A Study of Service Quality and Customer Satisfaction in Banks at Kaithal

Dimple*

Abstract – In India, banking industry is growing at a very fast rate. It can be said that it is growing exponentially. A number of studies are conducted covering various aspects of banking. As a regular customer of banks I was keen to know that whether the customers in the banking industry are satisfied with the service provided by the banks or not. My study is based on how the customers perceive the services of banks. . The objective of the study is to study the perception of respondents towards service quality and customer satisfaction in banks. For achieving the objective of the study primary data has been collected through questionnaire.

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INTRODUCTION

The Indian banking industry has experienced an ocean change because of selection of financial progression in 1991. Passage of private players has made Indian keeping money aggressive. There is plenty of specialist organizations and the clients can pick their broker from various banks offering comfort and quality administrations. Banks are propelling new items and administrations at customary interims to fulfil and hold distinctive kind of clients. Banks have gone under gigantic weight to deal with the rising requests and desires of the clients because of expanded rivalry. Drawing in another client has turned out to be costlier than to hold a present client. Along these lines, client maintenance is more indispensable than client fascination. In this way, managing an account experts are searching out most persuasive determinants of consumer loyalty also, client steadfastness. The report writing is packed with studies which have inspected the drivers of consumer loyalty and client devotion. Chang et al. (2010) endeavoured to examine the easygoing connections among administration accommodation, saw benefit esteem, saw benefit ensure quality, consumer loyalty and unwaveringness in Chinese chain eateries. They concentrated on interceding impact of client saw benefit esteem and the directing impact of client saw benefit ensures quality on client post-buying practices. They (2011) led a review to test the connection between administration comfort and consumer loyalty in view of the immediate and circuitous ways by means of saw administration quality for carrier's clients in Vietnam. This review likewise investigated the relative significance of different measurements of administration accommodation. Chen et al. (2011) endeavoured to examine the order of home conveyance quality components got from administration accommodation

display what's more, their effect on consumer loyalty. In the current reviews with reference to Indian retail managing an account, analysts have inspected effect of administration quality on client fulfilment and unwaveringness (Kaura and Datta, 2012); Kaura, 2013a, b). As indicated by Ganguli and Roy (2011) Gageneric benefit quality measurements of innovation based managing an account has effect on consumer loyalty and client unwaveringness

E-service quality: The next frontier

E-service quality is the "extent to which a website facilitates efficient and effective shopping, purchasing, and delivery. The beginning to the end of the transaction a recent paper examined research on e-service quality. The author identified four dimensions of e-service quality: website design, fulfilment, customer service, and security and privacy.

Benefit quality and client satisfaction

A connection in administration quality and consumer loyalty has gotten extensive consideration at scholastic writing. The consequences of most research studies have shown that the administration quality and consumer loyalty is for sure free yet are firmly related that and an ascent in one is probably going to bring about an expansion in another Consumer loyalty. Consumer loyalty is characterized as "the quantity of clients, or rate of aggregate clients, whose announced involvement with a firm, its items, or its administrations (appraisals) surpasses indicated fulfilment goals."

"Inside associations, consumer loyalty appraisals can have capable impacts. They concentrate workers on the significance of satisfying clients' desires. Besides,

when these appraisals plunge, they caution of issues that can influence deals and profitability.... These measurements evaluate a critical element. At the point when a brand has steadfast clients, it increases positive verbal advertising, which is both free and profoundly effective." Firms require dependable and agent measures of fulfilment to viably oversee consumer loyalty. "Consumer loyalty gives a main marker of purchaser buy goals and unwaveringness." "Consumer loyalty information is among the most every now and again gathered pointers of market recognitions. Their key utilize is twofold:"

"Inside associations, the accumulation, examination and spread of this information communicate something specific about the significance of keeping an eye on clients and guaranteeing that they have a positive involvement with the organization's merchandise and services."

"In spite of the fact that deals or piece of the overall industry can show how well a firm is performing as of now, fulfilment is maybe the best marker of how likely it is that the association's clients will make additionally buys later on. Much research has concentrated on the connection between consumer loyalty and maintenance. Ponders demonstrate that the consequences of fulfilment are most firmly acknowledged at the extremes."

REVIEW OF LITERATURE

Garg and Rahman, Qureshi (2012)

The paper intends to quantify client involvement in Indian banks. This review analyzes the 14 variables of client experience and distinguishes their effect on consumer loyalty. Outline/philosophy/approach – In this review, psychometric scale improvement strategy is taken after containing with the means of thing era and choice, scale refinement and scale approval. A restricted ANOVA test is connected to recognize the connection between 14 encounter variables and socioeconomics of respondents.

Kayeser Fatima, Abdur Razzaque(2013)

The points of this paper are to look at the predecessor and intervention impacts of center, social and unmistakable administration quality on compatibility and clients' general fulfilment.

Outline/strategy/approach – A survey has been conducted on 212 bank clients to approve the applied model. Auxiliary condition displaying is utilized by AMOS for information examination. Results demonstrate that social administration qualities have noteworthy precursor and intercession effect on the affinity fulfilment relationship. Centre quality has just forerunner impact on compatibility, while none of the connections is discovered noteworthy on account of unmistakable administration quality.

Koushiki Choudhury (2013)

The motivation behind this paper is to comprehend the dimensionality of client saw benefit quality and explore the impact of administration quality on clients' buy expectations.

Outline/technique/approach – An adjusted SERVQUAL instrument was utilized to catch clients' impression of administration quality took after by exploratory element examination to concentrate the dimensionality of administration quality in retail keeping money. Numerous relapse was utilized to test the impact of the measurements of administration quality on buy expectations.

Souiden, Rani (2013) –
The researcher in *this* paper tries to explore the effect of religiosity on purchaser mentalities furthermore, buy expectations toward Islamic banks. The review happens in the Tunisian setting. Despite the fact that Tunisia is a Muslim nation, the way of life is significantly unique in relation to those of the Middle East or Malaysia (nations where the larger part of studies on Islamic banks have occurred). Therefore, an adjusted religiosity scale was produced to fit the review's unique situation. At that point, the scale was pre-tried on a test of 188 respondents. To test the exploration theories, a moment information accumulation, in view of an accommodation testing procedure, was embraced, yielding an example of 217 respondents.

Kaura, Durga Prasad and Sharma (2014)

The motivation behind this paper is to look at the degree to which benefit quality, saw cost what's more, reasonableness and administration accommodation impact consumer loyalty and client dependability for Indian retail keeping money division. It additionally investigates the part of consumer loyalty as intervening variable between administration quality measurements, saw cost and reasonableness, benefit comfort measurements and client faithfulness. Plan/system – A cross-sectional research on 446 retail managing account clients through survey is led. Populace of study is esteemed retail urban clients of banks in Rajasthan, India, who every now and again gone to banks for exchanges, have accounts in no less than two banks and have profited of no less than one data innovation based administrations. Reactions are broke down utilizing component investigations and relapse examinations.

Junior Ladeira, Oliveira Santini, Sampaio, Marcelo Perin and Araújo (2016)

This paper is to give an efficient system a meta-expository Way to deal with recognize different sorts of predecessors and outcomes of fulfilment in the Managing an account division. Outline/philosophy/approach – The creators directed pursuits in 13 databases and broke down 811 connections in 210 articles. For the quantitative

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information investigation, the creators utilized the coefficient of connection as a metric variable to gauge the impact size of the examined scope factors.

OBJECTIVE OF THE STUDY

To study the perception of respondents towards service quality and customer satisfaction in banks.

Research Design

My study is descriptive in nature. There are various research types such as exploratory research, analytical research, descriptive study etc. but according the suitability of my study, I conducted the descriptive study.

Sample Unit:

Sample chosen consist of 200 respondents who are customers of banks in kaithal.

Data Collection

As I conducted a primary study, I have visits various branches of banks in Kaithal and asked the customers over there to fill the questionnaire.

Sampling Techniques:

I followed convenient sampling as the technique of sample selection. On the basis of convenience, I selected 200 respondents who are the customers in one bank or another.

DATA ANALYSIS AND INTERPRETATION

Table 1

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	107	53.5	53.5	53.5
	businessman	40	20.0	20.0	73.5
	employed	34	17.0	17.0	90.5
	housewife	17	8.5	8.5	99.0
	unemployed	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

Interpretations

From the above table it has been found that 53.5 % respondents are students, 20 % are businessman, 17% are employed, 8.5 are house wife's and 1% is unemployed

Table 2

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	lessthan10000	107	53.5	53.5	53.5
	10000-30000	23	11.5	11.5	65.0z
	30000-60000	26	13.0	13.0	78.0
	60000-100000	28	14.0	14.0	92.0
	morethan100000	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

The above table depicts that 53.5% respondents have less than10000 income, 11.5% have between 10000-30000, 13% have 30000-60000, 14% have 60000-100000 and 8% have more than 100000

Table 3

Purpose of bank account

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Personal	125	62.5	62.5	62.5
	Salary	35	17.5	17.5	80.0
	Business	40	20.0	20.0	100.0
	Total	200	100.0	100.0	

Interpretations

It has been found that 62.5% respondents have personal account, 17.5 respondents have salary account and 20% respondents have business account

Table 4 Variables

Descriptive Statistics			
	N	Mean	Std. Deviation
Employees of this bank are always willing to help me	200	2.0050	1.05382
The Behaviour of employees of this bank is instils confidence in me.	200	2.3550	.99191
Employees of the bank welcome me with smile	200	2.3850	1.05943
This bank's employees gives me individual attention	200	2.4750	1.17314
This bank's employees give me personal attention	200	2.5850	1.13986
Employees of the bank are consistently courteous with me.	200	2.3500	1.05502
This bank's employees have my best interest at heart	200	2.4800	1.18177
Valid N (list wise)	200		

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i.   Employee behaviour

Interpretations

Under this the mean value is approx 2.3 which shows a positive perception of respondents towards this variable and standard deviation is approx 1.1 which shows variability in responses

ii.   Tangibility

Descriptive Statistics			
	N	Mean	Std. Deviation
This bank has modern equipments	200	1.9850	1.02960
This bank's physical facilities like furniture are comfortable for me to interact with service provider.	200	2.1450	1.00450
This bank's employees are neat appearing	200	2.1400	.98756
Material associated with the services (such as pamphlet, advertisement, board or statement) are visually appealing at this bank.	200	2.2500	1.02113
Valid N (list wise)	200		

Interpretations

From the above it has been found that the mean value is approx 2.0 which shows a positive perception of respondents towards this variable and standard deviation is approx 1 which shows variability in responses of respondents

iii.   Information Technologies

Descriptive Statistics			
	N	Mean	Std. Deviation
IT banking service save my time	200	1.9450	1.00849
IT banking service provider privacy in my banking transactions	200	2.2300	1.03073
IT banking service provide accurate account information	200	2.2250	1.09562
IT banking service satisfy most of my banking needs	200	2.2250	1.17100
Valid N (list wise)	200		

Interpretations

From the above we see that the mean value is approx 2.2 which shows a positive perception of respondents towards this variable and standard deviation is approx 1.0 which shows variability in responses of respondents

iv.   Benefit convenience

	N	Mean	Std. Deviation
I am able to get the benefits of the service with little effort	200	2.2450	.99999
The time required to receive the benefits of service is reasonable	200	2.3650	.96771
Products of the bank are easy to use	200	2.3400	1.08178
Valid N (list wise)	200		

Interpretations

From the above table it is concluded that the mean value is approx 2.3 which shows a positive perception of respondents towards this variable and slightly towards neutral side and standard deviation is approx .9 which shows little variability in responses of respondents

v.   Customer satisfaction

Descriptive Statistics

	N	Mean	Std. Deviation
My choice to avail the bank service is wise one	200	2.2700	1.07372
I did the right thing when I chose this bank for its service	200	2.4250	1.04395
The service of this bank is exactly same what I need	200	2.4600	1.03137
Valid N (list wise)	200		

Interpretations

The above table depicts that the mean value is approx 2.4 which shows a positive perception of respondents towards this variable and slightly towards neutral side

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and standard deviation is approx 1 which shows little variability in responses of respondents

vi.   Customer loyalty

Descriptive Statistics

	N	Mean	Std. Deviation
I say positive things about this bank to other people	200	2.3600	1.14321
I recommended this bank to others	200	2.5250	1.01217
I encourage friends and relatives to do business with this bank	200	2.4750	1.02206
I consider this bank my first choice to avail banking service.	200	2.5100	1.10726
I will do more business with this bank in future also.	200	2.4800	1.15162
Valid N (list wise)	200		

Interpretations

From the above table it has been found that the mean value is approx 2.4 which shows a positive perception of respondents towards this variable and slightly towards neutral side and standard deviation is approx 1.1 which shows little variability in responses of respondents

CONCLUSION

This research advances our understanding of service quality, service convenience and perceived price and fairness and how they interact with satisfaction and loyalty in Indian retail banking. Our research signifies the importance of quality, convenience and price fairness to achieve customer. Results provide evidence that customer satisfaction influence loyalty. Customer satisfaction is found as mediating variable between its antecedents and customer loyalty. Tangibility did also show impact on customer satisfaction and loyalty. This finding has great significance for professionals. It is required to provide impressive physical evidence to customers. Overall the results are positive. Customers in my sample are satisfied towards the service quality of the banks and each variable shows a positive perception in the minds of the customers of eh banks as such no negative perception is noticed in my study.

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Corresponding Author

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