

## **CUSTOMER SATISFACTION - A CASE STUDY OF SYNDICATE BANKING SERVICES**

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### **ABSTRACT**

*Banking is an important field of study. In Indian economy where more than 70% population depends upon agriculture, there is a strong need of banking system. Syndicate bank is one of oldest & major commercial banks of India, which provides financial assistance to its local weavers. Customer is the pivot upon which whole banking business revolves. Banking is a service sector industry & customer service is the differentiating factor. Now the needs of customers have fully changed. Customer satisfaction is one of the mysterious concepts because every customer has its own expectations, beliefs, and psychology & physical variables. So it is very difficult for banks to work aligning with their customers' needs. Therefore to know the customer satisfaction in syndicate bank research is conducted on 75 respondents. The respondents are of different background in age, sex, education & occupation etc. The study revealed that Syndicate bank customers are satisfied in many aspects such as bank's basic amenities, loan procedure, and innovative schemes & with communication system & employees attitude towards some fields.*

**Keywords:** Banking Services, Customer Satisfaction, Customer Relationship, Difficulties, Syndicate Bank

### **INTRODUCTION**

Banking industry has now fully changed since post-independence. The success of every business depends upon its customers. "A Customer is the most important visitor on our premises" said by Mahatma Gandhi have much importance in our work. Customers in urban India no longer have much time to spend in queues. They want quick service. The Banks have also changed & are providing best services to their customers by ATM Phone & Net banking services right at your doorstep. Syndicate bank started its business with a capital of 8000 rupees. TMA Pai Upender Rai & Vanan Kudva strove together to start up the bank. This bank was nationalized along with the 13 major commercial banks. On 19<sup>th</sup> July 1969 in Udupi, Karnatka State it had started its first branch in 1928. Its headquarter is in Manipal, Karnatka, India. This bank has expanded its business in foreign also & has a branch in London, Doha, Muscat. Currently it has over 2708 branches. All these branches are giving Core banking, e-banking service all over the India at any time. It has sponsored the first RRB in India. This financial institution has performed all the functions of retail banking &

investment banking. This bank performs all the functions of commercial bank such as accepting the deposits of persons, provides the loan & advances of various forms & credit creation. Along with these primary functions the bank also performs agency functions such as to purchase & sale securities, accept tax proceeds & tax returns & to deal in foreign exchange etc.

### **OBJECTIVES OF STUDY**

The research is being conducted for attaining the following objectives:

1. To find out the problems of bank customers in transacting with the bank and its branches.
2. To measure the extent of customers' satisfaction with the services provided by the bank.
3. To find out the pattern & factors which determine the customers' services?

### **RESEARCH DESIGN AND METHODOLOGY**

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

**Area of the Study:** The study was conducted in the Haryana State.

**Sample Size:** Data was analyzed on the basis of responses provided by 75 respondents.

**Research Instrument:** Survey was conducted on Respondents through the well structured Questionnaire. Questionnaire was divided into two sections. First part was designed obtain demographic information about respondent's gender, residential Status, qualification and Second part contained respondent opinion regarding their bank services.

### **LIMITATION OF STUDY**

This study is conducting in Some Cities of Haryana States as it is a sample study problem and still the selection of study sample are likely to restrict which has affected the study up to an extent.

### **ANALYSIS OF DATA**

The data was collected through questionnaire and edited according to objectives. It was further suitably analysed by rank and Percentage method.

**Table 1.** Factors influencing the selection of Bank

Factors	Total scores	Average scores	Rank
Convenient location	225	3	3
Suitable timings	180	2.4	2
Persuasion by bank men	165	2.2	1
Regional affinity	240	3.2	4
Any other	315	4.2	5

**Source:** Primary data

Table 1 shows that respondents given the first rank to persuasion by bankers second rank goes to suitable timings, third rank to convenient location, fourth suitable timings and last to any other factors which influenced the people for select the bank.

**Table 2.** How do you come to know about this bank

Sources	Frequency	Percentage (%)
Direct contact	32	42.67
Branch employees	35	46.66
Friends	8	10.67
Any other	-	0
Total	75	100

**Source:** primary data

The analysis shows that most of respondents have come to know about their dealing with the bank through the bank or branch employees. The role of friends & direct contact is also here so the table shows that the branch employees have played a good role.

**Table 3.** Satisfaction regarding entries made in pass book

Particulars	Number of respondents	Percentage (%)
Satisfied	57	76
Not satisfied	18	24
Total	75	100
Reason for dissatisfaction		
Take too much time	11	61.1
Mistakes are there	2	11.1
Writing not legible	3	16.7
Other reasons	2	11.1
Total	18	100

**Source:** primary data

It is clear that customers on the basis of satisfaction regarding passbook entries given as idea about 76% respondents are satisfied while 24% are not. Main complaint of dissatisfaction is that the bank staff takes too much time in completing their job.

**Table 4.** Satisfaction regarding the basic amenities

Particulars	Male	Female	Total	Percentage
Satisfied	32	34	66	88
Not satisfied	6	3	9	12
Total	38	37	75	100

Above table shows that there are 66 respondents who are satisfied with basic amenities while 12 are not satisfied from 66, 32 are male & 34 are female. The researcher has found that 88% respondents are satisfied.

**Table 5.** More time taken for performing jobs

. Particulars	Yes	%	No	%
Have you availed loan	34	45.3	41	55.7
Are you satisfied with loan procedure	26	77	8	23

Table shows that there are 34 respondents who have taken loan and out of this 26 are satisfied or 77% respondents are satisfied with the bank's loan facility.

**Table 6.** Information about new innovations

Response	Male	Female	Total	%
Satisfied	28	26	54	72
Not satisfied	9	12	21	28
Total	37	38	75	100

The above indicates that according to 54 respondents from which 28 are male & 26 are female are satisfied while only 21 out of which 9 are male are not satisfied .Its shows majority of persons are satisfied.

**Table 7.** Communication system as Consumer's requirements

Response	Male	Female	Total	%
Satisfied	35	36	71	94.67
not satisfied	3	1	4	5.33
Total	38	37	75	100

As per the table 7 one respondent are satisfied thus we can say that communication system is best.

**Table 8.** Any Difficulty in opening the bank account

Opening an account	Responses given by respondents score	Percentage (%)
Faced difficulty	45	60
Faced no difficulty	30	40
Total	75	100
Main problem considerable more time in opening the account	23	51.11
Indifference of branch employees	17	37.78
Other problems	5	11.1
Total	45	100

**Source:** primary data

Table 3 shows that 40% customers have not faced difficulty but 60% customers in which 51% faced a difficulty due to time, 38% because of indifference behavior of branch employees & 11% comes under other problems

**Table 9.** Complaint made for any problem & well attended by the staff

Particulars	Yes	%	No	%
Did you face any problem regarding affairs	29	39	46	61
Is your complaint well attended by the staff	21	72	8	28

Table shows that 29 out of 75 have faced difficulty in affairs of the bank & 21 out of which have made complaint which shows that 61% respondents have not faced any problem & these people have made complaint for their problem, there are 21 respondents who are well attended by the staff & 8 respondents are those who are not given proper attention.

**Table 10.** Launched “customer relation center”

Particulars	Yes	%	No	%
Is there any total customer care performance launched by bank or not	45	60	30	40

The table shows that there is customer care program launched by the bank 60% of the respondents have given this response.

**Table 11.** Impact of changing banking scenario on working pattern of bank officials

Response	Male	Female	Total	%
Yes	30	32	62	82
No	8	5	13	18

Table shows that 62 respondents feel that there is impact on change in banking system upon the bank officials while 13 respondents have negative response.

## CONCLUSION & SUGGESTIONS

1. The researcher has found that mostly people have convinced by or influenced by the efforts made by bank men so new methods should be adopted by the bank for making the process more efficient & flexible to people persuade the potential customers.
2. It was found that most of the respondents have come to know about dealing with bank through branch employees & then friends & direct contact. Therefore role of branch employees should be increased & they should try to attract more & more customers.
3. Pass book are minor image of a customer account appearing in the ledger of a banker. Pass book entries are expected to exhibit a clear picture about the transaction of customer with the banker in this connection. 24% respondents were dissatisfied therefore efficient & competent persons should be posted on that job employees need to be trained in developing a habit of working speedily & writing legibly.
4. Query regarding the basic amenities revealed the favorable response as all the respondents except few are to be found dissatisfied with the sitting problem. It is necessary that office furniture & Premises should be kept in proper condition & adequate facilities should be given to make customers waiting time comfortable.

5. Those respondents who have availed loan facility are quite satisfied with loan procedure.
6. Customers are informed regularly as much the bank makes or innovates new schemes.
7. Communication system is totally based on customers' satisfaction.
8. 60% customers have faced difficulty in opening a/c.
9. Respondents who face difficulty & if they complaints there they are being well attempted by the staff.
10. The banks have already launched customer care programs.
11. Mostly respondents feel that there is impact on change in banking system upon the bank officials.

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