CHAPTER 2
REVIEW OF LITERATURE

2.1 Introduction
2.2 Profile of Researcher
2.1 Introduction

Banks are competing in a highly competitive environment to offer quality oriented services according to customer expectations. Different aspect of banks are studied by researchers e.g. Services quality, Customer satisfaction, Bank efficiency, Employee satisfaction, ATM facility, Online banking etc… as the key segments for research. Many studies tried to assess the quality of services offered by the banks. Customers become a center for all banking activities due to increased competition for greater market share. Banks also focus on various services of customers to assess their needs. Every bank is trying to enhance its performance by improving its service quality according to customers’ expectations. It requires a study to analyze the bank services and its outcomes in the shape of customers’ satisfaction.

A number of studies have been conducted in India and Gujarat on banking sector, especially customer satisfaction and banking services. An attempt is made here to bring review of various major and minor studies for the purpose of customer satisfaction level in banking services.

2.2 Profile of Researcher

(1)

Title of the Work : “An analysis of the customer satisfaction: A case study of bank service”

Type of Work : Research paper

Researcher : Haeryip Sihombing, Parahsakthi Chidambaram and Kannan Rassiah.

Year : October 2012

Publication : International journal of Application or Innovation in Engineering &Management (IJAIEEM)

Abstract :

This study focuses on how to measure the customer satisfaction in the service industry towards the satisfaction aspects considered of the ServQual criteria. The questionnaires developed were using Kano criteria that manipulate the qualitative data of quality attributes into quantitative value and Likert scale based on the quantitative values. By comparing the results data of Likert scale and Kano criteria related to the
service delivered, the measurement carried out in this study is towards the service of bank industry. The correlation among them, based on what the functional and dysfunctional of Kano domain compared to the Likert scale, are to validate what the main criteria required for the improvement priorities against customer satisfaction. This is due to the method of CAT ranking and graphical between CS versus DS are ambiguity for justifying the improvement of priorities required.  

(2)  
Title of the Work : “Customer satisfaction: A comparison of public bank and private banks Pakistan”  
Type of Work : Research paper  
Researcher : WaqarulHaq and Bakhtiar Muhammad  
Year : July-Aug. 2012  
Publication : IOSR Journal of Business and Management (IOSRJBM)  
Abstract :  
The purpose of conducting this research is to compare public and private sector banks of Pakistan by evaluating their customer satisfaction. This research is mainly based on primary data which has been collected through a well-structured questionnaire (adapted from three different studies). The questionnaire has been distributed to 351 different respondents on different chosen locations. This paper makes a useful contribution as there are very low number of studies has been conducted in Pakistan on such areas like price, technology, reliability, customer service, location and infrastructure. This research shows that customer satisfaction varies from person to person and, bank managers need to conduct more researches in order to evaluate customer satisfaction more strongly.

(3)  
Title of Work : “Impact of e-banking on operational performance and service quality of banking sector in India”  
Type of Work : Ph. D. Thesis  
Researcher : Robin Kaushal  
Place and Year : 20-Apr-2012  

Abstract

With the development of information technology, the world has become a global village and it has brought a revolution in the banking industry. The banks appear to be on fast track for IT based products and services. Bank customers are becoming very demanding and it is the extensive use of technology that enables banks to satisfy adequately the requirement of customers. Technology has become the fuel for rapid change. IT is no longer considered as mere transaction processing or confined to management information system. The wind of liberalization, globalization, and privatization has opened new vistas in the banking industry in the generation of an intensely competitive environment. The post-liberalized banking industry in India has been witnessing a discernible shift from the sellers’ to the buyers’ market. Further the banking sector reforms and introduction of e-banking has made very structural changes in service quality, managerial decisions, operational performance, profitability and productivity of the banks. E-banking is one of the emerging trends in the Indian banking and is playing a unique role in strengthening the banking sector and improving service quality. The banking sector in India has introduced E-banking in a phased manner. Foreign banks are the pioneers in e-banking, private banks introduced it in a big way and public sector banks are in the process of transformation from traditional banking to E-banking. E-banking impinges on operations of banking in a number of different ways. It has enabled the banks to handle the payments electronically and inter-bank settlement faster and in large volumes. There is increase in customer satisfaction level, reduction in cost of banking operations, increased productivity and as such there is a tremendous scope for Indian banks to enlarge their E-banking services which could enhance their competitiveness. Further, new technology has rapidly altered the traditional ways of doing banking business. Customers can view the accounts, get account statements, transfer funds, purchase drafts by just making a few key punches. Availability of ATMs and plastic cards, EFT, electronic clearing services, internet banking, mobile banking and phone banking; to a large extent avoid customers going to branch premises and has provided a wider range of services to the customers.
The world of banking has assumed a new dimension at dawn of the 21st century with the advent of tech banking, thereby lending the industry a stamp of universality. In general, banking may be classified as retail and corporate banking. Retail banking, which is designed to meet the requirement of individual customers and encourage their savings, includes payment of utility bills, consumer loans, credit cards, checking account and the like. Corporate banking, on the other hand, caters to the need of corporate customers like bills discounting, opening letters of credit, managing cash, etc. Metamorphic changes took place in the Indian financial system during the eighties and nineties consequent upon deregulation and liberalization of economic policies of the government. India began shaping up its economy and earmarked ambitious plan for economic growth. Consequently, a sea change in money and capital markets took place. Application of marketing concept in the banking sector was introduced to enhance the customer satisfaction the policy of privatization of banking services aims at encouraging the competition in banking sector and introduction of financial services. Consequently, services such as Demat, Internet banking, Portfolio Management, Venture capital, etc, came into existence to cater to the needs of public. An important agenda for every banker today is greater operational efficiency and customer satisfaction. The introduction to the marketing concept to banking sectors can be traced back to American Banking Association Conference of 1958. Banks marketing can be defined as the part of management activity, which seems to direct the flow of banking services profitability to the customers. The marketing concept basically requires that there should be thorough understanding of customer need and to learn about market it operates in. Further the market is segmented so as to understand the requirement of the customer at a profit to the banks. The banking industry, one of the most important instruments of the national
development occupies a unique place in a nation’s economy. Profit is the main reason for the continued existence of every commercial organization and profitability depicts the relationship of the absolute amount of profit with various other factors. The main source of operating income of a commercial bank are- interest and discount earned, commission, brokerage, income from non-banking assets and profit from sale of or dealing with such assets and other receipts. The expenditure broadly consists of – interest paid on deposits and borrowings and non interest cost or charges incurred on staff salary, stationery, rent, law charges, postage, telegram, telephone etc. In this context, some attempts have already been made at individual as well as at the official level and various aspects of commercial banking profitability have been discussed. Banks play an active role in the economic development of a country. Their ability to make a positive contribution in igniting the process of growth depends on the effective banking system. These banks mostly deal with money collected in the form of deposits along with their own funds in the form of share capital and resources constituting around 5% of the total resources of the banks. So the banks have the obligation of meeting the demand of the customers promptly, paying interest for the amount and meeting the expenses to carry out its activities. This necessitates the banks to maintain adequate liquidity and earn required profit from their activities.

(5)

Title of work : “The influence of banking service customers’ satisfaction level on the perception of switching costs and on behavioral loyalty”

Type of Work : Research Paper

Researcher : Maria Luiza Barcellos Zacharias, Kleber Fossati Figueiredo and Claudia Affonso Silva Araujo

Year : January - June 2009

Publication : Journal of Operations and Supply Chain Management

Abstract :

This article presents the results of a research aiming to evaluate whether retail banking customers’ satisfaction level has some impact on the perception of switching costs and on customers’ loyalty. Loyalty was measured through behaviors traditionally associated with this construct: intention to repurchase, propensity to recommend service and price sensitivity. The results of the research conducted in
May 2007 with 1000 retail banking clients in the cities of Rio de Janeiro and São Paulo showed that, the higher the customers’ satisfaction with banking services, the higher the propensity to adopt classical behavior related to loyalty such as the intention to remain as customers for the next 12 months, to recommend the bank to relatives and friends and to be willing to pay a higher price for the offered services than their bank’s competitors. On the other hand, no significant difference was observed on perceptions of bank switching costs as a result of customers’ satisfaction level. These results provide financial institution managers with a better understanding of the relation between satisfaction and loyalty behavior on the part of customers. Such understanding is paramount for banks’ good performance in the long run. Moreover, attention should be drawn to elements that may not be overlooked in service projects and their operations in order to achieve quality excellence perceived by customers. In this study such perception precedes satisfaction.

(6)

Title of work: “Bank service quality, customer satisfaction and loyalty in Ethiopian banking sector”

Type of Work: Research Paper

Researcher: MesaySataShanka

Year: 23 November, 2012

Publication: Apex Journal

Abstract:

The major aim of the research paper is to measure the quality of service offered by private banks operating in Ethiopia. Moreover, it tries to investigate the relationship between service quality, customer satisfaction and loyalty. The five dimensions of SERVPERF model i.e. reliability, assurance; tangibility, empathy and responsiveness were used to measure the quality of service offered by the private banks. In order to achieve the aims, both primary and secondary sources of data were used. The primary data were collected through administrating questionnaire. Convenient sampling procedure was used to obtain 260 responses from customer of banking services in Hawassa city on the 22 item SERVPERF scale measure perception regarding their respective banks service. Correlation and multiple regressions were used to investigate the relationship between dependent and independent variables. The
correlation results indicate that there is a positive correlation between the dimensions of service quality and customer satisfaction. The results of the regression test showed that offering quality service have positive impact on overall customer satisfaction. The research proves that empathy and responsiveness plays the most important role in customer satisfaction level followed by tangibility, assurance, and finally the bank reliability. The research findings also indicate offering high quality service increase customer satisfaction, which in turn leads to high level of customer commitment and loyalty.

(7)

Title of Work : “Beyond satisfaction: customer attachment to retail banks”
Type of Work : Research paper
Researcher : Abdullah Aldlaigan and Francis Buttle
Year : 2005
Publication : International Journal of Bank Marketing

Abstract :

**Purpose** – This research paper seeks to investigate the different types of attachment that customers develop towards retail banks.

**Design/methodology/approach** – The approach blends literature reviews, in addition to qualitative and quantitative methods. The primary research programmed analyses data from seven focus groups, 39 one-on-one interviews and 1,058 individual consumer questionnaires.

**Findings** – Identifies three forms of positive attachment, based on three different foundations: the credibility of the organization, compatibility between the values of the organization and those of the consumer, and interpersonal or relational considerations. Present a statistically valid and reliable scale that can be used to measure these three forms of attachment. Also identifies other forms of customer-bank attachment grounded on less positive associations, including inertia and alienation.
**Originality/value** – The scale can be used to identify customer-organizational attachment profiles that transcend or complement customer satisfaction, and provide a basis for relationship longevity.  

(8)  
**Title of work**: “Service quality delivery and its impact on customer satisfaction in the banking sector in Malaysia”  
**Type of work**: Research paper  
**Researcher**: Jayaraman Munusamy, Shankar Chelliah and HorWaiMun  
**Year**: October 2010  
**Publication**: International Journal of Innovation, Management and Technology  

**Abstract** :  
In any business–to-customer (B2C) type of environment, satisfying a customer is the ultimate goal and objective. More often than not, it can be quite an issue. This is perhaps due to the fact that organizations sometimes do not really understand of what actually goes on in a customer’s mind. As such, this predicament has provided as a challenging task to most business conglomerates that places strong emphasis on customer relations. Although many researches and studies were conducted on the actual working of the customer's mind, till today it is a still a mystery. Therefore, this research focused on the measurement of customer satisfaction through delivery of service quality in the banking sector in Malaysia. A quantitative research was used to study the relationship between service quality dimensions and customer satisfaction. Assurance has positive relationship but it has no significant effect on customer satisfaction. Reliability has negative relationship but it has no significant effect on customer satisfaction. Tangibles have positive relationship and have significant impact on customer satisfaction. Empathy has positive relationship but it has no significant effect on customer satisfaction. Responsiveness has positive relationship but no significant impact on customer satisfaction. The study highlights implications for marketers in banking industry for improvement in delivery of service quality.  

---  

30 Abdullah Aldlaigan and Francis Buttle, Beyond satisfaction: customer attachment to retail banks, International Journal of Bank Marketing Vol. 23 No. 4, 2005 pp. 349-359
Customer satisfaction is imperative for the long-term success of any organization. More the competition, higher is the necessity to keep the customers satisfied. After liberalization in 1990 and economic reforms and the entry of new service providers in the Indian market, Indian banks – both public sector and private sector are facing enormous competition. In this competitive atmosphere, it becomes essential to understand the factors which might affect customer satisfaction in the Indian retail banking sector. In this study the researchers studied the construct of customer satisfaction with respect to Indian retail banking from a qualitative perspective. We studied the dimensions of customer satisfaction. We applied Grounded Theory Method, a tool for qualitative analysis. We conducted depth interviews and focus groups of Indian retail banking customers. The participants were persons who have availed Indian retail banking services. The analysis included open coding of the data and writing memos, concept generation from the phenomena, index card sorting to identify categories and sub-categories, axial coding to relate the categories and sub-categories, and selective coding to identify the core category. The findings included the concepts generated which would determine the dimensions which might affect customer satisfaction. Keywords: Customer Satisfaction, Grounded Theory, Concepts, Categories, Sub-categories.

Service quality perception and customers' satisfaction in internet banking service: A case study of public and private sector banks

Title of work: “Service quality perception and customers' satisfaction in internet banking service: A case study of public and private sector banks”
Type of work: Munich Personal RePEc Archive
Researcher: Dr. Vijay M. Kumbhar
Year: 10. December 2011
Abstract:
Present research is based on empirical evidences collected through the customers’ survey regarding to the customers perception in internet banking services provided by public and private sector banks. It is efforts to examine the relationship between the demographics and customers’ satisfaction in internet banking, relationship between service quality and customers’ satisfaction as well as satisfaction in internet banking service provided by the public sector bank private sector banks.
Present research shows that, demographics of the customers’ are one of the most important factors which influence using internet banking services. Overall results show that highly educated, a person who are employees, businessmen and belongs to higher income group and younger group are using this service, however, remaining customers are not using this services. Results also show that overall satisfaction of employees, businessmen and professionals are higher in internet banking service. There is significant difference in the customers’ perception in internet banking services provided by the public and privates sector banks. Private sector banks are providing better service quality of internet banking than service provided by the public sector banks. Therefore, public sector banks should improve their internet banking services according to the expectations of their customers.

(11)
Title of Work : “Banking services and customer satisfaction – A study of banks in campus of university of Rajasthan”
Type of Work : Research Paper
Researcher : Dr. Mamta Jain; Mr. Suresh Kumar Yadav; Mr. Abhineet Saxena and Dr. T. N. Mathur
Year : November 2013
Publication : Asian Journal of Research in Banking and Finance
Abstract:
Retail banks serving ethnically diverse customer bases are challenged to measure up to differing perceptions of service quality. While there is existing research about customer satisfaction and service quality in the banking industry around the world, there are no clear conclusions as to the most important service quality dimensions for satisfying bank customers. Moreover, there is little published work about the similarities or differences with which ethnically diverse customers view the service
aspect of retail banking. This study examines the perceptions of four specific ethnic groups about how service quality dimensions contribute to their satisfaction with retail banking in university of Rajasthan Jaipur campus. University of Rajasthan Jaipur campus was a logical research location given the large number of expatriates living and working there as well as its own ethnically diverse citizenry. The research has been carried out through secondary research and primary research. Survey method has been used for primary research. Personal contact approach through questionnaire has been introduced to conduct the survey. The findings concludes that there is significant impact of personnel behavior on customer satisfaction and result also shows that there is a positive impact on customer satisfaction of the perceived service quality which leads to the not only customer satisfaction but increases loyalty and commitment toward bank.31

(12)
Title of Work : “Customers’ satisfaction in ATM service: An empirical evidence from public and private sector banks in India”
Type of Work : Research Paper
Researcher : Vijay M. Kumbhar
Year : June 2011
Publication : Management Research and Practice

Abstract :

The aim of this paper was to provide a preliminary comparative investigation of the customer satisfaction in ATM service of public and private sector banks in India. For this investigation primary data was collected from 150 respondents of public and private sector banks through a structured questionnaire. Collected data was analyzed according to the objectives of the present research and result of the statistical analysis indicates that private sector banks are providing more satisfactory ATM service as compared to public sector banks. Empirical evidences indicates that customers perception about Efficiency, Security and Responsiveness, Cost Effectiveness, Problem Handling and Compensation and Contact service related to ATM service is low in both public and privates sector banks (ranging between 3.00 to 3.50).

31 Dr. Mamta Jain; Mr. Suresh Kumar Yadav; Mr. Abhineet Saxena and Dr. T. N. Mathur, Banking services and customer satisfaction – A study of banks in campus of university of Rajasthan, Asian Journal of Research in Banking and Finance Vol. 3, No. 11, November 2013, pp. 12-24. ISSN 2249-7323
Therefore both types of banks should aware about these aspects of ATM service to enhance customers’ satisfaction.

(13)
Title of Work: “Service quality and customer satisfaction: A case study – banking sectors in Jaffna district, Srilanka”
Type of Work: Research Paper
Researcher: S. Sivesan
Year: October 2012
Publication: International Journal of Marketing, Financial Services & Management Research

Abstract:
This study was undertaken with the objective of finding out the impact of the service quality on customer’s satisfaction in banking sectors. For this study, Quality of services is evaluated by reliability, functionality, responsiveness service design and assurances, and also reviewed with help of the GAP (SERVQUAL) analyze this was established by Zeithaml, Parasuramn and Berry. Customer satisfaction is appraised by service facility and accessories, convenience and supporting service, customer value, customer loyalty. The present study is initiated the impact of the service quality on customer satisfaction with the samples of 143 customers of banking. The study found that the correlation value between service quality and customer satisfaction is 0.767. It is significant at 0.01 levels. There is positive linear relationship between the service quality and customer satisfactions. According to the Regression analysis, 58.8 % service quality impact on customer satisfaction. Finally, service quality influences on customer satisfaction. The study further points out that keen attention should be paid to polish service quality. Because, service quality are inter related with customer satisfaction.
<table>
<thead>
<tr>
<th>Title of Work</th>
<th>“Customers preference and satisfaction towards banking services with special reference to Shivamogga district in Karnataka”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Work</td>
<td>Research Paper</td>
</tr>
<tr>
<td>Researcher</td>
<td>Ravi C.S and KundanBasavaraj</td>
</tr>
<tr>
<td>Year</td>
<td>January 2013</td>
</tr>
<tr>
<td>Publication</td>
<td>TRANS Asian Research Journals</td>
</tr>
</tbody>
</table>

**Abstract**

After the implementation of government policies on globalization and liberalization, the banks provide a variety of products and services to the customers. The various services offered by the banks can be utilized by the customers only when they are made aware of these services. The banker and customer have to know about one another. The banker has to understand the customers’ needs and in the same way, the customer has to know about the various services offered by the banks. Increased level of awareness among the customers leads to increased preferences. The purpose of this study is to investigate the preference and satisfaction level of customers towards loans, deposits schemes, insurances and value added services rendered by private and public banks in Shivamogga district. The present study is to compare and analyze the customer preference and satisfaction towards banking services both private and public banks in Shivamogga district.

<table>
<thead>
<tr>
<th>Title of Work</th>
<th>“A comparative study of customer perception toward e-banking services provided by selected private &amp; public sector bank in India”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Work</td>
<td>Research Paper</td>
</tr>
<tr>
<td>Researcher</td>
<td>Ms. Fozia</td>
</tr>
<tr>
<td>Year</td>
<td>September 2013</td>
</tr>
<tr>
<td>Publication</td>
<td>International Journal of Scientific and Research Publications</td>
</tr>
</tbody>
</table>
Abstract:

The purpose of this paper is to determine the customer's perception toward the e-banking services. A total of number of customer taken for the study is 196. Analysis of variance technique is employed to study the significant relationship between the occupation and customer perception of e-banking services and significant relationship between the age and customer perception of e-banking services. The result of the study clearly shows that different age group of customer and different occupation group of customers have different perception toward the e-banking services. The results also propose that demographic factors impact significantly internet banking behavior, specifically, occupation and age. Finally, this paper suggests that an understanding about the customer’s perception regarding the e-banking services of public and private banks it will help to the banker to understand the customers need in better way.

(16)

Title of Work: “Service quality and customer satisfaction: A study with special reference to public sector banking industries in India”

Type of Work: Research Article

Researcher: Satendra Thakur and A. P Singh

Year: Aug -2011

Publication: International Journal of Management Research and Review

Abstract:

The purpose of this research article is to examine relationship between service quality and customer satisfaction among group of customer towards the public sector banking industries in India. Study is cross sectional and descriptive in nature. Service quality consists of service product, service delivery and service environment, whereas service product refers to technical quality of service, service delivery refers to functional quality and service environment refers to internal and external. 400 questionnaires distributed to the customer of different department and agency, where 304 is return back. The hypotheses were tested using the multiple regressions. The finding indicates that service product is significantly and positively related to customer
satisfaction; however service delivery and service environment are not significant predictors of customer satisfaction.

(17)

Title of Work: “Customer service satisfaction in Indian banking sector”  
(a study in Visakhapatnam district)

Type of Work: Research Article
Researcher: Abdul Kamal Mohideen
Year: September, 2011
Publication: Journal on Banking Financial Services & Insurance Research

Abstract:
The banking industry like many other financial service industries is facing a rapidly changing market, new technologies, economic uncertainties, fierce competition and more demanding customers and the changing climate has presented an unprecedented set of challenges. Banking is a customer oriented services industry, therefore, the customer is the focus and customer service is the differentiating factors.

In the backdrop of all these developments the investigator makes an attempt to explain the Customer Service satisfaction in Indian banking Sector. For this study, descriptive research design is used where the data is collected through the questionnaire. The information is gathered from the different customers of the two banks, viz., State Bank of India and ICICI Bank located in the district Visakhapatnam, Andhra Pradesh. Fifty bank respondents from each bank were contacted personally in order to seek fair and frank responses on quality of service in banks. The service quality model developed by Zeithaml, Parasuraman and Berry (1988) has been used in the present study.

The analysis clearly shows that there exists wide perceptual difference among Indian (public sector) banks regarding overall service quality with their respective customers, when compared to Private sector banks. Whereas the said perceptual difference in private banks is narrow.32

32 Abdul Kamal Mohideen, Customer service satisfaction in Indian banking sector” (a study in Visakhapatnam district), JBFSIR Volume 1, Issue 6 (September, 2011) ISSN 2231-4288
Title of Work: “A study on customers’ perception towards internet banking at Ahmadabad city”
Type of Work: Research paper
Researcher: Ms. Varsha Kuchara
Year: September 2012
Publication: PARIPEX - Indian Journal of Research
Abstract:

Internet banking is a new delivery channel for banks in India. The Internet banking channel is both an informative and a transactional medium. Internet Banking and Mobile Banking made it convenient for customers to do their banking from geographically diverse places. However, Internet banking has not been popularly adopted in India as expected. Being a savings based culture still, Indian consumers are cautious about their financial assets. They are also relatively recent entrants to internet based services. Design of these systems must therefore be based on an understanding of these users’ outlook and priorities through task centric, security assured and service oriented solutions minus the technological challenges. The objective of this paper is to find the perception of Internet banking users. The profiles may be used to target and attract potential customers to adopt Internet banking.

Title of Work: “Customer’s perception of service quality of state bank of India - A factor analysis”
Type of Work: Research Paper
Researcher: Dr. Mrs. G. Santhiyavalli
Place and Year: September 2011
Publication: International Journal of Management & Business Studies
Abstract:

Customer service is an integral part of any organization. It is necessary to identify the key success factors in terms of customer satisfaction so as to survive in intense competition and increase the market share. Today, the concept of core banking has made ‘Any where and any time’ banking a reality. Along with technology, banking services have also evolved and the delivery of various banking products are carried
out through the medium of high technology at a fraction of the cost to the customer. In this scenario the present study was conducted to evaluate the service quality of State Bank of India by identifying the major factors responsible for customer satisfaction. To support the objective of the study, SERVQUAL technique based on the model developed by A. Parasuraman et al (1988) was adopted. The factor analysis clearly indicates that among five dimensions ‘Reliability’, ‘Responsiveness’, ‘Empathy’ and ‘Tangibility’ are the major factors responsible for customer satisfaction which stood at 90 percent regarding the services provided by State Bank of India.

(20)
Title of Work: “Bancassurance: A comparative study on customer satisfaction towards public and private sector banks in Pathanamthitta district- Kerala”
Type of Work: Research Paper
Researcher: JojiRajan M.F.C and Dr. M. Gomatheeswaran
Year: 7 Aug, 2013
Publication: The International Journal of Engineering and Science (IJES)

Abstract:
A sound and effective banking system is needed for a healthy economy. The Indian banking system is not hassle free but it is able to meet the new challenges posed by the technology. In the recent years new trends have raised in the banking sector. The business of banking around the globe is changing due to globalization and liberalization. The boundaries that have kept various financial services separate from each other have vanished. The wave of financial deregulation and the changes in customer demands paved the way for the emergence of financial conglomerates which resulted in “Bancassurance”. As a result of the increased competition it makes it difficult for the banks to retain their customers. This comparative study with public and private sector banks focuses on the level of customer satisfaction on Bancassurance services. The population of the study is based on the customers from selected public and private sector banks in Pathanamthitta district. The study is based on primary and secondary research.
Today, banking is regarded as a consumer-oriented services industry and banks have started realizing that their business increasingly depends on the quality of the consumer service provided and overall satisfaction of the customer. Relationship marketing has become the most critical aspect to corporate banking success. Today, customers expect higher quality services from banks which, if fulfilled, could result in significantly improved customer satisfaction, and potentially retention levels.

This empirical research study focuses on exploring the major factors that lead to customer satisfaction in retail banking in Western Maharashtra in India. It also leads to developing a conceptual framework of relationship marketing practices in Indian banks by capturing the perspectives of consumers with respect to their satisfaction with various services. The findings revealed that customer satisfaction, a transaction-specific attribute, is dependent on nine different factors. It is hoped that this research paper would help the bank management not only in improving the overall level of customer satisfaction but also strengthening the bond between the banks and their customers, thereby helping the banks to retain and/or expand their overall customer base.
Abstract

The Indian Banking Industry has undergone radical changes due to liberalization and globalization measures undertaken since 1991. Today, Indian Banking Industry is one of the largest industries in the world. There has been a great surge in efficient customer services. A highly satisfied and delighted customer is a very vital non-financial asset for the banks in the emerging IT era. The courtesy, accuracy and speed are like a crown factors for a bank. Based on the responses of 100 customers of Punjab National Bank operating in the Meerut district of Uttar Pradesh has been taken into consideration. The survey was conducted in Meerut district.

Title of Work: “A Study on Customer Satisfaction towards Public and Private Sector Banking Services” [with Special Reference to Anantapur District of Andra Pradesh]

Type of Work: Research Article

Researcher: M.E. Doddaraju

Year: 3 Number, 2013

Publication: Global Journal of Management and Business Studies.

Abstract

Today every business organizations are facing tough competition here no exemption for financial services or Banking industries. Customer service is an integral part of any organization it is necessary to identify the key success factors in terms of customer satisfaction. To develop and to sustain business any of the banks must have quality of customer service that can link up cordial relation with the customer and result in to the satisfaction level of the customer. In the present research an effort has done to measure satisfaction level of customer to bank located in Anantapur District of Andra Pradesh. The main focus is done on whether private banks bring more satisfaction then public sector banks to the people residing in Anantapur District and what are those factors which are considered when people say they are satisfied.33

33 M.E. Doddaraju, A Study on Customer Satisfaction towards Public and Private Sector Banking Services [with Special Reference to Anantapur District of Andra Pradesh], GJMBS ISSN 2248-9878 Volume 3, Number 3 (2013), pp. 287-294
Title of Work: “A comparative study of banking services and customer satisfaction in public, private and foreign banks”
Type of Work: Research paper
Researcher: Surabhi Singh and Renu Arora
Year: 2011
Publication: J Economics

Abstract:
The bank system is facing challenges with stiff competition and advancement of technology. It becomes imperative for service providers to meet or exceed the target customers’ satisfaction with quality of services expected by them. Hence, the present research attempted to study customers’ perception of quality of services, both transactions based and IT enabled in terms of its constituent factors in public sector, private sector and foreign banks. Also through the present study, we would gauge the extent of IT adoption in public sector, private sector and foreign banks in this e-age. The present investigation was planned with the objective to assess the extent of use of services especially the IT enabled services in these banks and to analyze the constituent factors affecting customer satisfaction with the quality of services. The present study was conducted in public sector, private sector and foreign banks of Delhi. Multistage random sampling was used for selection of sample. The study was proposed to be conducted in five zones (East, West, North, South, and Central) of Delhi. One branch of the above banks in any zone of Delhi was selected randomly. While selecting the branch, care was taken to see that branch should provide at least five IT enabled services. This step was followed to have Intra Bank comparison. The study shows that the customers of nationalized banks were not satisfied with the employee behavior and infrastructure, while respondents of private and foreign banks were not satisfied with high charges, accessibility and communication.
The aim of the research is to critically analyze the importance of customer service in the Banking Industry, a case study of Eco bank Ghana Limited, Tema. The six (6) branches selected were Tema main, Community Six, Gyau Towers, Safe bond, Long Room and Tema Mail.

In conducting the research a convenience research sampling method/procedure was adopted to select the sample size from which data was obtained. Questionnaires and interviews were used to gather data on the activities of Eco bank Ghana Limited on customer service. The data gathered were coded, analyzed with the necessary conclusions, recommendations and suggestions for future research presented.

The study revealed that, Eco bank Ghana Limited provides excellent banking services to its retail and corporate customers, further more customers complaints are welcome by lodging them through their website, suggestion box, customer complaint unit, branch manager and customer service representatives.

Recommendations have been made to address and enhance customer service delivery in order to achieve excellent services.

Suggestion for future studies was given that a large number of customers may leave hence the need for Eco bank Ghana Limited to seriously step up its research into why customers keep another account at other banks and address their shortfalls as quickly as possible.

Title of Work : “Analytical study of customer satisfaction at ICICI bank with special reference to ATMs”
Type of Work : Research Paper
Researcher : Dr. Manvinder Singh Pahwa and Prof. (Dr.) Karunesh Saxena
Year : 2011
Abstract

This study aims at analyzing the satisfaction levels of the customers of ICICI Bank holding ATM cards in Udaipur City with respect to some aspects such as the service quality of ATM personnel, location, sufficient number of ATMs in city, regularity in working of ATMs, their impact on overall performance and their opinions on various other related issues. This study is a type of exploratory research using random sampling technique. As the samples were selected on a random basis and it may represent the whole population, and therefore it may prove to be important for the ICICI Bank management to consider the recommendations with due care for being in competitive position for better customer service.

(27)
Title of Work : “Customer satisfaction in new generation banks” (a case study of HDFC bank)
Type of Work : Research Paper
Researcher : Dr. Naveen Kumar and Dr. V.K.Gangal
Year : Oct. 2011

Abstract

Customers’ satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products. With the phenomenal increase in the country's population and the increased demand for banking services; speed, service quality and customer satisfaction are going to be key differentiators for each bank's future success. Thus, it is imperative for banks to get useful feedback on their actual response time and customers’ service quality perceptions of retail banking, which in turn will help them take positive steps to maintain a competitive edge. This paper helps to study the new generation banks in India.
Title of Work: “Consumer perception and satisfaction of banking products and services – a comparative study of select Indian public and private sector banks”

Type of Work: Article

Researcher: B.K.Tiwary

Year: June 2011

Publication: Indian Streams Research Journal

Abstract:

The banking sector in India in the earlier days was the prime destination for savings and investment. That situation has undergone a dramatic change in the modern age. Today, there are various avenues for savings and investment and banks have also diversified their range of operations to merchant banking, investment advisory services, wealth management, marketing of insurance products, export finance and the like. With the liberalization of the banking sector and the growing number of banking institutions, the competitive intensity in the Indian banking sector is of a magnitude never witnessed before. In this highly competitive environment, meeting customer expectations and ensuring customer satisfaction is extremely important for the survival and sustenance of banking institutions. Therefore this study was undertaken to ascertain the level of customer satisfaction with regard to products and services offered by public and private sector banks. The findings of the study would help the banking sector to shore up their strengths and remedy their shortcomings.

Title of Work: “Comparative study of customer satisfaction in Indian public sector and private sector banks”

Type of Work: Research Paper

Researcher: Puja Khatri and YuktiAhuja

Publication: International Journal of engineering and management sciences

Abstract:

With the advent of liberalization policy and RBI’s easy norms several private and foreign banks have entered in Indian banking sector which has given birth to cut
throat competition amongst banks for acquiring large customer base and market share. Banks have to deal with many customers and render various types of services to its customers and if the customers are not satisfied with the services provided by the banks then they will defect which will impact economy as a whole since banking system plays an important role in the economy of a country, also it is very costly and difficult to recover a dissatisfied customer. Since the competition has grown manifold in the recent times it has become a herculean task for organizations to build loyalty, the reason being that the customer of today is spoilt for choice. It has become imperative for both public and private sector banks to perform to the best of their abilities to retain their customers by catering to their explicit as well as implicit needs. Many a times it happens that the banks fail to satisfy their customer who can cause huge losses for banks and there the need of this study arises. The purpose of this study is to compare the public sector banks and private sector banks in terms of customer satisfaction and to study the various variables of service quality using servqual model. The work has been carried out with the objective of understanding the reasons of customer dissatisfaction and what are the opportunity areas wherein these banks need to focus and strengthen their Customer Relationship Management practices. The research work uses both the sources of information, i.e. Primary and Secondary sources, and thereafter SERVQUAL model has been used to identify the discrepancy in the service delivery system. Finally the study concludes by giving some recommendations to improve in the area where these banks do not meet the expectation of their customers.  

(30)

Title of Work : “Customer satisfaction & retail banking: A study of customer satisfaction in retail banking”
Type of Work : Research Paper
Researcher : Dr. Anita and Mahavir Singh
Year : January 2013
Publication : International Journal of reviews, surveys and research(IJRSR)

34 Puja Khatri and YuktiAhuja, Comparative study of customer satisfaction in Indian public sector and private sector banks, I.J.E.M.S., VOL. 1(1): 42-51 ISSN 2229-600X
Abstract

The banking sector in India was regulated to a certain extent in 1935 with reserve bank of India being bestowed with the responsibility to act as a regulator, after the independence of the country in 1947. The government of India realized that laissez faire policy cannot be continued for an important sector like banking. Nationalization of banks, thus, can be described as a stepping stone for the development. The Indian banking industry has undergone radical changes due to liberalization and globalization measures undertaken since 1991. Today, Indian banking industry is one of the largest in the world. There has been a great surge in retail banking. Retail portfolio, which mainly comprises lending for consumer durables, housing, personal loans and educational loans, etc., constitutes more than one-fifth of total bank advances. Banks are continuously striving to improve their services in different market segments. Nevertheless, there has remained a gap between the services offered by banks in the retail area and the expectations of their customers.

The present study, based on responses received from 300 customers of SBI bank, PNB bank, HDFC Bank, ICICI Bank, IDBI bank, and some other private and nationalized banks in Kurukshetra city, was undertaken to identify the various types of services offered by banks, the level of satisfaction about different types of services, expectation about these services and the level of segmentation gap among the services offered.

Title of Work: “Customer satisfaction with internet banking service quality in the Ghanaian banking industry”

Type of Work: Research Paper

Researcher: Simon Gyasi Nimako, Nana Kwame Gyamfi and Abdil Mumuni Moro Wandaogou

Year: July 2013

Publication: International Journal of Scientific & Technology

Abstract:

This paper empirically examines Customer Satisfaction (CS) with internet banking service quality (IBSQ) in the Ghanaian banking industry. The study was a cross-sectional survey that employed the use self-administered questionnaire to collect
primary data from a sample of 200 respondents of two banks through personal contact. The findings are that customers of Merchant Bank, Ghana (MBG) are more satisfied with the IBSQ than those of Ghana Commercial Bank (GCB). Moreover, income influenced the satisfaction of customers for IBSQ generally. It was found that, generally, customers of the two banks are dissatisfied with the promptness of reception of responses to customer request, the ability to be guided online to resolve problems, offering of preferentially lower fees/ rates and charges, and reasonability of the transaction fee for online banking transactions, but are less satisfied with the quickness of web pages loading when using online banking transactions. Theoretical and managerial implications of the findings have been discussed, and limitations are noted. The paper contributes to the literature in area of customer satisfaction in electronic banking.

(32)

Title of Work: “An empirical study - awareness of customers on service quality of public sector banks in Varanasi”

Type of Work: Research Paper

Researcher: Swati Tripathi

Year: January 2013

Publication: Journal of Business Management & Social Sciences Research (JBM&SSR)

Abstract:

Service quality is a competitive weapon in the banking industry. As competition becomes more concentrated and environmental factors become more argumentative, the concern for service quality grows. Retention of customer is the ultimate successful performance of any banking sector. To develop reputation and gain customer loyalty, a study of the performance of the banks is done to see if the perception of service quality has an effect on the banks. It is also an eye-opener for the banks to see the gap between customer expectation and perceptions regarding the quality of services provide which should further act as a motivation which results, increases reputation and to achieve customer loyalty. The banks have to prepare their marketing plans and
strategies on the basis of the customers segment to reap the competitive advantages. The paper aims to study the gap score of public sector banks in Varanasi city.35

(33)
Title of Work : “Customer satisfaction towards ATM services – a study of bank customers in Navi-Mumbai”
Type of Work : Research Paper
Researcher : Mr. Ramraj T. Nadar
Year : July 2012
Publication : International Journal of Physical and Social Sciences
Abstract :

Banking reforms made customers to access their services more conveniently. Among the services offered by the banks, ATM services play key role to minimize customers’ time and energy. Having satisfied customers and to retain them for a longer period of time it is necessary to provide ATM services on round the clock as well as anywhere in the nation. The study focus on the customer satisfaction towards ATM services offered by the banks and tries to suggest some ways out to improve their level of services to keep the force on. The study area is restricted to Navi Mumbai city of Maharashtra.

(34)
Title of Work : “Customer satisfaction: a comparative analysis of public and private sector banks in India”
Type of Work : Research Paper
Researcher : Nirmaljeet Virk and Prabhjot Kaur Mahal
Year : 2012
Publication : Information and Knowledge Management
Abstract :

As economic globalization intensifies competition and creates a climate of constant change, winning and keeping customers has become all the more important. Nowadays banks have realized that cost of attracting a new customer is much more

35 Swati Tripathi, An empirical study - awareness of customers on service quality of public sector banks in Varanasi, JBM&SSR ISSN No: 2319-5614 Volume 2, No.1, January 2013
than retaining existing customers, so banks are emphasizing more upon customer satisfaction. These days customers demand for top quality services and products served with minimum wait time, so customers prefer techno-savvy banks as well bankers. At this backdrop, the main problem today before the commercial banks, more particularly the public sector banks in India which were earlier operating in a sheltered regime after nationalization, is their long-run survival, tapping quality customers and forging way ahead by retaining their valued customers. The current research paper attempts to make a comparative analysis of level of customer satisfaction towards services provided by public and private sector banks. The study has been conducted in Chandigarh city. This study is based on questionnaire method. A sample of 160 customers has been selected using convenient sampling method. The statistical tests are conducted at 5% and 1% level of significant the main statistical tools are used. This study concluded that private sector banks are more preferred by majority of the customer as they emphasize more upon relationship building with their clients and are better equipped with modern infrastructure as compared to public sector banks.

(35)

**Title of Work**: “Determinants of customer satisfaction for mobile banking services - an empirical evidence from public and private sector banks at Udaipur, Rajasthan”

**Type of Work**: Research Paper

**Researcher**: Ashish Adholiya, Pankaj Dave and Shilpa Adholiya

**Year**: July -September 2012

**Publication**: International Journal of Applied Services Marketing

**Abstract**: This paper is intended to investigate the determinants influences customer satisfaction for mobile banking services. Customer satisfaction has become a fundamental marketing construct in the last three decades. This research is centered to those respondents who are using the mobile banking services. So that 100 respondents are identified for research study. These respondents are from both private and public
sector banks of Udaipur, Rajasthan. Their opinions were collected from structured questionnaire and quality of responses is measured by reliability test. Collected data was analyzed by factor analysis, chi-square and correlation analysis. In factor analysis principal component analysis with varimax rotation is used and correlation matrix is used to identify the relationship between the service quality, perceived value, brand perception, flexibility, technological innovation, strategic endorsement and functional performance of mobile banking service with customer satisfaction. This study may guide bank manager that which factors influences the customer satisfaction most.

(36)

Title of Work: “Impact of ATM on customer satisfaction” (a comparative study of SBI, ICICI & HDFC bank)

Type of Work: Research Paper

Researcher: Sultan Singh and Ms. Komal

Year: August 2009

Publication: Business Intelligence Journal

Abstract:

This paper presents the impact of ATM on customer satisfaction. This is a comparative study of three major banks i.e. State Bank of India, ICICI bank and HDFC bank. This paper has been divided into two sections. First section presents the introduction of ATM, brief history of three Banks compiled through the literature available in the field. It also includes the review of the various services provided by the three banks under study. Second section presents the result obtained on the basis of the data collected for the three banks. A sample of 360 respondents equally representing each bank has been taken through questionnaire. Data has also been collected through interview also. Then various statistical tools have been used accordingly to compile the result.36

36 Sultan Singh and Ms. Komal, Impact of ATM on customer satisfaction” (a comparative study of SBI, ICICI & HDFC bank), Business Intelligence Journal - August, 2009 Vol. 2 No. 2 pp. 276-287
(37)
Title of Work: “A study of customer satisfaction towards service provided by employees of public banks using SERVQUAL model with reference to Durg-Bhilai region”
Type of Work: Research Paper
Researcher: Minal Shah, Dr. Sanjay Guha and Dr. (Mrs.) Urvashi Shrivastava
Year: August 2013
Publication: International Journal of Management and Social Sciences
Abstract:
The Research has been conducted to 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.

(38)
Title of Work: “Customer satisfaction of internet banking and theory of big push: an analytical study with special reference to selected customers in Vadodara city”
Type of Work: Research Paper
Researcher: Mahtab Alam and Ankita M. Soni
Year: January 1-4, 2012
Abstract:
The purpose of this study is to find out the Customer satisfaction of internet banking users which leads to make more loyal customer and hence loyalty leads to the attracting more customer, expansion of business and increase in net profit. The finding of the study shows that there is a significant variation in the level of satisfaction among internet banking users. The satisfaction of an Internet banking users depends upon Reliability, Responsiveness, Security, and Ease of use and...
Tangible. Study also suggests that in which segment there is a need of big push to improve the overall satisfaction of the customers.

(39)
Title of Work : “Global banking survey: A new era of customer satisfaction with reference to India”
Type of Work : Research Paper
Researcher : Suriyamurthi S.
Year : June 2012
Publication : Journal of Accounting and Financial Management Research (JAFMR)
Abstract : 
Banking sector in India is facing a rapidly changing market. In today’s competitive environment relationship marketing is critical to banking corporate success. Banking is a customer oriented services industry and Indian banks have started realizing that business depends on client service and the satisfaction of the customer. This is compelling them to improve customer service and build relationships with customers. The banking system occupies an important place in nation’s economy. It plays a pivotal role in the economic development of a country and forms the core of the money market in an advanced country. The commercial banks in India comprise of both Public sector as well as private sector banks. Banks have to deal with many customers every day and render various types of services to its customer. It's a well-known fact that no business can exist without customers. “In recent years, the banking industry around the world has been undergoing a rapid transformation. The deepening of technology has facilitated better tracking and fulfillment of commitments, multiple delivery channels for customers and faster resolution of miscoordinations. Unlike in the past, the banks today are market driven and market responsive. The top concern in the mind of every bank's CEO is increasing or at least maintaining the market share in every line of business against the backdrop of heightened competition. With the entry of new players and multiple channels, customers (both corporate and retail) have become more discerning and less "loyal" to banks. This makes it imperative that banks provide best possible products and services to ensure customer satisfaction. To address the challenge of retention of customers, there have been active efforts in the
banking circles to switch over to customer-centric business model. The success of such a model depends upon the approach adopted by banks with respect to customer data management and customer relationship management. Over the years, Indian banks have expanded to cover a large geographic & functional area to meet the developmental needs. They have been managing a world of information about customers - their profiles, location, etc. They have a close relationship with their customers and a good knowledge of their needs, requirements and cash positions. Though this offers them a unique advantage, they face a fundamental problem. The main objective of this study is to find the interrelationships between service quality attributes, customer satisfaction and customer loyalty banking sector, close relationship.

(40)
Title of Work : “Market research on factors affecting customer satisfaction in retail banking in Vadodara, Gujarat, western India”
Type of Work : Research Paper
Researcher : Ankit Shah
Year : Jan-April, 2012
Abstract : In recent years, the banking industry around the world has been undergoing a rapid transformation. Today, banking is regarded as a consumer-oriented services industry and banks have started realizing that their business increasingly depends on the quality of the consumer service provided and overall satisfaction of the customer. Relationship marketing has become the most critical aspect to corporate banking success. In addition, the deepening of information technology has facilitated better tracking and fulfillment of commitments, multiple delivery channels for bank customers, and faster resolution of issues. In India too, the wave of deregulation in the early 1990s has created heightened competition and greater risks for banks and financial intermediaries. Today, customers expect higher quality services from banks which, if fulfilled, could result in significantly improved customer satisfaction, and potentially retention levels. This empirical research study focuses on exploring the major factors that lead to customer satisfaction in retail banking in India. It also leads to developing a conceptual framework of relationship marketing practices in Indian
banks by capturing the perspectives of consumers with respect to their satisfaction with various services. Data from 300 survey respondents was collected from the selected prominent retail banks in the city of Vadodara (Baroda), Gujarat (Western India). The findings revealed that customer satisfaction, a transaction-specific attribute, is dependent on nine different factors. It is hoped that this research paper would help the bank management not only in improving the overall level of customer satisfaction but also strengthening the bond between the banks and their customers, thereby helping the banks to retain and/or expand their overall customer base.

(41)

Title of Work : “Customer satisfaction in Indian banking services” (A study in Aligarh district)
Type of Work : Research Paper
Researcher : Dr. Jyoti Agarwal
Year : January 2012
Publication : International Journal of Computing and Business Research (IJCBR)

Abstract :

The banking industry like many other financial service industries is facing a rapidly changing market, new technologies, economic uncertainties, fierce competition and more demanding customers and the changing climate has presented an unprecedented set of challenges. Banking is a customer oriented services industry, therefore, the customer is the focus and customer service is the differentiating factors.
In the backdrop of all these developments the investigator makes an attempt to explain the Customer Service satisfaction in Indian banking Sector. For this study, descriptive research design is used where the data is collected through the questionnaire. The information is gathered from the different customers of the two banks, viz., State Bank of India and ICICI Bank located in the district Aligarh, Uttar Pradesh. Fifty bank respondents from each bank were contacted personally in order to seek fair and frank responses on quality of service in banks. The service quality model developed by Zeithamal, Parsuraman and Berry (1988) has been used in the present study.
The analysis clearly shows that there exists wide perceptual difference among Indian (public sector) banks regarding overall service quality with their respective customers, when compared to Private sector banks. Whereas the said perceptual difference in private banks is narrow.

(42)
Title of Work : “Factors affecting the customer satisfaction in e-banking: Some evidences form Indian banks”
Type of Work : Research Paper
Researcher : Vijay M. Kumbhar
Year : December 2011
Publication : Management Research and Practice
Abstract : 
This study evaluates major factors (i.e. service quality, brand perception and perceived value) affecting on customers’ satisfaction in e-banking service settings. This study also evaluates influence of service quality on brand perception, perceived value and satisfaction in e-banking. Required data was collected through customers’ survey. For conducting customers’ survey likert scale based questionnaire was developed after review of literature and discussions with bank managers as well as experts in customer service and marketing. Collected data was analyzed using principle component (PCA) using SPSS 19.0. A result indicates that, Perceived Value, Brand Perception, Cost Effectiveness, Easy to Use, Convenience, Problem Handling, Security/Assurance and Responsiveness are important factors in customers satisfaction in e-banking it explains 48.30 per cent of variance. Contact Facilities, System Availability, Fulfillment, Efficiency and Compensation are comparatively less important because these dimensions explain 21.70 percent of variance in customers’ satisfaction. Security/Assurance, Responsiveness, Easy to Use, Cost Effectiveness and Compensation are predictors of brand perception in e-banking and Fulfillment, Efficiency, Security/Assurance, Responsiveness, Convenience, Cost Effectiveness,
Problem Handling and Compensation are predictors of perceived value in e-banking.\textsuperscript{37}

(43)
Title of Work : “A study on customer satisfaction & service gaps in selected private, public & foreign banks”
Type of Work : Research Paper
Researcher : Prasanta K. Padhy and Biranchi Narayan Swar
Abstract : 

This study investigates the role that technology plays in banking and its impact on the delivery of perceived service quality. A sample of 440 banking customers was taken and 300 useable questionnaires were analyzed.

The paper presents an empirical study of major quality improvement initiatives recently undertaken by two banks. It provides a useful comparison of the two different approaches, and contributes new evidence on the current debate concerning the validity of the SERVQUAL model. First, it outlines the implementation of the SERVQUAL model in the bank’s subsequent quality improvement program, as evidenced through the bank’s customer satisfaction endeavors. Second, included for comparative purposes, the paper describes the adoption and implementation of the Crosby’s total quality training program. In both cases relevant evidence was gathered on staff attitudes. Given the long-term nature of these comprehensive quality programs, any evaluation must necessarily be tentative, but both banks are able to report an improvement in service quality, and fresh evidence is provided in support of the SERVQUAL model.

The paper argues that one theme that has emerged consistently in the recent services marketing literature is the importance of frontline employees in service delivery. The internal marketing concept is based on the belief that a firm’s internal market/employees can be motivated to strive for customer-consciousness, market orientation and sales-mindedness through the application of accepted external marketing approaches and principles. This paper considers that the objectives of the firm could be achieved by aligning them with the values to frontline employees.

\textsuperscript{37} Vijay M. Kumbhar, Factors affecting the customer satisfaction in e-banking: Some evidences form Indian banks, MANAGEMENT RESEARCH AND PRACTICE VOL. 3 ISSUE 4 (2011) PP: 1-14, ISSN 2067-2462
Title of Work: “Impact of Customer's Satisfaction on Retail Banking”
Type of Work: Research Paper
Researcher: Dr. Paritosh Awasthi, Prof. Kavita Dive
Year: January, 2012
Publication: International Referred Research Journal

Abstract:

The issue of retail banking is extremely important and topical. Across the globe, retail lending has been a spectacular innovation in the commercial banking sector in recent years. The growth of retail lending, especially, in emerging economies, is attributable to the rapid advances in information technology, the evolving macroeconomic environment, financial market reform, and several micro-level demand and supply side factors. India too experienced a surge in retail banking. There are various pointers towards this. Retail loan is estimated to have accounted for nearly one-fifth of all bank credit. Housing sector is experiencing a Boom in its credit. The retail loan market has decisively got transformed from a seller's market to a buyers' market. Gone are the days where getting a retail loan was somewhat cumbersome. All these emphasize the momentum that retail banking is experiencing in the Indian economy in recent years. Convenience banking in the form of debit cards, internet and phone-banking, anywhere and anytime banking has attracted many new customers into the banking field.

Our research confirms this impact that the crisis has had on average customer's trust in, and relationship with their retail bank.

The most popular channel used by customer access their account are clearly ATM's, the internet & branch office.38

---

Title of Work: “Managing and Measuring Consumer’s Satisfaction”

Type of Work: Book

Researcher: Dr. Parimal H. Vyas

Year: 2002

Publication: Book Enclave

Abstract:

The research study was mainly undertaken to measure and evaluate current state of customers’ satisfaction/dissatisfaction with regard to purchase made by consumers belonging to middle income group (MIG) through consumer financing schemes wiz., HF, VF, and IHCF in the selected cities of Gujarat that is Ahmedabad, Surat, Vadodara and Rajkot. The data was collected from 100 respondents for HF and IHCF whereas 120 sample units were drawn for VF. The proposed research study was undertaken mainly to measure and evaluate customers’ current state of satisfaction and disaffection from conveniently drawn sampling units who have purchased products like House, in-home-appliances (Television, Freeze, Washing Machine, Music System etc..) and Vehicles (Two-Wheeler and Four-Wheeler, etc..) with the help of consumer financing activities.

Title of Work: “Consumers Protection and satisfaction (Legal and Managerial Dimensions)”

Type of Work: Book

Researcher: S.S. Gulshan

Year: January 1995

Publication: Wiley eastern limited

Abstract:

The study of consumerism is a fascinating one: and it is going to be an indispensable part of day to day affairs of all of us. In fact, the subject has already been made part of the syllabus of academic curricula and several professional examinations. The book
has been prepared with a conscious effort to meet in full measure the requirements of
students preparing for various examinations.
Also, it is an attempt to make the consumer law accessible to those concerned through
handling of every day instances to clarify how the law works. It also shows that
potential legal problems can be averted with sufficient knowledge of the law and so
offers a working account of appropriate areas of the law. The book provides in depth
analysis supplemented by practical observations and numbers examples in the
problematic areas. In fact, a mere glance at the contents helps one to have birds-eye
view of its utility.
The subject is presented in a modulated and graded manner. Chapter 1 discusses
problems which consumers are confronted with. Chapter 2 traces the genesis of
statutory liability of business to customers. Chapter 3-5 discuss the different laws
which, directly or indirectly, bring relief to the consumers. Chapter 6 incorporates
some judicial decisions affecting consumers. Chapter 7 brings out agenda for the
consumers, the consumers associates, the state and business.

(47)

Title of Work : “Private Sector Banks Service Quality and Customer Satisfaction: A empirical study two Private Sector Banks”

Type of Work : Research Paper

Researcher : Ms. Nisha Malik and Mr. Chand Prakash Saini

Year : July 2013

Publication : International Journal in Multidisciplinary and Academic Research (SSIJMAR)

Abstract :

This research paper is an effort to examine the relationship between service quality
and customer satisfaction of two private sectors bank of India. Service quality has
been described as a form of attitude that results from the comparison of prospect with
that customers, while evaluating the quality of service, compare the service they
expect with perceptions of the services they actually receive. Since financial products
offered by various banks are similar by nature then why any particular bank of
product of any bank is preferred than others a matter of interest for academician as well as banking industry. They may be difference between customers of public and private sector banks, but why are two banks of one sector being preferred differently by customers. This research study is an effort to find out the answer of these questions.

(48)

Title of Work : “Service Quality, Customer Satisfaction and Loyalty: A Test of Mediation”

Type of Work : Research Paper

Researcher : Rahim Mosahab, Osman Mahamad and T. Ramayah

Year : October 2010

Publication : International Business Research

Abstract :

The present research was conducted in a bank in Tehran, Iran, in 2009/2010. This report is the outcome of a field research, which aimed to determine the quality of services offered by Sepah Bank, and also to study the relationship between the service quality, satisfaction and loyalty. In this research, the service quality standard model has been used for evaluation of service quality, Gremler and Brown (1996) model with some revision was used for evaluating the loyalty, and the instrument offered by Bitner and Hubbert (1994) was used for evaluation of customer satisfaction. The focus of this research is a Sepah Bank branch around Fatemi St., Tehran, Iran, and 147 customers of this bank were sampled. The results of this research show that in all aspects, customers’ expectation, are higher than their perceptions of the Bank’s operation, and in fact the quality of offered services is low. Besides, this research findings show that the customer satisfaction plays the role of a mediator in the effects of service quality on service loyalty. These findings are further explored.
<table>
<thead>
<tr>
<th>Title of Work</th>
<th>“A Study of Factors Affecting Customer Satisfaction in Present Highly Competitive Banking Industry”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Work</td>
<td>Research Paper</td>
</tr>
<tr>
<td>Researcher</td>
<td>Prerna Dawar</td>
</tr>
<tr>
<td>Year</td>
<td>February 2013</td>
</tr>
<tr>
<td>Publication</td>
<td>Asia Pacific Journal of Marketing &amp; Management Review</td>
</tr>
</tbody>
</table>

**Abstract**

The main objective of this paper is to identify all the main factors that influence the customer satisfaction in banking at the present contemporary global and highly competitive economy. In this study a comparative research design has been chosen to explicate the determinants of Customer Satisfaction. The research method will help in examining the various factors those results in satisfaction in Retail Banking. Factor Analysis is the statistical tool that has been used for data analysis.

In analysis part initially KMO (Kaiser-Meyer-Olkin) and Bartlett's Test was applied to the collected data. Kaiser-Meyer-Olkin Measure of Sampling Adequacy test shows the value of .814. The Principal Component Analysis extraction method was used to analyze the data with Varimax Rotation Method. The extracted communalities ranged from 0.477 to 0.777. For clarity of the factor definitions, factor loadings of more than 0.400 were considered. The factor analysis yielded 6 factors in all which explaining 63.369 percent of total variance. Applicative value:

Implications of this research work will help the bankers of small town banks can identify that what are the various factors that can affect their customer satisfaction the most in the present competitive market. May be they can use these factors to drive Customer loyalty out of customer satisfaction.
Abstract:

Customer satisfaction is a significant subject for most marketers. It becomes imperative for service providers to meet or exceed the target customers’ satisfaction with quality of services expected by them. The service quality has been regarded as the key factor in order to succeed and have endurance in banking industry, especially when there has been continuously growing pressure from other institutions working in the same industry and demanding customer requirements. In this paper, the authors highlighted the important key factors and made several interbank comparisons. Some important characteristics were listed out by which customer’s satisfaction was observed on rating basis. Further, these were prioritized according to the factors identified. To meet the objective of the paper, multivariate statistical techniques were applied and results were explored in new dimensions. The study outlines that the private sector banks provide higher customer satisfaction when compared to the nationalized and public sector banks and in turn there are combinations where a set of nationalized and public sector banks will meet the satisfaction levels of the customers.
Abstract:

ATM is one of the most popular delivery channels as it permits customers to do Anywhere, Anytime banking. Both, the bank and customers stand to gain in several ways. While ATMs bring down the cost per transaction, increase efficiency by reducing workload of staff, they help to increase accuracy, speed, save time, money and efforts of customers. Thus, ATM impacts the customer services and leads to better customer satisfaction. To analyse the relationship between demographic variable and preference to use ATM, a structured questionnaire is used to collect the data from a convenience sample of 300 customers from three sample cooperative banks in Pune city. Frequency and Percentage analysis and chi square tests are applied for data analysis and interpretation. Also, charts and tables are prepared for better understanding of the findings.

Title of Work: “Performance Evaluation of ATMs in Thiruvananthapuram City - A case study of SBI from Customers’ Perspective”

Type of Work: Research Paper

Researcher: Sandhya. S and Dr. B. Vijayachandran Pillai

Year: Dec- Feb, 2015


Abstract:

Banks play a crucial role in the economic and social development of a nation. Now the Banks, at the global level, are very particular in adopting innovative products and services through advanced information technology. The support of information technology will help to improve the quality of the banking services. Banks have introduced ATM cards through which 24 hours banking can be done. The ATM card will allow the customer to withdraw at specified branch through debit to own savings or current account by use of ATM’s. Customer is the backbone of every banking organization. Hence, only by satisfying its customers, the bank can perform its activities most effectively. In this article, the authors have made an attempt to
examine the performance of the ATM functioning in the Thiruvananthapuram City in Kerala with particular reference to State Bank of India from the perspective of Customers. The data have been collected with the help of a pretested structured interview schedule. For this purpose, 50 customers have been selected by following simple random method.  

(53)

Title of Work : “A comparative study of customer attitude towards ATM of SBI and ICICI bank”

Type of Work : Research Paper

Researcher : Richa Tuli, Abhijeet Khatri and Anita Yadav

Year : August 2012

Publication : International Journal of Marketing and Technology volume 2 issue 8

Abstract : The Automated Teller Machine (ATM) is one type of innovation that can mechanically accept deposits, issue withdrawals, transfer funds between accounts and collect bills. This study aims at comparing the attitude of people toward ATM of SBI and ICICI bank. It also aims at find out the factors influencing the use of ATM. It also outlines the problem usually face by customer while using ATM of their banks. Target group chosen for this study were the people who have account in SBI and ICICI bank in Sirsa City (Haryana, India) and who are using the facility of ATM. This study reveals that on some point there is a difference in attitude of customer of ICICI and SBI bank towards ATM services. It reveals that most important factor which influence customer to use the ATM services is it’s convenience in use in case of both ICICI and SBI bank. Easy availability of machines also affects its use. Customer also uses ATM of ICICI because they agree that its use is secure. This study find that the main problem face by customer of SBI is that they get old currency notes from ATM of SBI. The main problem from ICICI ATM is that its machine goes out of cash. We

also find that use of ATM is increasing from last 2 years. People are now moving towards using the Automated Teller Machine.

(54)

Title of Work : “A Study on Usage of ATM Services in Sangli District”

Type of Work : Research Paper

Researcher : Dr. S.T. Bhosale

Year : July 2013


Abstract :

The development of banking business in the district can be analyzed in terms of growth trends in the total deposits and advances and its co-relation with the various key indicators stipulated by the Government/RBI as minimum levels to be achieved by the banks. This development depends upon the network of bank branches and there area of operation in the block/district viz. rural, semi-urban and urban branches. In Sangli district 64% bank branches are operating in rural area followed by 20% and 16% in Semi-urban and Urban area respectively. Adoption of new technology in banking sector enhances better services to customers with higher satisfaction. Further ATM is one of the excellent E-banking services. Thus the objective of the research is to identify usage of ATM service by the service users in sangli district, Maharashtra.

There is no doubt that the Banking Industry in Ghana is growing enormously. The growth of the Banking Industry in Ghana has emerged as a result of a variety of businesses being executed by individual customers in Ghana as well as proliferation of the Oil and Gas Industry which require Banking Investments. From the year 2000, proliferation and emergence of Nigerian Banks such United Bank for Africa (UBA), Intercontinental Bank and Zenith Bank have emerged in the Banking Industry of Ghana. Both private and public Banks in Ghana give out their best to customers in terms of Banking Hall Transactions, Internet Banking, Automated Teller Machine (ATM) Banking, and Credit Card Transactions etc. The convenience of using ATM for Banking Transactions by customers of Banks in Ghana has a major role to play in customer retention and satisfaction. This research paper focuses on measuring the ATM standards and service quality of Banks in Ghana with a research focus on Intercontinental Bank Ghana (IBG) Ltd (private) and Ghana Commercial Bank (GCB) Ltd (public) as well as other Banks in Ghana. The methodologies used for this research involved interviews with IT officers of the case study Banks and administrations of questionnaires to a number of Bank customers in Ghana. The research, based on its findings, discusses how to improve ATM standards and service quality of the Banking Industry in Ghana for promotion of productivity and enhancement of customer retention and satisfaction.
REFERENCES


3. Dr. Mamta Jain; Mr. Suresh Kumar Yadav; Mr. AbhineetSaxena and Dr. T. N. Mathur, Banking services and customer satisfaction – A study of banks in campus of university of Rajasthan, Asian Journal of Research in Banking and Finance Vol. 3, No. 11, November 2013, pp. 12-24. ISSN 2249-7323

4. Abdul Kamal Mohideen, Customer service satisfaction in Indian banking sector” (a study in Visakhapatnam district), JBFSIR Volume 1, Issue 6 (September, 2011) ISSN 2231-4288

5. M.E. Doddaraju, A Study on Customer Satisfaction towards Public and Private Sector Banking Services [with Special Reference to Anantapur District of Andra Pradesh], GJMBS ISSN 2248-9878 Volume 3, Number 3 (2013), pp. 287-294

6. Puja Khatri and YuktiAhuja, Comparative study of customer satisfaction in Indian public sector and private sector banks, I.J.E.M.S., VOL. 1(1): 42-51 ISSN 2229-600X

7. Swati Tripathi, An empirical study - awareness of customers on service quality of public sector banks in Varanasi, JBM&SSR ISSN No: 2319-5614 Volume 2, No.1, January 2013


1. International Journal of Application or Innovation in Engineering & Management (IJAEM)
2. IOSR Journal of Business and Management (IOSRJBM)
3. International Journal of Bank Marketing
5. Journal on Banking Financial Services & Insurance Research
9. International Journal in Multidisciplinary and Academic Research (SSIJMAR)
11. International Journal of Applied Services Marketing Perspectives
12. International Journal of reviews, surveys and research (IJRSR)
13. Indian Streams Research Journal
15. International Journal of Advanced Research in Computer Science and Software Engineering (IJARCSSE)