
“A Study of Customer’s Satisfaction towards Banking Technology”**Apurva kumar Balkrishna Mehta***Assistant Professor, B. L.Parikh College of Business Administration, Gujarat***ABSTRACT**

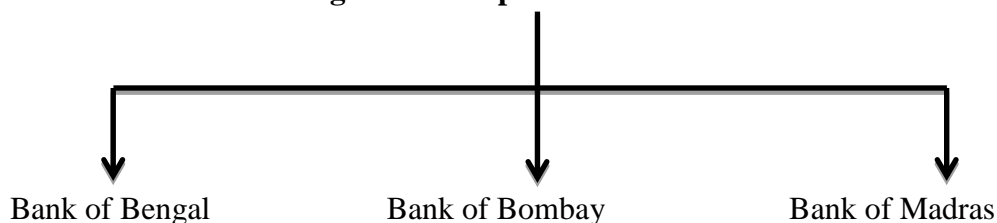
Banking system is a pillar of economic. It plays a very significant role in the growth and development of economic condition of any country. Today, the world is looking towards India a prospective dominant player in the world’s markets. The banking system is one of the fastest growing sectors in India. Banking system in India is basically originated in the 18th century. The word ‘Bank’ is originally derived from the French word ‘Bancus’ or ‘Banque’. The primary objectives are to study about the private sector banks and to understand the customer perception towards home loan. Researcher has applied descriptive type of research design and structured questionnaire used to collect the data. The objective of the study is to understand the concept of public and private sector banks and to know about the satisfaction level of customers.

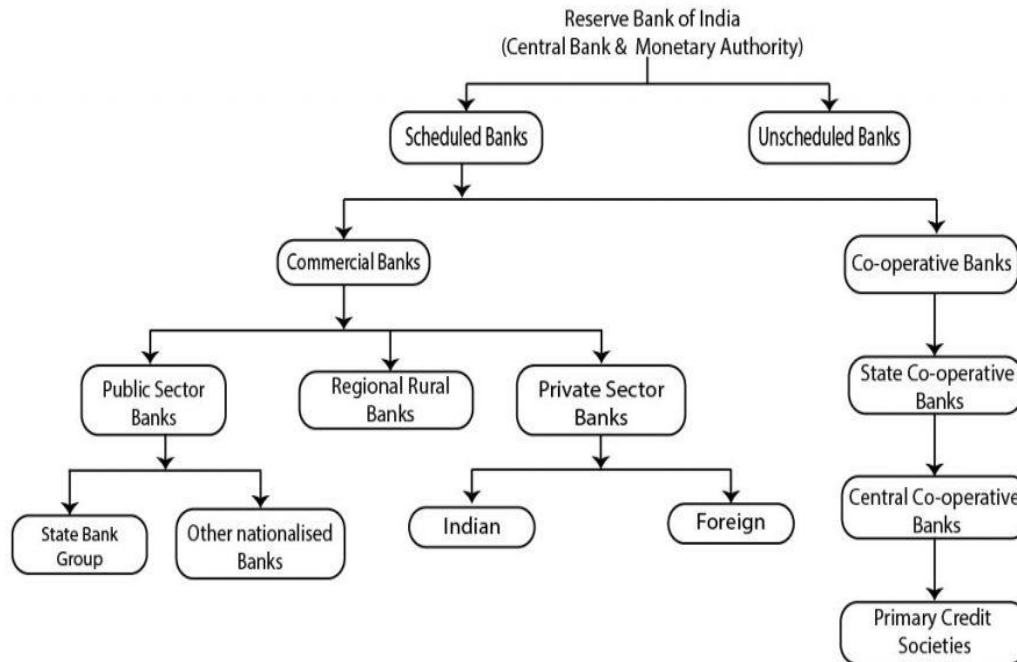
KEYWORDS: Public Sector Bank, Private Sector Bank, Customer Satisfaction and Gujarat.

INTRODUCTION

Banking system is a pillar of economic. It plays a very significant role in the growth and development of economic condition of any country. Today, the world is looking towards India a prospective dominant player in the world’s markets. The banking system is one of the fastest growing sectors in India. Banking system in India is basically originated in the 18th century. The word ‘Bank’ is originally derived from the French word ‘Bancus’ or ‘Banque’. Three Presidency banks known as Bank of Bengal, Bank of Bombay and Bank of Madras were open in 1809, 1840 and 1843 respectively at Calcutta, Bombay and Madras. These were later merged into the Imperial Bank of India in 1919.

In the Indian banking system, banks are generally divided in to two different categories. First are Commercial banks and second are co-operative banks. In India, State Bank of India is one of the largest and oldest bank which is originated in the Bank of Calcutta in June 1806.

Figure: 1.1**Figure: 1.1 Imperial Bank of India**



REVIEW OF LITERATURE

M. E. Dodderaju (2013) in his study revealed that “A Study on customer satisfaction towards public and private sector banking services with special reference to anantapur district of Andra Pradesh” observed that there is significance difference among the respondents according to their income leve and level of satisfaction. Whereas, there is no significance difference between occupation and satisfaction. Further he observed that there is a lack of customer relationship and aggressive marketing in public sector bank as compared to private sector bank.

Ravi. C. S &KundanBasavaraj (2013) in his study disclosed that “Customer Preference and satisfaction towards banking services with special reference to SHIVAMOGGA District in Karnataka” found that business and vehicles loan are fast moving than other services and overall satisfaction level is 50% further, overall satisfaction on bank deposit schemes resulted positively while other service of baking still need to be given attention by focusing on customer issues.

Tavishi and Santosh Kumar (2013) in his study observed that “An Empirical Study on Technology Adoption by Indian Banks” observed that the factors influencing the customers for the adoption of internet banking and mobile banking in India and hence investigate the influence of perceived usefulness, perceived eases of use and perceived risk on use of internet banking and mobile banking

Abdul A R. (2014)assessed the customers’ satisfaction towards the banking services rendered by the SBI in Kanyakumari District. The author conducted a literature search on banking services of SBI interviewing of its 150 customers and thoroughly scrutinized how it caters to the banking needs of the inhabitants of Kanyakumari district. The study also focused on various factors that determine the customers’ satisfaction like employees’ behaviour, banking services, banking

performance, infra-structure facility, loan oriented services and other value added services. Analysis was made by using various tools like percentage Analysis, ChiSquare Test and charts. The result showed that there is a significant relationship between the variable of customer satisfaction and banking services of the SBI and the customers have a medium level of satisfaction. The SBI could consider the researcher's suggestions in order to alleviate its reputation and customer satisfaction.

Shah Minal et al (2013) [18], conducted and observed the study the customer perception towards services provided by public banks using SERVQUAL model. The research has been conducted with public sector banks. Typically, customers perceive very little difference in the banking products offered by public banks dealing in services as any new offering is quickly matched by competitors. Parasuraman et al (1985) and Zeithaml et al (1990) noted that the key strategy for the success and survival of any business institution is the deliverance of quality services to customers. The present study wanted to examine to Customer's Satisfaction towards Banking Services of State Bank of India in Bareilly District Uttar Pradesh and also find out any possible satisfaction among SBI services.

Singla(2008)inspects that "how financial management plays an important role industrialist growthof public and private banking". It is concerning and examined the profitability position of selected sixteen banks of banker index for a period of six years (2001-2006) the study reveals that the profitability situation was reasonable during the period of study when compared and the previous year. Banks in a better position to deal and absorb the economic constant over a period of time.

Agrawal&Rastogi (2009)revealed and determined "factors affecting customer perception and attitude towards and satisfaction with e-banking is an essential part of a banks strategy formulation process in an emerging economy like India". To gain this understanding in respect of Indian customers, the study was conducted on respondents taken from the northern part of India. The major findings depict that customers are influenced in their usage of e-banking services by the kind of account they hold, their age and profession, attach highest degree of usefulness to balance enquiry service among e-banking services, consider security & trust most important in affecting their satisfaction level and find slow transaction speed the most frequently faced problem while using e-banking.

Objectives of the Study

1. To understand the concept of public and private sector banks.
2. To know about the satisfaction level of customers.

Hypothesis of the Study

H01: There are no significant differences between gender variables and satisfaction level.

RESEARCH METHODOLOGY

Scope of the Study

The objective of the current study is to understand the satisfaction level of customers. The study is limited to customers of palanpur city.

Research Design

Descriptive Research

The researcher has applied descriptive type of research design in research study.

Sampling Design

Population of the Study

The researcher has selected private and public sector banks.

Sampling Frame

The sampling frame were used by researcher such as website, telephone directory etc.

Sampling Unit

In this research, the primary unit is customers of selected banks.

Sample Size

Researcher has applied convenient sampling method to collect 80 samples from selected banks.

Sample Elements

The present study is carried out in the selected cities of Banaskantha District.

Data Collection Instrument

The researcher has collected data through structured questionnaire.

Primary Data:

Primary data were collected through structured questionnaire.

Secondary Data: The Secondary Data For The Present Study Have Been Obtained Through Banks Annual Reports, Journals, Books, Magazine, And College And University Library.

Analysis and Interpretation of Data

The data collected were tabulated by using SPSS. T –Test were applied to examine The hypothesis.

Data Analysis and Interpretation

Table: 1.1 Gender of the respondents

Sr. No	Gender	Number of Respondents	Percentage
1	Male	60	75
2	Female	20	25
	Total	80	100

Source: Primary Data

Interpretation

The above table shows that 60 respondents fall under the category of male and remaining 20 respondents fall under the category of female.

Table: 1.2 Age of the respondents

S. No	Demographic variables	No of Respondents	Percentage
1	Up to 20 Years	25	31.25
2	21 to 34 years	20	25
3	35 to 45 years	20	25
4	Above 45 years	15	18.75
	Total	80	100

Source: Primary Data

Interpretation

The above table 1.2 reveals that 25 respondents fall under the category of up to 20 years of age, 20 respondents fall under the category of 21 to 34 years of age and remaining 15 respondents fall under the category of above 45 years of age category.

Table: 1.3 Educational level of the respondents

Sr.No	Educational Level	Number of Respondents	Percentage
1	Below 10th	20	25
2	Graduate	10	12.5
3	Post Graduate	10	12.5
4	Professional Degree	40	50
	Total	80	100

Source: Primary Data

Interpretation

The above table 1.3 disclosed that out of the 80 respondents, 40 respondents have professional degree, 20 have below HSC, 10 have undergraduate degree and another 10 have post graduate degree.

Table: 1.4 Occupation of respondents.

Sr. No	Occupation	Number of Respondents	Percentage
1	Government Job	15	54.67
2	Private Job	15	18.66
3	Farmer	20	20.00
4	Professional	30	6.67
	Total	80	100

Source: Primary Data

Interpretation

The above table 1.4 revealed that out of 80 respondents, 30 respondents have profession occupation, 20 are in agricultural activities, 15 are in private job and 15 are in government job.

Hypothesis Result

Satisfaction on technology usage vs Gender		
Comparison	P - Value	Conclusion
Mobile Service vs Male and Female	0.2337	There is no significant difference between current mobile services provided by banks and gender.
Online Banking vs Male and Female	0.9389	There is no significant difference between online banking services and gender.
ATM vs Male and Female	0.9748	There is no significant difference between ATM services and gender.

Source: Primary Data

Interpretation

The above hypothesis table disclosed that the p value is less than table value, so the result of the hypothesis is that there is no significant difference between current mobile services provided by banks and gender, there is no significant difference between online banking services and gender and there is no significant difference between ATM services and gender.

CONCLUSION

Banking system is a pillar of economic. It plays a very significant role in the growth and development of economic condition of any country. Today, the world is looking towards India a prospective dominant player in the world's markets. The banking system is one of the fastest growing sectors in India.

The research study shows that 60 respondents fall under the category of male and remaining 20 respondents fall under the category of female. The another table revealed that out of 80 respondents, 30 respondents have profession occupation, 20 are in agricultural activities, 15 are in private job and 15 are in government job. The above hypothesis table disclosed that the p value is less than table value, so the result of the hypothesis is that there is no significant difference between current mobile services provided by banks and gender, there is no significant difference between online banking services and gender and there is no significant difference between ATM services and gender. Finally it concludes that every bank has to try to facilitate best services and facilities to their present and future customers.

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