

## Customer Satisfaction and Banking Performance with Special Reference to Urban Areas

**Amit Bansal**

MCom Student, MDU Department

[tigrania98@gmail.com](mailto:tigrania98@gmail.com)

**Yogesh**

MCom Student, MDU Department

[yogijindal1998@gmail.com](mailto:yogijindal1998@gmail.com)

### **Abstract:**

Customer satisfaction is playing a significant role in all organizations. In products manufacturing organizations, customers should be satisfied with the products especially quality and price of the product. Banking industry is the service industry and providing various financial services to its customers. Indian banking industry is rendering their services according to the directions of Reserve Bank of India. As banking industry is service providing industry and customers' satisfaction is vital in its business. Customer satisfaction is important for the destiny increase of each financial institution and us of a financial system increase also. This look at made to decide customer satisfaction on the basis of banking services. Present study based on primary data. Primary data collected through questionnaire. The questionnaire collected from 40 peoples in urban area of Gurugram district of Haryana State. All kind of people included in sample collection like Students, Employees, businessman and retired persons. To check customer satisfaction used the pre-examined 5 factors Likert's scale test.

**Key Words:** Economy, Customer satisfaction, Banking services, Rural area, Gurugram.

### **1. Introduction**

Bank industry is the back bone for their customers. The bank is a financial service institution established with two basic objectives ones accepting deposits and second provide loans. Bank provides services to its customers and customer satisfaction is essential for the future growth of the bank. Banks play a major role in the growth of the economy by providing their services. Customer satisfaction is essential for the future growth of both bank and country economy growth also. This study made to determine the customer satisfaction level on banking services. Customer is standing on line to wait his number because all banks have to wait for his number on mostly counter. It is create workload on workers of bank and workload negatively change the behavior of bank staff and waiting line also create negative behavior of customers also create unsatisfaction of customer from services.

Customer satisfaction has two dimension one's expectation of customers and second high quality and timely services provided by the bank and both effect influence the customer satisfaction. By this study we will identify the overall customer satisfaction level. Customer satisfaction refers to

how satisfied the customers are, with the product or service they receive from a particular agency especially banking industry. The banks like other business organization develops innovative sales techniques and advanced marketing tools to gain supremacy namely ATM, Mobile banking, net banking and through banking apps designed for each banks. Now-a-days, banks aim to provide all banking product and service under one roof and their endeavor is to be customer perception and expectation, hence the present study is carried out.”

## 2. Review Of Literature

**Herath H.M.A.K (2019)**, “Bankers and coverage makers can be capable of recognize the extent of consumer pride concerning distinct factors of inexperienced initiatives. Most importantly, they may be capable of recognize the extent of effect generated with the aid of using every class on average inexperienced consumer pride. Hence they could determine important moves to be completed concerning their inexperienced initiatives, so one can uplift consumer pride on average inexperienced banking.”

**Singh Inder Pal, Bassi Payal (2017)**, “To fulfill the want of the clients, public and personal quarter banks offer diverse net offerings to their clients. In this paper we've furnished the diverse net offerings furnished with the aid of using the banks. Literature of diverse authors has been supplied on this paper. It is concluded that for correct use of net offerings a financial institution must offer a appealing and smooth to apply interface. Proper protection issues must be furnished with the aid of using the banks to the clients in order that clients can without difficulty use those net offerings furnished with the aid of using the banks.”

**Mesach G. Goyit, Teresa M. Nmadu (2016)**, “Customers’ pride is effecting incomes ability of banks and to facilitates to obtain repeat buy with the aid of using clients withinside the saturated aggressive banking commercial enterprise, Organizations must prepare their offerings in step with expectations (specific or implied) in their clients. Organizations must offer greater than predicted carrier to get better consumer pride level. To get clients once more and once more, businesses must offer offerings in step with their specific or implied expectations. They must offer products and services to fulfill or maybe exceed clients’ expectations.”

**Gupta Vijay Prakash, Agarwal P. K.(2013)**, “The Researcher determined of their studies the best consumer pride is tested withinside the responsiveness vicinity consisting of willingness to assist consumer, pleasant mind-set of workforce, accompanied with the aid of using the reliability vicinity consisting of consumer guidance, customer service and different hand, the mild satisfactions are withinside the tangibles vicinity, consisting of infrastructure facilities, decor, accompanied with the aid of using empathy vicinity consisting of banks commercial enterprise timing and go back on investment.”

**Salma Umma, Shahneaz Mir Abdullah (2013)**, “Analysis suggests that consumer pride range in step with the character of the offerings and on this case, maximum consumer pride is proven in such regions like rate charged with the aid of using banks is nominal, handy region of financial institution branches and workforce mind-set closer to hassle fixing of clients. When the non-public quarter banks are as compared with public quarter banks, non-public financial institution clients have been greater glad with their financial institution due to their more than one branches at handy places and technology (like take a look at deposit machines, application invoice accepting machines etc.) which have been now no longer even visible in public quarter banks. But while we speak approximately public quarter banks clients of public quarter banks have been greater glad with reputation, reliability

and the expenses which public quarter banks impose on offerings like cheque/coins deposit and cheque/coins withdraw (it's been proven that rate costs are decrease in public quarter banks than in non-public quarter).”

### 3. Objectives of the Study

The Research made with various purposes keeping in mind. Research has some main purpose also which are as follows:

- To identify customer Satisfaction from Banking Services.
- To identify the most services avail by banking customers.

### 4. Research Methodology

This research is purely based upon the primary information's obtained from the banking customers of different areas of Gurugram Urban Area. There were 40 banking customers, who responded well the all information's containing in the questionnaire. Questionnaire to get the satisfaction levels of customers of banks in various terms. Questionnaire design after the reasonable review received from some customers of various Banks. Questionnaire consists of 13 service related questions. Some information also collected relate to demographical information of the respondent. It is designed to observe the satisfaction of various customers from various services of Public and Private sector Banks.

#### 4.1 Sample Design and Data Collection

This study based on primary data.

Primary data collected through questionnaire.

Questionnaire collected from 40 peoples of urban area of Gurugram district of Haryana state.

#### 4.2 Questionnaire Design

Questionnaire design after the reasonable review received from some customers of various Banks. Questionnaire consists of 13 service related questions. Some different question also includes relating to demographical information of the respondent. It is designed to observe the satisfaction of various customers from various services of Banks.

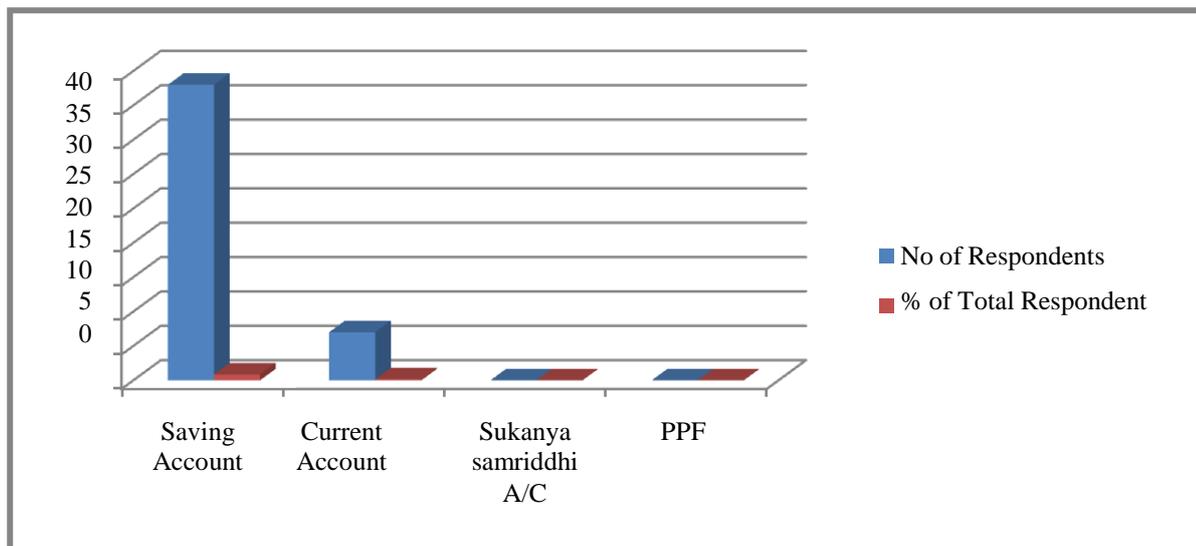
### 5. Data Analyses

#### Classification of the respondents according to Bank Account Type

Account Type	No of Respondents	% of Total Respondent
Saving Account	35	88%
Current Account	5	12%
Sukanya samridhhi A/C	0	0%
PPF	0	0%
Total	40	100%

Source: Primary data

In the total collection of data 88% customers have saving bank a/c and 12% customer has current bank a/c.



**Five point likert's scale and Percentage of Customer satisfaction on Individual Banking Services**

	Service or Facility name	Customer Satisfaction Level	
		Five point likert's scale	Percentage
1	Availability of Forms	4.07	81.2%
2	Help provided by the staff in filling forms	3.65	72.4%
3	Passbook and Bank statement Printing Facility	3.76	74.8%
4	ATM Card, Passbook, Cheque Book distribution service	4.09	81.6%
5	Secured Bank transaction	4.12	82%
6	Cash deposit and cash withdrawal waiting line is Justified	3.35	66.8%
7	Providing service within reasonable Time	3.63	72.4%
8	ATM Machines availability and cash available in machine	3.90	77.6%
9	Bank Branch infrastructure	4.06	80.8%
10	Parking facility	3.45	68%
11	Service charge	2.74	54.4%
12	Behavior of Bank staff	3.46	68.4%
13	Safety in the Bank	3.98	79.2%
Average mean of all services		3.72	73.85%

All above likert's scale show satisfaction level out of 5 scales by using five point likert's scale and Overall satisfaction of banks customer is 73.85%.

## 6. Conclusion

This study found that maximum of the Indian banking clients are happy with the offerings of banks. Few clients are disillusioned due to the negative responsiveness and empathy of the personnel in city and rural place branches. Customers of banks are disillusioned because of their unique desires and no attention or man or woman interest via way of means of the financial institution's personnel. So, there's scope for in addition researches to recognise unique desires of the clients and the behavioral troubles of the personnel even as interacting with them concerning banking offerings. It changed into an try and look at customer support from 13 specific dimensions. Dimensions blanketed Availability of Forms, Help furnished via way of means of the group of workers in filling forms, Passbook and Bank declaration Printing Facility, ATM Card, Passbook, Cheque Book distribution carrier, Secured Bank transaction, Cash deposit and coins withdrawal ready line is Justified, Providing carrier inside affordable Time, ATM Machines availability and coins to be had in Machine, Bank Branch infrastructure, Parking facility, Service charge, Behavior of Bank group of workers, Safety withinside the Bank and pride degree of clients belonging to specific kinds of accounts, account maintaining time, gender, occupation, marital status, age group, Qualification. In our respondents, 88% of clients have saving financial institution A/C On the idea of the analysis, it's far concluded that the consumer pride degree on carrier of banks is 73.85%.

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