

A STUDY ON CUSTOMER SATISFACTION TOWARDS BANK LOAN

**ATANDAMAN & NICOBAR STATE
COOPERATIVE BANK LTD**

Submitted in partial fulfillment of the
requirements for the award of

Bachelor of commerce

By

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonfire work of T.DHARSHINI (39280054) who carried out the project entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS BANK SERVICES IN ANDAMAN” student of Sathyabama Institute Of Science and Technology under my supervision from January 2022 to March 2022.

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Submitted for Viva voce Examination held
on_____

INTERNAL EXAMINER

EXTERNAL EXAMINER

DECLARATION

**T.DHARSHINI (39280054) hereby
declare that the project report entitled “
A**

**STUDY ON CUSTOMER
SATISFACTION TOWARDS BANK
SERVICE IN ANDAMAN ” done by
me under guidance of Dr. Kumar. N,
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INSTITUTE OF SCIENCE AND
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submitted partial
Fulfillment of the requirements for
the award of bachelor of business
administration.**

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management
of
SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY for

their kind

Encouragement in BACHELOR OF BUSINESS
ADMINISTRATION while doing this

project and also for completing it successfully. I am grateful to
them.

I convey my thanks to Dr. Bhuvaneswari.G, MBA., Ph.D., Dean, School
of

Management Studies and Dr. Palani. A, M.Com., M.Phil., M.B.A.,
Ph.D., Head of

the Department, Dept of Management Studies for providing me necessary support
and details at the right time during the progressive reviews

I would like to express my sincere and deep sense of gratitude to my Project Guide
for DR.Kumar. N,MA., MPhil., MBA., Ph.D., Assistant Professor of the
Department

his valuable guidance, suggestions and constant encouragement paved way for the
successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the
Department of Business Administration who were helpful in many ways for the
completion of the project.

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CHAPTER 1

INTRODUCTION

INTRODUCTION

High quality banks are the cornerstone of a successful banking system. Banking Companies Act 1949 defines banking as “Banking means accepting for the purpose of lending or investment of deposits of money from the public repayable on demand or otherwise and withdrawals by cheque draft or otherwise”. Customers are the largest capital resource of a banking system. Attracting and retaining customers are the primary necessity for a banking system. In the field of banking customers satisfaction has become a prime motive to make banking a dynamic and efficient one. It is very important to provide customers with the utmost facilities so that they are satisfied with the performance of the banks.

Banks play a major role in the growth of the economy by providing services. Customer’s satisfaction is essential for the future growth of both the bank and the country’s economic growth also. As the spread of COVID 19 proliferates alternatively to in person banking and physical exchange are looking more and more attractive. The WHO has advised people to use contactless payment and avoid handling banknotes as much as possible. Government agencies and banks are anticipating this shift towards digital banking and taking relevant measures. Current official recommendation from the center for disease control and prevention advise individuals to stay 6 feet away from the visible sick people. This may be difficult in physical branches. Customers no longer have to pay a potentially stress inducing visit to physical branch to complete any number of transactions.

The study was conducted on 60 SBI customers to understand the satisfaction they have on the banking services provided during the COVID 19 pandemic. Statistical tools like pie chart, bar graph and correlation tests were used to analyze the collected data.

STATEMENT OF THE PROBLEM

The title of the research is a “Study of customer satisfaction on SBI banks during the corona pandemic”. This indicates that how far the customers of SBI are satisfied with the service provided by their bank during this COVID 19 situation. Customer satisfaction is the combination of psychological and environmental circumstances that

cause a person to truthfully say “I am satisfied with the service provided by SBI bank”. This study is aimed in measuring the customer satisfaction level of the SBI bank customers in For this purpose primary data is collected through questionnaires.

SCOPE AND SIGNIFICANCE

The scope of this research is the customer satisfaction on SBI banks during the corona pandemic. This study is very helpful and useful in getting a clear picture about the satisfaction level of customers, for identifying the real image of banks, for knowing customer expectation from the banks and so on.

OBJECTIVES OF THE STUDY

1. To find out the customer relationship with the SBI bank
2. To know about the customer satisfaction on the services provided by the SBI bank especially during the corona pandemic
3. To study the relation between customer satisfaction and safety measures provided by the bank.

RESEARCH METHODOLOGY

The present study is descriptive in nature. The study examines the satisfaction of customers on SBI bank on this present corona situation, the advanced measures taken by the bank for providing services in this particular situation. This study uses primary data and secondary data has also been used.

SAMPLE DESIGN

POPULATION

The study is conducted on satisfaction of customers on SBI bank during this COVID 19 situation in Thrissur district.

SAMPLE FRAME

To study the whole population and in order to arrive at conclusion would be impractical, since it is not practical to include all customers of SBI in Thrissur district in the area of data collection. It was considered to draw the samples. The sampling method is used in this study is random sampling method.

SAMPLE SIZE

There is a need of at least 50 samples to perform factor analysis . Therefore 60 respondents were selected to constitute the sample size for the study.

TOOLS FOR ANALYSIS

A questionnaire was designed for the purpose of achieving the research objectives. In order to analyze the impact of customer satisfaction on SBI bank during this COVID 19 situation in Thrissur district the statistical tool used for analysis of primary data under descriptive analysis is percentage analysis method such as bar diagram and pie-chart and correlation method.

LIMITATIONS OF THE STUDY

The study is confined to 60 samples only.

The study is confined to the selected customers of SBI bank in Thrissur district.

CHAPTERISATION

Chapter 1- Introduction

Chapter 2- Empirical Review of literature

Chapter 3- Theoretical framework

Chapter 4- Data analysis and interpretation

Chapter 5 Findings, suggestions and conclusions

CHAPTER 2

REVIEW OF LITERATURE

INTRODUCTION

A literature review discusses published information in a particular subject area, and sometimes information in a particular subject area within a certain time period. A literature review can be just a simple summary of the source, but is usually as an organizational pattern and combines both summary and synthesis. It helps in clarifying and defining the problem, stating the objectives, formulating hypothesis, selecting an appropriate design and methodology of research as well as interpreting the result in the light of research work already undertaken in the previous studies. In this chapter an endeavour has been made to provide and present an overview of various aspects of this study through the review of existing literature. The sources referred include journals, books, working papers, report related to human resources etc.

Empirical research is published in books and in scholarly, peer-reviewed journals. However, most library database does not offer straight forward ways to locate empirical research.

EMPIRICAL LITERATURE REVIEW

Dr. M.Kumarswami ,Jayprasad D.(2014),The study was based on Customer Relationship Management in Kaveri Grameena Bank, The respondents have shown unfavourable views with respect to banking experience, transaction accuracy and promptness. However, customers share positive views concerning bank trustworthiness and accuracy of banking solutions. Therefore, it can be argued that customers trust their bank. Indeed, trust is seen as a critical construct in a range of discipline areas including CRM. Further, within the realm of relationship marketing, trust has been recognized as an important variable for the success of relationships in the banking sector.

2.2.2 . N.Satghiya ,(2013),A study on customer relationship management practises (with reference to Salem district ,In the study The total number of Public Sector Banks, 5 Private Sector Banks, in the Salem district has been taken into consideration

to decide about the number of banks for the purpose of study in each category. 2. By

the above process totally 22 banks were chosen for the purpose of study. From each of the 22 banks 25 customers were selected as respondents. 3. The branches situated in the North, South and Central part of the Salem district were covered for the purpose of study. The findings say that the customers of banking industries strongly believed that advertisements, reports, communication, guidance, may I help you counter, information pamphlets and ombudsman committee role to achieve the customer satisfaction. The customer staff relationships in CRM depend upon employee's personal touch with their customers and employee's performance.

Uppal R K and Poonam Rani (2012), in their study titled Customer Perception towards Better Banking Services in India- An Empirical Study, analyzed customer perception about CRM, reliability, accuracy, security and transparency among the customers of public sector banks, Indian private sector banks and foreign banks in Amritsar, Punjab. They have found that most of the customers are satisfied with banking services and that customer satisfaction can be improved by ensuring more speed in rendering transactions and giving prompt services.

Jaspal Singh and Gagandeep Kaur(2009) in "Determinants of Customer Satisfaction: An Empirical Study of Select Indian (Universal) Banks" in which they investigate the determinants of customer satisfaction of Indian(Universal) banks. Data was collected from a sample of 180 respondents using convenience sampling technique. Factor analysis results reveals that responsiveness, tangibles, services innovation, reliability and accessibility, assurance, pricing and other facilities, problem solving capability and convenient working hours are the main determinants of customer satisfaction .Their result shows that customer satisfaction is influenced by nine factors, namely, Responsiveness, tangibles like appearance of a bank's physical facilities" , equipment 6 and employees, Reliability and accessibility, assurance, pricing and other facilities, problem solving capability and convenient working hours of bank.

Pooja Mengi (2008) in "Customer satisfaction with service quality-An empirical study of public and private sector banks" The study compares

customers'' perceptions of service quality of public and private banks of Jammu. The service

quality of both the banks has been measured using SERVQUAL (service quality) scale. It was found that customers of public sector banks are more satisfied with the service quality, than those of private sector banks. The results of the study indicate that tangibility and reliability provides Maximum satisfaction to customers of private as well as public sector banks. Superior SERVQUAL performance will ensure maximum customer satisfaction and also help in attaining customer's loyalty. Improved customer satisfaction through SERVQUAL would result in a positive word-of-mouth and consequently better customer acquisition and retention.

Baldinger and Rubinson (1996)² in their article, perceived that customer loyalty was concerned with the likelihood of a customer returning, making business referrals, providing strong word-of-mouth references and publicity. Loyal customers were less likely to switch to a competitor due to price inducement, and these customers made more purchases compared to less loyal customers. However, customers who were retained may not always be satisfied and satisfied customers may not always be retained. Customers may be loyal due to high switching barriers or the lack of real alternatives; customers may also be loyal because they were satisfied, thus wishing to continue with the relationship.

Lester W. Johnson and Sean Leonard (2005)⁵⁸ in their article narrated that the concept of customer value had its roots in the quality movement, work done in the area of developing customer focused organizations, and in the marketing concept of market orientation. This had seen many companies which had moved away from a production orientation and from the 1980s fascination with mergers and acquisitions aimed to deliver market share, concepts based on relationship marketing, customer loyalty and retention, brand equity, and customer equity. The shift had fundamentally been a move from product focus to customer focus and a related shift from product quality to service quality. While the research still followed different lines, there were useful lessons to be learned in areas where there was strong agreement. This thesis had discussed what the past decade had taught us about that shift.

Zeithaml and Bitner (1996)⁵ in their article, suggested that a customer

relationship with a company was strengthened when that customer made a favorable

assessment about the company's service quality and weakened when a customer made negative assessment about the company's service quality.

Kandampully, (1998)⁹ in his article, focused that the customers at the time of service delivery interact closely with the service providers and got an inside knowledge of the service organization. This knowledge gave them an opportunity to critically assess the services provided and the service provider. Thus service quality plays an important role in adding value to the overall service experience. Also customers seek organizations that were service loyal i.e. aim to provide consistent and superior quality of service for present and long term and organizations aiming for this are bound to get customers' loyalty.

Clinton O. Longenecker, Joseph A. Scazzero, (2000)¹⁶ in their article, indicated that a successful facility exhibited greater attention to the human aspects of the quality process than the unsuccessful facility. For example, a greater degree of management support for TQM, communication and teamwork between managers and workers, effective corrective action procedures and follow-up of quality problems. While this study was limited in scope to two operations within the same organization, lessons for the successful implementation of service quality could be drawn from this case study.

CHAPTER 3

THEORETICAL FRAMEWORK

INTRODUCTION

Theories are formulated to explain, predict and understand phenomena and in many cases to challenge and extend existing knowledge within the limits of critical bounding assumption. The theoretical frame work is the structure that can hold or support a theory of a research study. The theoretical framework introduces and describes the theory that explains why the research problems under study exist. A theoretical frame work consists of concepts and, together with their definitions and reference to relevant scholarly literature, existing theory that is used for your particular study. The theoretical framework must demonstrate an understanding of theories and concepts that are relevant to the topic of your research paper and that relate to the broader areas of knowledge being considered.

THEORETICAL FRAMEWORK

In sales, commerce and economics, a customer (sometimes known as a client, buyer, or purchaser) is the recipient of a good, service, product or an idea - obtained from a seller, vendor, or supplier via a financial transaction or exchange for money or some other valuable consideration.

Clients who habitually return to a seller develop customs that allow for regular, sustained commerce that allows the seller to develop statistical models to optimize production processes (which change the nature or form of goods or services) and supply chains (which changes the location or formalizes the changes of ownership or entitlement transactions).

Customers are important because they drive revenues; without them, businesses cannot continue to exist. All businesses compete with other companies to attract customers, either by aggressively advertising their products, by lowering prices to expand their customer bases or developing unique products.

Customers play a significant role in any business. To understand customer behavior and to better allocate resources to different customers to generate the highest

profit, it is necessary to be able to identify and segment different types of customers. By better understanding the different types of customers, businesses can be better equipped to develop successful strategies.

Five Main Types of Customers

In the retail industry, customers can be segmented into five main types:

Loyal customers: Customers that make up a minority of the customer base but generate a large portion of sales

Loyal customers are the most important segment to appease and should be top-of-mind for any company. These types of customers generally represent no more than 20% of a company's customer base but contribute the majority of sales revenue. Loyal customers, as the name implies, are loyal and value a product heavily.

In addition, loyal customers are likely to recommend the company's products to other people. Therefore, it is important to solicit their input and feedback and involve them in a company's decision-making process. Heavy emphasis should be placed on loyal customers if a company wants to grow.

Impulse customers: Customers that do not have a specific product in mind and purchase goods when it seems good at the time. Impulse customers are the best customers to upsell to and are the second most attractive segment (after loyal customers) to focus on. Impulse customers do not have a specific shopping list in mind and purchase products spontaneously. In addition, impulse customers are typically receptive to recommendations on products.

Impulse customers are second to loyal customers in the generation of sales revenue. Keeping these customers in the loop on new product offerings goes a long way in improving a company's profitability.

3.1.3. Discount customers: Customers that shop frequently but base buying decisions primarily on markdowns. Discount customers play an important role in turning over a company's inventory. Therefore, discount customers are a key contributor to a company's cash flow. This type of customer seldom purchases products at full price and shops around for the best markdowns.

Discount customers are resilient to upselling, are usually the least loyal segment of customers, and generally move on when better markdowns are available elsewhere.

3.1.4. Need-based customers: Customers with the intention of buying a specific product. Need-based customers are driven by a specific need. In other words, they enter the store quickly, purchase what they need, and leave. These customers buy for a specific need or occasion and are hard to upsell. It is important to note that need-based customers can be easily drawn to other businesses.

Therefore, it is important to initiate positive personal interaction with this customer segment in order to retain them. Converting need-based customers to loyal customers is attainable with proper positive personal interactions.

3.1.5. Wandering customers: Customers that are not sure of what they want to buy. Wandering customers draw the largest amount of traffic to the company while making up the smallest percentage of sales revenue. They have no specific need or desire in mind and are attracted by the location of the business more than anything else. These customers enjoy the social interaction of the shopping experience.

Therefore, spending too much time trying to appease this segment can draw away from the more profitable segments. Although this segment generates the least amount of sales revenue, providing insightful information about products to these customers can stimulate interest and ultimately result in a purchase.

Satisfaction means a pleasant feeling that you get when you receive something you wanted, or when you have done something you wanted to do.

Customer satisfaction means a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or change its products and services.

DEFINITIONS OF CUSTOMER SATISFACTION

Paul Farris- defines customer satisfaction as „the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals“.

Philip Kotler defines customer satisfaction as a „person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations“.

While Rai agrees that customer satisfaction depends on perceived performance and expectations, he lays down a more detailed customer satisfaction formula:

Customer satisfaction = Customer perception of the service received – Customer expectation from the service.

FACTORS INFLUENCING CUSTOMER SATISFACTION

ACCESSIBILITY

You need to ensure that customers are able to find and access your products and services efficiently, without barriers and friction, on their preferred channel.

Also, make sure that they can reach your company and obtain good service whenever they have a question or need assistance to make a purchase decision.

3.3.2 NAVIGATION

Navigating and browsing your store should be a straightforward and simple process. This includes providing users who know what they want with an effective keyword search or filters but also integrating solutions that guide unsure shoppers to help them identify suitable products quickly.

A website that's difficult to navigate will only lead to customer frustration and a loss of potential customers.

LANGUAGE

Speaking to your customers in their preferred language is pivotal for your business. More than 50% of consumers won't make a purchase if information about a product isn't available in their language.

However, language doesn't only apply to language in terms of geographical demographics but also how certain phrases or terms resonate with your audience and reflect back on your business. Use user-friendly language and avoid industry specific jargon that could cause confusion and rob you of an opportunity to connect on a personal level.

Without great communication, there can be no great customer experience.

MEMORY

According to Harvard Business Review, customers become frustrated if they have to repeat themselves. Consumers feel comfortable switching from one channel to another and expect their information and data to follow them along. They don't want to be asked for the same details over and over again, regardless of the channel or department, they're interacting with.

Memory also means remembering your customer's needs and wants to avoid trying to sell products to customers, which they already have or clearly have no interest in.

PERSONALISED

It's kind of ironic that shoppers want personalized experiences in a sphere in which so many business and personal interactions can be anonymous.

By personalizing the experience and sharing the right content, at the right time with the right people, you can make interactions faster, easier and more efficient for your customers.

This results in increased customer satisfaction and the likelihood of repeat visits.

REAL-TIME

If you want to capture the attention of your audience, think about how you can take advantage of real-time experiences. It's about showing up when your customers need you. Real-time interactions are becoming increasingly important to the modern consumer. They expect real-time responses and faster resolutions.

For instance, "instant chat" and Chatbots have emerged as a highly popular marketing solution for companies that want to provide their customers immediate access to information and show the more human and authentic side of their business.

CONVENIENCE

Convenience is an essential element of a positive customer experience. It influences how customers make decisions about what to buy, what services to use, where to go, and with whom to engage. If the perceived convenience is low, your customer will see interacting with you as work. If they struggle to do business with you during any of the areas above, then they're more likely to go elsewhere.

ADVANTAGES OF CUSTOMER SATISFACTION

REPEAT CUSTOMERS

Satisfied customers are likely to purchase from you again. One easy way of knowing this is through customer satisfaction surveys. Ask them to rate their satisfaction levels on a scale of 1 to 10 and see who will be happy to purchase from you in the future. Customers that rated you 7 or more are satisfied and are likely to engage with your business again. A score of 6 or below is cause for concern; these customers are unhappy with you and are a huge attrition risk.

Customers that rated 9 or 10 are your biggest advocates and most loyal customers. You may use them to promote your brand and improve your CSAT scores.

COMPETITION DIFFERENTIATER

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.

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, upsells, 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.

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 were rumors of caterpillars in their foods. They trust the brand and are understanding of any shortcomings or crisis that may befall them.

SALES REVENUE

Brands focussing 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, 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.

3.5 CUSTOMER SATISFACTION ON BANKS

Banking is a customer oriented service industry and customer satisfaction has become the most important aspect of any banking business due to immense competition. Banks are more determined to retain their existing customers by providing quality services leading to Customer satisfaction.

CHAPTER 4

**DATA ANALYSIS AND
INTERPRETATION**

INTRODUCTION

Data analysis is the process used to inspect, clean, transform and remodel data with a view to reach conclusion for a given situation. It is a process for obtaining raw data and converting it into information useful for decision making by users. In this study, data is analysed with the help of descriptive statistical tool. Here percentage analysis is selected from descriptive statistical tool.

DESCRIPTIVE STATISTICAL ANALYSIS

Descriptive statistical tools are those tools in which these are used to describe the characteristics of a single variable, like its frequency, percentage etc.

Table 4.1
Classification of respondents based on gender

Gender	No. of persons	Percentage
Male	25	41.66%
Female	35	58.34%
Total	60	100%

Table 4.1 Reveals classification of respondents on the basis of gender.
Among 60 samples 41.66% are male and 58.34% are female respondents.

- Source: survey data

Fig 4.1

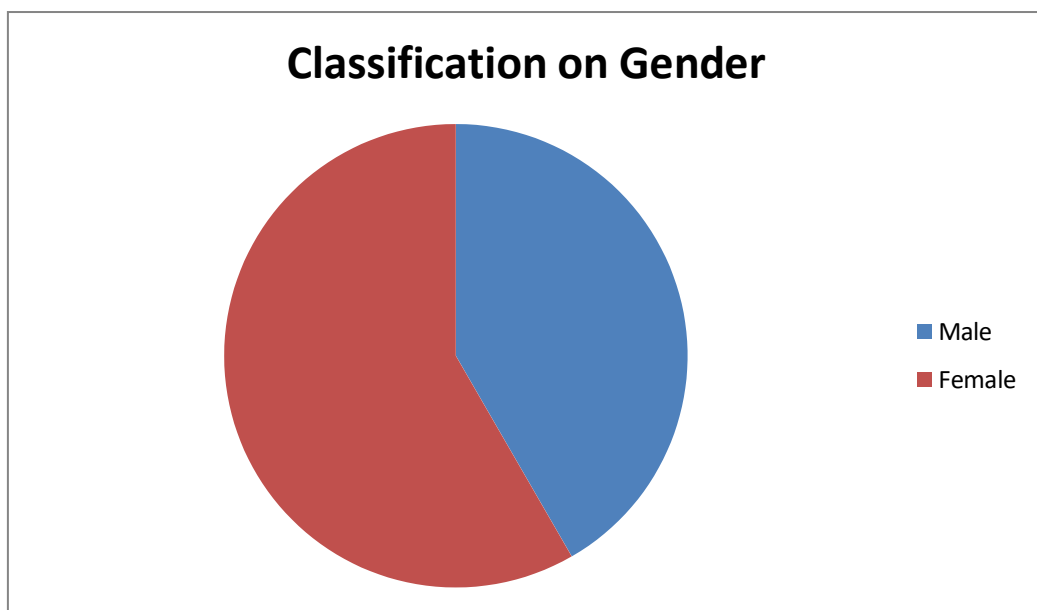


Table 4.2

Classification on the basis of satisfaction of customers based on the sanitizers provided.

BASIS	NUMBER	PERCENTAGE
Strongly Agree	16	26.67%
Agree	34	56.67%
Neutral	7	11.66%
Disagree	3	5%
Strongly Disagree	0	0%
Total	60	100%

Table 4.2 reveals the result that the customers are satisfied for the sanitizer facility provided. 26.67% strongly agree, 56.67% agree, 11.66% neutral, 5% disagree and 0% strongly disagree.

- Source: survey data

Fig 4.2

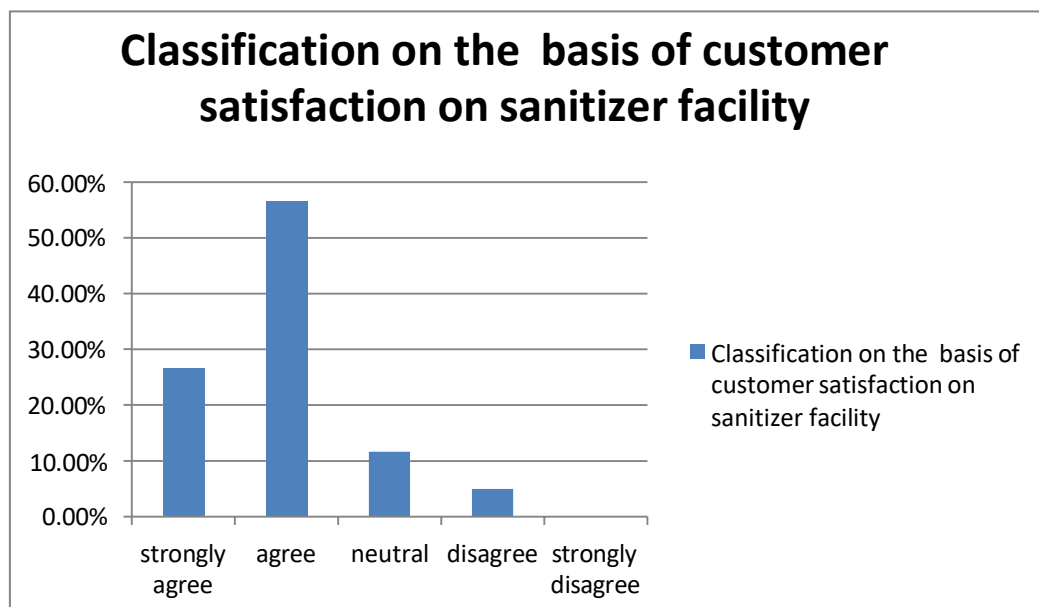


Table 4.3

Classification on the basis of the customer satisfaction with the social distancing followed.

BASIS	NUMBER	PERCENTAGE
Strongly Agree	10	16.67%
Agree	35	58.33%
Neutral	10	16.67%
Disagree	5	8.33%
Strongly Disagree	0	0%
Total	60	100%

Table 4.3 reveals the result on customer satisfaction on social distancing followed . 16.67% strongly agree , 58.33% agree ,16.67% neutral, 8.33% disagree, 0% strongly disagree.

- Source: survey data

Fig 4.3

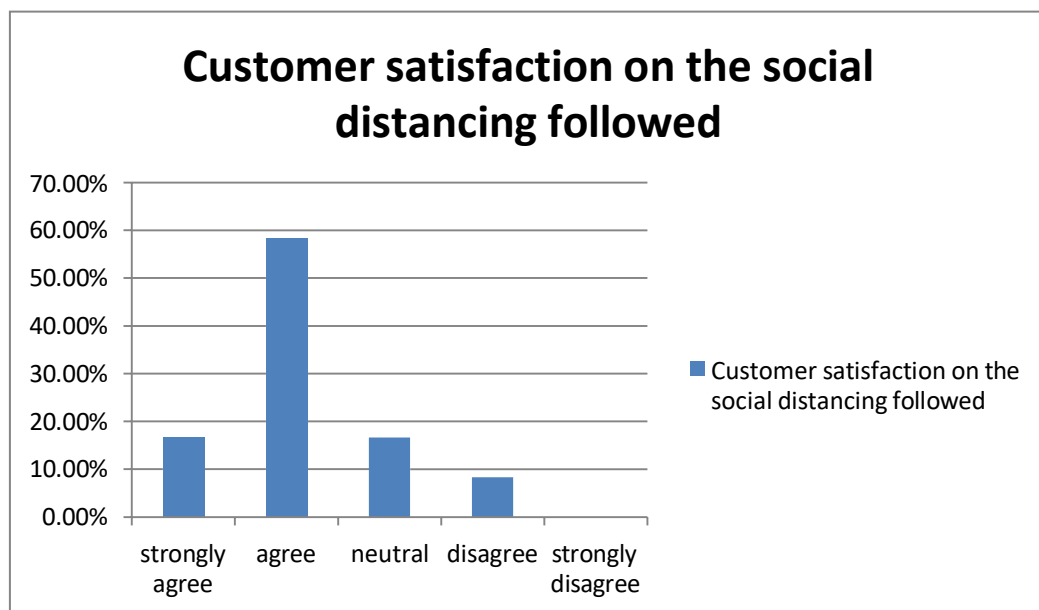


Table 4.4

Classification on the basis of customer satisfaction on the limited number of customers entered at a time.

BASIS	NUMBER	PERCENTAGE
Strongly Agree	8	13.33%
Agree	42	70%
Neutral	9	15%
Disagree	1	1.67%
Strongly Disagree	0	0%
Total	60	100%

Table 4.4 reveals the result of customer satisfaction on the limited number of customers entered into the bank. 13.33% strongly agree, 70% agree, 15% neutral, 1.67% disagree, 0% strongly disagree.

- Source: survey data

Fig 4.4

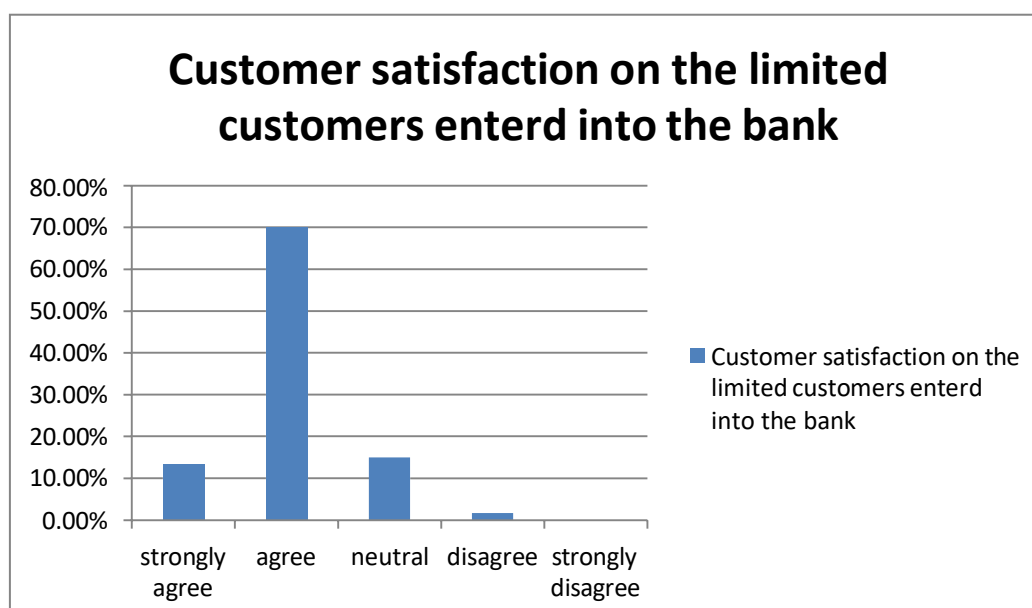


Table 4.5

Classification on the basis of the customer satisfaction on the employees ensured that the mask rule was followed by the customers.

BASIS	NUMBER	PERCENTAGE
Strongly Agree	20	33.33%
Agree	33	55%
Neutral	7	11.67%
Disagree	0	0%
Strongly Disagree	0	0%
Total	60	100%

Table 4.5 reveals the result of customer satisfaction on the employees concern whether customers wore mask. 33.33% strongly agree, 55% agree, 11.67% neutral , 0% disagree , 0% strongly disagree.

- Source: survey data

Fig 4.5

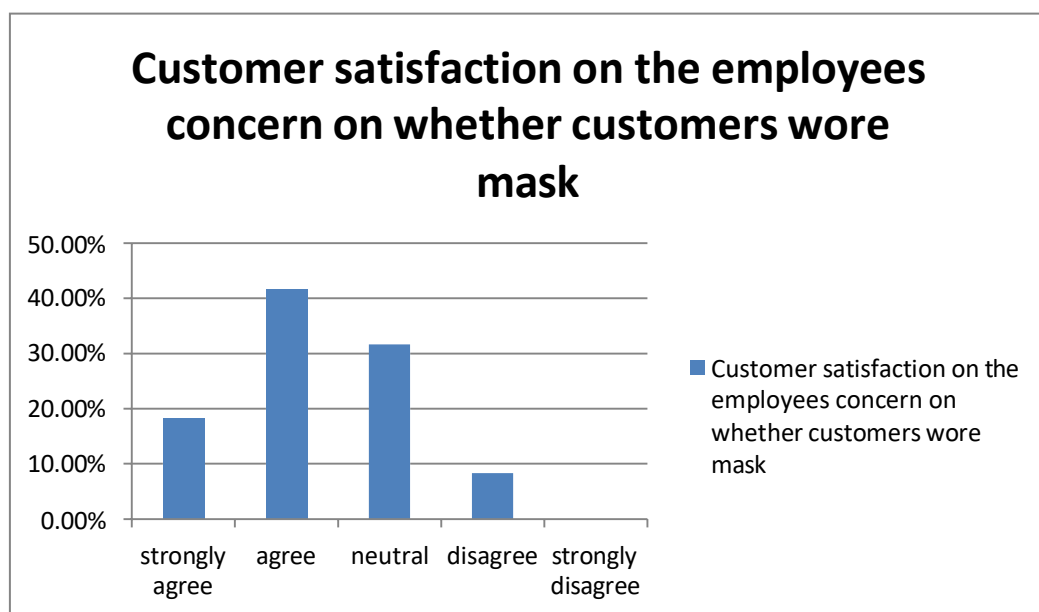


Table 4.6

Classification on the basis of satisfaction of customers on the employees willingness to hear the customers point of view.

BASIS	NUMBER	PERCENTAGE
Strongly Agree	11	18.33%
Agree	25	41.67%
Neutral	19	31.67%
Disagree	5	8.33%
Strongly Disagree	0	0%
Total	60	100%

Table 4.6 reveals the result on customer satisfaction on the employees willingness to listen to the customers suggestions. 18.33% strongly agree, 41.67% agree, 31.67% neutral, 8.33% disagree, 0% strongly disagree.

- Source: survey data

Fig 4.6

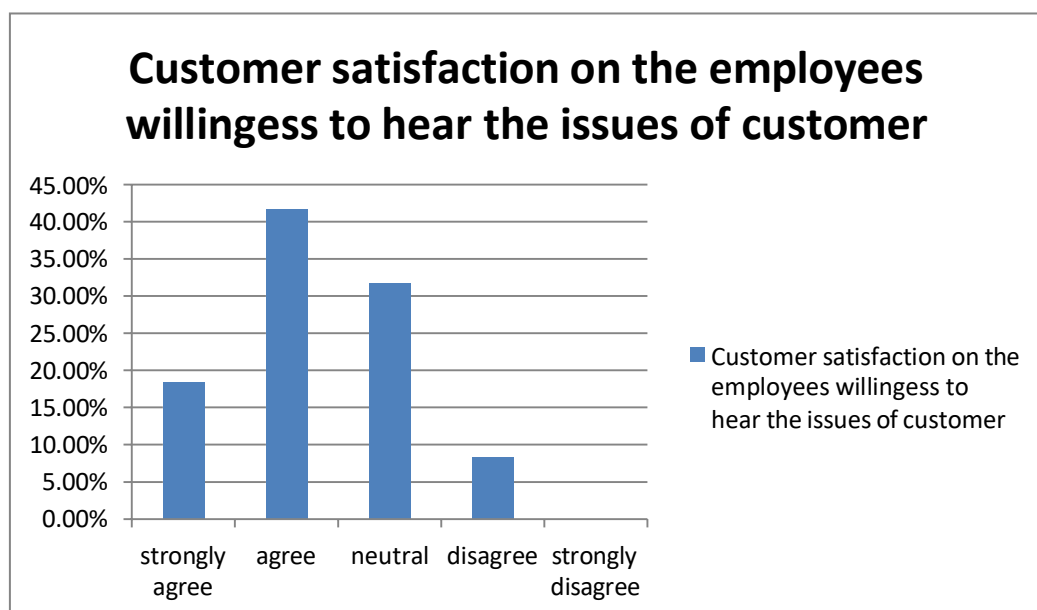


Table 4.7

Classification on the basis of customer satisfaction on the bank opening limited branches as per the protocol.

BASIS	NUMBER	PERCENTAGE
Strongly Agree	7	11.66%
Agree	24	40%
Neutral	22	36.67%
Disagree	7	11.67%
Strongly Disagree	0	0%
Total	60	100%

Table 4.7 reveals the result of customer satisfaction on the limited number of branches opened as per the protocol. 11.67% strongly agree, 40% agree, 36.67% neutral, 11.67% disagree, 0% strongly disagree.

- Source: survey data

Fig 4.7

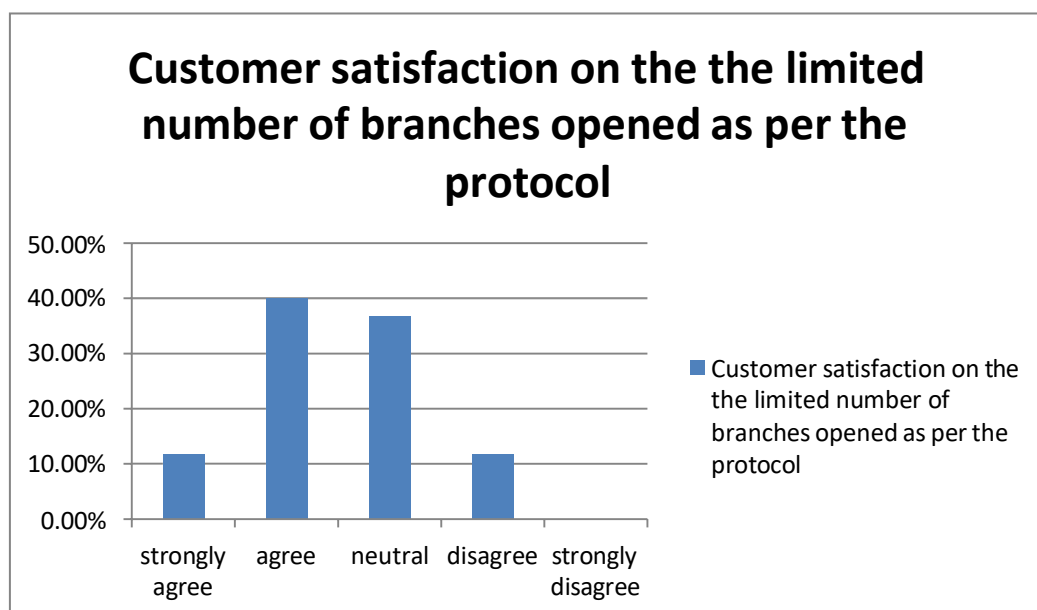


Table 4.8

Classification on the basis of customer satisfaction on the banks effort in urging people to use cheque drop boxes.

BASIS	NUMBER	PERCENTAGE
Strongly Agree	32	53.33%
Agree	20	33.33%
Neutral	7	11.67%
Disagree	1	1.67%
Strongly Disagree	0	0%
Total	60	100%

Table 4.8 reveals the result on customer satisfaction on the effort of bank in urging people to use cheque drop boxes to avoid crowding. 53.33% strongly agree, 33.33% agree, 11.67% neutral, 1.67% disagree, 0% strongly disagree.

- Source: survey data

Fig 4.8

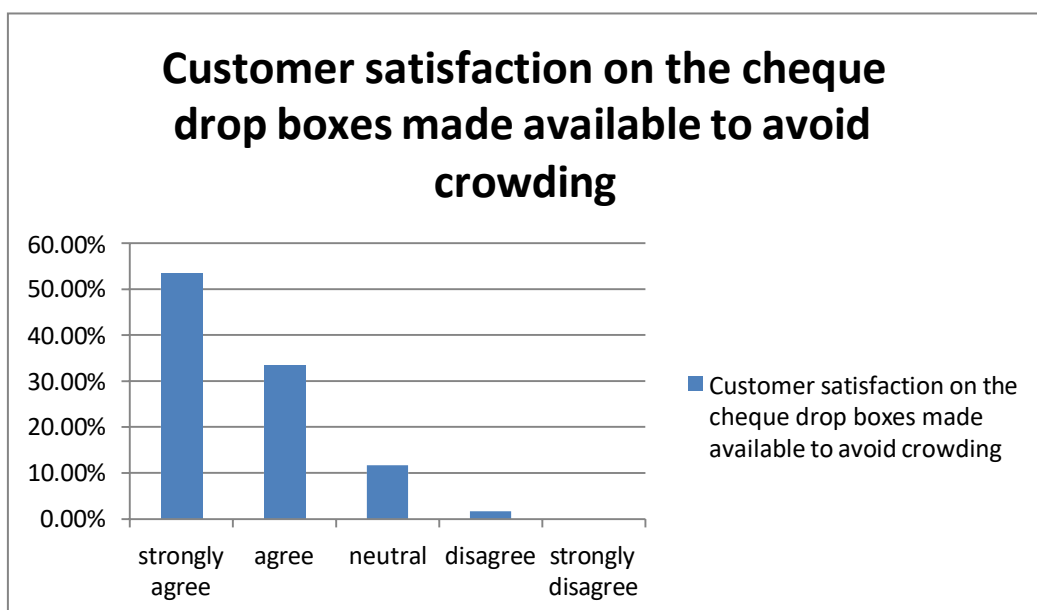


Table 4.9

Classification on the basis of the customer satisfaction on the easy and quick service provided by the bank.

BASIS	NUMBER	PERCENTAGE
Strongly Agree	15	25%
Agree	39	65%
Neutral	6	10%
Disagree	0	0%
Strongly Disagree	0	0%
Total	60	100%

Table 4.9 reveals the result on customer satisfaction on the quick and easy service provided by the bank. 25% Strongly agree, 65% agree, 10% neutral, 0% disagree, 0% strongly disagree.

- Source: survey data

Fig 4.9

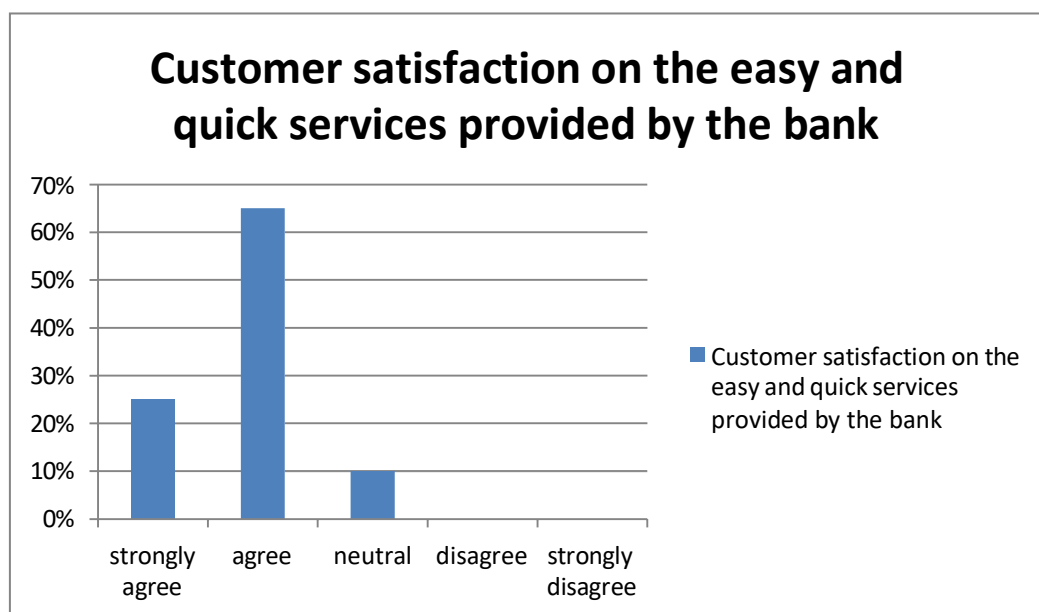


Table 4.10

Classification on the basis of customer satisfaction on the suggestion boxes given by the bank authorities.

BASIS	NUMBER	PERCENTAGE
Strongly Agree	7	11.67%
Agree	25	41.66%
Neutral	25	41.67%
Disagree	3	5%
Strongly Disagree	0	0%
Total	60	100%

Table 4.10 reveals the result of customer satisfaction on the suggestion boxes provided in order to give their opinions.11.67% strongly agree, 41.66% agree,41.67% neutral, 5% disagree, 0% strongly disagree.

- Source: survey data

Fig 4.10

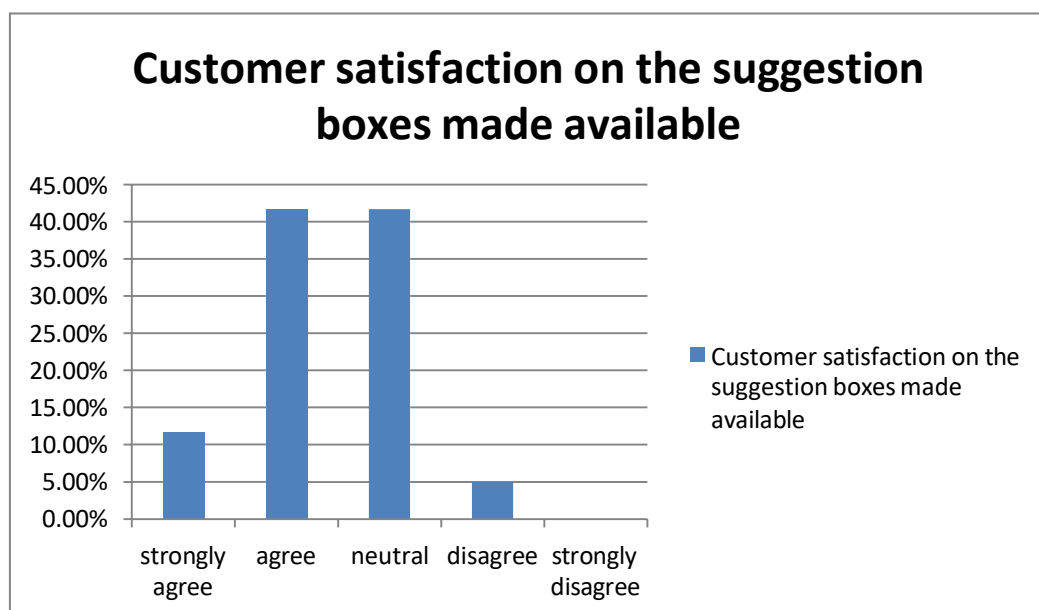


Table 4.11

Classification on the basis of customer satisfaction on the reliability and safety of transactions.

BASIS	NUMBER	PERCENTAGE
Strongly Agree	15	25%
Agree	35	58.33%
Neutral	10	16.67%
Disagree	0	0%
Strongly Disagree	0	0%
Total	60	100

Table 4.11 reveals the result of customer satisfaction on the reliability and safety of transaction. 25% strongly agree, 58.33% agree, 16.67% neutral,0% disagree,0% strongly disagree.

- Source: survey data

Fig 4.11

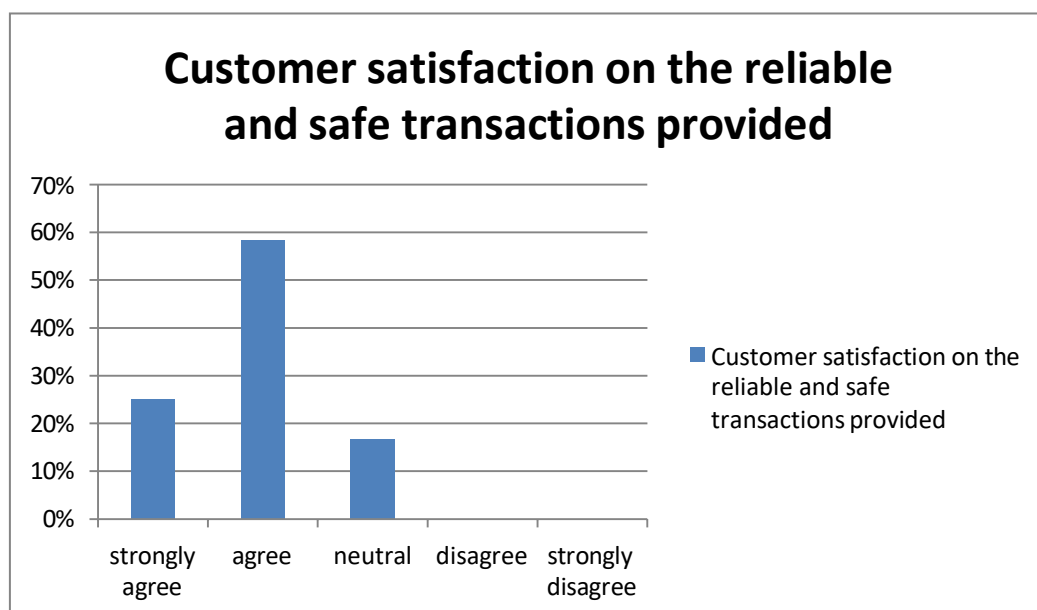


Table 4.12

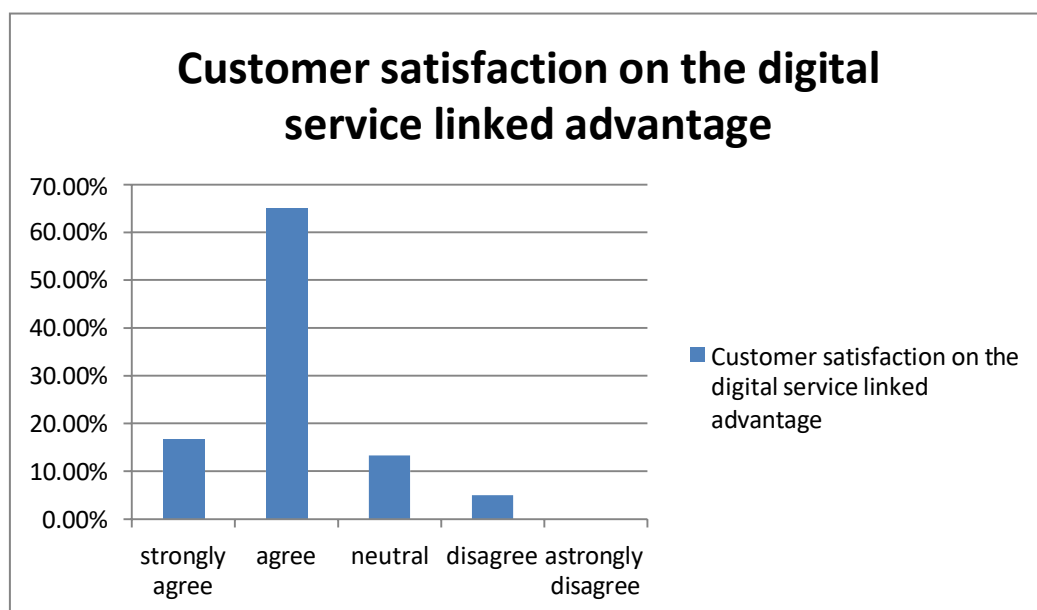
Classification on the basis of customer satisfaction on the digital service linked advantages.

BASIS	NUMBER	PERCENTAGE
Strongly Agree	10	16.67%
Agree	39	65%
Neutral	8	13.33%
Disagree	3	5%
Strongly Disagree	0	0%
Total	60	100%

Table 4.12 reveals the result of customer satisfaction on the advantage of digital linked services by the banks authorities.16.67% strongly agree,65% agree, 13.33% neutral, 5% disagree, 0% strongly disagree.

- Source: survey data

Fig 4.12



CORRELATION

The correlation is one of the most common and most useful statistics. A correlation is a single number that describes the degree of relationship between two variables. According to Simpson and Kalka „correlation analysis deals with the association between two or more variables.“ The correlation coefficient is usually given the symbol r and it ranges from -1 to +1. A correlation coefficient quite close to 0, but either positive or negative, implies little or no relationship between the two variables. A correlation coefficient close to plus 1 means a positive relationship between the two variables, with increases in one of the variables being associated with increases in the other variable. A correlation coefficient close to -1 indicates a negative relationship between two variables, with an increase in one of the variables being associated with a decrease in the other variable. A correlation coefficient can be produced for ordinal, interval or ratio level variables, but has little meaning for variables which are measured on a scale which is no more than nominal.

There can be three such situations to see the relation between the two variables

–

Positive Correlation – when the value of one variable increases with respect to another.

Negative Correlation – when the value of one variable decreases with respect to another.

No Correlation – when there is no linear dependence or no relation between the two variables.

- To analyse the relationship between customer satisfaction and safety of banking services.

Table 4.2.2

	Satisfaction	Safety
Satisfaction:- Pearson's correlation	1	.239
Sig.(2-tailed)		.066
N	60	60
Safety:- Pearson's correlation	.239	1
Sig. (2 –tailed)	.066	
N	60	60

- To analyse the relationship between customer satisfaction and bank services.

Table 4.2.3

	Satisfaction	Services
Satisfaction: Pearson's Correlation	1	.170
Sig. (2- tailed)		.195
N	60	60
Service:- Pearson's Correlation	.170	1
Sig.(2- tailed)	.195	

N	60	60
---	----	----

In first case Variable 1 is “Satisfaction” and Variable 2 is “Safety”.

In second case Variable 1 is “Satisfaction” and Variable 2 is “ Services”.

Here we can see that in both cases they have low positive correlation and it is very much visible in the graphs above.

CHAPTER 5

**FINDINGS, SUGGESTIONS AND,
CONCLUSION**

FINDINGS

- Better service is one of the factor that led to the choice of this bank.
- One of the main way adopted by the respondents for bank transactions are through e-banking facility provided.
- 26.67% people are highly satisfied and 56.67% are satisfied with the sanitizer facility provided by the bank.
- 16.67% are highly satisfied and 58.33% are satisfied with the social distancing followed by the bank.
- 13.33% are highly satisfied and 70% are satisfied with the limited customers allowed in the bank at a time.
- 33.33% are highly satisfied and 55% are satisfied with the employee's duty ensuring customers wore mask.
- 18.33% are highly satisfied and 41.67% are satisfied with the bank staff's willingness to hear the customers problems.
- 11.66% are highly satisfied and 40% are satisfied with the limited branches being opened during the pandemic.
- 53.33% are highly satisfied and 33.33% are satisfied with the cheque drop facility provided by the bank to avoid crowding.
- 16.67% are highly satisfied and 65% are satisfied with the digital linked services provided by the bank.
- Only 5% are not satisfied with the sanitizer facility provided by the bank.

- 8.33% are not satisfied with the social distancing followed by the bank.
- Only very few are not satisfied with the service provided by the bank.
- 25% are highly satisfied and 65% are satisfied with the easy and fast services provided by the bank.
- Most of the customers are satisfied with the services provided by SBI bank during this COVID-19 pandemic.
- Bank employees are trying their maximum to provide satisfying services to customers during this pandemic.
- Majority of the respondents never found any difficulty while dealing with SBI bank.

SUGGESTIONS

- Bank staffs can offer an apology on behalf of the bank which helps to handle the customer's in a good manner.
- This s the bank employee's responsibility to effectively handle the complaints if any, so it is necessary to have a positive attitude to the customers.
- Bank staffs must give a genuine interest in helping the customers.
- The bank employees must ask questions and find out the actual problem of the customers.
- Employees must be willing to hear the problems of customers.

CONCLUSION

Customer satisfaction is very much required for the proper working of a bank. In any business customer satisfaction is of paramount importance. Proper services provided by the bank increases the customer satisfaction and thus increase customer loyalty. It is clear from the study that there is relation between satisfaction and safety also satisfaction and service provided. So all together the conclusion that comes is that the customers are satisfied with the services provided by the bank during the COVID 19 pandemic.

APPENDIX

A STUDY ON CUSTOMER SATISFACTION ON THE BANKING SERVICES PROVIDED BY SBI BANKS DURING THE COVID 19 PANDEMIC.

1. Full Name

2. Gender

Female ☐ Male ☐

3. Age

4. Customers of SBI are satisfied with the services provided

Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐

5. Sufficient sanitizers are provided

Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐

6. Social distancing was ensured by the bank authorities

Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐

7. Authorities ensured customers wore mask

Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐

8. Bank employees are using mask during working hours

Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐

9. As per Covid protocol bank is allowing only limited customers

Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐

10. Internet banking facility is encouraged by the bank

Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐

11. IBA has asked banks to open only limited branches and SBI is following it
Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐
12. Bank is showing empathy to customers while making sound business during this pandemic
Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐
13. Bank is urging people to use cheque drop boxes to avoid crowding
Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐
14. Person to person payment integration emerges as a wild card for customer satisfaction.
Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐
15. Banks stopped foreign currency purchases
Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐
16. Satisfaction is more among customers who have linked to digital services like NEFT, RTGS
Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐
17. Interaction between bank and customers is more digital during this pandemic
Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐
18. Bank ensures that it provides the four essential services
Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐

19. Bank is providing fast and easy procedure for banking at any time and any place

Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐

20. Bank staffs are willing to listen and respond to customer's needs during this pandemic

Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐

21. Suggestion boxes are provided

Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐

22. Transactions are reliable and safe

Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐

23. Bank employees provide friendly and comfortable services

Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐
Strongly disagree ☐

CONCLUSION

Customer satisfaction is very much required for the proper working of a bank. In any business customer satisfaction is of paramount importance. Proper services provided by the bank increases the customer satisfaction and thus increase customer loyalty. It is clear from the study that there is relation between satisfaction and safety also satisfaction and service provided. So all together the conclusion that comes is that the customers are satisfied with the services provided by the bank during the COVID 19 pandemic.

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