

A Study on Customer Satisfaction Towards Technology Services Provided By State Bank of India in Tiruchirappalli

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ABSTRACT

In competitive banking environment, customer satisfaction is considered as most imperative factor for the success of banks. To attain the high level of customer satisfaction and to retain the customer base, it is important for the banks to deliver quality services to its customers. The main objective of the study is to study the level of customer satisfaction towards technology services provided by SBI and to estimate the performance of SBI based on the service provided. For this purpose a sample of 120 customers was collected. Convenience sampling was used. The data were analyzed with percentage analysis, mean score, chi-square and ANOVA as tools. The conclusion is that there is a need for SBI staff to have training in the areas of technology and interactive skills.

Key Words: Customer Satisfaction, Services and Convenience Sampling

1. INTRODUCTION

Indian Banking has gone through enormous changes since independence. Introduction of new technologies, economic uncertainties, fierce competition and changing demand of customers created a competitive scenario for banks. In today's fast moving life and highly competitive environment, the banking sector has to understand and analyze the customer's perception and requirements for service quality. To attain the high level of customer satisfaction and to retain the customer base, it is important for the banks to deliver quality services to its customers. The term service quality can be termed as a significant determinant of competitiveness for establishing the sustainable and satisfying relationships with customers. Customer satisfaction is a measure of how products and services provided by any organization meet the expectation of a customer. The efficiency of the banking sector depends on how it delivers the technology services to its existing customers. To survive in this competitive environment, it is important for banks to provide fast and efficient services to its customers, more particularly technology services.

TECHNICAL SERVICES

ATM SERVICES:

An automated Teller Machine (ATM) is an electronic banking outlet, which allows customers to complete basic transactions without the aid of a branch representative or teller. Anyone with a credit card or debit card can access most ATMs. Using an ATM, customers can access their bank deposit or credit accounts in order to make a variety of transactions such as [cash](#) withdrawals, check balances, or credit mobile phones. If the currency being withdrawn from the ATM is different from that in which the bank account is denominated the money will be converted at an official [exchange rate](#). Thus, ATMs often provide the best possible exchange rates for foreign travelers, and are widely used for this purpose.

INTERNET BANKING SERVICES:

Internet banking system is a system that has been developed in order to help clients with the daily day to day transactions. Internet banking systems means that clients can now do banking at the leisure of their homes. Also known as Online Banking, the system allows transactional and non- transactional features. Online Banking or internet banking allows customers to conduct financial transactions on a secure website operated by the retail virtual bank.

MOBILE BANKING SERVICES:

Mobile banking is a service provided by a [bank](#) or other [financial institution](#) that allows its customers to conduct [financial transactions](#) remotely using a [mobile device](#) such as a [Smartphone](#) or [tablet](#). Unlike the related [internet banking](#) it uses software, usually called an [app](#), provided by the financial institution for the purpose. Mobile banking is usually available on a 24-hour basis. Some financial institutions have restrictions on which accounts may be accessed through mobile banking, as well as a limit on the amount that can be transacted. Transactions through mobile banking may include obtaining account balances and lists of latest transactions, [electronic bill payments](#), and [funds transfers](#) between a customer's or another's [accounts](#). Some apps also enable copies of statements to be downloaded and sometimes printed at the customer's premises; and some banks charge a fee for mailing hardcopies of bank statements.

REVIEW OF LITERATURE

Fayaz Ahmad et. al., 2017 In his study, the level of customer satisfaction in both conventional and Islamic banks is measured through comparative study. Data were collected through a well-designed questionnaire on Likert's five point scale from both Islamic and conventional banks of Saudi Arabia. Data were collected from four regions (Riyadh, Dammam, Makkah and Madinah) with the intention to represent the whole Saudi Arabia. After using independent samples t-test and one-way ANOVA, it has been found that customers are equally satisfied with both types of banks and also no difference of customer satisfaction was found from different regions. This is a good sign for Islamic banking as it is competing with a conventional banking system which has its long history. At the end suggestions for developing Islamic banking in Saudi Arabia were presented.

Motin Bashiru et. al., 2016 The study revealed that current account, savings account and ATM services were at least of high quality to majority of the respondents. However, over 40% of the respondents were not satisfied with the quality of the bank's products and services. Management of GCB bank should organize a regular in-service training programme on customer service for the entire staff of the Wa branch in order to improve their customer service skills which would ultimately impact positively on the performance of the bank.

Dr. Edwin M. Agwu et. al., 2014 this study investigated the extent of adoption and usage of the mobile phone banking services among banking customers in Nigeria and the associated problems. In the research, ten out of twenty one banks were selected in Nigeria. The findings of this study however, discovered that phone banking was more established than internet banking and ATM services, but ATM services had a wider reach. In summary, the overriding factors affecting this situation included the cost and maintenance involved, education of customers, poverty and infrastructure availability. Recommendations are therefore awareness creation of the services and

associated business environment, security improvement of the services and tough government regulations for general electronic banking services in the Nigerian context.

The earlier researches conducted in the field of customer satisfaction towards technology services have been done with different perspectives confined to different geographical locations all over the world. This study has been attempted to examine the customer satisfaction towards technology services provided by SBI in Tiruchirappalli.

STATEMENT OF THE PROBLEM

In today's techno-based banking, ATM, internet banking and mobile banking have become indispensable. To ensure that the services of Indian banks are properly rendered, the socioeconomic characteristics of the customers have to be studied. Today's customers are more dynamic in their thinking. Their taste, needs and preferences keep changing as per the current situations. Therefore customer's satisfaction is an important factor for capturing the market and also for retaining the existing ones. With this as the backdrop, the present study analyzes the level of satisfaction of the technology users, and factors that influence the customers. Hence the researcher has selected the topic "A Study on Customer Satisfaction towards Technology Services Provided by State Bank of India in Tiruchirappalli".

NEED FOR THE STUDY

The highly competitive market conditions in the banking sector pressurize them to deliver high-quality services. Use of technology in expanding banking is one of the key focus areas of banks. The banks in India are using Information Technology (IT) not only to improve their own internal processes but also to increase facilities and services to their customers. State Bank of India (SBI) is the nation's largest and oldest bank. SBI has been rolling out its own network of automated teller machines as well as developing anytime-anywhere banking services through internet and other technologies. The Bank is forging ahead with cutting edge technology and innovative new banking models. But still the usage level of technical service is unknown. Half of the people that have tried technical services will not become active users. To know the impact of technical service, it is essential to understand the usage intention among the service users. So, the primary objective is ascertaining the level of satisfaction of SBI customers towards technology services provided by SBI in Tiruchirappalli.

OBJECTIVES OF THE STUDY

1. To study the level of customer satisfaction towards technology services provided by SBI.
2. To find out the impact of demographic factors on customer satisfaction.

HYPOTHESES

1. There is significant association between the demographic variables of respondent and their customer satisfaction.
2. There is significant relationship between the usage of technology services of SBI and the level of satisfaction of the customers.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The researcher has undertaken **Descriptive Research Design** for the present study. Descriptive research design is concerned with the research studies with a focus on the portrayal of the characteristics of a group or individual or a situation. The main objective of such study is to acquire knowledge.

SAMPLING TECHNIQUE AND SIZE

For the present study, the selection of respondents was ultimately based on convenience sampling, a non-probability sampling technique and the sample size is 120 respondent customers of SBI in Tiruchirappalli.

COLLECTION OF DATA

Both primary and secondary data have been collected for the research work.

PRIMARY DATA

Primary data had been collected through a questionnaire designed especially for measuring the customer satisfaction towards technology services provided by SBI in Tiruchirappalli.

SECONDARY DATA

Secondary data was collected from the journals, books, magazines and relevant web sites in the internet were also used appropriately.

ANALYSIS OF DATA AND TOOLS USED FOR ANALYSIS

The collected data were tabulated and analyzed by using appropriate tools such as Percentage analysis, Mean Score, One way Analysis of Variance and Chi-Square test.

DATA ANALYSIS AND INTERPRETATION:

TABLE NO: 1 DEMOGRAPHIC FREQUENCY TABLE

VARIABLES	DESCRIPTION	FREQUENCY	PERCENTAGE
Age	21-30	42	35
	31-40	32	27
	41-50	25	21
	Above 50	21	17
	Total	120	100
Gender	Male	37	31
	Female	83	69
	Total	120	100
Education	10 th -12 th std	27	23
	UG	35	29
	PG	42	35
	Professional	16	13
	Total	120	100
Occupation	Govt. employee	51	42
	Private employee	25	21
	Students	21	18
	Others	23	19

	Total	120	100
Income	Less than Rs. 10000	31	26
	Rs.10001-Rs. 20000	46	38
	Rs. 20001-Rs.40000	23	19
	Rs. 40001-Rs.50000	20	17
	Total	120	100

The above table reveals that among 120 respondents, 35 percent are in the age group of 21-30, 37 percent in the age group of 31-40, 21 percent in the age group of 41-50 and balance of 17 percent in the age group of above 50. A maximum of 69 percent of the respondents are female and 31 percent are male. The educational qualification shows that 35 percent were studied PG level,29 percent were studied UG level,13 percent were professional qualification.42 percent of the respondents have stated their occupation as the employees of the Government concern,21 percent of the respondents were private employee and 18 percent were students. 38 percent of the respondents come under the income group of Rs.10001-Rs.20000, 26 percent are in the group of less than Rs.10000 and 19 percent are in the group getting the income Rs.20001-Rs.40000.

FACTORS DETERMINING CUSTOMER SATISFACTION

The factors that determine the customer satisfaction towards technology services provided by SBI and the mean score for each of these factors is shown in the following table no.2. On the basis of the value of mean score ranks are also given for these factors.

TABLE NO: 2

S. NO	FACTORS	MEAN SCORE	RANK
1	ATM Services	3.170	I
2	Internet Banking Services	3.036	II
3	Mobile Banking Services	2.985	III
4	Communication through modern Technology	2.846	VI
5	Download Suitable Apps	2.690	VII
6	E-Payments	2.899	V
7	Account information and Balance Enquiry	2.921	IV

The above table reveals that an ATM service is found to have the highest score followed by internet banking services and mobile banking services. On the other extreme download suitable apps, communication through modern technology, E-payments and account information and balance enquiry received lowest scores. This indicates ATM, online banking and mobile banking services are good in SBI.

CALCULATION OF ONE WAY ANOVA

One way ANOVA test is applied to determine the significance of the demographic factors like gender, age, educational qualification, income and occupation with the different factors determining the customer satisfaction in SBI.

TABLE NO: 3
ANOVA: DEMOGRAPHIC VARIABLES AND CUSTOMER SATISFACTION

Factors Determine Customer Satisfaction	Sum of Squares	Df	Mean Square	F value	Sig.	Result S/NS
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Gender	Between Groups	121.750	1	121.750	2.426	0.123	NS
	Within Groups	4918.208	98	50.186			
	Total	5039.96	99				
Age	Between Groups	696.60	3	232.2	5.133	0.003	S
	Within Groups	4343.36	96	45.24			
	Total	5039.96	99				
Educational Qualification	Between Groups	168.048	3	56.016	1.104	0.351	NS
	Within Groups	4871.91	96	50.750			
	Total	5039.96	99				
Occupation	Between Groups	235.49	6	39.25	0.760	0.603	NS
	Within Groups	4804.47	93	51.66			
	Total	5039.96	99				
Monthly Income	Between Groups	131.57	5	26.314	0.504	0.773	NS
	Within Groups	4908.39	94	52.217			
	Total	5039.96	99				

P Value > 0.05 means Not Significant; P Value < 0.05 means Significant

There is no significant difference in gender ($F=2.426, p>.05$), educational qualification ($F=1.104, p>.05$), occupation ($F=0.760, p>.05$) and monthly income ($F=0.504, p>.05$) among the respondents of different factors determining customer satisfaction.

There is a significant difference in age ($F=5.133, p<.05$) among the respondents of different factors determining customer satisfaction.

CHI-SQUARE TEST

The data obtained from the questionnaires were tested using Chi-square to determine the association between the dependent and independent variables as well as the direction of the relationship.

H₁: There is an association between the usage of technology services of SBI and the level of satisfaction of customers.

H₀: There is no association between the usage of technology services of SBI and the level of satisfaction of customers.

TABLE NO: 4
SUMMARY OF CHI-SQUARE VALUES ON TECHNOLOGY USAGE INDICATORS

LATENT VARIABLE INDICATOR	CHI-SQUARE	DF	ASYMP. SIG	RESULT
ATM Services	0.644	3	0.000	NS
Internet Banking Services	2.202	4	0.000	NS
Mobile Banking Services	10.725	4	0.000	S

NS-Not Significant, S-Significant

Note: $\alpha = 0.05$, critical value from table at 4 degrees of freedom (DF) = 9.488 and at 3 degrees of freedom (DF) = 7.815.

From the above table the calculated Chi-square values for the first and second indicators for the latent variable 'Technology Usage,' which are ATM services and Internet banking services were found to have lower values than the table value of 9.488 at 4 degrees of freedom and 7.815 at 3 degrees of freedom, respectively with levels of significant of 0.000 for all indicators, which are less than the critical value of 0.05 ($p < 0.05$). This shows that these indicators have an association on latent variable Technology Usage.

The calculated Chi-square values for indicator Mobile banking services is 10.725, which is higher than the table value of 9.488 at 4 degrees of freedom. This indicator has no association on latent variable Technology Usage.

From the above table it can be inferred that there exists a significant association between the levels of satisfaction and services provided by SBI with ATM services, Internet banking services.

FINDINGS

- Maximum of the respondents are from the age group of 21-30 in our survey
- Majority of the respondents are female in our survey.
- Majority of the respondents have stated their occupation as the employees of the Government concern.
- A maximum of 38% of respondents are post graduates.
- 48 percent of the respondents come under the income group of Rs.10001-Rs.20000.
- Among the 7 factors taken up for the study, an ATM service is found to have the highest mean score.
- The one way ANOVA test applied revealed that the demographic variables like gender, educational qualification, occupation and monthly income were not significant with the opinion on maximum number of factors determining the customer satisfaction. Only the age was significant with the factors determining customer satisfaction.
- The result of Chi-Square justified that ATM services and Internet banking services were found to have an association effect on the level of satisfaction of customers. Only the mobile banking services were found to be strong in explaining the influence of technology on the level of satisfaction of customers.

SUGGESTIONS

- Majority of the customers will prefer online bill payment facility provided by SBI. So the management should give low service charges and offering prices on Online Bill Payments.
- Advertisement of SBI is very less when compared with the competitors. It may lead to switching on other Banks. To overcome the Bank management should promote more advertisements through various advertisement vehicles.
- Since private sector Banks are the main competitors of the SBI, so the Bank management should always work out special market strategies to retain the current customers and also increase the market share of SBI customers, by regular advertisements, improving service quality, introducing new technology for the customers.
- The bank should attract best talent and retain that talent by right kind of policies in respect of salary, incentives, etc.

CONCLUSION

The present study entitled a study on customer satisfaction towards technology services provided by State Bank of India in Tiruchirappalli has been undertaken with the objective of ascertaining the level of satisfaction of SBI customers towards technology services provided by SBI in Tiruchirappalli. For this purpose a sample of 120 customers was collected. Convenience sampling was used. The data were analyzed with percentage analysis, mean score, chi-square and ANOVA as tools. The findings demonstrated that to gain acceptance of technology services provided by the bank. State Bank of India need to take necessary actions to educate the customers about the use of technology such a way it helps the customers as well as banks to save their time and effort. Another conclusion is that there is a need for SBI staff to have training in the areas of technology and interactive skills.

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