

A study on satisfaction of customers on the services of Canara Bank employees

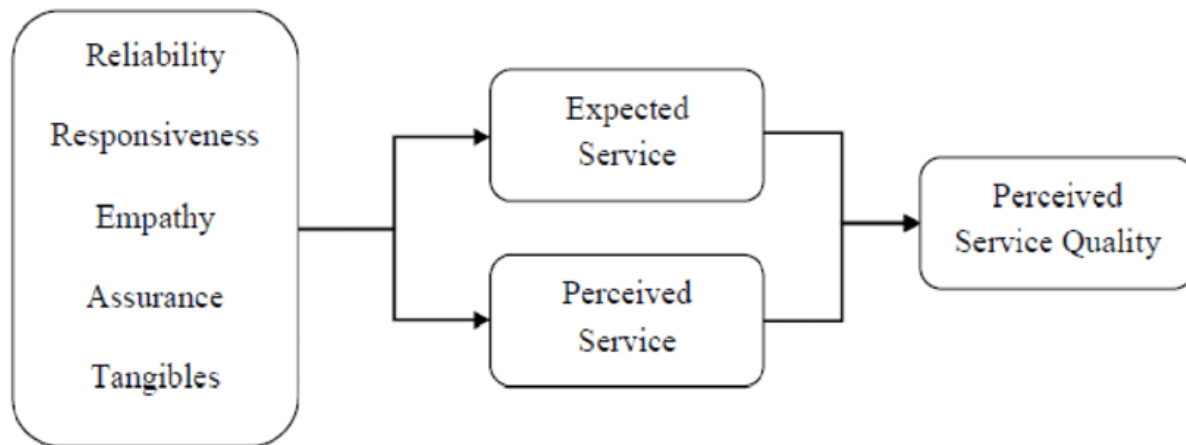
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Introduction

Satisfaction is a subjective comparison between expected and received experience of a service. Understanding customer satisfaction is of utmost importance for the banking industry, especially because of its effect on their future economy. The employees are the key players in molding customer experiences as they finally manage the manners in which the service transaction delivered. Customer satisfaction may also lead to an improved reputation and greater brand equity for the bank, which will in turn attract additional customers who are disposed to develop loyalty of their own.

Measuring Customer Services and satisfaction by using SERVQUAL model



Profile of Canara Bank

The Canara Bank is one of the most prominent commercial banks of India. The bank was established in the year 1906 at Mangalore. Canara Bank is one of the leading public sector banks in India. The Vision of Canara Bank is to emerge as a “Best Practices Bank” by pursuing global benchmarks in profitability, operational efficiency, asset quality, risk management and expanding the global reach. The Mission of Canara Bank is to provide quality banking services with enhanced customer orientation, higher value creation for stakeholders and to continue as a responsive corporate.

Literature Review

Janki, (2002) in her study “How technology is affecting employee's productivity, observed that Indian banks particularly PSBs would need to adopt technology for improving operating efficiency and customer service. **Leeladhar (2006)** in his study entitled, “Indian Banking - The Challenges Ahead” analyzed the improved role of the banking sector in Indian economy, the increasing levels of deregulation and the increasing levels of competition. Author viewed that

the demanding environment has exposed banks to various challenges and risks such as 1) customer service, 2) branch banking, 3) competition, 4) technology, 5) Basel-II implementations, 6) improving risk management systems, 7) implementation of new accounting standards, 8) transparency and 9) disclosures, supervision of financial conglomerates, 10) know your customer (KYC) guidelines and corporate governance. **IIBF (2019)** in their 49 page report mentioned that customer service has great significance in the banking industry. The banking system in India today has perhaps the largest outreach for delivery of financial services and is also serving as an important channel for delivery of financial services.

Objective of the study

1. To analyze satisfaction of customers on the services of Canara Bank employees

Null Hypothesis (Ho)

1. There is no relationship between satisfaction of customers and Efficient and Quick services of bank staff.

Research Methodology

Research is a scientific and systematic search for pertinent information. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet or refinement over the existing findings of the earlier research work.

Methods of Data Collection: The task of data collection begins after a research problem has been identified. The research study is based on primary data.

Table-1.1

Satisfaction of customers on the services of Canara Bank

| Opinion | No. of Respondents | Percentage (%) |
|-------------------|--------------------|----------------|
| Strongly Disagree | 140 | 33.10 |
| Disagree | 105 | 24.82 |
| Neutral | 15 | 3.55 |
| Agree | 74 | 17.49 |
| Strongly Agree | 89 | 21.04 |
| Total | 423 | 100 |
| Average | 84.60 | 20.00 |
| SD | 45.99 | 10.87 |

Source : Primary Data

Figure-1.1

Satisfaction of customers on the services of Canara Bank

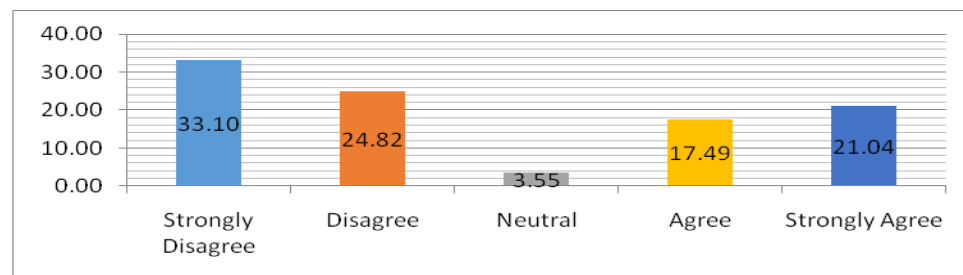


Table-1.1 shows the opinions of the respondents on Satisfaction of customers on the services of Canara Bank. The majority of the respondents with (33.10%) have strongly disagreed with the statement. This is followed by (24.82%) of respondents, who have disagreed. However, (21.04%) of the respondents expressed their strong agreement. About (17.49%) respondents have agreed. Only (3.55%) of respondents are neutral. It can be concluded that there is no satisfaction of customers on the services of Canara Bank.

Table-1.2

Efficient and Quick service of bank staff.

| Opinion | No. of Respondents | Percentage (%) |
|-------------------|--------------------|----------------|
| Strongly Disagree | 126 | 29.79 |
| Disagree | 106 | 25.06 |
| Neutral | 11 | 2.60 |
| Agree | 88 | 20.80 |
| Strongly Agree | 92 | 21.75 |
| Total | 423 | 100 |
| Average | 84.60 | 20.00 |
| SD | 43.75 | 10.34 |

Source : Primary Data

Figure-1.2

Efficient and Quick service of bank staff.

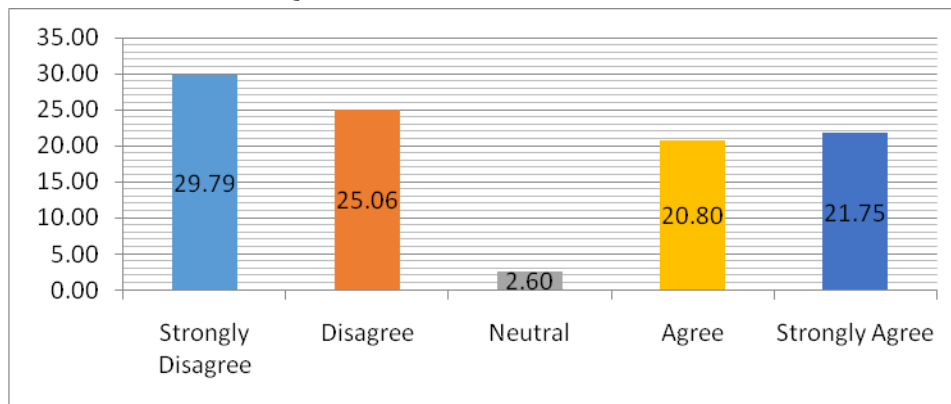


Table-1.2 indicates the opinions of the respondents on Efficient and Quick services of bank staff. The majority of the respondents with (29.79%) have Strongly Disagreed with the statement. This is followed by (25.06%) of respondents, who have disagreed. However, (21.75%) of the respondents expressed their strong agreement. About (20.80%) respondents have agreed. Only (2.60%) of respondents are neutral. It can be concluded that there is no efficient and quick services of counter staff.

KOLMOGOROV-SMIRNOV TEST

Null Hypotheses (H₀): There is no relationship between satisfaction of customers and Efficient and Quick services of bank staff.

Alternative Hypotheses (H₁): There is a relationship between satisfaction of customers and Efficient and Quick services of bank staff.

Calculated weighted average

| Satisfaction of customers | Strongly Disagree | | | Disagree | | | Neutral | | | Agree | | | Strongly Agree | | |
|---------------------------|-------------------|---|-----|----------|---|-----|---------|---|----|-------|---|-----|----------------|---|-----|
| | X | W | XW | X | W | XW | X | W | XW | X | W | XW | X | W | XW |
| Strongly Disagree | 28 | 1 | 28 | 42 | 1 | 42 | 1 | 1 | 1 | 34 | 1 | 34 | 35 | 1 | 35 |
| Disagree | 26 | 2 | 52 | 10 | 2 | 20 | 2 | 2 | 4 | 29 | 2 | 58 | 38 | 2 | 76 |
| Neutral | 4 | 3 | 12 | 3 | 3 | 9 | 3 | 3 | 9 | 3 | 3 | 9 | 2 | 3 | 6 |
| Agree | 23 | 4 | 92 | 32 | 4 | 128 | 3 | 4 | 12 | 10 | 4 | 40 | 6 | 4 | 24 |
| Strongly Agree | 45 | 5 | 225 | 19 | 5 | 95 | 2 | 5 | 10 | 12 | 5 | 60 | 11 | 5 | 55 |
| Total | 126 | | 409 | 106 | | 294 | 11 | | 36 | 88 | | 201 | 92 | | 196 |

Kolmogorov-Smirnov Test

| F | CF | F0(X) | E | CE | Fe(X) | F0(X)-Fe(X) |
|-------|-------|-------|--------|---------|-------|-------------|
| 3.27 | 3.27 | 0.24 | 2.7414 | 2.74137 | 0.20 | 0.04 |
| 3.25 | 6.52 | 0.48 | 2.7414 | 5.48275 | 0.40 | 0.076 |
| 2.77 | 9.29 | 0.68 | 2.7414 | 8.22412 | 0.60 | 0.078(Dmax) |
| 2.28 | 11.58 | 0.84 | 2.7414 | 10.9655 | 0.8 | 0.04 |
| 2.13 | 13.71 | 1 | 2.7414 | 13.7069 | 1 | 0 |
| 13.71 | | | | 13.71 | | |

F = Observed frequency.

CF = Cumulative frequency.

E = Expected frequency.

D_{max} = Maximum deviation.

H₀ = Null Hypotheses.

H₁ = Alternative Hypotheses.

n = Sample size.

Calculated value of D_{max} = 0.078

Table value @ 5% level of significance = $1.36/\sqrt{n} = 1.36/\sqrt{423} = 0.066$

Result: Calculated value of D_{max} (0.078) is greater than the table value (0.066), Hence H₀ is rejected and concluded that there is a relationship between satisfaction of customers and Efficient and Quick services of bank staff.

References

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