

A STUDY ON CUSTOMER SATISFACTION OF BANK SERVICES AT VALPARAI, COIMBATORE DISTRICT

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Introduction

A bank is a financial institution and a financial intermediary that accepts deposits and channels those deposits into lending activities, either directly by loaning or indirectly through capital markets. A bank links together customers that have capital deficits and customers with capital surpluses.

Due to their influential status within the financial system and upon national economies, banks are highly regulated in most countries. Most nations have institutionalized a system known as fractional reserve banking, in which banks hold only a small reserve of the funds deposited and lend out the rest for profit. In general terms, the business activity of accepting and safeguarding money owned by other individuals and entities, and then lending out this money in order to earn a profit.

This article is about the customer satisfaction of Bank Services in Valparai. There are five banks in Valparai namely State Bank of India, Union Bank of India, Indian Bank, Repco Bank and Co – Operative bank. In this study, we have taken only four banks (State Bank of

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India, Union Bank of India, Indian Bank and Repco Bank). Co-operative bank is not considered for the study due to less transaction.

This article is to find the satisfaction of their customers of banks in Valparai. The various factors make the satisfaction level of customers.

Channels of Banking

Banks offer many different channels to access their banking and other services:

- Automated Teller Machines
- A branch is a retail location
- Call center
- Mail: Most banks accept cheque deposits via mail and use mail to communicate to their customers, e.g. by sending out statements.
- Mobile banking is a method of using one's mobile phone to conduct banking transactions.
- Online banking is a term used for performing multiple transactions, payments, etc. over the Internet.
- Relationship Managers are mostly for private banking or business banking, often visiting customers at their homes or businesses.
- Telephone banking is a service which allows its customers to conduct transactions over the telephone with automated attendant or when requested with telephone operator.
- Video banking is a term used for performing banking transactions or professional banking consultations via a remote video and audio connection. Video banking can be performed via purpose built banking transaction machines (similar to an Automated teller machine), or via a video conference enabled bank branch clarification.
- DSA is a Direct Selling Agent, who works for the bank based on a contract. Its main job is to increase the customer base for the bank.

Objectives of the study

1. To study the customer satisfaction about banking services at various banks in Valparai.
2. To find out the products and services of the various banks in Valparai.
3. To know the awareness level of customer towards bank facilities of banks in Valparai.
4. To know the overall banking services of all banks in Valparai.
5. To know which bank services are most appreciated by the customers in Valparai.

Limitations of the study

1. The data are collected only at the banks in Valparai Taluk.
2. Sometimes respondents may provide false information.
3. Questionnaire survey main techniques used in this study, which are wholly based on the customer satisfaction at the time of answering.
4. Time and resources are also limiting factor of the study.
5. The survey purely based on opinion of customer which may be biased at times.

Banks in Valparai

State Bank of India	
Established Year	: 08.09.1973
Years of Service	: 40
Current Manager Name	: Mr.R.Rajasekar
Indian Bank	
Established Year	: 22.10.1972
Years of Service	: 39
Current Manager Name	: Mr.Dhandabani
Union Bank	
Established Year	: 15.03.1969
Years of Service	: 45
Current Manager Name	: Rajesh.M.Tiwari
Repc Bank	
Established Year	: 21.06.1977
Years of Service	: 36
Current Manager Name	: Mr.Venkatachalapathi

Functions Performed by various banks in Valparai

1. State Bank of India (SBI)

1. Current accounts
2. Savings Accounts
3. Fixed Deposits
4. Home Loans
5. Personal Loans
6. Car Loans
7. Business Loans
8. Education Loans
9. Loan Against Property
10. Over Draft
11. Internet Banking
12. Mobile Banking
13. State Bank Mobi - cash
14. ATM Services
15. Money Marketing Account
16. Certificate of Deposit
17. Individual Retirement Account
18. Credit card
19. Debit Card
20. Mortgage Loan
21. Mutual Fund
22. CheckBooks, etc.

2. Indian Bank (IB)

1. Savings Account
2. Current Account
3. Fixed Deposit
4. Debit Card

5. Credit Card
6. Mobile Banking
7. Net Banking
8. Re – Investment Plan
9. Recurring Deposit
10. Variable Recurring Deposit
11. Special Recurring Deposit
12. Vidhya Nidhi Recurring Deposit
13. NRI Deposit scheme
14. Power Account for achievers
15. Unit Deposit Scheme
16. Facility Deposit Scheme
17. Advantage Account
18. Self Help Group Loan

3. Union Bank of India (UBI)

1. Savings Account
2. Student Account
3. Current Account
4. Credit Cards
5. Debit Cards
6. Deposit Reinvestment Certificate
7. Deposit Scheme
8. Education Loan
9. Flexi Deposit
10. Health Loan
11. Home Loan
12. Internet Banking
13. Life Insurance
14. Monthly Income Scheme
15. Mortgage Loans
16. Multi City Cheque Books
17. Multi Gains Savings Account

18. Multicity Cheque
19. Mutual Funds
20. Non Life Insurance
21. Senior Citizens Scheme
22. Trade Finance
23. Union Insured Recurring Deposit

4. Kodai Vizha Loan Scheme **Repc Bank**

1. Savings Account
2. Current Account
3. Self Help Group Loan
4. Loan Services against Gold
5. Loan Service against Mortgage
6. Loan Services, Personal
7. Loan Service from Bank
8. Loan Service for Automobile
9. Education Loan
10. Fixed Deposit
11. Micro Finance

Measures

The questionnaire was open ended with receiving their personal details such as name, occupation and contact details. First six questions were about their bank in which they have accounts, age of the respondent, gender of the respondent, times of visits to their bank, in which bank, they have accounts and about the service and quality of service offered by the bank. From 7th questionnaire till 9th questions the customer satisfaction about the service offered by the customer service officers and manager and total bank services of collecting as highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied. Questions 10th-15th, communication from the bank to the customer and responses to the customer enquiries are gathered. Question 16 deals with the telephonic enquiry with the bank by the customer, questions 17th till 21st gathered information from the respondent about their bank loan, services in loan issuing factor.

Unit of Analysis and Sampling

The sample is 100 for the study. From the sample, 53 respondents have accounts at state bank of India, 18 at Union bank of India, 17 in Repco bank and 14 at Indian Bank in Valparai. The questionnaire was prepared and issued to 100 customers of the bank at Valparai Taluk only.

Methodology

The study used a cross-sectional research method which allowed the researchers to integrate the related literature, the in-depth interview, the pilot study and the actual survey as the main procedure for data collection. The use of this method would contribute to accurate and high quality data. The questionnaire was prepared the researchers begin with the analysis of customer satisfaction provided by the various banks in Valparai.

Table 1:

Factors	Classification	No of Respondent	No of Percentage
Name of the Bank A/c	State Bank	50	50
	Indian Bank	12	12
	Union Bank	12	12
	Repco Bank	17	17
	SBI & Indian bank	1	1
	SBI, Indian bank & Union bank	6	6
	SBI, Indian bank & Union bank, Repco bank	2	2
	Total	100	100
Age of the Respondent	Below 20 years	5	5
	21-30 years	48	48
	31-40 years	18	18
	41-50 years	14	14
	Above 50 years	15	15
	Total	100	100
Gender of the Respondent	Male	56	56
	Female	44	44
	Total	100	100
Time of Visit to Bank in the Last 3 Months	1-5 Times	51	51
	6-10 Times	26	26
	10-15 Times	9	9
	More than 20 Times	14	14

	Total	100	100
How often are you served promptly	Always	34	34
	Most often	16	16
	Often	28	28
	Sometimes	16	16
	Rarely	6	6
	Total	100	100
Quality of Service Provided By Our Customer Service Officers in the Bank	Very good	10	10
	Good	62	62
	Fair	18	18
	Poor	9	9
	Very poor	1	1
	Total	100	100

Analysis:

From the table 1, Under the Bank Account 50% of the respondents have account at the State bank of India, 12% of the respondents have account at the Indian bank, 12% of the respondents have account at the Union bank of India, 17% of the respondents have account at the Recco bank of India, 1% of the respondents have account at the SBI and Indian Bank, 6% of the respondents have accounts at the SBI, Indian Bank and Union Bank and 2% of the respondents have accounts at the SBI, Indian Bank, Union Bank and Recco Bank. In Age group, 5% of the respondents are under 20 years of the age, 48% of the respondents are above 21 - 30 years of the age, 18% of the respondents are above 31 - 40 years of the age, 14% of the respondents are above 41 - 50 years of the age and 15% of the respondents are above 50 years of the age. Under Gender of the respondent 56% of the respondents belong to Male category and 44% of the respondents belong to Female category. Under times of visits to the branch bank 51% of the respondent visits 1-5 times last 3 months, 26% of the respondent visits 6-10 times in last 3 months, 9% of the respondents visits 10 – 15 times in last 3 months and 14% of the respondents visits more than 20 times in last 3 months. Under promptness in service provided by the bank 34% of the respondents says they are served promptly, 16% of the respondents say they are most often served promptly, 28% of the respondents says they are often served promptly, 16% of the respondents says they are sometimes served promptly and 6% of the respondents says they are rarely served promptly. According to the quality of service 10% of the respondents express that the quality of service is very good, 62% of the respondents express as good quality of service, 18% says fair quality of service, 9% says poor quality of service and 1% of the respondents says very poor quality of service provided by our customer service officers in the bank.

Table 2:

Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Satisfaction of customer towards Customer Service officers of the Bank					
Knowledge of the customer Services available at the Bank	9	70	12	9	0
Willingness to Listen and Respond to Your Need	5	64	20	9	2
Professional Appearance	6	60	24	8	2
Overall Performance	3	65	22	8	2
Friendliness and courtesy	4	47	30	13	6
Availability to Customers When Needed	5	63	19	9	4
Satisfactions of customers towards Managers Activity of the Bank					
Knowledge of the customer Services Available at the Bank	7	64	15	10	4
Willingness to Listen and Respond to Your Need	7	52	26	11	4
Professional Appearance	5	56	25	11	3
Overall Performance	9	53	22	10	6
Friendliness and courtesy	9	46	24	16	5
Availability to Customers When Needed	8	54	22	11	5
Rating of customer Satisfaction in Bank Services					
Convenience (location and functioning of ATM)	15	68	12	3	2
Timings of the bank	12	74	10	2	2
Overall Efficiency of Services	10	63	19	4	4
Availability of Information Materials and Documentation	7	65	19	5	4
Clean and well maintained facilities	10	66	18	4	2

Analysis:

From the table 2, Customer Relationship Officers, Knowledge of services available at the bank 9% of the respondents are highly satisfied, 70% of the respondents are satisfied, 12% of the respondents are neutral, 9% of the respondents are dissatisfied. In willingness to listen the

customer 5% of the respondents are highly satisfied, 64% of the respondents are satisfied, 20% of the respondents are neutral, 9% of the respondents are dissatisfied, and 2% of the respondents are highly dissatisfied. Under Professional appearance 6% of the respondents are highly satisfied, 60% of the respondents are satisfied, 24% of the respondents are neutral, 8% of the respondents are dissatisfied and 2% of the respondents are highly dissatisfied. With Overall Performance 3% of the respondents are highly satisfied, 65% of the respondents are satisfied, 22% of the respondents are neutral, 8% of the respondents are dissatisfied and 2% of the respondents are highly dissatisfied. In Friendliness and Courtesy 4% of the respondents are highly satisfied, 47% of the respondents are satisfied, 30% of the respondents are neutral, 13% of the respondents are dissatisfied and 6% of the respondents are highly dissatisfied. On Availability to Customers when needed 5% of the respondents are highly satisfied, 63% of the respondents are satisfied, 19% of the respondents are neutral, 9% of the respondents are dissatisfied and 4% of the respondents are highly dissatisfied. Considering, Bank Manager, Under Knowledge of Services available at the Bank 7% of the respondents are highly satisfied, 64% of the respondents are satisfied, 15% of the respondents are neutral, 10% of the respondents are dissatisfied and 4% of the respondents are highly dissatisfied. Manager Willingness to listen and respond to your need 7% of the respondents are highly satisfied, 52% of the respondents are satisfied, 26% of the respondents are neutral, 11% of the respondents are dissatisfied and 4% of the respondents are highly dissatisfied. Under Professional Appearance of a Manager 5% of the respondents are highly satisfied, 56% of the respondents are satisfied, 25% of the respondents are neutral, 11% of the respondents are dissatisfied, 3% of the respondents are highly dissatisfied. With Overall Performance of the Manager 9% of the respondents are highly satisfied, 53% of the respondents are satisfied, 22% of the respondents are neutral, 10% of the respondents are dissatisfied and 6% of the respondents are highly dissatisfied. In Friendliness and Courtesy of the Manager 9% of the respondents are highly satisfied, 46% of the respondents are satisfied, 24% of the respondents are neutral, 16% of the respondents are dissatisfied and 5% of the respondents are highly dissatisfied. In Availability of Customers When Needed by Manager 8% of the respondents are highly satisfied, 54% of the respondents are satisfied, 22% of the respondents are neutral, 11% of the respondents are dissatisfied, 4% of the respondents are highly dissatisfied and 1% of the respondents are highly dissatisfied. In Convenience Location and Functioning of ATM Service 15% of the respondents are highly satisfied, 68% of the respondents are satisfied, 12% of the respondents are neutral, 3% of the respondents are dissatisfied, and 2% of the respondents are highly dissatisfied. In Timings of the Bank 12% of the respondents are highly satisfied, 74% of the respondents are satisfied, 10% of the respondents are neutral, 2% of the respondents are dissatisfied and 2% of the respondents are highly dissatisfied. In Bank Manager Overall Efficiency of Services 10% of the respondents are highly satisfied, 63% of the respondents are satisfied, 19% of the respondents are neutral, 4% of the respondents are dissatisfied, 4% of the respondents are highly dissatisfied. In Availability of Information Materials and Documentation 7% of the respondents are highly satisfied, 65% of the respondents are satisfied, 19% of the respondents are neutral, 5% of the respondents are dissatisfied and 4% of

the respondents are highly dissatisfied. In Clean and Well Maintained Facilities 10% of the respondents are highly satisfied, 66% of the respondents are satisfied, 18% of the respondents are neutral, 4% of the respondents are dissatisfied and 2% of the respondents are highly dissatisfied.

Table 3:

Factors	Classification	No of Respondent	No of Percentage
Received any messages for your acknowledgement from the bank	Yes	39	39
	No	60	60
	No Response	1	1
	Total	100	100
Receive your bank statement, when needed	Yes	39	39
	No	61	61
	Total	100	100
Regards to the message received from the bank please give your opinion			
Earning to read and understand	Very good	9	9
	Good	30	30
	Fair	4	4
	Poor	0	0
	Very poor	57	57
	Total	100	100
Accuracy	Very good	7	7
	Good	30	30
	Fair	6	6
	Poor	0	0
	Very poor	57	57
	Total	100	100
Completeness	Very good	6	6
	Good	31	31
	Fair	4	4
	Poor	2	2
	Very poor	57	57
	Total	100	100
Applied for any loan in the last year	Yes	31	31
	No	69	69
	Total	100	100
Contacted the branch by phone in the last 3 months	Never	56	56
	1-3 Times	35	35
	4-9 Times	8	8
	10-15 Times	1	1
	20 or more times	0	0
	Total	100	100

Analysis:

From the table 2, 39% of the respondents are received messages and acknowledgement from the bank, 60% of the respondents are not receiving any messages and acknowledgement from the bank and 1% of the respondents have no response. In 39% of the respondents have received bank statement, when needed and 61% of the respondents have not received bank statement. 9% of the respondents have received the message from the bank are very good earning to read and understand, 30% of the respondents have received the message from the bank are good earning to read and understand, 4% of the respondents have received the message from the bank are fair earning to read and understand, and 57% of the respondents have received the message from the bank are not earning to read and understand and very poor. In 7% of the respondents have received the message from the bank are very good accuracy, 30% of the respondents have received the message from the bank are good accuracy, 6% of the respondents have received the message from the bank are fair accuracy, and 57% of the respondents have received the message from the bank are not accurate. In 6% of the respondents have received the message from the bank are very good for completeness, 31% of the respondents have received the message from the bank are good for completeness, 4% of the respondents have received the message from the bank are fair for completeness, 2% of the respondents have received the message from the bank are poor for completeness and 57% of the respondents have received the message from the bank are very poor and incomplete. 31% of the respondents have applied for loan in the last year and 69% of the respondents have not applied for any loan in the last year. In the Last 3 Months 56% of the respondents have not contacted the bank over the phone. 35% of the respondents have contact 1 -3 times, 8% of the respondents have contact 4 - 9 times and 1% of the respondents have 10 - 15 times contacted.

Table 4:

Phone Call Response of the Bank					
Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Phone call response of the bank	7	31	23	7	32
Friendliness and courtesy	4	38	19	4	35
Call handled promptly	3	35	21	6	35
Willingness to Listen and Respond to Your Need	5	35	16	9	35
Quickly Connected to the Right Person	6	37	13	10	34
Availability of customers when needed	4	39	12	8	37
Overall performance	5	40	13	7	35
Factors	Classification		No of	No of	

		Respondent	Percentage
Which loan product of the bank you have used	Home loan	3	3
	Education loan	8	8
	Car loan	3	3
	Personal loan	34	34
	Other loan	40	40
	Specific	12	12
	Total	100	100
The services provided by the bank in advance product	Bad	6	6
	Satisfactory	46	46
	Good	43	43
	Excellent	3	3
	No Response	2	2
	Total	100	100
Which bank you depend for your regular transaction	SBI	57	57
	Indian bank	11	11
	Union bank	12	12
	Other bank	15	15
	SBI and IB	2	2
	SBI and IB & Union bank	3	3
	Total	100	100
Aware the products and services provided by the bank	Yes	48	48
	No	47	47
	No Response	5	5
	Total	100	100
Aware of the most advance products (loan segments) of the bank	Yes	26	26
	No	58	58
	No Response	16	16
	Total	100	100
Which bank you prefer for taking loans	SBI	45	45
	Indian bank	14	14
	Union bank	20	20
	Other bank	18	18
	Specify	3	3
	Total	100	100

Analysis:

From the table 4, With apnone call response of the bank 7% of the respondents are highly satisfied, 31% of the respondents aresatisfied, 23% of the respondents areneutral, 7% of the respondents arehighly dissatisfied and 32% of the respondents arehighly dissatisfied.In regard telephonic contact, friendliness and courtesy 4% of the respondents are highly satisfied, 38% of the respondents aresatisfied, 19% of the respondents areneutral, 4% of the respondents arehighly dissatisfied and 35% of the respondents are highly dissatisfied. In Telephone Call Handled

Promptly by Banks, 3% of the respondents are highly satisfied, 35% of the respondents are satisfied, 21% of the respondents are highly satisfied, 6% of the respondents are dissatisfied, 35% of the respondents are highly dissatisfied. In Telephone Call Willingness to listen and respond to Need 5% of the respondents are highly satisfied, 35% of the respondents are satisfied, 16% of the respondents are neutral, 9% of the respondents are dissatisfied and 35% of the respondents are highly dissatisfied. In Telephone Call Quickly Connected to the Right Person 6% of the respondents are highly satisfied, 37% of the respondents are satisfied, 13% of the respondents are neutral, 10% of the respondents are dissatisfied and 34% of the respondents highly dissatisfied. With Telephone Call Availability to Customers When Needed 4% of the respondents are highly satisfied, 39% of the respondents are satisfied, 12% of the respondents are neutral, 8% of the respondents are dissatisfied and 37% of the respondents highly dissatisfied. With Overall Performance of the Telephone Call Contact 5% of the respondents are highly satisfied, 40% of the respondents are satisfied, 13% of the respondents are neutral, 7% of the respondents are dissatisfied and 35% of the respondents are highly dissatisfied. 3% of the respondents have used the home loan product, 8% of the respondents have used the education loan product, 3% of the respondents have used the car loan product, 34% of the respondents have used the personal loan product, 40% of the respondents have used the other loan product, 12% of the respondents have used the specified loan product. On Feel about the advance product & services provided by the bank 6% of the respondents feel bad, 46% of the respondents feel satisfactory, 43% of the respondents feel good, 3% of the respondents feel excellent and 2% of the respondents have no response. Concern to dependency of customer for regular transaction 57% of the respondents approach State Bank of India, 11% of the respondents approach Indian bank, 12% of the respondents approach Union bank, 15% of the respondents approach other bank, 2% of the respondents approach State Bank of India and Indian bank and 3% of the respondents approach State Bank of India, Indian Bank and Union bank depend for regular transaction. 48% of the respondents aware the products and services provided by the bank, 47% of the respondents have no awareness about the products and services provided by the bank and 5% of the respondents have no response about awareness of the products and services provided by the bank. In the advance products & Services of the bank 26% of the respondents aware, 58% of the respondents no aware and 16% of the respondents have no response. In Preference in Taking Loan 45% of the respondents prefer State Bank of India, 14% of the respondents prefer Indian Bank, 20% of the respondents prefer Union Bank of India, 18% of the respondents prefer Other Bank and 3% of the respondents Specify private bank for taking loans.

Table 5:

Quality of service Provided by the customer service officer	Served Promptly					Total
	Always	Most Often	Often	Sometimes	Rarely	
Very Good	9(3.85)	20(21.35)	4(6.3)	2(3.15)	0(0.35)	35
Good	1(1.76)	14(9.76)	1(2.88)	0(1.44)	0(0.16)	16
Fair	1(2.97)	17(16.47)	8(4.86)	1(2.43)	0(0.27)	27
Poor	0(1.76)	8(9.76)	4(2.88)	4(1.44)	0(0.16)	16
Very Poor	0(0.66)	2(3.66)	1(1.08)	2(0.54)	1(0.06)	6
Total	11	61	18	9	1	100

Source: Primary Data and calculated Value

Null Hypothesis

The associations between the Willingness to listen to the customers need and served promptly is not significant.

Alternative Hypothesis

The associations between the Willingness to listen to the customers need and served promptly is significant.

Interpretation

As the calculated Chi- Square value (63.38) is greater than the table value (26.296) at the

Willingness to Listen	Served Promptly					Total
	Always	Most Often	Often	Sometimes	Rarely	
Highly Satisfied	5(2.52)	25(21.96)	6(7.56)	0(3.24)	0(0.72)	36
Satisfied	0(1.12)	14(9.76)	2(3.36)	0(1.44)	0(0.32)	16
Neutral	2(1.75)	16(15.25)	4(5.25)	3(2.25)	0(0.5)	25
Dissatisfied	0(1.19)	4(10.37)	8(3.57)	5(1.53)	0(0.34)	17
Highly Dissatisfied	0(0.42)	2(3.66)	1(1.26)	1(0.54)	2(0.12)	6
Total	7	61	21	9	2	100

5% level of significance for 16 degrees of freedom, the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, the associations between the Willingness to listen to the customers need and served promptly is significant.

Table 6:

Source: Primary Data and calculated value

Overall Performance	Knowledge of Services available at the bank					Total
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
Highly Satisfied	4(0.7)	3(3.71)	0(1.54)	0(0.63)	0(0.42)	7
Satisfied	5(6.4)	47(33.92)	10(14.08)	1(5.76)	1(3.84)	64
Neutral	0(1.6)	2(8.48)	11(3.52)	2(1.44)	1(0.96)	16
Dissatisfied	1(1)	1(5.3)	1(2.2)	6(0.9)	1(0.6)	10
Highly Dissatisfied	0(0.3)	0(1.59)	0(0.66)	0(0.27)	3(0.18)	3
Total	10	53	22	9	6	100

Null Hypothesis:

The associations between the Qualities of service provided by the customer service officer and served promptly is not significant.

Alternative Hypothesis:

The associations between the Qualities of service provided by the customer service officer and served promptly is significant.

Interpretation:

As the calculated Chi- Square value (45.126) is greater than the table value (26.296) at the 5% level of significance for 16 degrees of freedom, the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, the associations between the Qualities of service provided by the customer service officer and served promptly is significant.

Table 7:

Source: Primary Data and calculated value

Null Hypothesis:

The association between the overall performance and Knowledge of services available at the bank is not significant.

Alternative Hypothesis:

The association between the overall performance and Knowledge of services available at the bank is significant.

Interpretation:

As the calculated Chi- Square value (130.771) is greater than the table value (26.296) at the 5% level of significance for 16 degrees of freedom, the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, The association between the overall performance and Knowledge of services available at the bank is significant.

Table 8:

Source: Primary Data and calculated value

Null Hypothesis:

The association between the overall efficiency of service and served promptly is not significant.

Alternative Hypothesis:

The association between the overall efficiency of service and served promptly is significant.

Interpretation:

As the calculated Chi- Square value (54.516) is greater than the table value (26.296) at the 5% level of significance for 16 degrees of freedom, the null hypothesis is rejected and the alternative hypothesis is accepted. Therefore, the association between the overall efficiency of service and served promptly is significant.

Findings:

- ❖ 50% of the respondents have account the State bank of India, 12% of the respondents

Overall efficiency of service	Served Promptly					Total
	Always	Most Often	Often	Sometimes	Rarely	
Highly Satisfied	5(3.06)	18(21.76)	9(7.14)	2(1.36)	0(0.68)	34
Satisfied	0(1.53)	17(10.88)	0(3.57)	0(0.68)	0(0.34)	17
Neutral	1(2.43)	21(17.28)	5(5.67)	0(1.08)	0(0.54)	27
Dissatisfied	3(1.44)	6(10.24)	6(3.36)	1(0.64)	0(0.32)	16
Highly Dissatisfied	0(0.54)	2(3.84)	1(1.26)	1(0.24)	2(0.12)	6
Total	9	64	21	4	2	100

have account the Indian bank, 12% of the respondents have account the Union bank of India, 17% of the respondents have account the Repco bank of India, 1% of the respondents have account the SBI and Indian Bank, 6% of the respondents have account the SBI, Indian Bank and Union Bank and 2% of the respondents have account the SBI, Indian Bank, Union Bank and Repco Bank.

- ❖ 5% of the respondents are under 20 years of the age, 48% of the respondents are above 21 - 30 years of the age, 18% of the respondents are above 31 - 40 years of the age, 14% of the respondents are above 41 - 50 years of the age and 15% of the respondents are above 50 years of the age.
- ❖ 56% of the respondents are Male category and 44% of the respondents are Female category.
- ❖ 34% of the respondents always served promptly, 16% of the respondents are most often served promptly, 28% of the respondents are often served promptly, 16% of the respondents sometimes served promptly and 6% of the respondents are rarely served promptly.
- ❖ 10% of the respondents very good for the quality of service provided by our customer service officers in the bank, 62% of the respondents good for the quality of service provided by our customer service officers in the bank, 18% of the respondents fair for the quality of service provided by our customer service officers in the bank, 9% of the respondents poor for the quality of service provided by our customer service officers in the bank and 1% of the respondents very poor for the quality of service provided by our customer service officers in the bank.
- ❖ 3% of the respondents are highly satisfied with the overall performance, 65% of the respondents are satisfied with the overall performance, 22% of the respondents are neutral in overall performance, 8% of the respondents are dissatisfied with the overall performance and 2% of the respondents are highly dissatisfied with the overall performance.
- ❖ 5% of the respondents are highly satisfied willingness to listen and respond to your need, 64% of the respondents are satisfied willingness to listen and respond to your need, 20% of the respondents are neutral willingness to listen and respond to your need, 9% of the respondents are dissatisfied willingness to listen and respond to your need, 2% of the respondents are highly dissatisfied willingness to listen and respond to your need.
- ❖ 9% of the respondents are highly satisfied overall performance of the manager, 53% of the respondents are satisfied overall performance of the manager, 22% of the respondents are neutral overall performances of the manager, 10% of the respondents are dissatisfied

overall performance of the manager and 6% of the respondents are highly dissatisfied overall performance of the manager.

- ❖ 10% of the respondents are highly satisfied bank manager overall efficiency of services, 63% of the respondents are satisfied bank manager overall efficiency of services, 19% of the respondents are neutral bank manager overall efficiency of services, 4% of the respondents are dissatisfied bank manager overall efficiency of services, 2% of the respondents are highly dissatisfied bank manager overall efficiency of services and 2% of the respondents are highly dissatisfied bank manager overall efficiency of services.
- ❖ 5% of the respondents are highly satisfied overall performance of the telephone call contact, 40% of the respondents are satisfied overall performance of the telephone call contact, 13% of the respondents are neutral overall performances of the telephone call contact, 7% of the respondents are dissatisfied overall performance of the telephone call contact and 35% of the respondents are highly dissatisfied overall performance of the telephone call contact.

Recommendations:

1. The customers are aware of only few products and service of overall bank at Valparai, Personal banking products should provide the information regarding its availability to the customer.
2. Disbursement of loan should be quickly done as and when required.
3. There are many people without knowing about online banking, so the bank should help to know about the operations and facilities.
4. The bank should provide information relating to interest. They should help to know how floater or fixed rate of interest is charged and the terms and condition.
5. The Manager and staff members of the bank should treat their customers very softly and gently.

CONCLUSION

Most of the customers are aware of few personal banking products like Home Loan, Savings Account, Current Account, Education loan, Personal Loan and they are not aware of products like Loan against Shares & Debentures, Loan against Mortgage of Property, so the bank should help the customers to know about such products, which they are less aware. They are satisfied

with the interest of Personal Banking products. All the banks in Valparai are providing a good service to the customers and it can be termed as satisfactory from the respondent's response.

Some of the suggestions to the banks:

- Launch Innovative product
- Customized advance products
- Better customer service
- Fastest customers' problem solving techniques
- Customer retention

Respondents feel Union bank of India provide prompt services to the customers compared to state bank of India and Indian bank. The banks are not treating the customer in a good manner. The bank should believe in providing good customer services to their customers which is a key factor for success in the future.

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