumbhar (2011) presented an empirical study that focuses on identifying key factors that have influences customers satisfaction in ATM service provided by public and private sector banks in Rajapur, India. Convenience sampling method was used to collect data from 210 customers of public and private banking sector. Data analysis was done by using descriptive statistics, correlation and regression analysis. Overall results showed that cost effectiveness of ATM service was core service quality dimension and it were significantly affecting on overall customer satisfaction in ATM service provided by commercial banks. The result also revealed that a cost effectiveness, easy to use and security and responsiveness in ATM service were most important factors in customer satisfaction.

SANDA AND ARHIN (2011)

Sanda and Arhin (2011) undertook study on ATM service quality in Ghanaian bank. The purpose of the study was to understand customers' behavior towards use of ATM as banking service delivery tool in Ghana, and the impact of such usage behaviour on the banks' human resource capacity building, in terms of employee workload relief and performance. Data was collected using questionnaires. The point of data collection was ATM centres and bank branches of multinational banks in a sub-Saharan African country. There were two categories of respondents. These were the branch managers of the bank, and the banks' customers using ATM cards. In all 16 branches of the bank were selected and questionnaires administered to the respective branch managers. The study showed that Ghanaian bank customers who use the ATM services perceive the ATM as convenience, reliable, accurate and suitable for their banking transactions. The study also revealed that ATM can be used to enhance customer service delivery, which could also paved the way for the reduction of the workload on tellers in banking halls. Such workload reduction could provide the tellers with opportunities for adequate interaction with customer and also help improve their

functional efficiencies and effectiveness in customer service delivery. The study have therefore showed that improving the service quality of the banking with the ATM could improve the overall customer perception of the ATMs functional suitability for service provision as rendered by tellers in the banking halls.

AUKA (2012)

Auka (2012) conducted a study on service quality, satisfaction, perceived value and loyalty among customers in commercial banking in Nakuru Municipality, Kenya. The main purpose of this study was to examine the extent to which service quality, perceived value and satisfaction influence customer loyalty in commercial banks. A stratified random and systematic sampling procedure was used to collect the data from 381 respondents using a questionnaire. Data analysis was done through Pearson correlation and regression. The study revealed that there was a positive and significant relationship between service quality, customer satisfaction and customer value, and customer loyalty. This study also found that service quality, customer value and satisfaction are critical success factors that influence the competitiveness of an organization. It is therefore recommended that banks should adopt the model consisting of the three constructs to create and maintain customer loyalty so as to improve performance and create competitive advantage.

MOTWANI AND SHRIMALI (2012)

Motwani and Shrimali (2012) conducted a study on consumer adoption and satisfaction towards ATM service in Udaipur City. This study highlighted the ATM services most preferred by customers as well as the awareness level and satisfaction of customers regarding ATM services of banking sector. The purpose of the study was to examine the awareness of customer regarding ATM services of banks, to identify the preference of ATM services used by customers, to check the significant difference between the satisfaction level of public and private bank customers towards ATM services and to identify the impact of customers' demographics on their awareness level about ATM services. To serve the purpose of the study descriptive research design was used. Primary data were collected with the help of close ended questionnaire. Target population involves the users of ATM of public and private sector banks. 120 respondents of SBI (30), PNB (30),

HDFC (30), and IDBI (30) were selected through convenience sampling from Udaipur. In the study, majority of customer preferred ATMs for withdrawal purpose while second preference was given to mini statement facility. The study revealed that no significant difference between the satisfaction level of public and private bank customers towards the ATM service. The study also showed that the awareness level about ATM services is affected by demographics of customers.

SAWALQA (2012)

Sawalqa (2012) conducted a study on customers' financial needs satisfaction and self- service technology banking, the case of automatic teller machines (ATMs) in Jordan. This study was conducted to achieve two main objectives. Firstly it assesses the effect of low cost services, security and privacy and ease of use on customers' financial needs satisfaction of Automatic Teller Machines (ATMs). The study also assessed if there is a difference in customers' financial needs satisfaction due to gender, age or academic qualification. Based on survey responses from 132 users, the results indicated that only privacy and security contributes significantly to the customers' financial needs satisfaction. The results also revealed that the demographic characteristics of users make no difference in the financial needs satisfaction of ATMs users. An important implication of this study is that the results of it brought with them the need for Jordanian banks to put more emphasis on the different aspects of privacy and security, to decrease or remove the cost of ATMs usage and to introduce a good training to ATMs users.

ISSAHAKU (2013)

Issahaku (2013) investigated the experiences of Ghana Commercial Bank (GCB) and Barclays bank customers with automatic teller machines (ATMs) in the Tamale Metropolis. Primary data were collected in 2011 from a randomly sampled 80 ATM users by means of a semi-structured questionnaire. The data were analyzed using descriptive statistics and multiple regression analysis. The study revealed that, the main reasons why customers prefer ATM to other e-banking services include convenience, speed, security, reliability and cost effectiveness of ATM services. Machine running out of cash, link failure and long time in

dispensing cash were found to be the most occurring ATM challenges. The findings showed that, in all cases, these challenges were perceived to occur more often with GCB ATMs than in Barclays bank ATMs. The mean customer satisfaction level was found to be 61.8 percent and 69.4 percent respectively for GCB and Barclays bank ATM users. The study established a significant difference in the mean customer satisfaction between customers of GCB and Barclays bank. Eventually, the study found the critical ATM customer satisfaction parameters to be promptness of card issue, service quality of ATM personnel, quality of notes, machine performance, safety and security, cost effectiveness, and service quality of ATM personnel. Based on the beta values, the three most important determinants of satisfaction were found to be promptness of card issue, safety and security, and cost effectiveness.

ADENIRAN AND JUNAIDU (2014)

Adeniran and Junaidu (2014) conducted a study of automated teller machine (ATM) and user satisfaction in Nigeria. The purpose of this study was to measure the satisfaction of customers as regards to ATM services. The study was carried through across-sectional survey design which questioned respondents on ATM services. The population of study mainly constituted of customers of United Bank for Africa within Sokoto metropolis. The sample in this study consisted of 100 respondents who are users of the ATM services. The data collected was analysed by use of multiple logistic regression analysis. The findings revealed that, the impact of ATM services in terms of their perceived ease of use, transaction cost and service security is positive and significant. However, the result also indicates that the impact of ATM services in terms of availability of money is positive but insignificant.

ISLAM (2014)

Islam (2014) investigated on factors affecting customers' satisfaction level on ATM services in Bangladesh. The main purpose of the study was to identify the factors which affects customers' satisfaction level on ATM services in Bangladesh, for instance, speed of the ATM, location and number of ATM booth, sufficient amount of cash in the ATM, quality of notes, network capacity, security, safety and privacy

of ATM, power backup, manners of guards and their consent to other related issues on ATM services. To carry out this study, a survey was conducted and 200 copies of a structured questionnaire were distributed to the banks' customers'. Out of these, 196 of first part and 178 of satisfaction measurement factors were returned. Various statistical analytical tools and tests, such as, descriptive analysis, Z-test, and ANOVA test were conducted to test the hypothesis and data collection. The study finds that security/safety/privacy of ATM is ranked number one and represents maximum satisfaction of ATM users. The customers' are satisfied with the PIN (Personal Identification Number) of ATM card and they are also happy with the cash withdrawal accuracy/swiftness, quality of notes, manners of ATM guard, speed of the delivery of ATM cards, power backup of ATM, pay-in-slips in the ATM, Charge/fee/cost of ATM cards, maximum limit of cash withdrawals, sufficient cash in ATM booth. On the other hand, customers' are not satisfied with the sufficient number of ATM booth, network capacity of ATM and complaint book in the ATM.

JEGEDE (2014)

Jegade (2014) conducted a study on the effects of ATM on the performance of Nigerian banks. Available studies have concentrated on the significant dimensions of ATM (automated teller machine) service quality and its effect on customer satisfaction with a bias against ATM producers. The study was motivated by the astronomical challenges confronting the proliferation of ATM infrastructure and attendant financial loss to banks which are often under-reported. Also, there were serious debates on the relevance of ATM technology as most countries in the world are moving away from the virus technology to the more secured chip cards free of credit and debit frauds. Questionnaire was used to collect the data from a convenience sample of 125 employees of five selected banks in Lagos State with inter switch network. Therefore, data collected through the questionnaire were analysed statistically by using the Software Package for Social Science (SPSS Version 20.0 for Student Version) and chi-square technique. The result indicated that less than the benefits, the deployment of ATMs terminals have averagely improved the performance of Nigerian banks because of the alarming rate of ATM fraud. Similarly, ATM service quality was less correlated to security and privacy of

users and providers. The conclusion therefore is that banks should strive to increase their security layers to subvert the tricks of web scammers, limit the amount which customers may be allowed to withdraw at a time and provide electronic alerts to customers' phone for all transactions carried out on their bank accounts through ATMs and the provisions of extra security layer that can prevent third party to make use someone else's ATM card for unauthorized withdrawals electronically.

MADAWAKI ET AL. (2014)

Madawaki et al. (2014) examined the effects of customers experience on ATM refund system for failed bank transactions in Nigeria. The main purpose of the study was to examine the effect of customers experience on refund of ATM failed transaction of banks in Maiduguri Metropolis. The sample of 675 of bank customers was drawn from all the 15 commercial banks using questionnaires made up of 23 items. Data analysis was done using descriptive statistics and chi square test. The result revealed that most of the failed transaction occurred as a result of cash out or lack of cash in the ATM's or cash not loaded in the ATM. It was also discovered that ATM Network contributes immensely by debiting customer account and not dispensing the cash. It also revealed that customers lack awareness on the refund system; refunds are done on the domiciled bank. In respective of the terminal the customers perform the transaction which some customers shows their tendency of losing that amount is high there by affecting their moral whenever there is failed transaction. The study also reveal that majority of the customers that experience ATM failure feel demoralized and believe that it takes several days for ATM failed transaction to be rectified, this places the customers in an awkward situation, especially where they have pressing needs to address with cash from the attempted withdrawal. The analysis also revealed that most customers are not satisfied with the refund system as only few customers are refunded automatically while other suffer delay in reversal of the transaction all these portend negative cognitive dissonance with regards to the services and hence the universal dissatisfaction with ATM services.

MWASTIKA (2016)

Mwastika (2016) revealed that Automated teller machine banking has become a significant channel for banking products and services behind branch banking in Malawi and banks continue to invest in new and efficient technologies that can handle more functions that include cash depositing to attract more customers and achieve customer satisfaction with the banks. 353 respondents participated in this study to assess the impact of Automated teller machine banking performance on customer satisfaction with banks. The study adopted a performance only approach to measuring customer satisfaction. A self-administered questionnaire containing multi-dimension and multi- attribute Likert measurement scales was used where respondents rated the performance dissatisfaction and give customers enough confidence in the use of the ATM and will encourage them to recommend it to non-users.

BANSAL AND SINGH (2018)

Bansal and Singh (2018) identify the various determinants of service quality of ATM and to analyze the impact of various determinants of service quality of ATM on customer satisfaction in Indian banking sector. It also analyze the impact of demographic factors on the relationship of ATM service quality and customer satisfaction. In this study factor analysis was used to measure the item and to test the reliability and validity. A structured questionnaire was used to collect the primary data through survey to ascertain the satisfaction levels and the total participants were 385. To identify the prominent determinants, regression, ANOVA and T- test were applied and to analyze the customer satisfaction, frequency analysis was used. The various determinants of service quality of ATMs have a positive impact on the customer satisfaction. The demographic factors such as educational background and age of the customers moderate the relationship of customer satisfaction and service quality of ATMs. The various determinants of service quality identified in this study may help the banking sector to shift the customers from traditional banking to self-service technologies like ATM and banking sector may improve its profitability position by reducing its operational cost through ATM as the transactional cost in ATM is less in comparison to transactions performed in bank branches by bank staff.

BISET AMENE AND BONSA BUTA (2019)

Biset Amene and Bonsa Buta (2019) explained that the purpose of this study is to investigate the factors affecting customers' satisfaction towards the use of Automated Teller Machines (ATMs). To address the research objectives, 200 questionnaires were distributed to respondents. A total of 176 were returned which is equivalent to 88% of the total response rate. Data were collected using semi-structured questionnaires and they were organized, coded and analyzed using Minitab18 software. The collected data were analyzed using descriptive Statistics, correlation and multiple regression models. Descriptive analysis showed half of the respondents (50%) agreed that time saving is the main reason to use ATM services. Majority of customers use ATM Banking for Cash withdrawal services and majority of the Commercial Bank of Ethiopia (CBE) customers were satisfied by the ATM services provided to them. However, customers were facing different problems associated with ATM service. Some of the problems were the unreliable network for ATM services, limited amount of money to be withdrawn per day, reduction in balance without cash payment, bank charges for ATM services, machine out of cash, card gets blocked or locked up and waiting in line to use ATM Machines. The multiple regression findings also revealed that responsiveness, efficiency, appearance, reliability and convenience of ATM have a significant and positive influence on customers' satisfaction.

STEMPER (1990)

The organisations of modern era are aware of the fact that service quality provided by the organisations and various institutions provides strategic competitiveness in a dynamic environment. Every researcher has a different view towards use and effectiveness of ATM's. There has always been a significant relationship between service quality and firm's performance based on improved production, increasing markets share, enhancing customer attraction's and loyalties, improving staffs morals, & sustaining profits. Stemper (1990), stresses on positive impact of usage of ATM's that is freedom of transactions. The effectiveness of ATM services guarantee quality excellence and superior performance and provides autonomy to the customers.

ET BUREAU (2011)

According to the marketing concept it is very clear that the customer satisfaction is measured via service quality provided by the marketers. In this study Indian Banks are the marketers and one of the very basic services that they provide is the ATM facility, is discussed in this project report. As per the ET Bureau (2011), The Reserve Bank of India has asked banks to use technology more effectively with a focus on bringing down costs and improving customer services in its information technology (IT) vision document for 2011-17. Further, the committee, in the report, specifying role of Information technology within banks with the major objective being balancing the three Cs - cost, control and customer services.

DAVIES, MOUTINHO AND CURRY (1996)

Davies, Moutinho and Curry (1996) examine the factors that influence customers' satisfaction about quality of services provided by ATMs. Such factor including costing involves within using of Automated teller machine, & efficiently functions of Automated teller machine.

JOSEPH AND STONE (2003)

Joseph and Stone (2003), through focus group study in the US, finding the easily accessing locating, friendly Automated teller machine & secure, are important factor in the influencing major of banks customers' perception of ATM service quality.

SHAMSDOUHA, CHOWDHURY AND AHSAN (2005)

In another study in Bangladesh, Shamsdouha, Chowdhury and Ahsan (2005) found that 24 hours service, accuracy, and convenient locations are the main predictors of customer satisfaction. The study also indicates lack of privacy in executing transactions, safety fears and complexities in using machine as the major cause of concern for the customers.

VIJESH R ET AL (2011)

Vijesh R et al (2011), in his research paper has mentioned the benefits of providing valuable services through delivery channels benefits are, "Deliver the

services simpler, Deliver the services Fast, Deliver the services securely, acquire new customers, retain their existing customers, keep customers highly satisfied on the services provided, lower operational cost, lower transaction processing cost, wider customer base irrespective of geographical barrier, higher profits on bottom-line.

OGBUJI, C. N. ET AL. (2012)

Ogbuji, C. N. et al. (2012), observed the Automated Teller Machines (ATMs) is one of existing replacements of the cascading labor-intensive transaction system effected through what is popularly referred to as paper-based paying instrument. An ATM allows the banks customers for conducting his/her banking transactions from almost every other ATM machine in the world. The ATM, therefore, performs the traditional functions of bank cashiers and other staffing functions. It operates electronically & such responses for requesting to customers are doing instant.

MOUTINHO (1992)

Moutinho (1992) examines the relationship between the dimension of usage rate and performance expectation with customers' prolonged satisfaction with automated teller machine services. The result will indicates the using rate is a negative association with customers' perceived prolonged satisfaction whereas performance expectations are found to have positive and significant effects on customers' prolonged satisfaction.

JHAM ET AL (2008)

Jham et al (2008), found that private banks have been able to attract the younger customers with higher educational levels, who are comfortable with multi-channel banking, the customers of the national bank are older and Malik and Bansal, Impact of ATM Services on Customer Satisfaction of Indian Banks more satisfied with the traditional facilities.

KUMBHAR (2011)

Kumbhar (2011) observed that other than cost effectiveness the automated teller machine services, perceptions about the services qualities dimension are

approximate same in public and private sector banks. Cost effectiveness of ATM services is core service quality dimension and is significantly affecting on overall customer satisfaction in ATM service provided by commercial banks.

PANDLAN ET AL (2012)

Pandlan et al (2012), said that in this modern worlds where money plays an important role surviving. Automated teller machine helps people's for taking rupees whenever needed by them and also during emergency conditions.

UGWU

According to Ugwu, ATMs are set up to provide 24 hour continuous services to banks customer, those cannot expecting become abled for transacting within the bank in the same period of time. ATM technology allows customers to carry out the above-mentioned transactions use of an automated teller machine cards, which could be a debit or a credit card. An automated teller machine authenticate card by read & verifies the magnet strips, cards numbers, expiry date, & an already provides or preselected PIN numbers. Likely within mostly technology advancements, there are always flaws with criminals mind individual identifying & exploiting perpetuating frauds. Technological are being constant evolving so that ATM transactions can be an enjoyable experience to its customers.

HOWCROFT (1991)

Howcroft (1991) notes that dissatisfaction among customers is associated with frequent Interruption and breakdowns in Automated teller machine. Intensifying competitions & technological-base new services are (rachiat, 2014) shaping customer loyalties. This has result in switched the bank by customers based on competitive services (Lewis & Bingham, 1991).

MICHAEL (2001)

Michael (2001) found that locations ATMs, increased numbers Automated teller machines, & diversifying services offering are associated with switching of banks. ATM is one type of innovation that can mechanically accepting deposit, issuing

withdrawal, transferring fund between accounting, & collecting bill. It's highlighting the relationships bank & there depositor, as well as the level of quality of banking services (Komal & Singh 2009).

JOSEPH AND STONE (2003)

Joseph and Stone (2003) conducted a research and find out that secure and convenience locations, adequacy numbers of Automated teller machine, using-friendly systems and functionality of ATM play important role in customer satisfaction.

DILIJONAS, KRIKSCUIUNEN, SAKALAIUSKAS AND SIMUTIS (2009)

Dilijonas, Krikscuiunen, Sakalauskas and Simutis (2009) on the other hand mention that adequate numbers of ATMs, convenient and secured locations, & using-friendly systems, speedy, min error, highly untimed, cash backs, costing & services covering is essentially service quality aspects of ATM service.

SHARIQ, TONDON, TULI, KHATRI & YADAV (2012)

Shariq & Tondon (2012) observed that the customers prefer ATM use over other e-banking services. Tuli, Khatri & Yadav (2012) analyzed that most important factor to influence customer to use ATM services is its convenience in use and availability of machines.

SHAMSHER SINGH (2011)

A study was undertaken by Shamsheer Singh (2011) to understand the impact of ATM services on the customer satisfaction in Indian Banking Sector primarily in urban area by using structured questionnaire to ascertain the satisfaction levels. Statistical tools like ANOVA and factor analysis was used to identify significant factors to analyze customer satisfaction. The results revealed from the study that there is a positive impact on customer satisfaction towards ATM services and suggested that banks should augment and diversify their offerings through ATM to build a strong and sustained relationship with customers.

MUHAMMAD ASIF KHAN (2010)

According to Muhammad Asif Khan (2010), in his study to identify the significant dimensions that shape customer's perception of ATM service quality and the effect of ATM service quality on customer's satisfaction in Pakistani banking sector. In the analysis of literature five key service quality factors were identified: convenience, efficient operation, security and privacy, reliability and responsiveness. The research results from the above study reflect a positive and statistically strong relationship between ATM service quality and customer satisfaction.

P.SRINIVASA ET.AL (2013)

P.Srinivasa et.al (2013), quotes in a study on an empirical study of customers satisfaction in ATM services, found that majority of the customers are dissatisfied with ATM Grievance settlement and ATM locations.

DHARMESH MOTWANIET .AL (2012)

According to Dharmesh Motwaniet .al (2012), in a study on consumer adoption & satisfaction towards ATM service, A comparative study of Udaipur City, majority of customers are aware about cash withdrawal services of ATMs followed by balance enquiry but there is no difference between the satisfaction level of public and private bank customers towards ATM services. In the light of the above empirically studied, it is quietly understanding the many researcher have conducted research on Automated Teller Machine (ATM) in Nigeria and other parts of the world. However, it is pertinent to note that many researches carried out on ATM in were conducted on other zones. This creates a big gap. To fill it it's important to do analysis on impact of ATM services on customer satisfaction specific to Indian banks.

CHAPTER – III

AN OVERVIEW OF ATM SERVICES

3.1 INTRODUCTION:

ATM stands for Automated Teller Machine, a machine that allows customers of a banking institution to transact banking business without any help as a cashier i.e. human clerk known or human bank teller. Automated teller machine also called automated banking machine. In some part of world it is also known as hole in the wall or cash point or cashline. An automated teller machine is a computerized telecommunication device. With rapid growth information technology sector in from the past decade, daily new inventions are taking place in market. In financial sector especially the banking sector There are so many new technologies are taking place in financial operations. ATM is an important invention for banking sector. The innovations of modern and information technology have made it feasible for bank clients to interact and carry out banking facility with Automated teller machine and to receive the cash directly from the machine or make deposit including checks without assistance of human being offered by at present by most of banks in core banking sector to its customers. Electronic banking offers other services also apart from Automated teller machine such as direct business deal purchase/ sale through point – of – sale(pos) and Telephone banking and so on. One of the main reasons for banks more inclinations toward Automated teller machine is day by day rising cost of setting up and operating bank branch whether full – fledged branch extension counters and it has lead to sharp increase in Automated teller machine being installed by the banks. Automated Teller Machines have found its rapid popularity not only because need of the day in common men life. There is always two sides of a coin, the Automated teller machines which facilities the customers by providing better service is has also darker side. A number of customer have faced cheating and frauds through Automated Teller Machines by withdrawal from their account not transited by client himself and thereby customer have some time unpleasant experience by customers. It is challenge now for the manufactures of Automated teller machine how to minimize the frauds for keeping Automated teller machine in functioning with its popularity being kept intact.

3.2 DEFINITION OF ATM:

Automated teller machine is device for its used by bank customers to process account transactions. An user initiates operations by inserting a card in to the Automated teller machine an ATM card. Tm card is card encoded with information on a magnetic strip. The strip contains an identification code which card reader of machine decodes and transmit to the bank's central computer system through modern. To prevent unauthorized transactions, a personal identification number (PIN) user has also to enter by using a keypad. The computer after matching the pass word/PIN permits the ATM to complete the transaction. Most of teller machines can dispense cash, accept deposits, transfer funds, and provide information on account balances. Banks have

Joined hands together both nationwide and international networks facilitating customer of one bank can use an Automated teller machine of another bank without any hesitations. Therefore, Automated teller machine has become a computerized banking terminal providing cash dispensing and deposit acceptance and other banking transactions. Automated teller machine terminals have become access to their banking accounts without human teller of bank. In simple words, Automated teller machine is a computer – controlled terminal located anywhere or elsewhere, through which bank customers have access over the bank for making deposits, withdrawals or other transactions as they would have done through a human bank teller. Other terms are sometimes used to describe and define such terminals such as customer – bank communications terminal (CBCT) and remote service unit (RSU). Now a day concept of Automated teller machine for use of single bank customer has become a thing of past. The Automated teller machine are shared by host of banks all together, though Automated teller machine displays the sign of particular bank to which an Automated teller machine or number of Automated teller machine to which bank it belongs.

3.3 WHAT IS ATM

Automated Teller Machine, which are more popularly knows as ATMs, is a way of performing quick and easy transactions on an individual basis. These machines allow you to undergo self – serviced transactions without the help of an actual teller and without having to visit the bank branch. Automated teller machines or

ATMs allow many transactions, including cash withdrawals, cash deposit, and fund transfers. Although most people use ATMs as a means of

cash withdrawals, these other transactions make the ATMs a more efficient service. ATMs have made life much easier by proving to be a path – breaking and most useful advancement in the banking sector, where people can actually go in time of emergencies and save a lot of their valuable time.

All you need to carry out an Automated Teller Machine (ATM) transaction is a credit or debit card that you have to swipe or insert in the card reader of this machine. The further steps are also pretty simple –the ATM will ask you about the type of transaction, your , account type, PIN, and amount, which you can enter using the keypad that is present in the machine’s design. All these questions and details you enter will be displayed on the screen of the ATM. After you have successfully entered these details, your transaction will be completed. The cash is then dispensed through the machine’s cash dispenser, which is connected to the safe at the bottom of the machine that stores cash. The ATM machine also features a printer, which prints out receipts if the customer requests one. This receipt shows your transaction details and account balance. Although many different Automated Teller Machine or ATMs can differ in their design, the basic parts and functioning remain the same. Advanced or full – service Automated Teller Machines or ATMs also feature slots for disposing of cash and paper checks. There are also certain ATM transactions that do not require a credit or a debit card.

By giving such ease of use, Automated Teller Machines (ATMs) have become one of the most convenient ways of availing bank services without actually visiting the bank.

3.4 HISTORY OF ATM

By the 1960s, several teams around the world were working independently to devise a method for withdrawing cash from a bank after hours without committing a crime. The timeline for the advent and spread of the advent and spread of the ATM is given below :

In 1960, an American named Luther George Simjian invented the Bankograph, a machine that allowed customers to deposit cash and check into it.

The first ATM was set up in June 1967 on a street in Enfield, London at a branch of Barclays bank. A British inventor named John Shepherd – Barron is credited within its invention. The machine allowed customers to withdraw a maximum of GBP 10 at a time.

In the U.S., the deployment of the ATM was pioneered by Donald Wetzel, a Dallas – based engineer. The first ATM in the US was installed in September 1969 at the Chemical Bank branch in Rockville Center in New York with the Slogan, “on September 2, our banks will open at 9 am and never close again.”

In 1970, a British engineer, James Goodfellow, proposed the concept of a personal identification number (PIN), which automated verification of the identify of customers, thus marking a landmark moment in the growth of self – service banking.

The U.S. witnessed a major surge in ATM numbers in 1977 when Citibank pledged more than \$100 million for the installation of the machines across the city of New York. ATM use rose by 20% when a blizzard forced all the banks in the city to close their branches for days.

In 1977, National cash Register, a software and technology company in the U.S., launched the NCR Model 770, an easy - to – operate ATM that allowed the banks to offer services 24/7. The newer model (5070 ATM) launched in the early 1980s proved to be more reliable, flexible, and customer – friendly.

By 1984, the number of ATM installed worldwide totaled 100,000.

As of 2018, there were more than three million ATMs operational around the world. According to the consulting firm, Retail Banking Research, that figure is projected to cross four million by 2021.

The first decade of the 21st century saw a rise in the number of ATM frauds via sophisticated malware or technologies, such as skimming devices. To stay one

step ahead, banks developed software that could detect anomalies in transactional data that hint towards illegal activity.

Even though digital payment services are gaining popularity on the 21st century, cash is still preferred in most parts of the world for transactions. ATMs , bank branches, mobile banking, and internet banking are expected to complement each other in the foreseeable future.

3.5 ATM NETWORKING:

The internet service provider (ISP) also plays an important role in the ATMs. This provides communication between ATM and host processors. When the transaction is made, the details are input by the card holder. This information is passed on to the host processor by the ATM machine. The host processor checks these details with authorized bank. If the details are matched, the host processor sends the approval code to the ATM machines so that the cash can be transferred.

3.6 ATM SECURITY:

The ATM card is secured with PIN number which is kept secret. There is no way to get the PIN number from your card. It is encrypted by the strong software like triple data encryption standard.

3.7 FEATURES OF AUTOMATED TELLER MACHINE:

- ❖ Transfer funds between linked bank accounts.
- ❖ Receive account balance.
- ❖ Prints recent transaction list.
- ❖ Change your PIN.
- ❖ Deposit your cash.
- ❖ Prepaid mobile recharge.
- ❖ Bill payments.
- ❖ Cash withdrawal.
- ❖ Perform a range of feature in your foreign language.

3.8 TYPES OF ATM:

- I. **ON- SITE ATM:** Within the premises of bank.
- II. **OFF-SITE ATM:** These ATMs are located in various places except inside the bank premises and thus named as off-site atm.
- III. **WHITE LABLE ATM:** Introduced by the TATA group, white Lable ATMs are not owned by a particular bank but entities other than the bank.
- IV. **MICRO LABLE ATM:** Micro ATM is a mini version of an ATM this machine contains card swipe facility and fingerprint scanner.
- V. **BROWN LABLE ATM:** operated by third party other than a bank.
- VI. **ORANGE LABLE ATM:** used for share transactions.
- VII. **PINK LABLE ATM:** These ATM are meant only for women.
- VIII. **GREEN LABLE ATM:** ATM is provided for Agricultural transactions.
- IX. **YELLOE LABLE ATM:** Set up for the purpose of E-COMMERCE.
- X. **WORK-SITE ATM:** Is located within the premises of an organization and is generally meant only for the employees of the organization.
- XI. **MOBILE ATM:** Refresh to an ATM that moves in various areas for the customers few private banks have introduced ATM on wheels.
- XII. **BIOMATRIC ATM:** ATMs which uses security features like fingerprint scanner and eye scanner of the customer to access the bank details.

3.9 TYPES OF ATM MACHINES:

There are two types of ATM machines. They are leased line ATM machine and Dial up ATM machines. Most of the host processors can support either leased line or dial up machines.

- I. **Leased line ATM:** The leased line machines connect direct to the host processor through a four wire point to point dedicated telephone line. These types of machines are preferred in place. The operating cost of these machines is very high.
- II. **Dial up ATM machines:** The dial up ATMs connects to the host processor through a normal phone line using a modem. These require a normal

connections their and initial installation cost is very less. The operating cost of these machines is low compared with leased line machines.

3.10 ADVANTAGES OF ATM:

- ❖ Withdrawing money.
- ❖ Checking how much money is remaining in the account.
- ❖ Round the clock services: ATM provides banking services to its customers round the clock, 24 hours a day, 7 days a week and 365 days a year.
- ❖ Access to bank from any part of the world: Essential banking services like deposits, withdrawals transfer of funds, etc can be accessed by customers from any part of the world.
- ❖ The ATM provide services without any error.
- ❖ The ATM is very beneficial for travelers.
- ❖ The ATM provides privacy in banking communications.
- ❖ The ATM reduce the work load banks staff.
- ❖ The ATM may give customers new currency notes.
- ❖ For shopping purpose : now a day's almost every shopping mall, restaurant and other organizations are accepting debit or credit card payments.

3.11 DISADVANTAGES OF ATM:

- ❖ If problem with credit card you cannot withdraw your money.
- ❖ If someone watches or hacks an ATM machine your details may be taken if you forget your PIN number you cannot use the card.
- ❖ Cannot be provided in rural areas : In a country like India, where banks are having large number of rural and non-computerized branches, ATM services cannot be provided.
- ❖ Limitation of cash withdrawals: Again there is a limitation of cash withdrawals from ATM. For example, many banks do not permit withdrawal of more than 25,000 at a time.
- ❖ Cash deposit facility is not safe : Similarly cash deposit facility is restricted and not safe as dropping of envelope and ATM is not advisable.
- ❖ Possibility of misusing ATM card : ATM card, if misplaced, lost or stolen, may be misused. There are number of such reported incidences now a day.

3.12 BANK OF PROFILE

Modern banking in India originated in the mid of 18th century. Among the 1st banks were the bank Hindustan, established in 1770 and liquidated in 1829-32 : General bank of India established in 1786 but failed in 1791.

The largest and the oldest bank which is still existence is the State Bank of India. It originated and started working as the bank of Calcutta in mind June 1806. in 1809 it was renamed as the bank of Bengal. This was one of the 3 banks founded by a presidency government; the other 2 were the bank of Bombay in 1840 and the bank of madras in 1843. The 3 banks were merged in 1921 to form the imperial bank of India, which upon India's independence, became the SBI 1955 for many years, the presidency banks had acted as quasi-central banks as did their successors, until the RBI was established in 1935 under the RBI 1934.

In 1906 the SBI was given control of 8 states – associated banks under the SBI (subsidiary banks) Act, 1959. These are now called its ASSOCIATE BANKS in 1969 the GOVERNMENT OF INDIA NATIONALISED 14 major private banks one of the big banks was BANK OF INDIA. In 1908, 6 more private banks were nationalized. These nationalized banks are the majority of lenders in the INDIAN ECONOMY. They dominate the banking sector because of their large size and widespread network.

The Indian banking sector is broadly classified into SCHEDULED and NON-SCHEDULED banks. The scheduled banks are those included under the 2nd scheduled of the RBI Act, 1934. The scheduled banks are further classified into nationalized banks, SBI and its associate REGIONAL RURAL BANK foreign bank, and other Indian private sector bank. The SBI has merged its associate banks into itself to create the largest bank in India on 1st April 2017. With this merger SBI has a global ranking of 236 on fortune 500 index. The term commercial banks refer to both scheduled and non – scheduled commercial banks regulated under the BANKING REGULATION Act 1949.

Generally the supply, product range and reach of banking in India is fairly mature- even though reach in rural India and to the poor still remains a challenge. The

government has developed initiatives to address this through the state bank of India expanding its branch network and through the National bank for Agriculture and rural development (NABARD) with facilities like Microfinance.

Customer satisfaction

Customer satisfaction is a measurement of how happy (or unhappy) customers are with a company's products, services or experience. Customer satisfaction consists of a customer's perceived quality, value and expectations of your company and what you offer. This data can reveal major insights into how customers relate to your brand and how they will interact with your brand in the future.

Who are Customers?

Customers include anyone a company provides products, services or experiences. For example, a car dealership's customers are individual buyers and a hospital's customers are patients. Many businesses are actually both providers and customers. For instance, a hospital is a provider for patients by offering healthcare and a provider for insurance companies by releasing data on patients, but hospitals are also customers of insurance companies, which pay hospitals for their services.

Importance of Customers Satisfaction

Great customer satisfaction and high customer retention are strongly linked. Customer retention powers sales and helps businesses maintain sustainability. While metrics like sales and shares show important details on how well a company is performing at a specific time, customer satisfaction scores are one of the best indicators to reveal how a company will perform in the future.

Customers Satisfaction identifies your unsatisfied customers

Identifying and addressing unhappy customers is crucial to the success of any business. Negative customer reviews, or word-of-mouth warnings to friends and family based on bad experiences, can adversely impact a company's longevity. Asking for feedback through surveys, and acting on any unfavorable responses by

addressing problems and making adjustments, shows that customers are your top priority. When you show unhappy customers you care about them, they have a higher chance of coming back.

Competition differentiator

Customer satisfaction is the key to making or breaking brands. In this competitive world of a huge number of brands, customer satisfaction has to be focal to your customer strategy. No amount of marketing campaigns and promotions will help you if your customers are not satisfied. Brands that have low levels of customer satisfaction are likely to perish in the future. Brands that have advocates are far likely to do better than brands that do not. You will have brand advocates when you have satisfied customers. So, as you see, it all begins and ends with customer satisfaction.

Decrease negative word of mouth

According to McKinsey's research, an unhappy customer will tell about their experience to anywhere between 9-15 people. Considering the number of dissatisfied customers you may have, that's a lot of negative press. This will directly impact your business revenue and brand reputation. Repeat business rides on customer satisfaction, and unhappy customers are detrimental to your business. There will always be customer churn, but you do not want to lose customers based on bad word of mouth. Conducting regular customer satisfaction surveys will help you measure customer satisfaction and identify factors that may be hampering your customer satisfaction scores.

Retaining customers is cost-effective

The cost to acquire new customers is 6-7 times more than retaining your current customers. This puts into perspective how vital customer satisfaction is. Rather than spending huge amounts of money on acquiring new customers, spend a fraction of it on improving your existing processes and systems to retain customers. This will go a long way in saving costs and growing your business revenue.

Key benefits of customer satisfaction

Brands need to understand customer satisfaction benefits before they invest effort and resources in processes and systems to improve their customer satisfaction score. Here are some key benefits of customer satisfaction that all brands need to take into account.

1. Customer loyalty

When your customers are satisfied, they believe in the brand and become loyal. These loyal customers give brands repeat business and form a major part of the revenue. Losing customers takes a huge toll on your business revenue and customer churn numbers. Adobe's report said loyal customers spent 67% more than new ones via repeat orders, up sells, etc. Add to this the positive word of mouth to friends and family from your loyal customers, and it really starts to add up. Satisfied existing customers feel they can promote the brand to their loved ones for the great experiences they've had.

2. Support pillars

Satisfied customers are more likely to stand by in times of crisis; they care for the brand and want to see it thrive. This has been observed in many cases for big brands such as McDonald's, when there rumors of caterpillars in their foods. They trust the brand and are understanding of any shortcomings or crisis that may befall them.

3. Sales revenue

Brands focusing on customer satisfaction actively have healthy sales revenue. They do not lose old customers and have a steady revenue stream from repeat business. Customer satisfaction and increased revenue are directly correlated. Satisfied customers stay loyal to your brand, interact with it, buy after, and make recommendations to their colleagues, friends, and family. Run online customer surveys to note which areas are impacting customer satisfaction negatively and need improvement. This will help improve customer satisfaction and reduce customer churn.

4. Boost brand reputation and popularity

Customer satisfaction impacts brand reputation and popularity. See customer feedback and figure out which areas could be improved and improve satisfaction. Is it accounts or customer service? Don't be afraid to ask your customers; honest feedback will help manage expectations and act accordingly. Famous brands have dedicated teams and initiatives for improving customer satisfaction, which helps them achieve high sales figures.

5. Reduce marketing expenses

Satisfied customers are your biggest advocates. Their positive word-of-mouth lends your brand credibility, popularity, and helps acquire new customers. This saves brands a lot of money that they would spend on marketing and promotional campaigns to acquire new customers.

CHAPTER-IV

ANALYSIS ON CUSTOMER SATISFATION IN ATM SERVICE PROVIDED BY BANKS IN VELACHERY

4.1 GENDER - WISE CLASSIFICATION OF THE RESPONDENTS

Table 4.1 and figure 4.1 deal with the Gender-Wise classification of the respondents

Table 4.1 Gender-Wise Classification of the Respondents

S. NO	Gender	No. of respondents	Percentage
1	Male	48	37
2	Female	82	63
3	Total	130	100

Source: Primary data

Inferences

Table 4.1 and figure 4.1 helps to infer that among 130 respondents contacted, 37% are male respondents and the remaining 63% of them are female respondents. Hence, it can be concluded that ATM services provided by the banks operating in VELACHERY are highly utilized by female respondents.

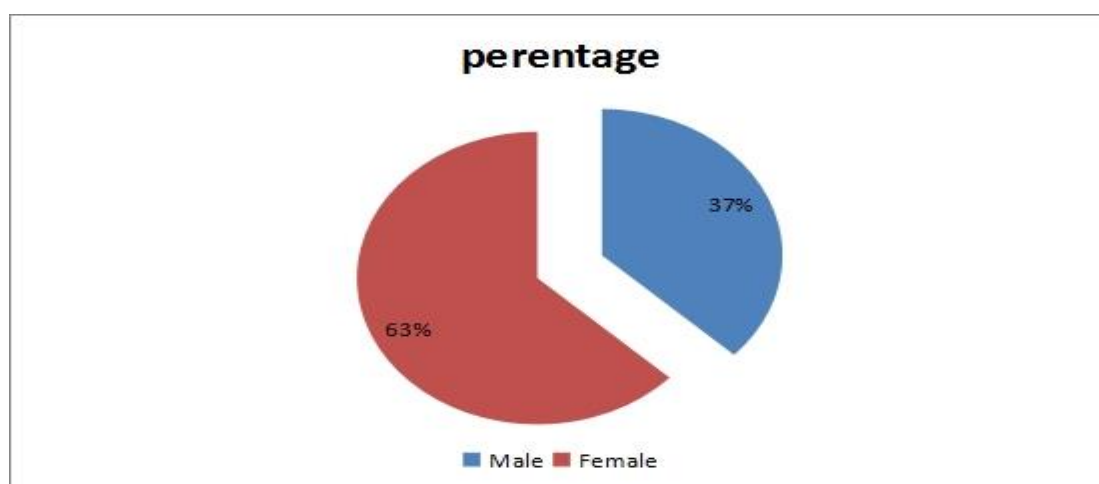


Figure 4.1 Gender- Wise classifications of the respondents

4.2 MARITAL STATUS OF THE RESPONDENTS

Table 4.2 and figures 4.2 depict with the classification of the respondents based on their marital status

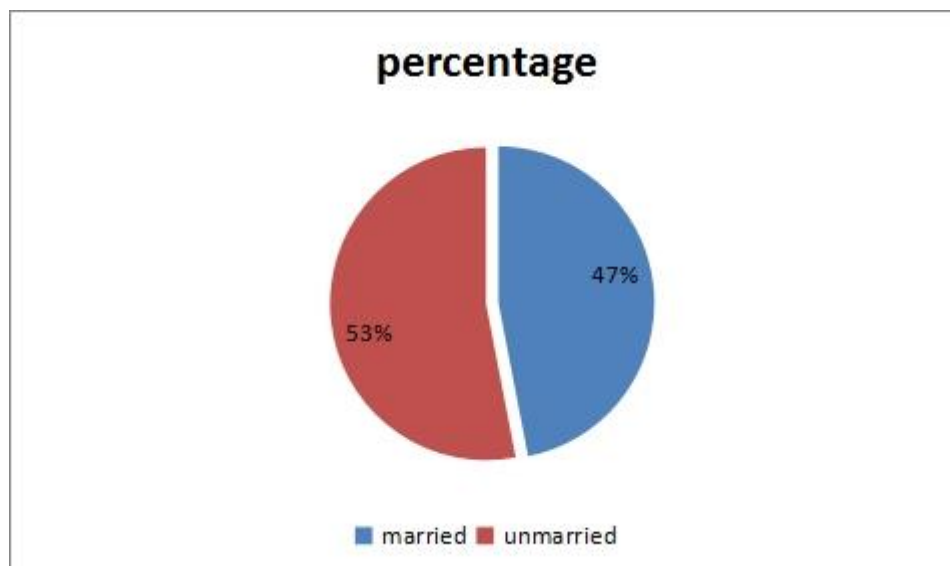
Table 4.2 Classification of the respondents based on their marital status

S. NO	Marital status	No. of respondents	Percentage
1	Married	61	47
2	Unmarried	69	53
3	Total	130	100

Source: primary data

Inferences

As per table 4.2, 47 percent of the 130 respondents surveyed were married, while the remaining 53 percent were unmarried. As a result, it can be stated that unmarried respondents make maximum use of ATM services provided by the banks in VELACHERY.



Figures 4.2 Marital status of the respondents

4.3 AGE – WISE CLASSIFICATION OF THE RESPONDENTS

Table 4.3 and figure 4.3 deal with the Age- Wise classification of the respondents

Table 4.3 Age-Wise classification of the respondents

S. NO	Age	No. of respondents	Percentage
1	Below 20	10	8
2	20 – 30	73	56
3	31 – 40	22	17
4	41 – 50	13	10
5	Above 50	12	9
6	Total	130	100

Source: primary data

Inference

According to table 4.3, 8% of the 130 respondents contacted are under the age of 20, another 56% are between the ages of 20 and 30, 17% are between the ages of 31 and 40, 10% are between the ages of 41 and 50, and 9% are beyond 50. To be specific, the ATM was used mostly by 56 percent of customers in the age group of 20 to 30 years.

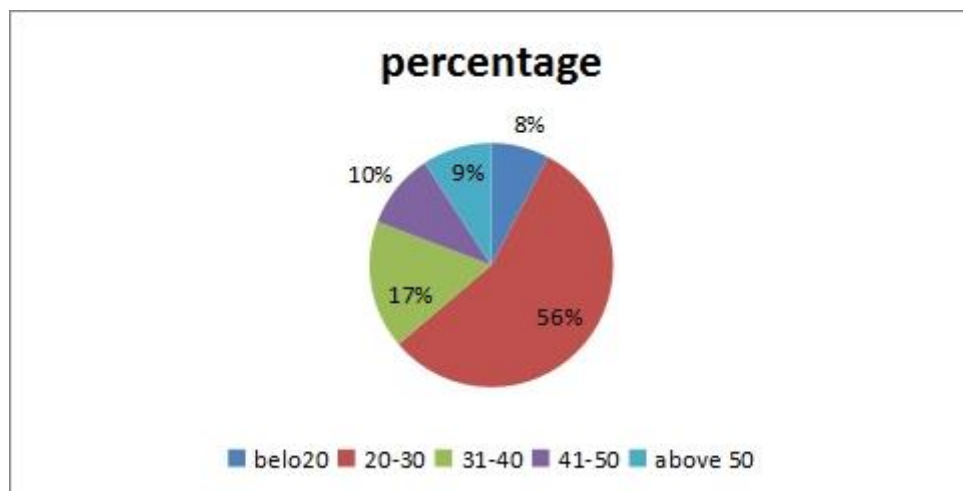


Figure 4.3 Age- Wise classification of the respondents

4.4 CLASSIFICATION OF THE RESPONDENTS BASED ON THEIR EDUCATION

Table 4.4 and figure 4.4 deals with the educational- wise classification of the respondent

Table 4.4 Classification of the respondents based on their education

S.NO	Education	No. of respondents	Percentage
1	SSLC	10	8
2	Higher secondary	18	14
3	Diploma	23	18
4	Graduate	30	23
5	Post graduate	41	32
6	Others	8	6
7	Total	130	100

Source: Primary data

Inference

Out of 130 respondents contacted, 8% of the respondents have completed their SSLC, 14% of the respondents have completed their Higher Secondary, 18% of the respondents have completed their Diploma Programme, 23% of the respondents have completed their Graduation, 32% of the respondents have completed their Post graduation, and remaining 6% of the respondents have completed other courses. Majority of the respondents have completed their Post-graduation.

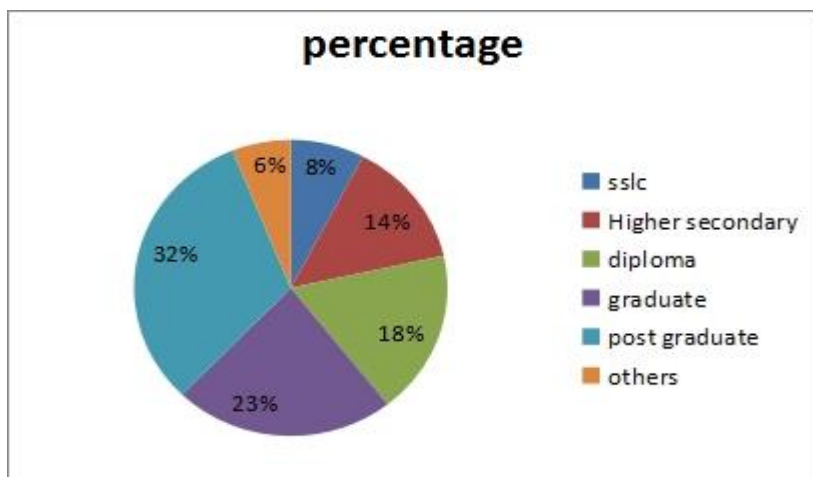


Figure 4.4 Level of Educational Qualification- Wise classification of the respondents

4.5 OCCUPATION- WISE CLASSIFICATION OF THE RESPONDENTS

Table 4.5 depict the occupation – Wise classification of the Respondents

Table 4.5 Occupation – wise classification of the respondents

S.NO	Occupation	No. of . respondents	Percentage
1	Government employee	12	9%
2	Private employee	33	25%
3	Self Employee	40	31%
4	Student	19	15%
5	House wife	14	11%
6	Others	12	9%
7	Total	130	100%

Source : Primary data

Inference

Table 4.5 clearly shows that 9% of the respondents contacted are Government employees, another 25% of them are employed in private concern, another 31% of respondents are self employed, 15 % of respondents are students, 11% of respondents are house wives, 9% of respondents were engaged in other professions. Hence, the majority (31%)of the respondents contacted are Self Employed.

4.6 MONTHLY INCOME OF THE RESPONDENTS

Table 4.6 and figure 4.5 describe the Monthly Income – wise classification of the respondents

Table 4.6 Monthly Income – Wise classification of the respondents

S.NO	Monthly Income	No. of respondents	Percentage
1	Below RS. 10,000	20	15%
2	RS. 10,000 - 20,000	30	23%
3	RS. 20,000 – 30,000	20	15%
4	RS. 30,001 – 40,000	12	9%
5	RS. 40,001 – 50,000	10	26%
6	Nil	38	29%
7	Total	130	100%

Source : Primary data

Inference

According to table 4.6, 15% of respondents monthly incomes is below Rs. 10,000, 23% of respondents have monthly incomes between Rs. 10,000 to 20,000, another 15% of respondents monthly incomes is between Rs. 20,000 to 30,000, 9% of respondents monthly incomes is between Rs. 30,001 to 40,000, and 26% of respondents monthly incomes is between Rs. 30,001 to 40,000. 29% of respondents are non-salaried because there are students.

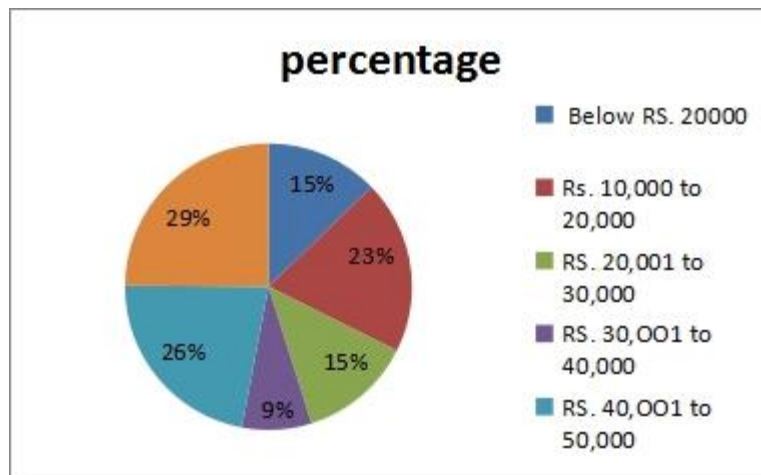


Figure 4.5 Monthly incomes – wise classification of the respondents

4.7 POSSESSION OF A BANK ACCOUNT- BY THE RESPONDENTS

Table 4.7 depicts with the respondents based on their possession of a bank account.

Table 4.7 Possession of a bank account – Wise Classification of the Respondents

S.NO	Status	No. of respondents	Percentage
1	Have Bank Account	130	100%
2	Do Not Have Bank Account	0	0%
3	Total	130	100%

Source : Primary data

Inference

From the above table 4.7 , it is inferred that all the 130 respondents have their bank account.

4.8 BANK GROUP - WISE CLASSIFICATION OF THE RESPONDENTS

Table 4.8 and figure 4.6 depicts the bank wise classification of the respondents

Table 4.8 Bank Group - Wise classification of the respondents

S.NO	Banks	No.of respondents	Percentage
1	Private sector banks	33	25%
2	Public sector banks	92	71%
3	Rural banks	5	4%
4	Total	130	100%

Source : primary data

Inference

According to table 4.8, 25% of respondents have their bank account in private sector bank, 71% of respondents are having their bank account in public sector bank, nearly 4% of respondents have their account in rural banks. As a results, the majority of respondents (71%) are having their account in the public sector.

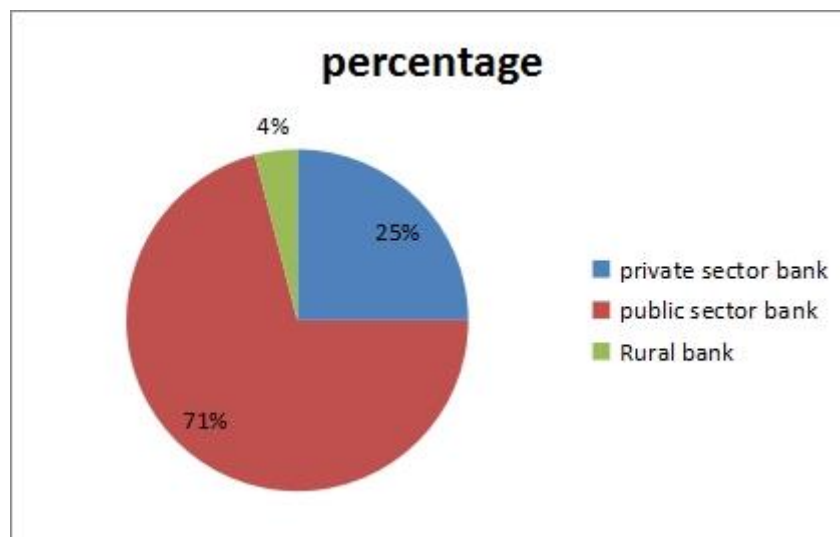


Figure 4.6 Bank Group – Wise classification of the respondents

4.9 CLASSIFICATION OF THE RESPONDENTS' BASED ON THE POSSESSION OF DEBIT CARD

Table 4.9 deals with the classification of the respondents on the possession of debit card

Table 4.9 Classification of the Respondents' based on the Possession of the debit card

S.NO	Do you have debit card	No. of respondents	Percentage
1	Have Debit Card	130	100%
2	Do Not Have Debit Card	0	0%
3	Total	130	100%

Source : primary data

Inference

Table 4.9 shows clearly that all the respondents are using debit card, for withdrawing the money and for using it in merchandise. India is marching towards digitalization and this is a sample for it.

4.10 CLASSIFICATION OF THE RESPONDENTS BASED ON THE NUMBER OF DEBIT CARDS OWNED

Table 4.10 and figure 4.7 deals with the number of debit cards – owned by the respondents

Table 4.10 Classification of the Respondents Based On the Number of Debit Cards Owned

S.NO	How many debit card	No. of respondents	Percentage
1	Own	95	73%
2	Two	24	18%
3	Three	9	7%
4	Four	1	1%
5	Five	1	1%
6	Total	130	100%

Source : primary data

Inference

According to table 4.10, 73% of respondents have only one debit card, 18% have two debit cards, 7% of have three debit cards, 1% of the respondents have four debit cards, and only 1% of the respondents have only five debit cards. Hence , it is inferred that majority (75%) of the respondents are having are debit card with them.

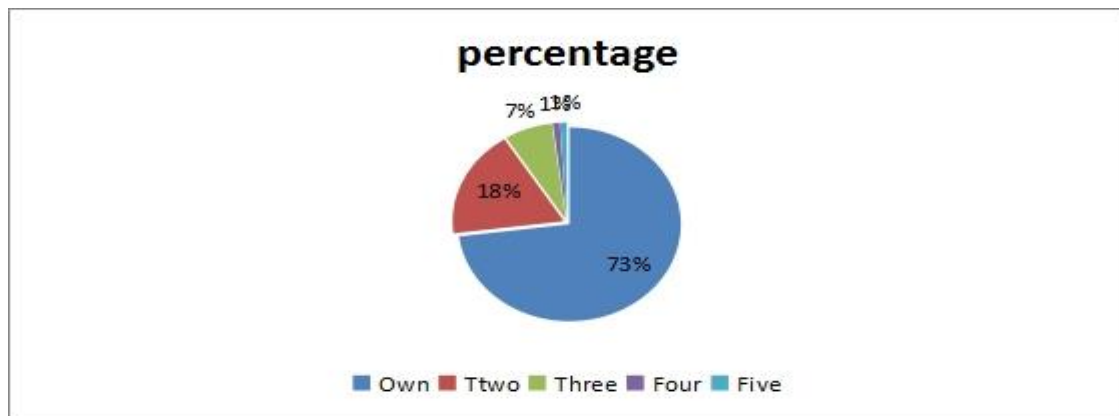


Figure 4.7 Classification of the Respondents Based On the Number of Debit Cards Owned

4.11 CLASSIFICATION OF THE RESPONDENTS BASED ON THE TYPE OF DEBIT CARDS POSSESSED

We have various types of debit cards. Some of them are as follows:-

Rupay :

Rupay is a domestic payment network offered by banks and are accepted only in India. These cards have a lower processing fee and faster processing speed as compared to the other international services like Visa/Master card. This is because Rupay is an Indian organization and every transaction and processing is within the country. Hence, it is small, but a quick payment network.

Master :

The Master card corporation is one of the world's four largest payment networks. Master card partners with institutions worldwide to offer Master card branded payment cards on the network. The Master card payment cards use the Master card network solely to handle all transaction communications. Payment cards can be credit cards, debit cards, or prepaid cards.

Visa :

VISA is one of the oldest payment systems available for consumers and merchants.

Maestro cards:

Maestro is debit and prepaid cards by Master card. Maestro was launched in 1991. To own a debit card, the customer has to have an account in one of the participating banks. When it comes to the prepaid card, there is no obligation in the bank account ownership. Maestro is very popular across Europe and many customers prefer to pay online, using this payment method.

Table 4.11 and figure 4.8 deals with the Type of Debit card possessed by the respondents.

Table 4.11 Classification of the Respondents Based On the Type of Debit Cards Possessed

S.NO	Types of Debit cards	No. of respondents	Percentage
1	Rupay	77	59%
4	Master	13	10%
5	Visa	35	27%
	Maestro	5	4%
	Total	130	100%

Source: Primary data

Inference

Table 4.11 shows that 59 percent of respondents have a Rupay debit card, ten percent have a Master card, twenty-seven percent have a Visa card, and four percent have a Maestro debit card. As a result, the majority of respondents (59%) use the Rupay debit card. It is evident that the majority of banks were issuing Rupay cards to their customers since Rupay is an Indian multinational financial services and payment system, whereas other cards are from other countries.

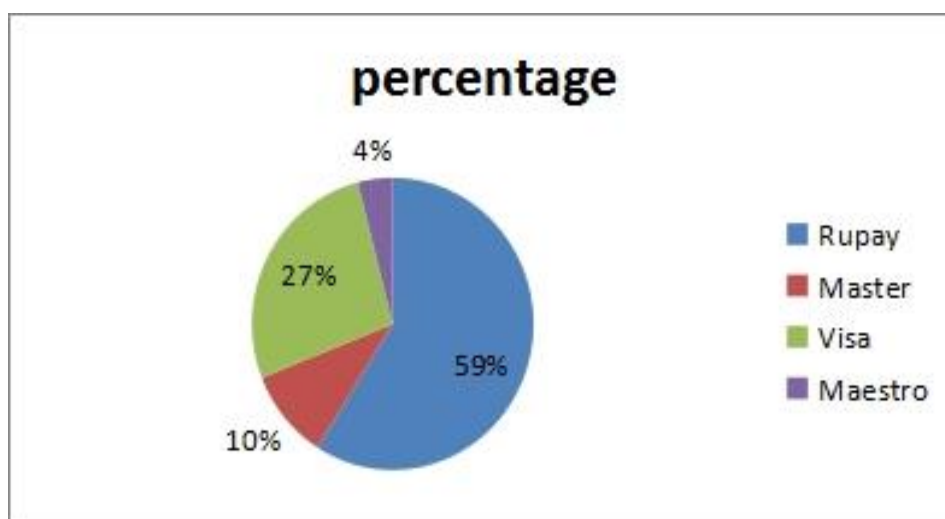


Figure 4.8 Classification of the Respondents Based On the Type of Debit Cards

4.12 PERIODICITY OF USAGE OF ATM SERVICES – WISE CLASSIFICATION OF THE RESPONDENTS

ATM :

An ATM, which stands for automated teller machine, is a specialized computer that makes it convenient to manage a bank account holder's funds. It allows a person to check balances, withdraw or deposit money, print a statement of account activities or transactions, and even purchase stamps.

Table 4.12 and figure 4.9 describe with usage of ATM card by the respondents

Table 4.12 Periodicity of Usage of ATM Services – Wise Classification of the respondents

S.NO	Use the ATM card	No. of respondents	Percentage
1	Once a week	43	33%
2	Alternate days	27	21%
3	Occasionally	28	22%
4	Once in a month	32	25%
5	Total	130	100%

Source: Primary data

Inference

Table 4.12 shows that 33% of respondents use ATM once in a week. Another 21% use ATM on alternate days, 22% use the ATM occasionally and 25% of them use once in a year. As a result, the majority of respondents (33%) use the ATMs once in a week. It is clearly evident that majority of customers use the ATM services at least once in a week.

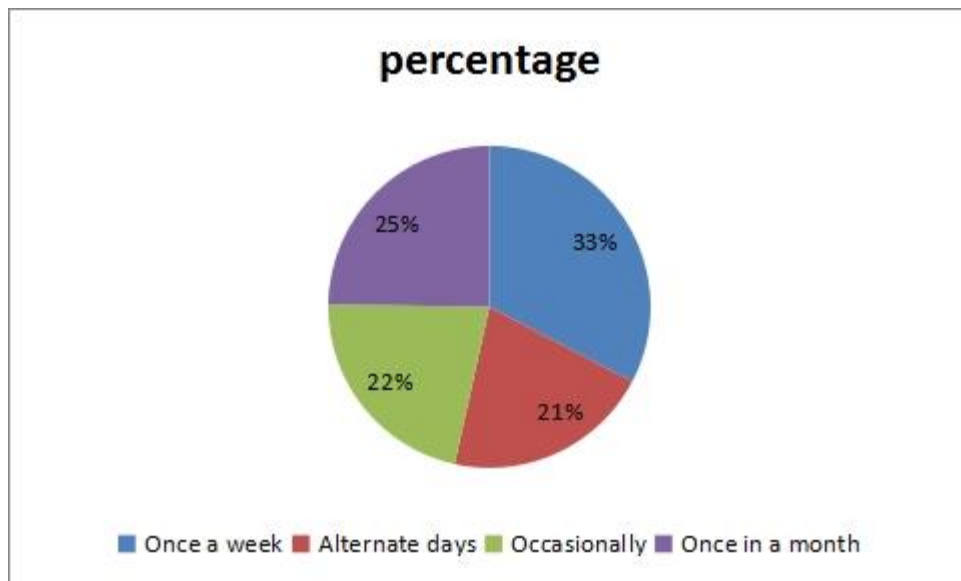


Figure 4.9 Periodicity of usage of ATM service-Wise classification of the respondents

4.13 REASON FOR USING ATM SERVICES BY THE RESPONDENTS

Table 4.13 and figure 4.10 depicts the purpose for using the ATM

Table 4.13 Reason for using ATM services – wise classification of the respondents

S.NO	Purpose of ATM	NO. of respondents	Percentage
1	Cash deposit	29	22%
2	Withdrawal of cash	80	62%
3	Mini statement	11	8%
4	Check account balance	6	5%
5	Pin change	4	3%
6	Total	130	100%

Source: primary data

Inference

Table 4.13 shows that 22 percent of respondents preferred ATM services for depositing cash, 62 percent preferred ATM services for withdrawing cash, another 8% preferred ATM services for taking a mini statement, another 5% preferred ATM services for checking account balance, and the remaining 3% preferred ATM services for changing their pin. As a result, the majority of respondents (62%) use the ATM to withdraw money. It is evident that in order to escape the long queues at the bank, customers prefer to withdraw their money from ATMs. It also reduces the work burden of bank employees.

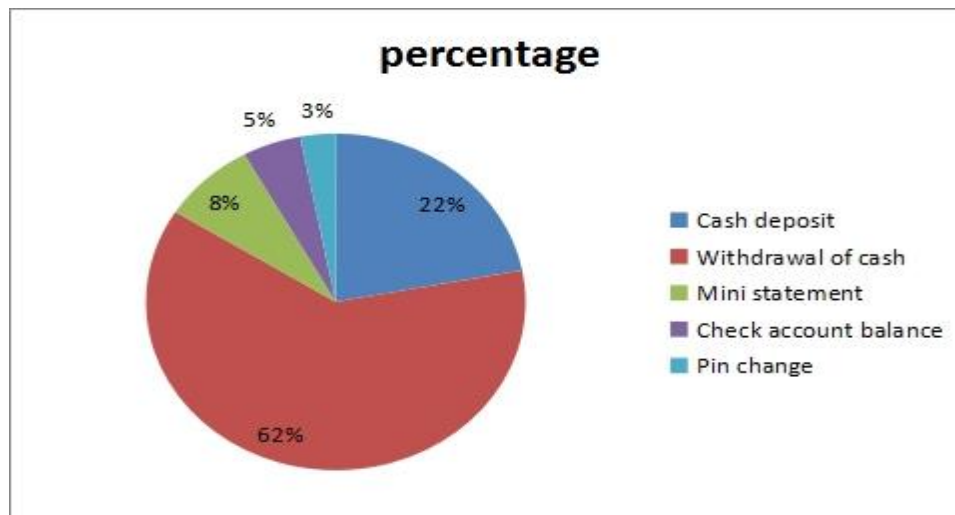


Figure: 4.10 Reason for using ATM service -wise classification of the respondents

4.14 AVAILABILITY OF CASH – WISE CLASSIFICATION OF THE RESPONDENTS

Table 4.14 and figure 4.11 describes with the availability of cash in the ATM

Table 4.14 Availability of cash – wise classification of the respondents

S. NO	Availability of cash	No. of respondents	Percentage
1	Always	51	39%
2	Very often	25	19%
3	Sometimes	36	28%
4	Rarely	14	11%
5	Never	4	3%
6	Total	130	100%

Source: Primary data

Inference

According to table 4.14, 39 percent of respondents said that cash is always available in the ATMs, 19 percent said that very often cash is available in the ATMs, and another 28 percent opined that cash is only available occasionally in the ATMs, 11 percent said that cash is available rarely in an ATM, and another 3% say that cash is never available in an ATM. As a result, the majority (39) percent of respondents believe that as the name implies, Any Time Money: Cash is available at any time, thus most customers prefer ATM services.

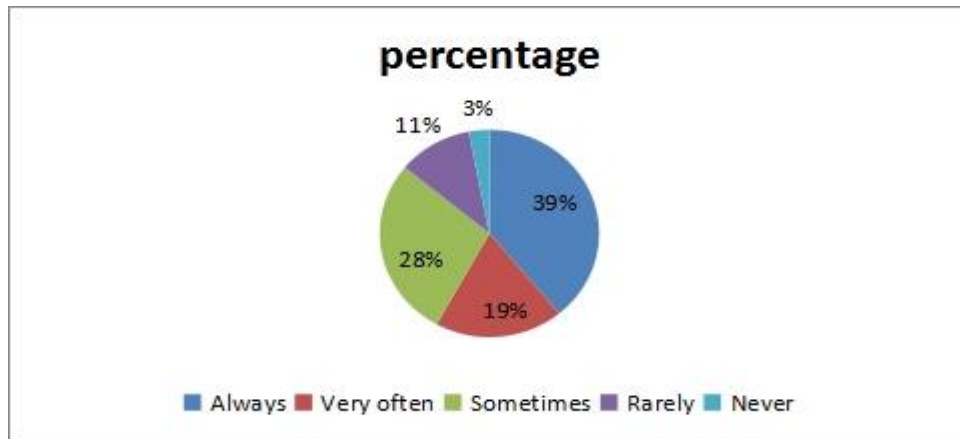


Figure 4.11 Availability of cash – wise classification of the respondents

4.15 SATISFACTION LEVEL ON WITHDRAWAL LIMIT – WISE CLASSIFICATION OF THE RESPONDENTS

Table 4.15 and figure 4.12 represent with the satisfaction level of withdrawal limit – wise classification of the respondents

Table 4.15 Satisfaction level of withdrawal limit – wise classification of the respondents

S.NO	Withdrawal limit	No. of respondents	Percentage
1	Sufficient	106	82%
2	Not sufficient	24	18%
3	Total	130	100%

Source: primary data

Inference

Table 4.15 helps to infer that among the 130 respondents contacted, 82% of them were satisfied with the withdrawal limit from ATM services and remaining 18% of them are not satisfied with the withdrawal limit of ATM services. Hence, it can be concluded that customers are satisfied with the withdrawal limit from the ATM.

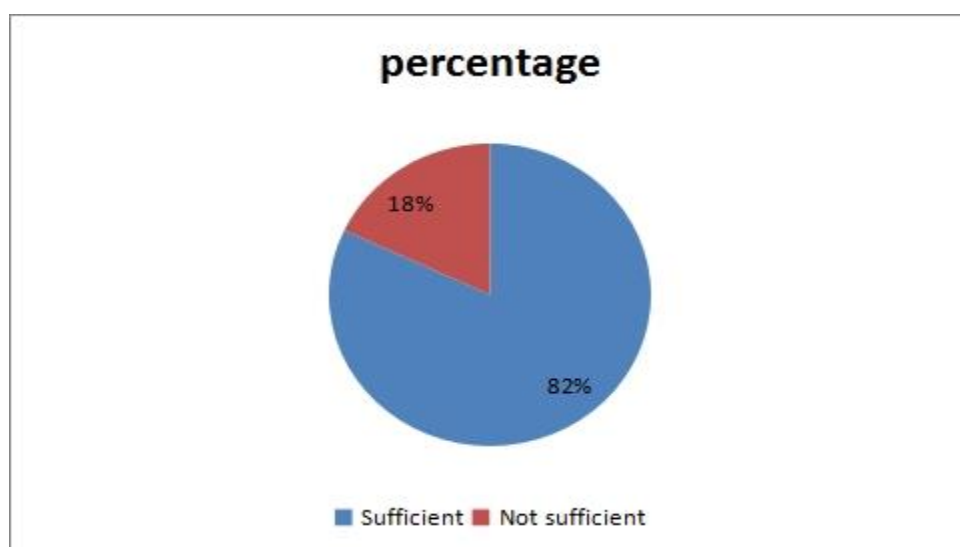


Figure 4.12 Respondents Satisfaction level on the withdrawal limit

4.16 RESPONDENTS OPINION ABOUT SMS ALERT

Table 4.16 and figure 4.13 represents with the respondents opinion about SMA alerts from their bank.

Table 4.16 Respondent's opinion about SMS alert

S.NO	SMS Alert	No. of respondents	Percentage
1	Getting instant SMS	61	47%
2	Not at all getting instant SMS	24	18%
3	Sometimes	41	32%
4	Never	4	3%
5	Total	130	100%

Source: primary data

Inference

Table 4.16 shows that 47 percent of respondents receive instant SMS alerts for ATM/CDM transactions, whereas 18 percent do not receive any SMS alert, 32 percent receive SMS very occasionally, and the remaining 3% never receive any SMS alerts for ATM transactions. As a result, the vast majority of responders (47%) receive instant SMS alerts for ATM/CDM transactions.

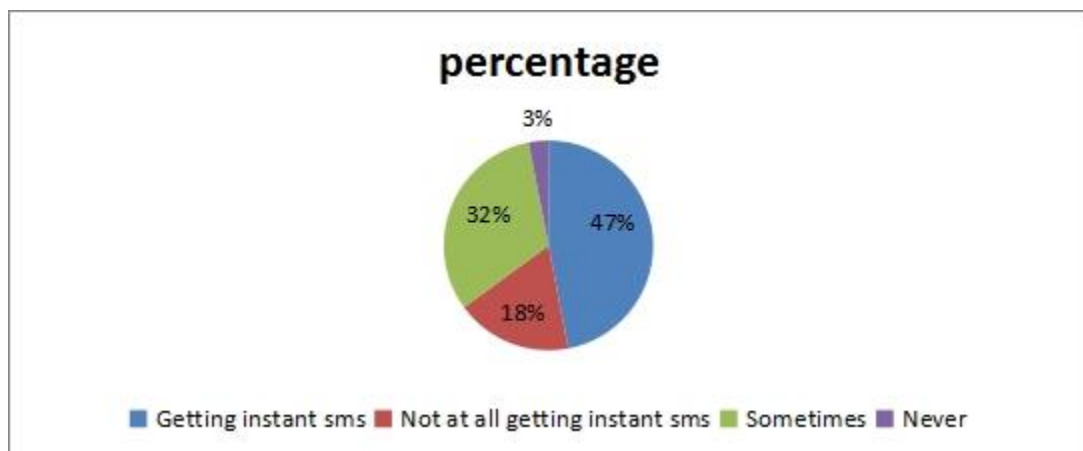


Figure 4.13 Respondents opinion about SMS alert

4.17 RESPONDENTS AWARENESS ABOUT THE TOLL FREE NUMBER

Table 4.17 and figure 4.14 represent with the respondents awareness about the toll number

Table 4.17 Respondent's awareness about the toll free number

S.NO	Aware of Toll free number	No. of respondents	Percentage
1	Aware	105	81%
2	Not aware	25	19%
3	Total	130	100%

Source: Primary data

Inference

According to Table 4.17, 81 percent of the respondents are aware of the customer support toll-free number, while the remaining 19 percent are unaware. As a result, it was revealed that 81 percent of respondents are aware of the toll-free number. Customers were well-informed about toll-free numbers due to banks' institutional efforts.

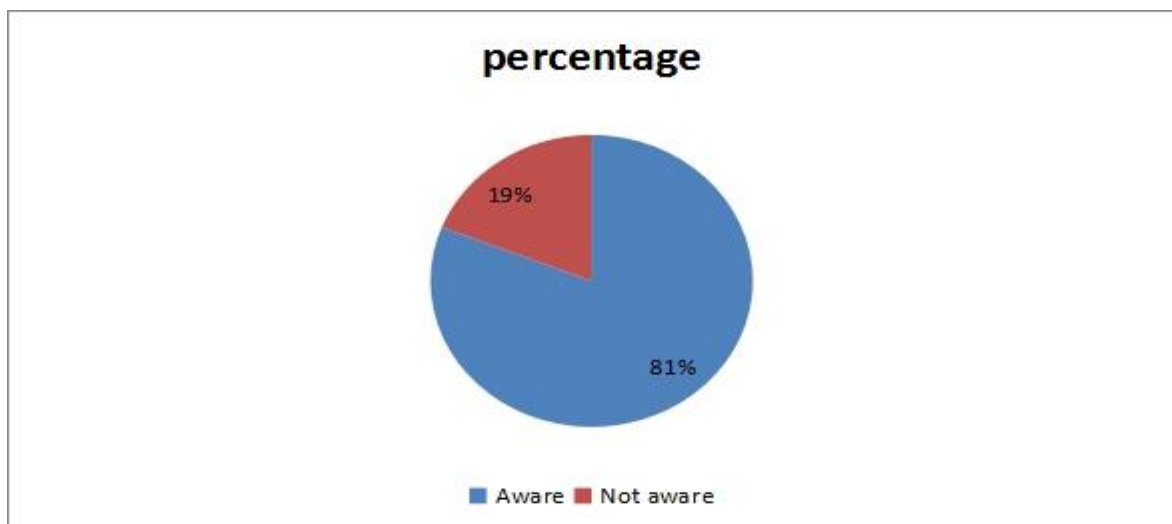


Figure 4.14 Respondents awareness about the toll free number

4.18 RECOMMENDATION TO IMPROVE THE ATM SERVICE

Table 4.18 and figure 4.15 describe with the Recommendation to improve the ATM – wise classification of the respondents

Table 4.18 Recommendation to improve the ATM service

S.NO	Improve ATM service	No. of respondents	Percentage
1	More user friendly machines	31	24%
2	Enhancement of withdrawal limits	33	25%
3	Facility to pay utility bills	14	11%
4	Increase of safety-security	36	23%
5	Others	16	12%
6	Total	130	100%

Source : primary data

Inference

Table 4.18 shows that 24% of respondents believe that more user-friendly machines are needed, 25% believe that the withdrawal limits should be increased, another 11% believe that utility bills should be paid, another 23% believe that safety and security should be improved, and the remaining 25% believe that withdrawal limits should be increased. It is evident that consumers' withdrawal limit is insufficient.

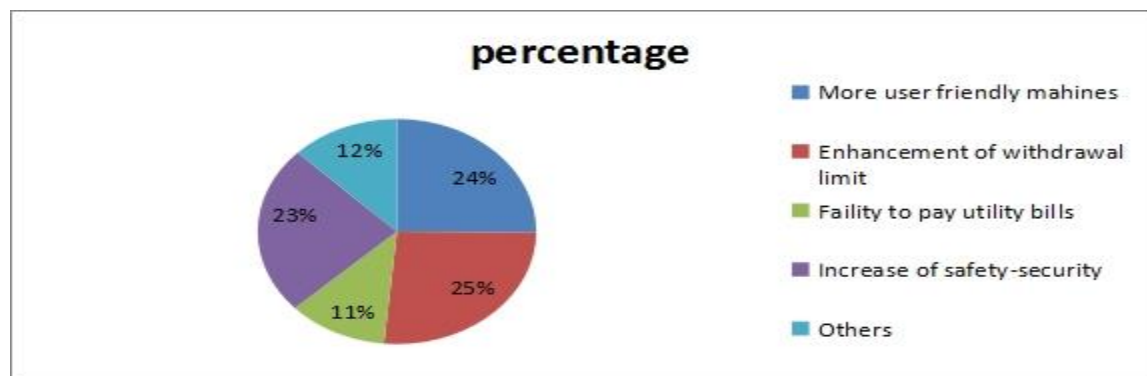


Figure 4.15 Recommendation to improve ATM services

4.19 RESPONDENTS OPINION ABOUT ATM MACHINE OUT OF SERVICE

Table 4.19 and figure 4.16 depicts the respondents opinion about ATM machine out of service.

Table 4.19 Respondent opinion about ATM machine out of the service

S.NO	Machine works	No. of respondents	Percentage
1	Works all time	51	39%
2	Frequent disturbance	30	23%
3	Sometimes out of service	37	28%
4	Always in out of service	12	9%
5	Total	130	100%

Source : primary data

Inference

The majority of responders 39% opined that the ATM work all the time. 28 percent of respondents say that sometimes ATMs are in out of service, 23 percent says that ATMs are frequently disrupted, and 9 percent says that ATMs are always out of service. 9 percent of respondents claim that they have never had a difficulty in using an ATM.

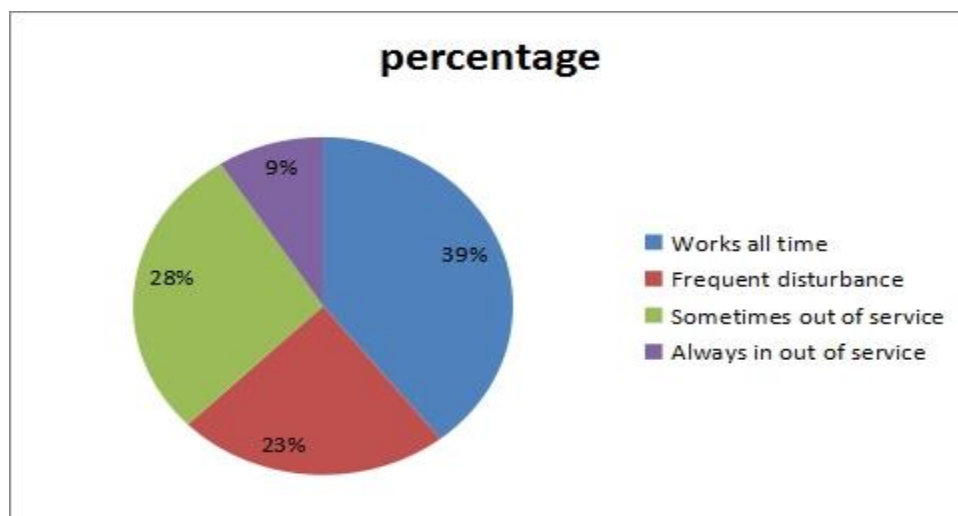


Figure 4.16 Respondent opinions about ATM machine out of service

4.20 SATISFACTION LEVEL OF THE RESPONDENTS REGARDING THE USAGE OF TECHNOLOGY

Table 4.20 and figure 4.17 describe with the satisfaction level of respondents regarding the usage of technology

Table 4.20 Satisfaction level of the respondents regarding the usage of technology

S.NO	ATM services	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
1	Promptness of card delivery	40	57	29	4	0
2	Number of transaction	28	52	43	6	1
3	Quality of currency notes	46	44	21	11	8
4	Conveniently located	44	39	28	14	5

Source : Primary data

Inference

Table 4.20 clearly reveals that 57 percent of respondents are satisfied with the speed with which cards are delivered. Only 4% of respondents were disappointed with the speed with which cards were delivered. 52 percent of respondents were satisfied with number of transactions provided by banks, while 43 percent were neutrally satisfied with the number of transactions. The quality of currency notes was rated as satisfactory by 46% of respondents. The quality of currency notes is a cause of dissatisfaction for 8% of respondents. The location of ATMs is rated favorably by 44% of respondents. It is apparent that the customer is happy with the ATM services. The number of transactions undertaken by banks should be increased.

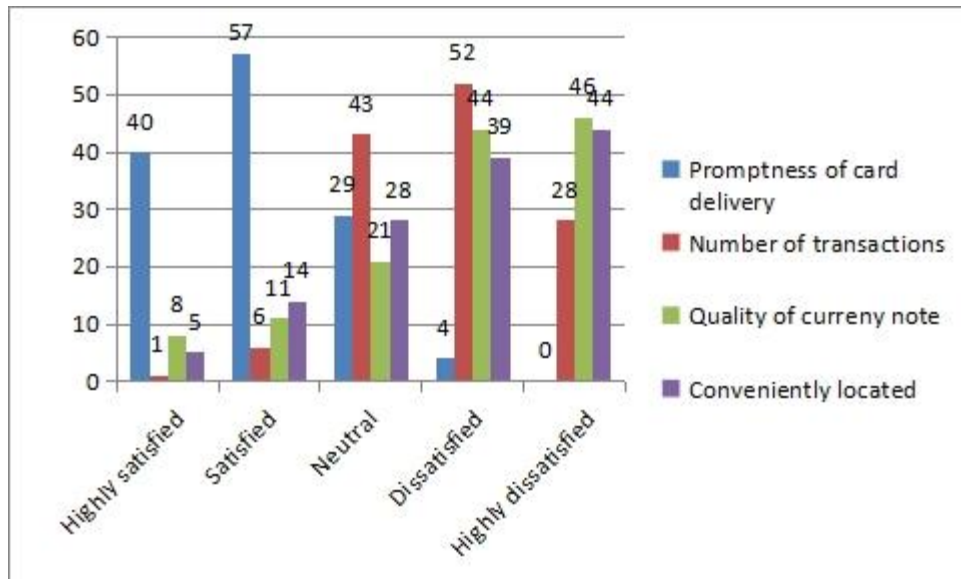


Figure 4.17 Satisfaction levels of the respondents regarding the usage of technology

4.21 PROBLEMS FACED WHILE OPERATING IN ATM

Table 4.21 and figure 4.18 represent with the problems faced while operating in ATM

Table 4.21 Problems faced while operating in ATM

S.NO	ATM problems	Always	Very often	Sometimes	Rarely	Never
1	Cards get blocked	24	14	36	40	16
2	Machines out of cash	12	27	20	33	38
3	Non printing of statement	5	17	6	42	59
4	Machines out of order	14	18	19	42	37
5	Long waiting time in queues	22	18	29	36	25
6	Lack of privacy	30	25	33	19	23

Source: Primary data

Inference

Only 14% of respondents feel their cards are blocked frequently; 40% say their cards are blocked occasionally. 38% of those respondents believe that ATM machines never run out of cash. Only 12% of respondents believe ATMs are constantly out of cash. 59 percent of respondents believe they have never received a non-printing statement from an ATM machine. Only 5% of respondents believed that ATM machines never produce statements. According to 42 percent of respondents, ATM machines are rarely out of service. According to 14% of respondents, ATM machines are always out of service. According to 36% of respondents, they rarely wait in lines for long periods of time. According to 18% of respondents, they had frequently waited in line for long periods of time. In ATMs,

33% of respondents said there is occasionally a loss of privacy. Only 19 percent of respondents believe there is a loss of privacy in ATMs on a regular basis.

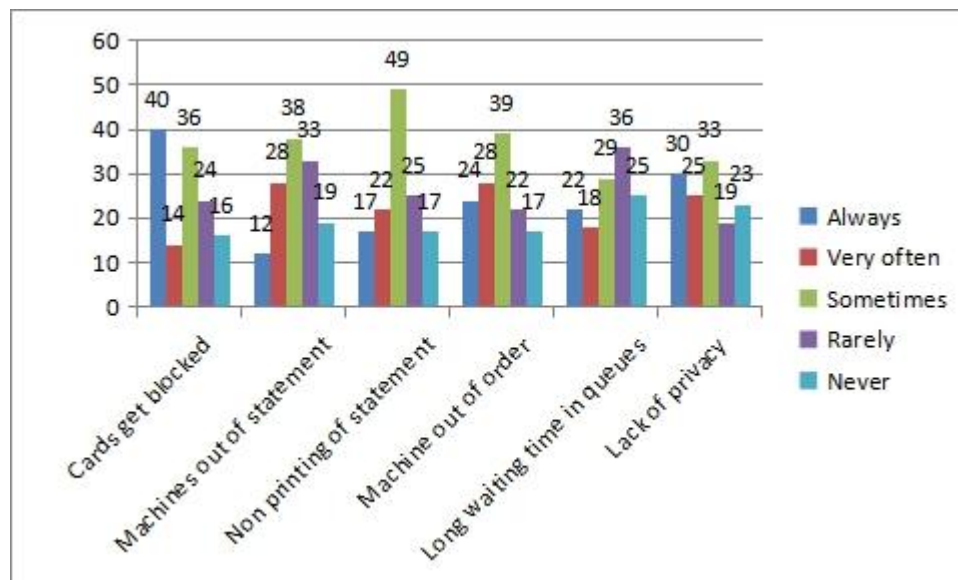


Figure 4.18 Problems faced while operating in ATM

4.22 SATISFACTION LEVEL OF THE RESPONDENTS REGARDING THE SERVICE CHARGES FOR SMS SERVICES

Table 4.22 and figure 4.19 shows that satisfaction level of SMS service charges-wise classification of the respondents

Table 4.22 Respondents level of Satisfaction on SMS service

S.NO	Service charge	No. of respondents	Percentage
1	Highly satisfied	35	27%
2	Satisfied	50	38%
3	Neutral	22	17%
4	Dissatisfied	13	10%
5	Highly dissatisfied	10	8%
6	Total	130	100%

Source: Primary data

Inference

Table 4.22 represent that 27% of the respondents contacted were Highly satisfied with SMS service charges , 38% of them were satisfied with the SMS service charges, another 17% of the respondents are neutral with the SMS service charges, and 10% of the respondents are dissatisfied with the SMS service charges , remaining 8% of them are highly dissatisfied with the SMS services charges charged by their bank. Hence, majority (38%) of the respondents are satisfied with the SMS services charges.

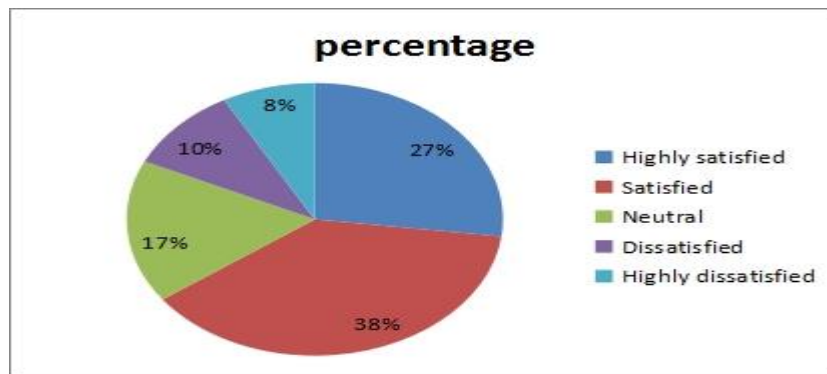


Figure 4.19 satisfaction levels on SMS service charges – wise classification of the respondents

4.23 RESPONDENTS SATISFACTION LEVEL ON ATM SERVICE

Table 4.23 and figure 4.20 shows the respondents satisfaction with the ATM services

Table 4.23 Respondents Satisfaction Level on ATM Service

S.NO	Satisfied are you with ATM	NO .OF respondents	Percentage
1	Highly satisfied	34	26%
2	Satisfied	59	45%
3	Neutral	23	18%
4	Dissatisfied	8	6%
5	Highly dissatisfied	6	5%
6	Total	130	100%

Source: Primary data

Inference

Table 4.23 represent that 26% of the respondents contacted were Highly satisfied with the services of ATM , 45% of them were satisfied with the ATM services, another 18% of the respondents are neutral with the services, and 6% of the respondents are dissatisfied with the services, remaining 5% of them are highly dissatisfied with the ATM services. Hence, majority (45%) of the respondents are satisfied with the ATM services.

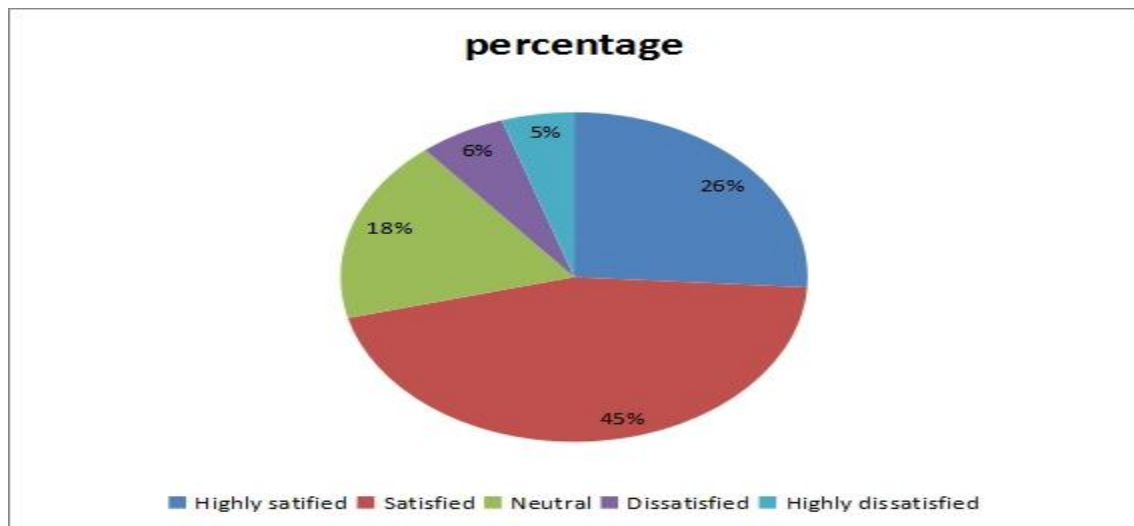


Figure 4.20 Respondents Satisfaction Level on ATM Service

CHAPTER –V

SUMMARY OF FINDINGS SUGGESTIONS AND CONCLUSION

5.1 MAJOR FINDING OF THE STUDY UNDERTAKEN BY THE LEARNER ARE SUMMARIZED AS BELOW:

- ❖ Among 130 respondents contacted, 37% are male respondents and the remaining 63% of them are female respondents. Hence, it can be concluded that ATM services provided by the banks operating in VELACHERY are highly utilized by female respondents.
- ❖ 47 percent of the 130 respondents surveyed were married, while the remaining 53 percent were unmarried. As a result, it can be stated that unmarried respondents make maximum use of ATM services provided by the banks in VELACHERY
- ❖ 8% of the 130 respondents contacted are under the age of 20, another 56% are between the ages of 20 and 30, 17% are between the ages of 31 and 40, 10% are between the ages of 41 and 50, and 9% are beyond 50. To be specific, the ATM was used the mostly by 56 percent of customers in the age group of 20 to 30 years.
- ❖ Out of 130 respondents contacted, 8% of the respondents have completed their SSLC, 14% of the respondents have completed their Higher Secondary, 18% of the respondents have completed their Diploma Programme, 23% of the respondents have completed their Graduation, 32% of the respondents have completed their Post-graduation, and remaining 6% of the respondents are Others. Majority of the respondents have completed their Post-graduation
- ❖ 9% of the respondents are Government employees, another 25% of them are employed in private concern, another 31% of respondents are self-employed, 15 % of respondents are students, 11% of respondents are house wife, 9% of respondents were engaged in other professions. Hence, the majority 31% of the respondents contacted are Self Employee
- ❖ 15% of respondents monthly incomes is below Rs. 10,000, 23% of respondents have monthly incomes between Rs. 10,000 to 20,000, another 15% of respondents monthly incomes is between Rs. 20,000 to 30,000, 9%

of respondents monthly incomes is between Rs. 30,001 to 40,000, and 26% of respondents monthly incomes is between Rs. 30,001 to 40,000. 29% of respondents are non-salaried because there are students.

- ❖ It is inferred that all the 130 respondents have their bank account
- ❖ 25% of respondents have their bank account in private sector bank, 71% of respondents are having their bank account in public sector bank, and nearly 4% of respondents in have their account rural banks. As a results, the majority of respondents 71% are having their account in the public sector.
- ❖ All the respondents are using debit card, for withdrawal the money and for using it in merchandise. India is marching towards digitalization and this is a sample for it.
- ❖ 73% of respondents have only one debit card, 18% have two debit cards, 7% of have three debit cards, 1% of the respondents have four debit cards, and only 1% of the respondents have only five debit cards. Hence, it is inferred that majority (75%) of the respondents are having are debit card with them.
- ❖ 59 percent of respondents have a Rupay debit card, ten percent have a Master card, twenty-seven percent have a Visa card, and four percent have a Maestro debit card. As a result, the majority of respondents (59%) use the Rupay debit card. It is evident that the majority of banks were issuing Rupay cards to their customers since Rupay is an Indian multinational financial services and payment system, whereas other cards are from other countries.
- ❖ 33% of respondents use ATM once in a week. Another 21% use ATM on alternate days, 22% use the ATM occasionally and 25% of them use once in a year. As a result, the majority of respondents 33% use the ATMs once in a week. It is clearly evident that majority of customers use the ATM services at least once in a week.
- ❖ 22 percent of respondents preferred ATM services for depositing cash, 62 percent preferred ATM services for withdrawing cash, another 8% preferred ATM services for taking a mini statement, another 5% preferred ATM services for checking account balance, and the remaining 3% preferred ATM services for changing their pin. As a result, the majority of respondents

(62%) use the ATM to withdraw money. It is evident that in order to escape the long queues at the bank, customers prefer to withdraw their money from ATMs. It also reduces the work burden of bank employees.

- ❖ 39 percent of respondents say that cash is always available in the ATMs, 19 percent say that very often cash is available in the ATMs, and another 28 percent say that cash is only available occasionally in an ATM, 11 percent say that cash is available rarely in an ATM, and another 3% say that cash is never available in an ATM. As a result, the majority 39 percent of respondents believe that as the name implies, Any Time Money: Cash is available at any time, thus most customers prefer ATM services.
- ❖ Among the 130 respondents contacted, 82% of them were satisfied with the withdrawal limit from ATM services and remaining 18% of them are not satisfied with the withdrawal limit of ATM services. Hence, it can be concluded that customers are satisfied with the withdrawal limit from the ATM.
- ❖ 47 percent of respondents receive instant SMS alerts for ATM/CDM transactions, whereas 18 percent do not receive any SMS alert, 32 percent receive SMS very occasionally, and the remaining 3% never receive any SMS alerts for ATM transactions. As a result, the vast majority of responders (47%) receive instant SMS alerts for ATM/CDM transactions.
- ❖ 81 percent of the respondents are aware of the customer support toll-free number, while the remaining 19 percent are unaware. As a result, it was revealed that 81 percent of respondents are aware of the toll-free number. Customers were well-informed about toll-free numbers due to banks' institutional efforts.
- ❖ 24% of respondents believe that more user-friendly machines are needed, 25% believe that the withdrawal limits should be increased, another 11% believe that utility bills should be paid, another 23% believe that safety and security should be improved, and the remaining 25% believe that withdrawal limits should be increased. It is evident that consumers' withdrawal limit is insufficient.
- ❖ Majority of responders 39% opined that the ATM work all the time. 28 percent of respondents says that sometimes ATMs are in out of service, 23

percent says that ATMs are frequently disrupted, and 9 percent says that ATMs are always out of service. 9 percent of respondents claim that they have never had a difficulty in using an ATM.

- ❖ 57 percent of respondents are satisfied with the speed with which cards are delivered. Only 4% of respondents were disappointed with the speed with which cards were delivered. 52 percent of respondents were satisfied with number of transactions provided by banks, while 43 percent were neutrally satisfied with the number of transactions. The quality of currency notes was rated as satisfactory by 46% of respondents. The quality of currency notes is a cause of dissatisfaction for 8% of respondents. The location of ATMs is rated favorably by 44% of respondents. It is apparent that the customer is happy with the ATM services. The number of transactions undertaken by banks should be increased.
- ❖ Only 14% of respondents feel their cards are blocked frequently; 40% say their cards are blocked occasionally. 38% of those respondents believe that ATM machines never run out of cash. Only 12% of respondents believe ATMs are constantly out of cash. 59 percent of respondents believe they have never received a non-printing statement from an ATM machine. Only 5% of respondents believed that ATM machines never produce statements. According to 42 percent of respondents, ATM machines are rarely out of service. According to 14% of respondents, ATM machines are always out of service. According to 36% of respondents, they rarely wait in lines for long periods of time. According to 18% of respondents, they had frequently waited in line for long periods of time. In ATMs, 33% of respondents said there is occasionally a loss of privacy. Only 19 percent of respondents believe there is a loss of privacy in ATMs on a regular basis.
- ❖ 27% of the respondents contacted were Highly satisfied with SMS services, 38% of them were satisfied with the SMS services, another 17% of the respondents are neutral with the SMS services, and 10% of the respondents are dissatisfied with the SMS services, remaining 8% of them are Highly dissatisfied with the SMS services provided by their bank. Hence, majority 38% of the respondents are satisfied with the SMS services.

- ❖ 26% of the respondents contacted were Highly satisfied with the services of ATM , 45% of them were satisfied with the ATM services, another 18% of the respondents are Neutral with the services, and 6% of the respondents are Dissatisfied with the services, remaining 5% of them are Highly dissatisfied with the ATM services. Hence, majority (45%) of the respondents are satisfied with the ATM services.

5.2 SUGGESTIONS:

- ❖ Banks have to fill the cash in ATM because some time the cash condition is out of the order.
- ❖ Banks need to concentrate on addressing the grievances of the ATM customers through efficient redressal measures to enhance the customer satisfaction.
- ❖ Bankers may alert the SMS immediately whenever they withdrawal the cash from the ATM.
- ❖ Bankers should take necessary steps to avoid the technical issues faced by the customers it should immediately addressal.

5.3 CONCLUSION:

The result of the study shows that ATM services provided by the banks are highly utilized by female respondents in VELACHERY. Further the results of the analysis highlights that majority of the customers are highly satisfied with the ATM services provided by the banks in VELACHERY. Though the customer are satisfied with the ATM services still they face problems relating to SMS alert, ATM out of services, lack of privacy, card get blocked and others. To conclude the customer are facing some of the problems regarding the ATM services. The bankers should find the solution and make efforts to improve the ATM services in a better way.

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**CUSTOMER SATISFACTION ON ATM SERVICE PROVIDED BY BANKS IN
VELACHERY**

1. Gender :
(A) Male (B) Female
2. Married status :
(a) Married (b) unmarried
3. Age :
(A) Below 20 (B) 20-30 (C) 31-40 (d) 41-50 (E) 50 Above
4. Education qualification :
(A) SSLC (B) Higher secondary (C) Diploma (D) Graduate (E) Post Graduate (F) Other
5. Occupation :
(A) Government Employee (B) Private Employee (C) Self Employee (D) Student (E) House wife (F) Other
6. Monthly Income
(A) Below Rs.10,000 (B) Rs.10,000 to 20,000 (C) Rs.20,001 to 30,000 (D) Rs.30,001 to 40,000 (E) Rs.40,001 to 50,000
7. Do you have Bank Account
(A) Yes (B) No
8. If yes specify the name of the bank _____
9. Do you have debit card?
(A) Yes (B) No
10. If yes, then how many debit cards do you have?
(A) 1 (B) 2 (C) 3 (D) 4 (E) 5
11. Which type of debit cards do you have?
(A) Rupay (B) Master (C) Visa (D) Maestro
12. How often you use the ATM?
(A) Once a week (B) Alternate days (C) Occasionally (D) Once in a month
13. For what purpose do you often using the ATM service
(A) Cash deposit (B) Withdrawal of cash (C) Mini statement (D) Check account balance (E) Pin change

14. Availability of cash on ATM service at any time :
 (a) Always (B) Very often (C) Sometimes (D) Rarely (E) Never
15. Whether the withdrawal limit prescribed in ATM is sufficient
 (A) Sufficient (B) Not Sufficient
16. Whether you are getting instant SMS alert for any ATM/CDM transaction?
 (A) Getting Instant SMS (B) Not at all getting instant SMS (C) Sometimes
 (E) Never
17. Are you aware of the toll free number for customers service, if your AT card is lost or stolen
 (A) Aware (B) Not Aware
18. What is your recommendation to improve the ATM service provided by the bank :
 (A) More user friendly machines (B) enhancement of withdrawal limits (C) facility to pay utility bills (D) increase of safety – security (E) others
19. Is the ATM machine works all the time or sometimes it remains out of service?
 (A) Works all time (B) Frequent disturbance (C) Some time out of service
 (D) Always in out of service
20. Satisfaction Level on Technology Usage

ATM Services	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Promptness of card delivery					
Number of Transactions					
Quality of currency notes					
Conveniently located					

21. Problems of Technology usage

ATM Problems	Always	Very often	Sometimes	Rarely	Never
Cards get blocked					
Machine out of cash					
Non Printing of statement					
Machine out of order					
Long waiting time in queues					
Lack of privacy					

22. Are you satisfied with SMS service charge?

(A) Highly satisfied (B) satisfied (C) Neutral (D) Dissatisfied (E) Highly dissatisfied.

23. How satisfied are you with the ATM service provided by the bank :

(A) Highly satisfied (B) satisfied (C) Neutral (D) Dissatisfied (E) Highly dissatisfied