

CUSTOMER SATISFACTION TOWARDS BANKING SERVICES OF STATE BANK OF INDIA

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Abstract: In the current world competition is getting more intense than ever before. For these reasons, Banking industry's and commercial companies need to start paying due Attention to their Customer satisfaction and service quality, growing competitors, development of new technological aspects ever After. Companies should constantly anticipate the customers unlimited needs and expectations and try to address the gap. The aim of this study is to assess customers' satisfaction towards the banking service of State Bank of India and to give an insight for the management for Areas of improvement. A few of respondents who have used SBI service participated in the study from Head quarter and main branch. The data has been analyzed via quantitative method of analysis, i.e. by the use of pie chart, table, graph and the likes by the use of descriptive statistics and use qualitative aspect of data analysis to do some non-quantifiable aspect of the research. From our discussion via top management the seventy five percent of SBI customer can satisfied from the service of bank, however to further scale up the bank needs some change in its delivered services to the growing customer, For the Attainment of its vision, "to be the strongest and most preferred bank of the People of India and world "and to Maintain its competitiveness in the market the bank should work on the entire aspect of quality Dimensions and especially on those with the higher gaps i.e. tangibles in introducing technologically advanced banking system. So, to maximize the positive impact of Customer satisfaction in the state bank of India., the study finalizes with the following way forwards; the SBI need to analyze the existing banking service in a way of maximizing customer satisfaction and this in turn leads to the high banking industry competition and it enhances capacity to compete with in this industry without compromising customer satisfaction and loyalty of SBI.

Keywords: Customer satisfaction, Banking industry's, banking system, State Bank of India.

1. INTRODUCTION

State Bank of India can be found from the first decade of 19th century with the establishment of Bank of Calcutta in Calcutta on June 2nd 1806. Three years later, this bank was renamed as Bank of Bengal on January 2nd, 1809. British India established this bank as their State Bank of India and Information Technology: An Interface 89 first ever joint stock bank under the sponsorship of Government of Bengal. Subsequently, Bank of Bombay and Bank of Madras were also established on July 1st 1840 and July 1st, 1843 followed by Bank of Bengal. Modern banking scenario in India was dominated by these three banks until they were later merged to form the Imperial Bank of India on January 27, 1921. The Presidency Banks Act, which came into operation on May 1st 1876, brought the three presidency banks under a common statute, and the banks involved themselves in the financing of practically every trading, manufacturing, and mining activity in the subcontinent. These three banks have the exclusive right to issue paper currency notes till the Paper Currency Act was passed in 1861. This right was abolished as the Government of India got the sole power of issuing currency from March 1st 1862. The Presidency Banks of Bengal, Bombay and Madras with their 70 branches were merged on 27th January 1921 to form the Imperial Bank of India (Gupta R. P, 1994). The main purpose of Imperial bank is to do commercial banking, bankers to banks, and banker to the government. But this creation was preceded by years of deliberations in the need for a 'State Bank of India.' What eventually emerged was a 'half-way house' combining the functions of a commercial bank and a quasi-central bank. The birth of Reserve Bank of State Bank of India and Information Technology. An Interface 90 India in 1935 as the central bank to the government reduced the central role of Imperial Bank. The birth of Reserve Bank simultaneously saw important amendments being made to the constitution of

Imperial Bank, converting it into a purely commercial bank. When India attained freedom, Imperial Bank had a capital base (including reserves) of Rs.11.85 crores, deposits and advances of Rs.275.14 crores and Rs.72.94 crores respectively and a network of 172 branches and more than 200 sub offices extending all over the country (www.sbi.co.in , 2012). The launch of the first five year plan was an important turning point for State Bank of India with primary focus on development of the rural sector. Till the first five year plan, the commercial banks of the country, including the Imperial Bank of India, restricted their products and services to the urban sector. Therefore, in order to reduce this limitation and serve the economy as a whole and rural sector in particular, the All India Rural Credit Survey Committee recommended the formation of a state-partnered and state-sponsored bank by taking over the Imperial Bank of India, and incorporated with it, the former state-owned or state-associate banks. In May 1955, an act was passed and on July 1st, 1955 State Bank of India was created. More than 25% of the available resources by the State Bank of India and Information Technology: An Interface 91 Indian banking system was directly controlled by this newly established bank namely State bank of India. Later in 1959, the State Bank of India (subsidiary bank) act was passed, which enabled this bank to take over eight former state associated banks as its subsidiaries. Later these subsidiaries were named as State Bank of India associate banks. The rest of the paper is structured as follows. In Section 2, we review literature and introduce customer satisfaction towards banking services of state bank of India in Section, we accentuate on the data used for our study and the research methodology. In Section, we present our empirical findings and conclude our study. In Section 5, we highlight the scope for the future research.

Statement of the Problem

India is one of the most technologically advanced countries in the world. There are various governmental and non-governmental banks in India that take advantage of this opportunity. Of course, they use their technological capabilities to make better practices. As such, the State Bank of India is a study designed to provide the best practices and practices in terms of service delivery and customer satisfaction.

2. LITERATURE REVIEW

It is India's state-of-the-art technology that has made India's banks more competitive and more competitive. India's banking system is very modern and follows a free economic system. This will increase its competitiveness. Narsimhan Committee has been set up to improve and modernize India's banking system. In order to meet customer satisfaction, they have become world-class competitors in terms of service delivery, delivery strategies, service delivery expansion, reliability, up-to-date information, and other services. It has also been shown that it is leading the way in competitive business.

Objectives of The Study

- To study the Satisfaction of customers towards the State Bank of India
- To identify the factors that influences the customer behavior of State Bank of India.

3. DATA ANALYSIS AND PRESENTATION OF RESULTS

After necessary data will be collected from the primary data collected by questionnaire, mailing, online and other data is sourced from the internet. and the data will be processed and analyzed. Data analysis will be done both by qualitative and quantitative data processing from the data get the data presenting will be explorative data presentation. In addition to this, background information of respondents will be presented and described.

4. FINDING AND DISCUSSION

Based on this which one is satisfying is the need to start a study at India's banking service to student clients? What is the gap? What needs to be fixed? .To determine customer satisfaction. To find out, we have taken approximately 40 customers of the bank. 65% of these clients are between the ages of 18-30 and 30% of adults aged 31-45 and less than 5%. 80% of the respondents were 20% male and 20% female. PHD students 15% Masters Students 50% of undergraduate students 35% 13 different SBI bank branches according to the study. The names of the banks are Hulmavu get, JC road, Jayanagar, Ramaurthy nagar, JP nagar, chmrajpet, koramangal, giehubli, main branch dharwad, bahopal, gowaribidanur, kangeri and N / A branches Hulmavu get Bank has a large number of customers. A total of 40 students participated in the study, all of whom are students of the Bank. The bank's customers come from a variety of backgrounds, including Indian, Ethiopian, Ghanaian, Nepali, Nigerian, Syrian, and Tanzanian nationals. From the feedback of these customers, we understand that the service delivery is the same for all customers and that there are problems that can be fixed in every service delivery, from major to minor.

In general, customer satisfaction is a measure of customer satisfaction, a willingness to listen and respond to your need, recognition of you as valued customer, fast and efficient service, efficient no wait service, no long line ups at counter, good service delivery. However, the service delivery, professional and attractive appearance that has been complained about by a limited number of customers is the friendly and courteous approach, knowledge of bank's products & service, confidentiality, quick and up to date information, clean & well cared facilities, access of Infrastructure, availability of information brochures, pleasant & attractive décor and automatic bank machines in convenient locations Given the feedback we received from customer inquiries, they are expected to improve, but the bank's service delivery is better.

In general, when I recommend it, the state bank of India's customer service is a measure of customer satisfaction, which is a study to identify what the bank is missing and what gaps it has. Satisfaction to listen and respond to your need, recognition of you as valued customer, fast and efficient service, efficient no wait service, no long line ups at counter, good service delivery. However, the service delivery, professional and attractive appearance that has been complained about by a limited number of customers is the friendly and courteous approach, knowledge of bank's products & service, confidentiality, quick and up to date information, clean & well cared facilities, access of Infrastructure, availability of information brochures, pleasant & attractive décor and automatic bank machines in convenient locations Given the feedback we received from customer inquiries, they are expected to improve, but overall I know it's better.

5. CONCLUSION

Service delivery and service is one of the most effective technology-enabled services in India. Thus, banking is one of the most important services. Strengthening this sector will play an important role in the country's economic growth. Banks in India are the basis for their growth as they operate in a highly competitive and competitive market. Accordingly, my research shows that the State Bank of India has been able to meet the needs of the modern customer service provider. Based on this study, different studies can be done.

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