



An analysis on customer satisfaction of State Bank of India with reference to e banking services

Rachana Bajaj

Assistant Professor, Department of Commerce and Management, Renaissance University, Indore, Madhya Pradesh, India

Abstract

Banks play vital in the economy of a country to regulate all monetary transaction of the economy. The role of banking becomes more important when it is a base of development for any country like India. State Bank Of India (SBI) is biggest commercial banks in India and retail bank in the world. Now a day's many banks are using technologies to expand their services. So with reference to state bank of India it has also accepted many technologies to increase customer satisfaction with digital technologies.

In E-banking mobile has become a integral part of the banking transactions. With the help of mobile banks has introduced very important features that are YONO APP of SBI.

On behalf of that SBI want to achieve the highest level of customer satisfaction. In banking industry Customer satisfaction and service availability are related to each other. The higher level of service quality so we can achieve the maximum level of customer satisfaction. The aims of the study are to analyze the level of satisfaction of customer and their level of smoothness in working with e-banking services. In this study we have included 80 respondents from the banks and make analysis on behalf of questionnaire and find out the level of satisfactions of customers.

Keywords: e-banking, services, customer satisfaction

Introduction

In today's world as we know competition are increasing in every sector day by day. One of the major tools to beat competitors is to established good relations with customers to reach higher level of satisfaction. In every sector customer satisfaction is essential for the growth of company. In our research study we have included bank i.e state bank of India and their customer's valuable feedback regarding the technologies and e banking services. First of all we will discuss some important definition that are

Bank: Bank in an organization which keeps money of customers for their further use. In simple word we can say banks are an organization specially for accepting deposits and use these deposits to make loans.

Customers: Customers means all the persons who avail the services of particular sector or place.

Customer satisfaction- It is defined as that determinants which make happy customers. Basically it is a mode to make our customer happy with our services and products.

Banking sector in one of the important parts of developing countries. For the development banking sector contributes with their services and their products. In our research we focused on the State Bank of India banking services and their uses amongst customer of banking industry. State Bank of India is also trying for advancement in terms of services, products offering to meet higher level of customer satisfaction. Today's every bank is trying to meet high level of satisfaction with their tool and techniques to compete in today's cut-throat competition. On the way State Bank of India is entering into modern banking from traditional banking where customers are very much aware and

knowledgeable. The main challenges for the State Bank of India are to survive in market with modern service and technology. Bank is trying to give more emphasis on personal relation with employees to reach satisfaction level of them.

Objectives of the Study

1. To study the e-services provided by SBI in to customers.
2. To analysis the level of customer satisfaction.
3. To examine the customer services and technologies rendered by state bank of India.

Research Methodology

The research study is basis on primary and secondary data both. In collection of the primary data that collected in form of questionnaire and interview from the customer of the State Bank of India. The secondary data also collected from published books, reports, related journals and online research web sites. In our research we collected data from the customers of state bank of India. In that we collected data from different branches i.e. Sadhna Nagar, airport road. Tilak Nagar, Palasiya, Nipania, Gandhi Nagar, Saket etc. In that process we asked query to many customers regarding our research area and analyzed it for our research.

Data Presentation and Analysis

In our research we have collected primary data. In primary data we have collected data of 80 respondents. In our analysis in table-1 we categorized that how many users are using modern e-banking and how many are using traditional banking.

That data shown in following table 1

Table 1: Mode of dealing with bank

services	Feedback level	%
E- Banking with technology	54	71
Traditional Banking method	26	29

Table 1 shows the details about the 80 respondent regarding the mode of dealing with banks. In that when we collected data so 71% customers are willing dealing with modern technology and rest 29% customers are using traditional banking. In table2 we have presented demographic variable and related collected data which are showing related information of respondents'. That is as follows---

Table 2: Demographic variable

Demographic variables	No. of Respondents	Percentage
Sex		
Male	43	55
Female	37	45
Age		
Below 25 years	16	20
25 to 35 years	12	15
36 to 45 years	28	35
45 to 55 years	13	16.25
Above 55 years	11	13.75
Educational qualification		
Below 10th	10	12.5
12th	13	16.25
graduate	22	27.50
post graduate	25	31.25
other	10	12.50
Occupation		
Government	64	51.2
Private	24	19.2
Self-employee	16	12.8
Professional	13	10.4
Others	8	6.4
Monthly Income (R s.)		
Upto 8,000	31	33.75
8,000 to 18,000	21	26.25
18,000 to 28,000	20	25
Above 28,000	8	10

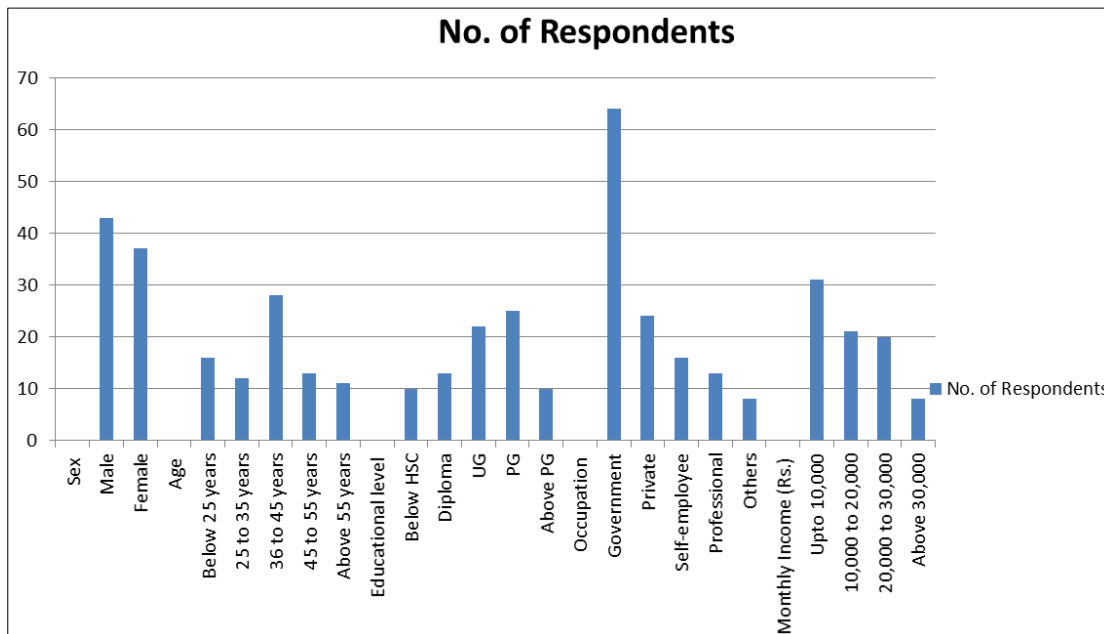


Fig 1

In above table we have mentioned demographic variable of respondent. In which we have taken 55% of female and 45% male customers in our survey. In age factor we choose 20% below 25 years 15% customers 25-35 years, 35% customers are from 35-45 age groups, 16.25% are from 45-55 age groups and more than 55 years customers were 13.75%. in next step we categorized education level of customers. In which we select 12.5% below HSC, 16.25% diploma, 27.5% were under graduate, 31.25% were PG students and more than pg customers were 12.5%. in next we categorized occupational level. In which 16.25% from government jobs, 26.25% from private job, 21.25% from self Employed occupation, 22.5% customers were professional and 13.75% customers were other than this. In next we categorized monthly income in which customers whose earning up to 10000 with 33.75%, and 10000-20000 earning customers were 26.25% and 20000-30000 earning customers were from 25% and more than 30000 earning Customer's were 10%.

After the tabulation we present our data in chart also to make it more effective

Level of satisfaction of customers

In table 3 we have analyzed level of satisfaction of customers. In that we make analysis through following terms- HS- Highly satisfied; S- Satisfied; N- Neutral, D-Dissatisfied and HD- Highly Dissatisfied

Table 3: Level of satisfaction of customers in over all services of bank

Banking Services	HS	%	S	%	N	%	D	%	H	%
ATM services	15	18.7	21	26.2	31	38.7	6	7.5	7	8.7
Internet Banking services	31	38.7	27	33.7	10	12.5	9	7.2	3	3.7
Telephone banking services	42	52.7	21	26.2	14	17.5	2	2.5	1	3.1
Mobile banking services	36	45	22	27.5	13	16.2	6	7.5	3	3.7
Traditional banking services	32	40	17	21.2	13	16.2	10	12.5	8	10.

In above table we have present level of satisfaction of customers of State Bank of India. In which we observed that 18.7% customers highly satisfied and 8.7% customers are dissatisfied in ATM service. In internet services 38.7% customers are satisfied and 3.7% Customers are dissatisfied. In telephone banking services 52.7% customers are satisfied and 3.1% dissatisfied. And traditional banking services 40% are satisfied and 10% customers are dissatisfied. Here we can say that mostly people like to work with e-banking.

Conclusion

After the all analysis and observation we can conclude that in modern era mostly customers are satisfied with SBI e-banking services. Only few customers are there who don't want to use e-banking due to lack of knowledge and non-available of resources like android phones, internet connections etc.

Here for the more improvements of e-banking services we should give more attention to those who's not having knowledge about technology. For this SBI banks should prepare a separate help desk for the management of all work related e-banking.

In our research we found many different aspects related to our research area, in which we conclude that technical support is important aspects for e-banking. Because e-banking basic requirement is to make transaction electronically and correspondent services requirement is to work with internet, android mobiles phones, network, knowledge to avail services,

etc. All these combination could deliver a perfect utility of e-banking. Now a days many customers are aware for all such facility of banking sector, but in other hand many customers still not able to accept technology due to correspondence requirements of e-banking. In conclusion we state that all related aspects of e-banking make it more beneficial, and also banks should organized programmed to make awareness on such facility.

References

1. Naveen k, @ gangal. "Customer satisfaction in new generation banks: a case study on bank. "International referred research journal, 2018:11(4):177-186.
2. Surabhi Singh, Renu Arora. "A Comparative study of banking services and customer satisfaction in public, private and foreign banks, journal of economics, 2019:2(1):45-56.
3. Customer satisfaction and the market: marketing our customers to our employees, "journals of marketing science 1, 22-44
4. www.sbi.com
5. www.rbi.com