A STUDY ON CUSTOMER SATISFACTION TOWARDS STATE BANK OF INDIA E-CORNER PUDUCHERRY

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Abstract-Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectations. It can only be attained if the customer has an overall good relationship with the organization. The primary data has been collected through questionnaire the secondary data has been collected from books, journals and company records. The gathered information is critically analysed by using statistical tool ANOVA. The study, by using ANOVA it was found that there is a significant difference between the customer satisfaction and customer perception.

Keywords-Customer Satisfaction, Customer Perception, Customer expectations.

I. INTRODUCTION

Business always starts and closes with customers and hence the customers must be treated as the king of the market. All the business enhancements, profit, status, image, etc. of the organization depends on customers. Hence all organizations need to meet the customers' expectations and identify that they are satisfied customers. Customer satisfaction (often abbreviated as CSAT) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectations.

DEFINITION:

Philip Kotler defines customer satisfaction as "aperson's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations".

II. REVUEW OF LITERATURE

(Bolemer J MM and Kasper JD P, 1995) The Complex Relationship between Consumer Satisfaction and Brand Loyalty, Customer Satisfaction is a key factor in the formation of customers' desires for future purchases. Furthermore, the satisfied customers will probably talk to others about their good experiences. Although satisfaction has been defined as the difference between expectation & performance, there are differences between quality & satisfaction Many service organizations have developed customer loyalty programs as a part of relations development activities.

(Rahi, S, 2015) Research findings show customers are more loyal towards those banks that are facilitating internet banking services. Also, a good brand image builds a relationship between banks and Customers and enhance customer loyalty toward the bank. Ile also 28 concluded that for those banks that are giving internet banking services to their customers, the loyalty of those customers is more towards the banks. I-le also suggested that the brand image also plays a significant role in the loyalty of the customers and internet banking. The role of brand image is positive in making a positive relationship between customers and internet banking.

(Machogu, A. M., &Okiko,L., 2015) Research brought to light that with e-banking complexities on customer satisfaction. Results show that there are factors that lead to customer satisfaction, particularly in e-banking, which is one of the very important and fast-growing ways of doing banking. Factors are accessibility, convenience, security, privacy, content, design, speed, charges influence customer satisfaction whereas the other factors notified have no significant influence.

(Chochol'áková, A., Gabcová, L., Belás, J., & Sipko, J. 2015) research stated that in comparison with dissatisfied customers, satisfied customers were significantly more like by to recommend their bank to their friends and to consider using their current bank in the future, and they are more resistant to offers from other banks.

Loyal customers are more interested in the services of their own banks when considering investments in all the aspects such as in the financial market, deposit their own savings to their own bank, take out a mortgage from their own bank and use other banking products and services from their current bank.

(Ameme, Be, &Wireko, J., 2016) In today's competitive world where technology plays a very important role and if we talk about the banking sector or industry there is a positive relationship between technology and customer satisfaction. They also stated that satisfaction of customers is not merely introducing innovative products and services rather it is much more than that. They also found that if the bank wants to become the market leader in the competitive environment it must use the innovative approach in all the aspects like products and services. Also, there is a significant relationship between technological innovation and cost. As the innovation increase, the cost also increases.

OBJECTIVES OF THE STUDY

1. To find the customers satisfaction towards services provided by SBI ECORNER.

2. To fine the significant difference between the customer satisfaction and customer perception.

DATA ANALYSIS AND INTERPRETATION

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Disagree	5	3.00	.000	.000	3.00	3.00	3	3
Neutral	16	3.06	.443	.111	2.83	3.30	2	4
Agree	70	3.91	.474	.057	3.80	4.03	3	5
Strongly Agree	19	4.63	.496	.114	4.39	4.87	4	5
Total	110	3.87	.665	.063	3.75	4.00	2	5

Source of variation	Sum of Squares	df	Mean Square	F	P-value
Between Groups	25.374	3	8.458	39.246	.000
Within Groups	22.844	106	.216		
Total	48.218	109			

Inference:

The above table shows that the f value is 39.246 and p-value is 0.000 for customer satisfaction. Since the p-value is less than 0.05, we reject the null hypothesis and accept the alternative hypothesis. Hence there is significant difference between the customer satisfaction and customer perception.

FINDINGS

By using ANOVA, it was found that the p-value is 0.00 for customer satisfaction with respect to the opinion of customer perception which is less than 0.05. Hence there is a significant difference between the level of customer satisfaction and customer perception.

Customers at State Bank of India are satisfied with E-corner services and Yono app has become user friendly. The banking experience with State Bank of India E-corner makes them emotionally attached to the bank.

SUGGESTION

1. The wide range of services provided by SBI E-CORNER is not known to the customers and so the bank should educate the customers through advertisement to avail the services.

2. The bank should educate the senior citizens regarding the use and services of Internet Banking.

3. Proper training facilities have to be provided to the staffs so that they can give valid answers and solve the issue of the customers.

4. The existing complaint resolving mechanism of the SBI has to be retained and encourage customers to provide valuable feedback.

5. Customer experience data can be collected from all channels to track the experience of the customer and to be consistent in providing services.

6. Automation of various services without physical attendance of customers can be provided in the website or application of the bank to avoid the hassle of the customers.

7. Special training programs can be conducted to the employees to improve an employee customer relationship.

8. The bank can promote financial literacy among the customers to enhance longevity and sustainable banking services.

III. CONCLUSION

According to Jeffrey Gitomer "Customer satisfaction is worthless; customer loyalty is priceless. It is the customer the purpose of the business, its sole reason for existence. Customers play an important role and are essential in keeping a product or service relevant; it is, therefore, in the best interest of the business to ensure customer satisfaction and build customer loyalty. Higher the satisfaction level, higher is the Sentimental attachment of customers with the specific brand of a product or service. Hence customer satisfaction is a very important panorama that every organization should focus on to establish a renounced position in the market and enhance business and profit. Customer perception refers to the consumer's feelings about a brand. It encompasses all their beliefs, expectations, and experiences with the business and its products or services, whether positive or negative. Customer perception plays an important role, from understanding the customers to communications and advertising, their buying decisions, their loyalty, the extent to which they recommend a brand, etc.

This study was conducted to know the customer satisfaction towards STATE BANK OF INDIA E – CORNER, and by using ANNOVA it can be concluded that there is a significant difference between the customer satisfaction and customer perception. Customers at State Bank of India are satisfied with E-Corner services and Yono app has become user friendly. Most of the customers have started using the eservices in order to avoid overcrowding and delay in banking transactions.

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