

**CUSTOMER SATISFACTION IN BANKING SECTORS:  
A STUDY WITH REFERENCE TO SELECTED CUSTOMERS IN MANGALORE REGION****Mrs. Thanuja**

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**Abstract**

In present scenario, customer satisfaction plays a vital role in every sector. Banking sector is a customer based service sector, where they offer quality services in order to maintain existing as well as new customers. In today's competitive world it is a challenging task to satisfy the customers. Because at present there are more number of banks which will attract customers with quality service.

To make this paper more effective we are concentrating on some of the customer opinion regarding the services provided by the banking sectors and their satisfactory level in Mangalore region. Here we emphasize on the services provided by both public as well as private banks to satisfy their different types of customers, where evaluation will be done on the basis of their satisfaction.

**Keywords:** customer satisfaction, quality services and banking sectors.**Introduction**

In every sector, satisfying the customer is a very difficult task because the attitude of every person varies from one individual to another. The banks that provide quality in services will gain competitive advantage with larger market share, retention of customers and increase in profits. This will enhance their reputation as well as increase in financial performance. During the time of demonitisation banks faced lots of challenges to satisfy their customers.

**Literature Review**

Biswas (2012) emphasized on different tradition and modern services offered by the banks in India. Here, the author tried to determine the level of customer satisfaction from the services rendered by the Indian banks. It identified the major factor responsible for customer satisfaction level in the bank particularly on Indian context.

Jhowry (2010) stressed that to assess one of the components of customer relationship management in the banking sector with relation to the banking services provided which is customer satisfaction. The aim was to have a better idea of the areas in the banking services which banks must exploit so that to enhance long term relationship with customers and to attract new customers from competitors.

Shah (2012) focus on the significance of customer retention and satisfaction in Indian banking sector. Banking sector is facing rapid changes as a result of the economic reform brought about by the government of India a decade ago. Now a days banks focuses to compete and survive in this competition which needs a good foundation of customers who are loyal to their banks. Here, the

author tries to explore different types of steps undertaken by various banks to hod their customer and grow their market share.

**Objectives**

1. To study the level of the customer satisfaction based on quality service provided by bank
2. To analyse the factors influencing the customers satisfaction in banks
3. To give suggestions for better services
- 4.

**Research Methodology**

To realize the objectives of the study, we have collected the primary information through questionnaires. The respondents were public as well as private banks customers of Mangalore Region. Both the primary and secondary sources were used for the collection of data. Random sampling techniques are used for our study. The study being descriptive in nature, an attempt is made to understand the satisfactory level of the customers opinion regarding the quality services provided by the banking sectors. The study focuses on few selected respondents in the Mangalore city limit.

**The level of the customer satisfaction based on quality service provided by bank**

Day by day the number of of banks are increasing and most of the banks are competing with same kind of products. So maintaining the stability in service quality has become a difficult task to the banks. Customers usually differentiate the quality services provided by the bank. If the banks fails to meet the expectations of the customers then they will consider the quality of the service provided by them is low. Therefore it is very necessary for the bank to meet the customers expectations.

**The factors influencing the customers satisfaction in banks**

Customer satisfaction is the only one tool for gaining competitive advantage and it is very necessary to develop as well as differentiating their services from the competitors.

Firstly, providing quality service to the customers and differentiating their service from the customers is the only way to meet customer expectation.

Secondly, bank employees interaction with the customers. The banks should be able to manage the customers as well as tackle the problems of customers with patience then only they can expect customer satisfaction. Here, their main intention is to satisfy the customers without affecting banks performance.

Thirdly, bank should update with the information technology. Most of the customers prefer bank with automated technologies because in recent days every customers are into busy schedule. They don't have sufficient time to spend in the banks.

**Findings**

1. When we asked about kind of account maintained in the bank 40% respondents replied that they have Current A/c , 30% respondents replied that they have Savings A/c and 30% respondents replied that they have Loan A/c.
2. 40% of the customers are using the the services of the same bank from past 7 years and remaining 60% of the customers are not using the services of the same bank because they have availed the services from alternative bank.
3. Nearly 70% of the customers are satisfied customers and remaining 30% are unsatisfied customers because of lack of communication, lack of information provided by them.
4. Not surprisingly almost 90% of the respondents replied that for all the facilities they give equal importance.
5. Except zero balance accounts, for all the other accounts bank charges unnecessarily for not maintaining minimum balance.
6. Most of the respondents (60%) recommend their bank to their friends and relatives because they are satisfied by their banking services. Remaining (30%) are not satisfied so they are not recommending their banks.
7. Majority (60%) of the respondents are using the services of alternative bank because the quality of services provided by each bank is different and remaining (40%) are not using the services of alternative banks.
8. When we asked about problem faced during demonitisation 90% respondents replied that they didn't face much problem during demonetization because number of banks are more in Mangalore as compared to other places.

**Suggestions**

1. Every banks should appoint a staff representative to help the customers in availing the services whenever needed.
2. Banks have to reduce complexities involved in loan procedures.
3. All banks should take an initiative in conducting Corporate Social Responsibility activities to satisfy the public.
4. They should respond quickly to customers grievances.
5. Every bank should organise seminars and workshops to common man to educate them about banking facilities.
6. Every banks should encourage customers to make cashless transaction.

**Conclusion**

To conclude banks are playing an important role in satisfying the different types of customers. During Demonetization customers suffered a lot. But most of the banks tried their level best to satisfy their customers by providing overtime service, where banks used to be open in all days. But still customer are not satisfied with the banking services. Bank should try to satisfy the customers by meeting customer expectation. Otherwise it is difficult to survive, as the number of banks are increasing. Now its a time to make some more improvement in banking services.

**References**

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2. Jhowry, Sundeep, Customer Satisfaction in the Banking Sector, Lambert Academic Publishing, Germany, 2010.
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**Questionnaire**

We; Thanuja and Ashwini are conducting a survey on " **CUSTOMER SATISFACTION IN BANKING SECTORS : A STUDY WITH REFERENCE TO SELECTED CUSTOMERS OPINION IN MAGALORE REGION'S** ". We request you to kindly give us your valuable time to this Questionnaire. We assure you that the data provided by you will be kept confidential.

1. Name
2. Name of your bank
3. What kind of account do you maintain in this bank ?  
a) Current Account                      b) SB Account                      c) Loan Account
4. For the past how many years you have account with this bank?  
a) Less than 5 years                      b) More than 5 years
5. Are you a satisfied customer?  
a) Yes                      b) No
6. Which of the following facilities is given more importance in your bank?  
a) Loan facilities                      b) OD facilities                      c) ATM facilities
7. Do they charge unnecessarily for not maintain minimum balance in your Account?  
a) Yes                      b) No
8. Would you recommend this bank to your friends and relatives?  
a) Yes                      b) No
9. Do you use the service of alternative bank?  
a) Yes                      b) No
10. Which of the following E-banking services are used by you?  
a) ATM                      b) Internet Banking                      c) Mobile Banking
11. For which of the following transaction you visit to the bank?  
a) Withdrawal                      b) Deposit                      c) DD  
d) Repayment of Loan                      e) Money transfer
12. Do you face any problem during the time of demonetization?  
a) Yes                      b) No
13. What do you feel about the overall service quality of your bank?  
a) Excellent                      b) Very Good  
c) Good                      d) Average  
e) Poor
14. Any suggestions

Signature

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A handwritten signature in black ink, appearing to be "H. Shrivastava".

**H. Shrivastava**

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