CHAPTER - 5

RESULTS AND DISCUSSIONS

5.1 INTRODUCTION

Customers everywhere in the world are treated as an important mean of profit for a company. Every marketing and sales activity is directly or indirectly backed by their satisfaction. That’s why organizations always try to keep this most important asset or resource happy and satisfied in order to get best out in the form of higher profits and overall organizational growth. Satisfied employees offer huge returns to organizations. Customer satisfaction describes how content and happy a customer is with his or her job.

In the current scenario, customer satisfaction plays a major role in all fields of the services. This research work will be helpful to depict the over-all customer satisfaction and dissatisfaction with Syndicate Banking services and how demographic factors like gender and income influence the various kinds of services offered by banks.

An evaluation was made to understand the linkage between user’s satisfaction and various components of service quality connected with SERVQUAL model. The research findings of this work will be helpful in identifying the customers’ preferences and satisfaction of banking services. Satisfied customers are the main asset for any organization to depict financial returns and profits.
Mallika Kumar & Aftab Khan (2010), have done their work on the service quality dimensions offered by a Cooperative banks. They have explored several factors responsible for the selection of cooperative bank over public and private sector bank. The research study examined those ten factors keeping credit and loan facility in mind. It was found that cooperative banks should pay more attention on the image building and trust development.

Huddleston et al., (2008), explained the relevance of customer’s satisfaction by defining that it is the results of consumer’s all shopping’s and purchasing. It provides the value to his experience and choice of outlet and service provider’s selection. This study focuses upon the relevance of quality of service product in the purchasing of different items in a grocery store.

The present study is focused on the customer satisfaction of Syndicate Bank in Gautam Buddha district. Therefore, it is imperative to discuss here the customer’s satisfaction of bank and the determining service quality factors. The study is aimed at measuring the customers’ preference and satisfaction levels on SERVQUAL dimensions offered by Syndicate bank in Greater Noida. The study is aimed at measuring the customers’ preference and satisfaction levels for basic banking services offered by private and public bank in Greater Noida, Gautam Budhha Nagar.

Reliability and Trustworthiness is necessary for ensuring good and healthy relationship with customers in banking industries (Rousseau, Sitkin, et al. (2000). According to Morgan and Hunt (1994) stated that to maintain and build trust among customers service providers must provide better services to customers at every point of time in a transaction.

Zairi (2000) has conducted his research in United States, and found that a satisfied customer can enhance the brand image of a service provider in market and fetch business, reputation and success in long term. While emphasizing its relevance he explained that a satisfied customer can also improve the company’s return on investment.
According to Tantakasem & Lee (2005), service quality is the major influencing factor for client’s satisfaction in commercial banking. The research results of their work reveal that for a better understanding of customer’s loyalty and healthy relations, the bank service provider should made all efforts to make customers happy and satisfied. They have studies banking sector in Thailand. They have focused on the commercial banking sector. The study suggested three types of banking services

(1) General variables
(2) Variables related to performance
(3) Variables related to the Excitement. All these factors have different impact on customer’s satisfaction.

Sheetal B. Sachdev & Harsh V. Verma (2004), in the study examined the significance of service quality dimensions of SERVQUAL model in banking sector. They have explored the followings.

1) All dimensions of SERVQUAL model are equally important for customer satisfaction but customers are more inclined to empathy and assurance factor.
2) The customers’ expectations should ideally meet with the services being offered to customers in reality.
3) The bankers should manage all dimensions tactfully.

Lewis and Booms, (1993), claimed in their studies that the strong and association among the customers’ satisfaction and service quality is the main pillar of knowing and assessing the association between these two variables. It was clearly suggested that banker should minimise the gaps between customers’ expectations and real services they are receiving from service providers.

Santouridis & Trivellas, (2010), have claimed that in measuring service quality SERVQUAL is very relevant and strong tool. It can measured the service quality dimensions of any service industry and find out the gaps between customers’ expected services and actual service offered to
them. Their research results reveal that in this competitive global world only those service providers can survive and successful, those who are providing consistently good service quality to their customers.

Sultan Singh (2009), highlights the impact of ATM location and operating hours on customer satisfaction. The research is a comparative in nature that is based on the comparative analysis of three commercial banks named SBI, ICICI Bank and HDFC Bank. It analyzed the services quality components offered by all three banks. 360 bank customers of each bank were interviewed on the different criteria of SERVQUAL model

1) Tangibility
2) Assurance
3) Responsiveness
4) Empathy
5) Reliability

The psychological factors identified as important were comfort and convenience, secured transactions, accurate transactions and promptness, timely delivery, speedy transactions, and less time taking, and high level of involvement, compatibility and politeness and employees commitment.

Aswasti (2007), opined that the client’s satisfaction and service quality and bravioural intentions of consumers are interlinked with each other. They have great association among them. In his research he found that there is a strong association between the expected service quality and the degree of satisfaction level accomplished from services. It was proved through his research work that quality of service product has a strong impact on customer satisfaction; it affects a customer’s future shopping and his long association with the firm.
Neeta Prakash (2006) had done a research study on the growth & development prospective of banking industry in India. The major findings of her research reveal that Indian banking industry has a good potential to grow and develop compare to other service segments in India. The study further indicates that the performance of Private sector banks in term of customer’s retention and association of retail banking is more satisfactory than that of their public sector rivals.

Emphasizing on the customer satisfaction Naylor & Greco (2002), stressed that Customer satisfaction starts with a common phenomena of meeting his expectations with the designed service product of a firm. It is very necessary to understand customer’s specific need followed by creating those products that he actually needs and ensuring the best service to the customer.

According to Siam, (2006), Indian banks are as good as the foreign banks in term of technology upgradation. Today in banking sector technology is catching customer’s attention rapidly all over the world. Customers prefer those banks which are sound in regards of technology. Banking sector is also getting influenced by this revolution and ensuring better banking services to retain customer’s loyalty for a little extended time.

Bayel and Janalgie (1994), studied the criteria of services qualities in retail banking enterprise. Their work is based on the identification of important drivers of service quality in banking sector. It also tried to measure the association between the overall attitude of Indian customers and the banking services.

Kaushik Mukherjee (2007) has conducted his study on CRM implementation strategies in ICICI bank. He opined that customer’s retention and delight is directly based on CRM initiatives irrespective of any type of bank.

The study done by Holger J Kern (2007), is based on the strategies formulation and implementation of customer retention policies specifically in banking sector. The work is based
on the significance of indentifying banking customers need in depicting their retention and loyalty with banks. It also tries to identify why the knowledge of customer’s psychology is important in their long and healthy association with bank.

In their study Vigg Silky, Mathur Garima and et. al. (2007), done a comparison of variables which are relevant in ensuring customer’s satisfaction and found that all criteria of SERVQUAL instrument have positive effect on customer's loyalty.

Their study shows that innovative creative services product, good quality of network accessing, courteous nature of employees and reputation of brand are few of the determinants which ensure that the client’s satisfaction in both government and private sector banks are insignificantly related.

According to Robert Johnston (1997,) quality is the major determinant in depicting customer’s happiness and dissatisfaction. They focused on the various segments of quality dimensions in regards of their effect and client’s retention rate. Their research is based on an assessment of 200 bank customers in the United Kingdom banking industry and more than 100 interviews. The study reveals that customer’s delight and satisfaction is basically linked with the high speed of information processing and timely delivery of services.

The current work was based on the SERVQUAL instrument designed by Dr. Parsuraman on five folds of service quality. The five parameters of service quality instrument have the followings:

**TANGIBLES:** Study materials, Interiors and exteriors, designing of store, Techniques

**RELIABILITY:** it is related how a service provider performs promised communication without error.
**RESPONSIVENESS:** self will to assist clients and offer an accurate service.

**ASSURANCE:** Wisdom and politeness of staff and their way of developing faith and confidence.

**EMPATHY:** Concern and customised help to each and every customer.

And few other parameters that ensure service quality are protection, Accessibility, affordable pricing strategies, service product attributes and promotional offers and schemes.

It measures five dimensions or traits of service quality on Likert scale.

For assessing customer’s satisfaction, the present study adopted the SERVQUAL model developed by Dr. Parsuraman. It is a 23 item questionnaire based on five parameters of service quality and measures customer’s satisfaction on five point Likert scale.

The most important objective of this research work was to interrogate the relationship and influence of quality management factors on the client’s satisfaction status of Syndicate Bank. The second objective was to know the association between user’s satisfaction and different demographic variables like age, gender, qualification, Income, types of account, mode of dealing with bank, occupation of respondent.

The set of questionnaire was categorised into two main portions. The first portion comprises of few questions regarding the customer’s personal profile such as the sex, age, educational qualifications, income, type of account, preferred mode dealing with bank and frequency of using bank. The second half portion is related with 23 questions, based on the opinions of customers regarding the performance of Syndicate bank.
The second portion of the questionnaire was more emphasised on the different points related to service delivery system focussing to the quality dimensions like physical infrastructure, trust and faith, polite and courteous staff, assurance and empathy. The survey was taken up at bank branch. To ensure validity and accuracy the entire text document was checked by two bank experts. Few amendments were made in questionnaire after conducting a pre-test with a chunk of Syndicate bank users to avoid duplicity of questions.

A pretesting was done to evaluate the reliability and validate of the written contents. The whole was reviewed by the experts of academics and practitioners.

The SERVQUAL an assessment model designed by Parsuraman et al. (1988) was accepted and taken for this current work. Most of the available research findings of previous research were reviewed and studied and then the parameters of service quality in banking sector were identified.

The parameters identified are:-

- Physical facilities
- Faith and trust
- Cooperation
- Assurance
- Empathy

The sections included in this chapter

a) Summarize study results

b) Usage of the present study

c) Suggestions and advices for upcoming research, and

d) Acknowledge findings limitations,
1.2 OVERVIEW OF RESULTS

- **Description of the Profile of Respondents:** The study reveals that male and female both are insignificantly related with each other in regards with their overall satisfaction level with banking services. It was found that customers belonging to 36 to 65 years are highly satisfied with 52.4% compared to other age groups between 18 to 35 with 24.5% and 22.2% of age group 65 and above. In education level, graduates were found more satisfied with 44.4%, post graduates were 40% satisfied followed by upto
12th with 9.3% and illiterate with 6.3%. As occupation is concerned results show that salaried class with 69.9% are highly satisfied, self employed were satisfied with 14.4% followed by retired, housewives and students with 9.8%, 5.9% and 5.1%. It was found that 49.3% customers preferred branch banking, second highest satisfied group were netbanking users with 42.2%, followed by ATM & phone banking with 5.1% and 3.4%. In income category results of study reveal that customers belong to below Rs. 250000/ are more satisfied with 50.5%. customers belonging to Rs. 25000 to 500000 income category were the second highest satisfied (24.9%) with banking services. Customers belonging to Rs. 50000 to 75000 and above Rs. 750000 were 10.1% and 10.5% satisfied with banking services. As well as type of account is concerned savings and salaried account holders were found 69% and 15.6% satisfied with banking services followed by loan and current account with 5.4% and 10%.

- **Overall Customer Satisfaction**: The study reveals male and female candidate’s overall satisfaction level was insignificantly related with banking services.

- This was found that customers belonging to 36 to 65 years are highly satisfied with 52.4% followed by age group between 18 to 35 with 24.5% and 22.2% of age group 65 and above.

- In education level graduates were found more satisfied with 44.4%, post graduates were 40% satisfied followed by upto 12th with 9.3% and illiterate with 6.3%.

- As occupation is concerned results show that salaried class with 69.9% are highly satisfied, self employed were satisfied with 14.4% followed by retired, housewives and students with 9.8%, 5.9% and 5.1%.

- It was found that 49.3% customers preferred branch banking, second highest satisfied group were netbanking users with 42.2%, followed by ATM & phone banking with 5.1% and 3.4%.
• In income category results of study reveal that customers belong to below Rs. 250000/ are more satisfied with 50.5%. customers belonging to Rs. 25000 to 500000 income category were the second highest satisfied (24.9%) with banking services. Customers belonging to Rs. 50000 to 75000 and above Rs. 750000 were 10.1% and 10.5% satisfied with banking services.

• As far as type of account is concerned savings and salaried account holders were found 69% and 15.6% satisfied with banking services followed by loan and current account with 5.4% and 10%.

• Objective 1 was: Comparing the overall customer satisfaction regarding service quality between male customers and female customers in banking sector. The significant T test result (p=0.132 > 0.05) shows that t statistic was not significant and hence it may be considered that male and female respondents do not differ in terms of overall customer satisfaction.

• Objective 2 was: Comparing the overall customer satisfaction regarding service quality between customers of different age groups in banking sector. The significant ANOVA result (p = 0.000 < 0.05) shows that null hypothesis is rejected and there is a relevant gap in the customer satisfaction levels of customers among different age groups.
• Objective 3 was: To match the overall customer satisfaction regarding service quality between customers having different educational qualifications in banking sector. The significant ANOVA result (p = 0.019 < 0.05) shows that the customer having different qualifications are quite related with each other in different levels of satisfaction.

• Objective 4 was: To compare overall customer satisfaction with respect to service quality between customers from different occupations in banking sector. The insignificant ANOVA result (p = 0.294 > 0.05) shows that customers belonging to different occupations are not significantly satisfied with banking services.

• Objective 5 was: To analyze overall customer satisfaction linked with service quality between customers’ preferred modes of dealing with banks in banking sector. The significant ANOVA result (p = 0.000 < 0.05) shows that there is a significant difference in the customer satisfaction status of respondents having different preferred mode of dealing with banks.

• Objective 6 was: To analyze the overall client’s satisfaction in terms of service quality between customers of different income group in banking sector. The significant ANOVA result (p = 0.02 < 0.05) shows that there is a difference in the customer satisfaction status of respondents having different income group of dealing with banks.

• Objective 7 was: To match the overall client’s satisfaction related with service quality between customers having different types of account in banking sector. The significant ANOVA result (p = 0.000 < 0.05) shows that there is a relevant difference in the customer satisfaction status of respondents having different types of accounts of dealing with banks.
• Objective 8 was: To match the client’s satisfaction linked with tangibility dimension of service quality on the basis of gender in banking sector. The finding of T test shows that t statistic was significant (p=0.000 < 0.05) at 95% significance level and hence it may be considered that male and female respondents differ in terms of customer happiness with respect to tangibility dimension of service quality in banking sector.

• Objective 9 was: To analyze the client’s satisfaction linked with tangibility dimension of service quality between clients of different age groups in banking sector. The significant ANOVA result (p = 0.000 < 0.05) shows that there is a quite difference in the customer satisfaction status with respect to tangibility dimension of service quality between customers of different age groups in banking sector.

• Objective 10 was: To match the client’s satisfaction connected with tangibility dimension of service quality between clients having different educational qualifications in banking sector. The significant ANOVA result (p = 0.003 < 0.05) shows that the clients satisfaction status differ with respect to tangibility dimension of service quality between customers having different educational qualifications in banking sector.

• Objective 11 was: To compare the customer satisfaction in regards to tangibility dimension of service quality between customers from different occupations in banking sector. The insignificant ANOVA result (p = 0.078 > 0.05) shows that irrelevant difference in the customer satisfaction levels with respect to tangibility dimension of service quality between customers having different occupations in banking sector is found.
• Objective 12 was: *To compare the customer satisfaction in term of tangibility dimension of service quality between customers’s preferred mode of dealing with banks in banking sector.* The significant ANOVA result (p = 0.000 < 0.05) reveals that a relevant difference is being found in the customer satisfaction status with respect to tangibility dimension of service quality between customers having different preferred mode of dealing in banking sector.

• Objective 13 was: *To compare the customer satisfaction regarding tangibility dimension of service quality between customers of different income group in banking sector.* The insignificant ANOVA result (p = 0.172 > 0.05) shows that there is no gap in the customer satisfaction levels with respect to tangibility dimension of service quality between customers having different preferred mode of dealing in banking sector.

• Objective 14 was: *To compare the customer satisfaction related to tangibility dimension of service quality between customers having different types of account in banking sector.* The significant ANOVA result (p = 0.000 < 0.05) shows that customers having different types of accounts are significantly different in their satisfaction levels with respect to tangibility dimension of service quality in banking sector.

• Objective 15 was: *To compare the customer satisfaction regarding reliability point of service quality between male customers and female customers in banking sector.* The finding of T test shows that t statistic was significant (p=0.01 < 0.05) at 95% level of significance and hence it may be considered that male and female respondents differ in terms of client’s satisfaction related to reliability dimension of service quality in banking sector.
Objectives:

1. To compare the customer satisfaction in terms of reliability criteria of service quality between customers of different age groups in the banking sector. The insignificant ANOVA result (p = 0.576 > 0.05) shows that customers of different age groups are not significantly different in their satisfaction status regarding reliability dimension of service quality in banking sector.

2. To compare the customer satisfaction regarding reliability criteria of service quality between customers having different educational qualifications in the banking sector. The insignificant ANOVA result (p = 0.089 > 0.05) shows that customers having different educational qualifications are not significantly different in their satisfaction status in regards to reliability dimension of service quality in banking sector.

3. To compare the customer satisfaction related with reliability point of service quality between customers from different occupations in the banking sector. The significant ANOVA result (p = 0.000 < 0.05) shows that customers of different occupations are significantly different in their satisfaction levels with respect to reliability dimension of service quality in banking sector.

4. To compare the customer satisfaction in connection with reliability criteria of service quality between customers of different income group in the banking sector. The significant ANOVA result (p = 0.009 < 0.05) shows that customers of different income group are significantly different in their satisfaction levels with respect to reliability dimension of service quality in banking sector.

5. To compare the customer satisfaction regarding reliability criteria of service quality between customers' preferred mode of dealing with banks in the banking sector. The significant ANOVA result (p = 0.000 < 0.05) shows that customer
satisfaction levels are significantly related to reliability dimension of service quality between customers having different preferred mode of dealing with banks. It reveals that the customers using branch and net banking are more satisfied with reliability dimension of banking services vice-versa.

- Objective 21 was: To compare the customer satisfaction related to reliability dimension of service quality between customers having different types of account in banking sector. The significant ANOVA result (p = 0.000 < 0.05) shows that customers having different types of account are significantly different in their satisfaction levels related to reliability dimension of service quality in banking sector.

- Objective 22 was: To match the client’s satisfaction connected with responsiveness criteria of service quality between male customers and female customers in banking sector. The finding of T test shows that t statistic was significant (p=0.004 < 0.05) at 95% level of significance and hence it may be considered that male and female respondents differ in terms of customer satisfaction related to responsiveness dimension of service quality in banking sector.

- Objective 23 was: To match the client’s satisfaction regarding responsiveness basis of service quality among clients of different age groups in banking sector. The insignificant ANOVA result (p = 0.612 > 0.05) shows that customers having different age groups are significantly different in their satisfaction levels regarding responsiveness dimension of service quality in banking sector.

- Objective 24 was: To analyze the client’s satisfaction related to responsiveness dimension of service quality between customers having different educational qualifications in banking sector. The insignificant ANOVA result (p = 0.267 > 0.05)
shows that customers having different educational qualifications are not significantly different in their satisfaction levels with respect to responsiveness dimension of service quality in banking sector.

- Objective 25 was: To compare the customer satisfaction in regards to responsiveness criteria of service quality between customers from different occupations in banking sector. The insignificant ANOVA result (p = 0.606 > 0.05) shows that customers of different occupations are not significantly different in their satisfaction levels related to responsiveness dimension of service quality in banking sector.

- Objective 26 was: To match the client’s satisfaction related with responsiveness dimension of service quality between client’s preferred modes of dealing with banks in banking sector. The significant ANOVA result (p = 0.000 < 0.05) shows that there is a significant difference in the customer satisfaction levels with respect to responsiveness dimension of service quality between customers of different preferred mode of dealing with banks.

- Objective 27 was: To analyze the client’s satisfaction related with responsiveness criteria of service quality between clients of different income group in banking sector. The significant ANOVA result (p = 0.000 < 0.05) shows that customers of different income groups are significantly different in their satisfaction levels related to responsiveness dimension of service quality in banking sector.

- Objective 28 was: To compare the customer satisfaction in regards with responsiveness basis of service quality between customers having different types of account in banking sector. The significant ANOVA result (p = 0.007 < 0.05) shows that customers of different types of
accounts are significantly different in their satisfaction levels with respect to responsiveness dimension of service quality.

• Objective 29 was: To analyze the client’s satisfaction connected related to assurance parameter of service quality among both male and female customers in banking sector. The finding of T test shows that t statistic was significant (p=0.000 < 0.05) at 95% level of significance and hence it may be considered that male and female respondents differ in terms of customer satisfaction related to assurance dimension of service quality in banking sector.

• Objective 30 was: To match the client’s satisfaction related with assurance point of service quality between clients of different age groups in banking sector. The significant ANOVA result (p = 0.009 < 0.05) shows that customers of different age groups are significantly different in their satisfaction levels with respect to assurance dimension of service quality.

• Objective 31 was: To compare the customer satisfaction in regards with assurance basis of service quality between customers having different educational qualifications in banking sector. The significant ANOVA result (p = 0.000 < 0.05) shows that customers of different educational qualifications are significantly different in their satisfaction levels with respect to assurance criteria of service quality. This was revealed through study that graduates are happier and satisfied with bank assurance compare to illiterate and post graduates.

• Objective 32 was: To match the client’s satisfaction related with assurance criteria of service quality between customers from different occupations in banking sector. The significant ANOVA result (p = 0.000 < 0.05) shows that customers of different occupations are significantly different in their satisfaction levels with respect to assurance
criteria of service quality. It was found that salaried class is more satisfied with banking services on assurance part.

- Objective 33 was: *To compare the customer satisfaction related with assurance criteria of service quality between customers’ preferred mode of dealing with banks in banking sector*. The significant ANOVA result (p = 0.000 < 0.05) shows that there is a significant difference in the customer satisfaction levels with respect to assurance dimension of service quality between customers of different preferred mode of dealing with banks. Result reveals that phone banking and net banking users of Syndicate bank are more satisfied with banking services on assurance factors.

- Objective 34 was: *To compare the customer satisfaction in term of assurance basis of service quality between customers of different income group in banking sector*. The insignificant ANOVA result (p = 0.065 > 0.05) shows that customers of different income groups are not significantly different in their satisfaction levels with respect to assurance dimension of service quality.

- Objective 35 was: *To compare the customer satisfaction related to assurance point of service quality between customers having different types of account in banking sector*. The significant ANOVA result (p = 0.000 < 0.05) shows that customers of different types of account are significantly different in their satisfaction levels with respect to assurance dimension of service quality.

- Objective 36 was: *To compare the customer satisfaction in term to empathy criteria of service quality between male customers and female customers in banking sector*. The finding of T test shows that t statistic was insignificant (p=0.441 > 0.05) at 95% level of significance and hence it may be considered that male and female respondents do not
differ in terms of customer satisfaction with respect to empathy dimension of service quality in bank industry. In the same line of previous result in this study also it was found that gender do not differ in their satisfaction level on empathy part of service quality of Syndicate Bank.

- Objective 37 was: To compare the customer satisfaction with respect to empathy dimension of service quality between customers of different age groups in banking sector. The significant ANOVA result (p = 0.006 < 0.05) shows that customers of different age group are significantly different in their satisfaction levels regarding empathy component of service quality management.

- Objective 38 was: To compare the customer satisfaction related empathy basis of service quality between customers from different education qualifications in banking sector. The significant ANOVA result (p = 0.045 < 0.05) shows that customers of different educational qualifications are significantly different in their satisfaction levels with respect to empathy component of service quality.

- Objective 39 was: To compare the customer satisfaction in regards to empathy parameter of service quality between customers of different income group in banking sector. The insignificant ANOVA result (p = 0.096 > 0.05) shows that customers of different income groups are not significantly different in their satisfaction levels with respect to empathy dimension of service quality.

- Objective 40 was: To match the client’s satisfaction related with empathy point of service quality between clients’s preferred modes of dealing with banks in banking sector. The
significant ANOVA result \( (p = 0.009 < 0.05) \) shows that there is a significant difference in the customer satisfaction levels with respect to empathy dimension of service quality between customers of different preferred mode of dealing with banks.

- **Objective41** was: *To compare the customer satisfaction regarding empathy basis of service quality between customers of different income group in banking sector.* The significant ANOVA result \( (p = 0.009 < 0.05) \) shows that customers of different income groups are significantly different in their satisfaction levels with respect to empathy component of SERVQUAL.

- **Objective42** was: *To compare the customer satisfaction on empathy criteria of service quality between customers having different types of account in banking sector.* The significant ANOVA result \( (p = 0.001 < 0.05) \) shows customer satisfaction levels are significantly related with respect to empathy dimension of service quality between customers having different type of accounts. It was found in this research that saving and salaried account holder are satisfied with banking services compare to loan and current account holders.
5.3 IMPLICATIONS OF STUDY

The study was aimed to study and compare client’s satisfaction status with different personal characteristics and to assess the extent of their satisfaction on different dimensions of service quality. The study brings out some interesting revelations in the context of demographic variables. With age it was proved that client’s satisfaction is dependent on demographics and the satisfaction generally increases with age as an individual experiences stability and maturity. The same is not seen in case of gender, but when it comes to overall experience with different categories of age group, customer’s satisfaction level is clearly found significant.

It was noteworthy that in case of gender no significant difference in satisfaction was observed. It reveals that males and females both are equally satisfied with banking services. When age group with 3 different categories namely 18 to 35, 35 to 65 and 65 and above it was observed that customers belonging to 35 to 65 age group are more happy and satisfied with banking services followed by 65 and above and 18 to 35 that shows that Statistically significant change in customer’s overall satisfaction in case of different age groups.

A significant difference in customer’s satisfaction was also observed when it came to education qualification with different categories namely literate, upto12th, graduates and post graduates and above. It was surprising to note that when both graduates and post graduates are satisfied with banking services compare to illiterate and secondary school, that shows that customers with higher qualification showing more satisfaction in comparison with lower education qualification.
They found that higher-income level group customers have high expectations regarding service quality as compared to low-income level group, because they are more sensitive and conscience about service quality, in this case service climate become critical for those customers.

There is considerable variation observed in the ratings given by customers belonging to various occupational groups. Homemakers and students were the least number who responded expressed least satisfaction of the service quality of bank. Among the 410 respondents, 64.9% of respondents belong to salaried class, followed by 14.4% of the respondents doing business, 9.8% of the respondents were retired from work, 5.9 were housewives and remaining 5.1% were students.

Many of the researchers found that the customers of private banks use net banking and phone banking more in comparison of public banks. Many studies found that customers of public banks prefer branch in accessing and dealing with bank. The responses indicated that maximum 49.3% respondents were using branch banking followed by 42.2 % net banking. This result shows that customer satisfaction level was high in only two categories of branch and net banking in comparison of ATM and phone banking. The results show that in Syndicate Bank most of the customers are accessing bank directly, they do prefer to visit bank directly compare to ATM & phone banking.

On the basis of level of income, the result shows that there is an impact of income on customer perception about service quality. It means that the people belonging to all income levels demand good service quality. Customers of different occupations were found insignificant in their satisfaction level with banking services.

On the basis of income customers were found significantly different in their satisfaction level. Customers lying in category of below 25000 were highly satisfied in compare to other
categories. In case of nature and types of accounts customers showed significant difference in their satisfaction levels and perceived quality.

The five parameters of SERVQUAL model do affect client’s satisfaction along his retention rate in any kind of service industry. Therefore, these variables are treated as an important indicator of depicting clients overall satisfaction in any service specified industry. There are numbers of research studies available that support the association of these factors on client’s satisfaction level.

The dimensions Reliability, Responsiveness and Assurance are treated very relevant and they are proved as major indicators of service quality assessment techniques. Bankers should understand that for their survival and continuous growth they have to keep their clientele base happy and satisfied. Many researchers have studied customer’s loyalty and retention in banks and concluded that customer’s retention and loyalty are totally dependent on good quality of banking delivery procedures.

As per a research done by Rhine & Mahadevappa, (2006), the service quality was assessed in medical segment. The SERVQUAL instrument was taken to evaluate the performance quality of services offered in hospitals. SERVQUAL was used in few medical institutions in Bangalore city and the results reveal that there is a big gap between the client’s perceived services and their expectations from medical institutions.

A study done by Spreng and Mackoy (1996), while referring the association ship between the two important variables client’s satisfaction and service quality, it was claimed that the major determinant of customer’s satisfaction that ensures the client’s retention is the excellent service quality management. The research was done on two factors of behavioural components, client’s expectations about service performances and expected service quality. They identified the gap between the desired service and actual service.
A research done by Sudesh (2007), is based on the responsible factor for the growth and development of a commercial bank. The study indicates that customers’ loyalty and commitment is directly connected with prompt service quality offered by banks. The research findings of this research basically shown that lack of physical facilities, unhumanitarian approach of bank’s staff and assurance of employees are the main reason of poor quality of service performance in public sector banks.

Sachdev et al, (2004), opines that internet banking has become the need of the hour. Today most of the banks are working on the theme of twenty four hours and seven days. Mostly all types of banks have started their operation at back-end and technical support. Customer’s interaction cell and call centre have become the winning formula in service industry specially in banking sector.

In a work study done by H.Emari & S. Iranzadeh (2010), was based on the perception and expectation of Iranian bank customers. They explored several components of quality in banking institutions of Iran. The research is empirical in nature that inquires customer’s satisfaction components and includes the three dimensions like

1) Technical
2) Operational and
3) Image.

The current work is based on empirical investigations and the findings of research show that the client’s satisfaction is effected by the services he is getting from the service providers. A research done by Krishnan et al. (1999), there is a close association between customer’s satisfaction and bank’s management of customer’s expectation. The study reveals that the success of a bank depends upon different stages of customer satisfaction. In the current scenario it has become the winning formula for all kinds of banking institutions to enhance the market share.
According to Wirtz, (2002), customer’s delight and retention is always subjected to the other elements of service quality of a service product like pricing strategy of a product, quality of product, availability of substitute item in market, the total time taken by service provider in process, and the goodwill and the company’s image in market. In the support of the same notion many other authors like Cadott et al, (1987), in their studies claimed that in service sector in any industry in any economy customer’s delight and satisfaction has a very prominent place that determines the success and reputation of that brand in an economy. The customer’s satisfaction also leads the loyalty in long term.

Kamble (2008) has conducted his study on public and private sector retail banking. He explored the criteria of the service quality banking services in private and public sector banks by using BSQ. Through customer’s survey it was revealed that customers of private and government commercial banks are having different opinion and perception about service quality. He explained that the both kind of banks have different expectations of getting service quality.

Customers are treated like kings and source of bread and butter for a company. All marketing process is meant to support customers. That's why organizations always try to keep this most important asset or resource happy and satisfied for long period in the form of better market image, gain of competitive advantage and high rate of customer’s retention.

Satisfied customers offer huge returns to organizations. Satisfaction describes how content and happy an individual is with product and services. It is all about how one feels about a service offered. A customer who expresses satisfaction is said to have positive attitude towards the company, unlike a dissatisfied customer who has a negative attitude towards a company’s product. The knowledge of those variables affecting client’s satisfaction is of utmost importance for any successful organization.
Customer’s satisfaction is effected by factors both extrinsic as well as intrinsic factors to an individual. Intrinsic factors depend on individual differences which can be better differentiated by personality factors.

The present study is focused on the customer’s satisfaction of banking customers Therefore, it is imperative to discuss here the customer’s satisfaction level and role of service quality. Many investigators mentioned that a customer’s satisfaction is one of the key factors in institutional dynamics and is generally considered to be primary dependent variable in terms of which effectiveness of an organization's growth and success is evaluated.

It was noted through several research findings that the average level of customer’s satisfaction of the selected banking institutions depends on the prompt and accurate delivery system. It is not a matter of public and private sector banks to attract customers towards their brand name, but a good quality system.

Various research findings reveal that there is strong link between customer’s satisfaction and loyalty and different attributes of banking services. These findings show that both government and private sector banking institutions are significantly different from each other in term of their offerings and their customer’s loyalty.

Today more than 80% banking institutions are using SERVQUAL model and focussing on reliability, tangibility, assurance, and empathy and responsiveness factor completely. It was proved through various research findings that these variables contribute lot in customer’s bank choice.
Bank image, reputation and success depend on customer’s expectations management, and in current scenario private banks are focussing more attention on customer’s retention strategies. In this cut throat competitive world bankers are required to be more creative and make every attempt to add more value to their services and offers.

A survey was conducted to find out different levels of customer’s satisfaction. The sample size of the research work was 410. The study brings out some interesting results in the context of client’s personal traits as, age, sex, occupation, qualification level, income and preferred mode of dealing with banks etc. The study reveals that male and female are significantly different in their total satisfaction level with banking services. It was found that customers belonging to 36 to 65 years are highly satisfied compare to other two groups. In education level graduates were found more satisfied in caparison of post graduates and illeterate customers. As occupation is concerned results show that salaried class are highley satisfied. It was found that 49% customers preffered branch banking.

The results reveal that among the five dimesions of service quality, customers show the highest significant difference in tangibility and assurance dimension compare to others. A moderate and equal difference was found among customers towards reliability and empathy. It was also found that customers are least satisfied with responsiveness dimension of service quality among others. Gender wise difference was found in all dimensions except empathy. Except reliability and responsiveness customers show significant difference in all. Except reliability and responsiveness customer show significant difference in all. Occupation wise customers do not show any difference in tangibility and responsiveness. Customers are sinignificantly differe in mode of banking in all. Customers are not differ in income on assurance and empathy compare to others. There is a significant difference in types of account in all dimensions.