PREFACE

Customer satisfaction is one of the formidable challenges in marketing of services in banking industry in our country. The thrust on customer service has increased after liberalisation of Indian economy. Customer satisfaction is an urgent need of the hour. This can be achieved by efficient customer service and immediate tactful handling of customer's grievances. Better customer-management relationship leads to customer satisfaction and a good public image is to win over the customers. Hence, public relations should be one of the strategies to achieve customer satisfaction. Banking system has a significant role to play in the rapid growth of the economy. Customer satisfaction has been main concern of banks. This has been necessitated by the stiff competition in the banking industry. Banks are striving hard to offer quality services and products in a bid to maintain existing customers and to woo new one as well. Customers on the other hand, want best value for their money. So they are always combing around to get better services. Effectiveness of banking system depends upon the customers' satisfaction and in fact, customer is the kingpin of the banking industry. No industry can afford to ignore its customers and banks are required to give top priority in providing satisfactory and efficient service to their customers. The purpose of this study was to study the actual level of customer satisfaction from services of State Bank of India in Himachal Pradesh. State Bank of India has emerged next to the post offices, as the most accessible institution to motivate small savings and render financial services in all regions of the country. In a state like Himachal Pradesh where disparity is influencing the socio economic life and is resulting into a qualitative difference in the living standard, it is pertinent to understand that the expectations of the customers of different institutions particularly banks are different in different areas. An attempt has been made to empirically examine the determinants influencing customers
so as to analyze their satisfaction from the services of State Bank of India in this study.

The present study is divided into six chapters. Chapter one deals with the concept and structure of banking in India, different phases of banking and brief explanation of the research area. This chapter is basically emphasising upon the conceptual explanation of the research problem. Chapter two entitled, 'Review of Literature and Research Design', explains different empirical research works related to the customers' satisfaction from banking services in brief so as to find out the research gap. Consequently, the need, scope and research methodology have been explained for attaining the pin pointed objectives of the research.

In chapter three, the study area of research has been elaborately focused in 'Customer Satisfaction: Concept and Provisions'. Further, attempt has been made in chapter four entitled ‘Satisfaction Level of Customers of Commercial Banks: Bank Group Wise Analysis’ to analyze consumerism and complaints registered in banking ombudsman against banks.

Since, the research is mainly a primary probe, in order to empirically examine the research problem, in chapter five, ‘Empirical Analysis of Customers’ Satisfaction of Services of State Bank of India In Himachal Pradesh’, Region wise and Occupation wise analysis have been made on the basis of which, services provided by State bank of India, behaviour of bank employees, knowledge, basic amenities have been determined. The research is a detailed and comprehensive attempt to analyze the services of State Bank of India in Himachal Pradesh and in this direction, in chapter six i.e. Conclusion and Findings have been drawn on the basis of which, measures have been suggested to improve the services of State Bank of India in the State.