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ANALYSIS OF CUSTOMER SATISFACTION OF SELECTED PRIVATE SECTOR BANK

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ABSTRACT

This paper attempt to investigate how much clients are happy with the administration given by the private bank and how consumer loyalty's impact nature of administrations given by banks. Presently day's client considers a key component of any industry or business so we can say that for any long haul relationship consumer loyalty is vital. Private banking is an account part and particularly new age private banks are exceptionally well known towards their administrations so this research attempts to discover which primary viewpoints for consumer loyalty are. For this study we used basically primary data, In primary data a structured questionnaire prepared which includes 12 key elements of banking services. Total 600 sample size taken for three different private banks. For the analysis frequency analyses is adopted to investigate the relationship between demographical variable and satisfaction variable. The findings support the positive relationship between satisfaction variable and demographical variable and conclusion is customer are satisfied with the services given by these banks.

Keywords: Customer satisfaction, private banks, demographical variable, industry, customer loyalty.

INTRODUCTION

A consolidated money related establishment is particularly basic in invigorating and go along monetary advancement for any nation. A well working fiscal division empowers capable intermediation of cash related resources. The more fruitful money related structure is, in asset time and in its bit, the more essential is its obligation to managing an account related accomplishment. The exchanging of advantages by picking up and progressing is essential to any economy. Without these exchanges the dimension of budgetary advancement can't be maintained; work and pay can't be made.

In pre-liberalization period India confronted numerous progressions. In spite of the way that there was a vital advancement of Indian Banking in the midst of what's more, right away after the Second World War it was not adequate to meet the requirements of such an immense country like India with a considerable people and unfamiliar resources. The nationalization of the business banks was a "transformation" in the Indian dealing with a record system. It was a "significant" and weighty event ever.

This agitation did not just suggest a difference in the proprietorship. of these banks yet it was the beginning of a sorted out endeavor to use a basic bit of the cash related framework for the country's

monetary progression. Following the Nationalization Act of 1969 and the nationalization of 14 biggest business banks raised the general population area banks offer of store from 31% to 86%. The further nationalization of six more banks in 1980, raised the public sector banks' share of deposits to 92%.

The 14 bank nationalized in 1969

1. Central Bank of India
2. Indian Overseas Bank
3. Bank of Maharashtra
4. Bank of Baroda
5. Dena Bank
6. Union Bank
7. Punjab National Bank
8. Allahabad Bank
9. Syndicate Bank
10. United Bank of India
11. Canara Bank
12. UCO Bank
13. Indian Bank
14. Bank of India

The banks nationalized in 1980

1. Andhra Bank
2. Corporation Bank
3. New Bank of India
4. Oriental Bank of Commerce
5. Punjab and Sindh Bank
6. Vijaya Bank

PRIVATE BANKING SECTOR

Private Sector Banks are those Banks which are possessed by the private players. The private division assumed a vital part in the advancement of joint area bank's changes in India. In 1951, there were in every one of the 556 private division banks, of which 474 were nonscheduled and 92 were scheduled. As of March 31, 2009, the Indian banking system comprised 30 public sector banks, 10 new private sector banks, 14 old private sector banks, 30 foreign banks, 90 Regional Rural Banks (RRBs), 4 Local Area Banks (LABs), 2170 urban cooperative banks, 31

state co-operative banks and 371 district central co-operative banks.

LITERATURE REVIEW

In A COMPARATIVE STUDY OF PUBLIC AND PRIVATE SECTOR BANKS OF INDIA IN REGARDS TO CUSTOMER SATISFACTION (Dr. Anita, 2014). Has conducted a survey of 400 customer 200 each from public and private sector bank and examine the expectation and satisfaction level of the customer toward these banks. Related to her study, using Cronbach's Alpha test she has concluded that the private sector banks are leading public sector banks in marketing strategies, 24*7 facilities and interest rates. This study also shows that facilities like infrastructure, décor, sitting facilities, signage, etc. are very important aspect of customer satisfaction according to customer point of view.

In this paper "A survey of customer satisfaction barometers: Some results from the transportation-communications sector" (E. Grigoroudis & Y. Siskos, 2002), examine the selected companies performance with reference to customer satisfaction. With the use of Fornell's model customer satisfaction barometer was estimated, which includes variable like satisfaction causes (quality, expectations, etc), satisfaction and satisfaction results (complaints and loyalty). Using different barometers they resulted that compare to other industries like Bank, mobile, automobile etc are more customer response than Transport & Communication industry.

Customer satisfaction and awareness of Islamic banking system in Pakistan (N. A. Khattak & Kashif-Ur-Rehman, 2010). Countries like Pakistan, Iran, Iraq, Malaysia etc. were Islamic banking (IB) are famous same as conventional banking. Responses of 156 customers through structured questionnaire are taken from which they concluded that customers

prefer both banks which shows that customers feels IB provide less facilities compare to conventional banking. Customers use IBS because of their religious reason but other facilities like transactions, working hours, bank efficiency etc. motivate them.

RESEARCH METHODOLOGY

These study presents ask about plans and methodologies have been used by the examiner in this examination. It's united the issue proclamation; investigate targets, hypothesis definition, test depiction, frequency analysis and data gathering techniques estimation of variables. The reliabilities, validities of measures and factor examination are furthermore given toward the end periods of this segment.

Sampling

Considering the titled of the study “ANALYSIS OF CUSTOMER SATISFACTION OF

SELECTED INDIAN PRIVATE SECTOR BANKS” for this total 600 sample size was taken from selected four private banks. The choice of bank depended on their quality in the market and fame, accessibility of information about different parameters and so forth.

1. HDFC bank
2. ICICI bank
3. Axis bank
4. Yes bank
5. IndusInd bank
6. Federal bank

Research Design

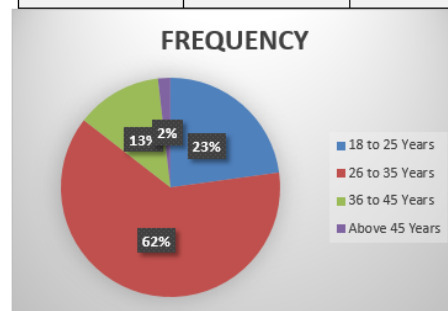
To find out the result this research primary data was used and structured questionnaire prepared and distributed to customers who have account in selected private banks. As customers of various age

groups and income level have different requirements from the bank it was thought appropriate to go in for Stratified Sampling in the second stage of sampling. Total 600 questionnaires were distributed and all fully filled and fit for further data analysis were collected from the banking customers holding different account and maintaining average account balance group from Ahmedabad city. The participants were from different age, gender, education, income, and occupation group. In the investigation Frequency, Percentage, used to discover the general customer loyalty of various chosen banks.

DATA COLLECTION AND ANALYSIS

AGE OF THE RESPONDENTS

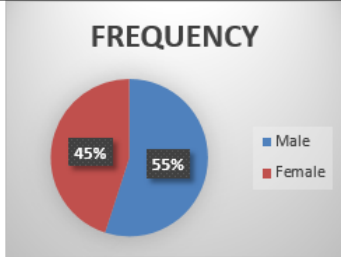
VARIABLE	FREQUENCY	%
18 to 25 Years	137	23%
26 to 35 Years	376	63%
36 to 45 Years	76	13%
Above 45 Years	11	2%
TOTAL	600	100%



From the above table it can be seen that 23% of the respondents are between age group of 18 to 25 years, more than 60% of the respondents are between age group of 26 to 35 years. 13% of the respondents are between age group of 36 to 45 years while only 2% of the respondents are above 45 years.

GENDER OF THE RESPONDENTS

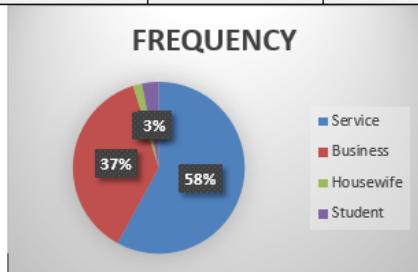
VARIABLE	FREQUENCY	%
Male	330	55%
Female	270	45%
TOTAL	600	100%



From the above table it can be seen that 55% of the respondents are Male and, 45% of the respondents are Females.

OCCUPATION OF THE RESPONDENTS

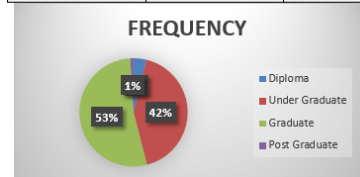
RVARIABLE	FREQUENCY	%
Service	348	58%
Business	223	37%
Housewife	10	2%
Student	19	3%
TOTAL	600	100%



From the above table it can be seen that 58% of the respondents are in service sector, 37% of respondents are belong to business other 3% respondents are students and last remaining 2% respondents are housewife's.

EDUCATION OF THE RESPONDENTS

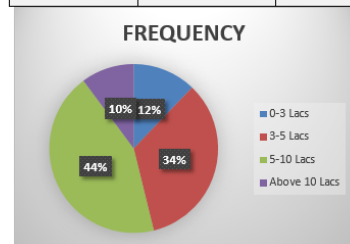
VARIABLE	FREQUENCY	%
Diploma	23	4%
Under Graduate	253	42%
Graduate	318	53%
Post Graduate	6	1%
TOTAL	600	100%



From the above table it can be seen that 53% of the respondents are in service sector, 42% of respondents are belong to business other 4% respondents are students and last remaining 1% respondents are housewife.

ANNUAL INCOME OF THE RESPONDENTS

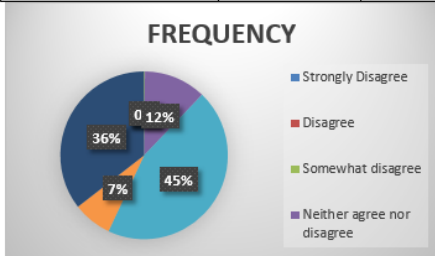
VARIABLE	FREQUENCY	%
0-3 Lacs	73	12%
3-5 Lacs	204	34%
5-10 Lacs	262	44%
Above 10 Lacs	61	10%
TOTAL	600	100%



From the above table it can be seen that 44% of the respondents have income between 5L to 10 lakh. 34% of respondents have income between 3L to 5lakh. Other than that 12% of respondents below 3 lakh and 10% of respondents have more than 10lakh income.

Banking companies will have modern looking equipment

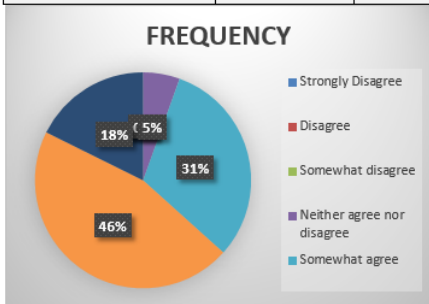
VARIABLE	FREQUENCY	%
Strongly Disagree	0	0%
Disagree	0	0%
Somewhat disagree	1	0%
Neither agree nor disagree	72	12%
Somewhat agree	269	45%
Agree	45	8%
Strongly Agree	213	36%
TOTAL	600	100%



From above the table we see that 36% strongly believed that banking companies will have modern looking equipment. 45% somewhat agree other than that 12% neither agree nor disagree and 7% only agree with the statement.

When a customer has a problem, banks show a sincere interest in solving it.

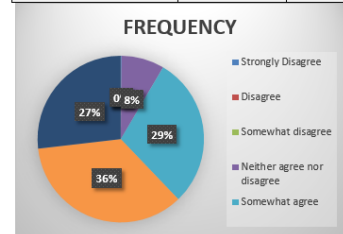
VARIABLE	FREQUENCY	%
Strongly Disagree	0	0%
Disagree	0	0%
Somewhat disagree	0	0%
Neither agree nor disagree	33	6%
Somewhat agree	187	31%
Agree	274	46%
Strongly Agree	106	18%
TOTAL	600	100%



From above the table we see that 18% strongly believed that banks customer has a problem, show a sincere interest in solving it. While only 31% somewhat agree other than that 5% neither agree nor disagree and 46% only agree with the statement.

The bank has employees who give your personal attention

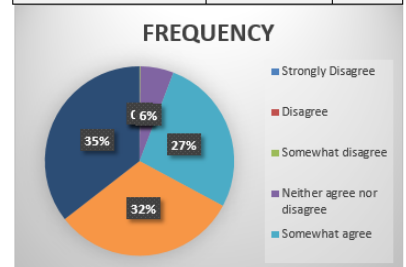
VARIABLE	FREQUENCY	%
Strongly Disagree	1	0%
Disagree	0	0%
Somewhat disagree	0	0%
Neither agree nor disagree	50	8%
Somewhat agree	176	29%
Agree	212	35%
Strongly Agree	161	27%
TOTAL	600	100%



From the above table it can be seen that 27% of the respondents are strongly agree with that the bank has employees who give your personal attention. More than 25% of the respondents somewhat agree with the this facility, while only 8% of the respondents are neither agree nor disagree and 36% respondents only agree with that.

Employees of banks will always be willing to help customers.

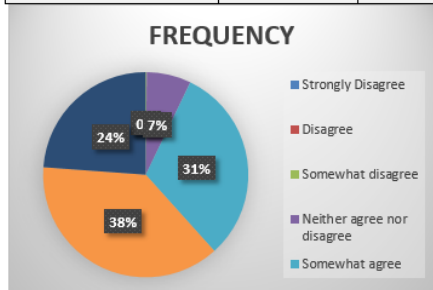
VARIABLE	FREQUENCY	%
Strongly Disagree	0	0%
Disagree	0	0%
Somewhat disagree	1	0%
Neither agree nor disagree	34	6%
Somewhat agree	162	27%
Agree	190	32%
Strongly Agree	213	36%
TOTAL	600	100%



From over the table we see that 35% firmly trusted that the Employees of banks will always be willing to help customers. While just 27% somewhat agree other than that 6% neither agree nor disagree and 32% just agree with that.

The behavior of employees in banks will instill confidence in customers

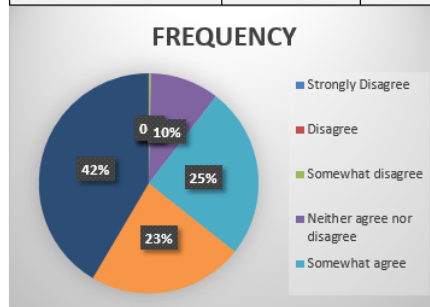
VARIABLE	FREQUENCY	%
Strongly Disagree	0	0%
Disagree	0	0%
Somewhat disagree	1	0%
Neither agree nor disagree	42	7%
Somewhat agree	187	31%
Agree	227	38%
Strongly Agree	143	24%
TOTAL	600	100%



From over the table we see that 24% firmly trusted that the behavior of employees in banks will instill confidence in customers, While just 31% somewhat agree other than that 7% neither agree nor disagree and 38% just agree with that.

The employees of the bank understand your specific needs

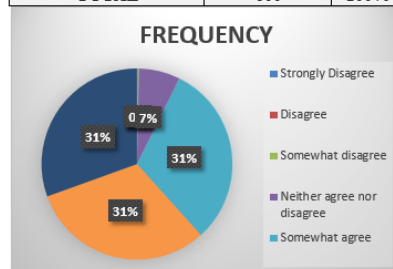
VARIABLE	FREQUENCY	%
Strongly Disagree	0	0%
Disagree	0	0%
Somewhat disagree	2	0%
Neither agree nor disagree	61	10%
Somewhat agree	151	25%
Agree	137	23%
Strongly Agree	249	42%
TOTAL	600	100%



From the above table it can be seen that 42% of the respondents are strongly agree with that the employees of the bank understand your specific needs. More than 25% of the respondents somewhat agree with this facility, and only 10% of the respondents are neither agree nor disagree while 9% somewhat disagree with this and 23% respondents only agree with that.

The bank has your best interests at heart

VARIABLE	FREQUENCY	%
Strongly Disagree	1	0%
Disagree	0	0%
Somewhat disagree	1	0%
Neither agree nor disagree	42	7%
Somewhat agree	186	31%
Agree	187	31%
Strongly Agree	183	31%
TOTAL	600	100%



From the above table it can be seen that 31% of the respondents are strongly agree with that the bank has your best interests at heart. More than 30% of the respondents somewhat agree with the this facility, while only 7% of the respondents are neither agree nor disagree and 31% respondents only agree with that.

CONCLUSION

According to the survey customer are satisfied with the services which are provided by the banks. The demographical variable is significantly correlated with the different aspects like bank has modern looking equipment; Banks will have operating hours convenient to all their customers, customer has a problem, banks show a sincere interest in solving it etc. In this male customer are more than female customers and other hand most of the customer fall 5 lakh to 10 lakh income level. There is 58 %b of customer who belongs to show service as occupation. This shows that except business man people who are from job are also prepare private banks. Now days customer more influenced by different services because in this digital world different banking options and services are needed. So banks have to work on their security features because customers find this is main factor and private banks provide less security. Bank like Yes bank and Indulnd bank customers find less according to security point of view. Other than that HDFC bank, ICICI bank and Axis banks are more trustable bank because they have transparent banking policy, working hours, and modern equipment's.

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