



CUSTOMERS SATISFACTION TOWARDS SERVICES OFFERED BY THE PANDYAN GRAMA BANK IN SIVAGANGAI DISTRICT

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KEYWORDS :

1. INTRODUCTION

A Regional Rural Bank is popularly known as 'Gramin Bank'. The development process of RRBs started with the promulgation of an Ordinance promulgated on 26th September 1975 (which later on was replaced with Regional Rural Bank Act, 1976) with an objective to ensure sufficient institutional credit for agriculture and other rural sectors. It was on 2nd October 1975 that the first RRB named the 'Prathama Bank' came into existence.

RRBs were set up on the recommendations of 'The Narasimham Working Group' as that time about 70% of the Indian Population was of Rural Orientation. It was in order to provide access to low-cost banking facilities to the poor people that the Narasimham Working Group (1975) proposed the establishment of a new set of banks, as institutions which 'combine the local feel and the familiarity with rural problems which the co-operatives possess and the degree of business organization, ability to mobilize deposits, access to central money markets and modernized outlook which the commercial banks have'.

2.1 Features of the bank

- RRBs were mainly established to meet the credit requirement of small and marginal farmers, landless labour and artisans of rural India with focus on agro sector.
- In few years RRBs penetrated every corner of the country and extended a helping hand in the growth process of the country
- These were envisaged as a low cost financial intermediation structure in the rural areas to ensure sufficient flow of institutional credit agricultural and other rural sectors.
- RRBs were expected to have the local feel and familiarity of the cooperative banks with the managerial expertise of the commercial banks.

OBJECTIVES OF THE STUDY

To study the socio-economic profile of the customers of Pandyan Grama Bank in Sivagangai district.

To find out the customers satisfaction towards services offered by the Pandyan Grama Bank.

2. REVIEW OF LITERATURE

Vannirajan (2006) conducted a study to examine the impact of service quality dimensions on customer satisfaction. It revealed that the important services offered by banks are traditional services, non-traditional services, tangibles, reliability, responsiveness, assurance and empathy. It also found that reliability and non-traditional services affect more on the customer satisfaction level. The study concluded that the private sector banks and associates of State Bank of India are better in providing services to the customers than the nationalist banks and co-operative banks.

Shashikala, P (2006) carried out an empirical study in order to measure customer satisfaction of telecom services providers and to examine relationship between service quality and its variables and to derive key quality elements that could improve customer retention. SERVQUAL scale and its dimensions were used to collect data and used discriminate analysis technique to analyse data. The results revealed that reliability is identified as the important criterion to determine behavioural intention. It also revealed that the service quality

includes elements like coverage, connectivity and voice clarity.

3. DATA ANALYSIS AND INTERPRETATION

Table No. 1

GENDER OF THE RESPONDENT

| S. No | Gender | No. of Respondent | Percentage |
|-------|--------|-------------------|------------|
| 1 | Male | 372 | 40.0 |
| 2 | Female | 558 | 60.0 |
| | Total | 930 | 100.0 |

Source: Primary data

Interpretation:

It is found from table 1 that 558 (60%) of the respondents are females and 372 (40%) are males.

It is concluded that the majority (60%) of the respondents selected for the study are females.

Table No. 2

AGE OF THE RESPONDENT

| S. No | Age | No. of Respondent | Percentage |
|-------|----------------|-------------------|------------|
| 1 | Upto 35 years | 243 | 26.1 |
| 2 | 36-50 years | 394 | 42.4 |
| 3 | Above 50 years | 293 | 31.5 |
| | Total | 930 | 100.0 |

Source: Primary data

Interpretation:

It is evident from table 2 that 394 (42.4%) of the respondents belong to the age group of 36-50 years, 293 (31.5%) of the respondents belong to the age group of above 50 years, 243 (26.1%) of the respondents belong to the age group of Upto 35 years.

It is concluded that the maximum (42.4%) of the respondents selected for the study belong to the age group of 36-50 years.

Table No. 3

EDUCATION QUALIFICATION OF THE RESPONDENT

| S. No | Education | No. of Respondent | Percentage |
|-------|---------------|-------------------|------------|
| 1 | School level | 267 | 28.7 |
| 2 | College level | 445 | 47.8 |
| 3 | Professional | 218 | 23.5 |

| | | |
|-------|-----|-------|
| Total | 930 | 100.0 |
|-------|-----|-------|

Source: Primary data

Interpretation:

It is evident from table 3 that 445(47.8%) of the respondents belong to the college level, 267 (28.7%) of the respondents belong to the school level, 218 (23.5%) of the respondents belong to the professional.

It is concluded that the maximum (47.8%) of the respondents selected for the study belong to the education qualification of College level.

Table No. 4
LEVEL OF SATISFACTION TOWARDS SERVICES OFFERED BY THE PANDIAN GRAM BANK

| No. | Factors | HS | S | N | DS | HDS |
|-----|----------------------------------------------------|-------------|-------------|-----------|-----------|-----------|
| | Knowledge familiarity with Customer | 450 (48.4%) | 348 (37.4%) | 33 (3.5%) | 74 (8.0%) | 25 (2.7%) |
| | Speed of service from tellers | 442 (47.5%) | 377 (40.5%) | 60 (6.5%) | 25 (2.7%) | 26 (2.8%) |
| | Business hours of the branch | 441 (47.4%) | 352 (37.8%) | 53 (5.7%) | 46 (4.9%) | 38 (4.1%) |
| | Availability of parking facility | 448 (48.2%) | 367 (39.5%) | 55 (5.9%) | 32 (3.4%) | 28 (3.0%) |
| | Knowledge of the bank officials | 470 (50.0%) | 362 (38.9%) | 59 (6.3%) | 18 (1.9%) | 21 (2.3%) |
| | Different schemes for farm and non-farm operations | 409 (44.0%) | 407 (43.8%) | 71 (7.6%) | 24 (2.6%) | 19 (2.0%) |
| | Grievance Redressal procedure | 413 (44.4%) | 425 (45.7%) | 50 (5.4%) | 26 (2.8%) | 16 (1.7%) |
| | Locker facility | 473 (50.9%) | 350 (37.6%) | 58 (6.2%) | 26 (2.8%) | 23 (2.5%) |
| | Procedure for opening / closing the account | 498 (53.5%) | 337 (36.2%) | 51 (5.5%) | 24 (2.6%) | 20 (2.2%) |
| | Time taking of any kind of service | 472 (50.8%) | 371 (39.9%) | 50 (5.4%) | 19 (2.0%) | 18 (1.9%) |
| | Bank charges on services | 443 (47.6%) | 345 (37.1%) | 58 (6.2%) | 48 (5.2%) | 36 (3.9%) |
| | Facilities to transfer fund | 469 (50.4%) | 346 (37.2%) | 58 (6.2%) | 36 (3.9%) | 21 (2.3%) |
| | Rate of interest | 495 (53.2%) | 339 (36.5%) | 44 (4.7%) | 29 (3.1%) | 23 (2.5%) |
| | Bank's Image | 466 (50.1%) | 349 (37.5%) | 55 (5.9%) | 23 (2.5%) | 37 (4.0%) |
| | Access to the required forms | 460 (49.5%) | 361 (38.8%) | 62 (6.7%) | 23 (2.5%) | 24 (2.6%) |
| | Balance enquiry | 437 (47.0%) | 360 (38.7%) | 51 (5.5%) | 34 (3.7%) | 48 (5.2%) |
| | Communication | 459 (49.4%) | 383 (41.2%) | 46 (4.9%) | 21 (2.3%) | 21 (2.3%) |
| | Past loyalty | 443 (47.6%) | 354 (38.1%) | 49 (5.3%) | 50 (5.4%) | 34 (3.7%) |
| | Relationship benefits | 463 (49.8%) | 368 (39.6%) | 43 (4.6%) | 27 (2.9%) | 29 (3.1%) |
| | Duration of relationship | 499 (53.7%) | 336 (36.1%) | 44 (4.7%) | 24 (2.6%) | 27 (2.9%) |
| | Empathy | 482 (51.8%) | 297 (31.9%) | 68 (7.3%) | 49 (5.3%) | 34 (3.7%) |
| | Competence | 460 (49.5%) | 346 (37.2%) | 64 (6.9%) | 31 (3.3%) | 29 (3.1%) |
| | Branch attributes | 496 (53.3%) | 332 (35.7%) | 52 (5.6%) | 26 (2.8%) | 24 (2.6%) |
| | Trust worthiness and confidentiality | 486 (52.3%) | 326 (35.1%) | 50 (5.4%) | 29 (3.1%) | 39 (4.2%) |
| | Ease and frequency of contact | 480 (51.6%) | 327 (35.2%) | 54 (5.8%) | 44 (4.7%) | 25 (2.7%) |

Source: Primary data

4. Findings of the Study:

- The majority (60%) of the respondents selected for the study are females.
- The maximum (42.4%) of the respondents selected for the study belong to the age group of 36-50 years.
- The maximum (47.8%) of the respondents selected for the study belong to the education qualification of College level.
- A maximum of 48.4% of the respondents are highly satisfied with knowledge familiarity with customers.
- A maximum of 47.5% of the respondents are highly satisfied with speed of service from tellers.
- A maximum of 47.4% of the respondents are highly satisfied with business hours of the branch.
- A maximum of 48.2% of the respondents are highly satisfied with Availability of parking facilities.
- A maximum of 50.0% of the respondents are highly satisfied with knowledge of the bank officials.
- A maximum of 44.0% of the respondents are highly satisfied with Different schemes for farm and non-farm operations.
- A maximum of 47.6% of the respondents are satisfied with Grievance Redressal procedure.
- A maximum of 50.9% of the respondents are highly satisfied with Locker facility.
- A maximum of 53.5% of the respondents are highly satisfied with Procedure for opening / closing the account.
- A maximum of 50.8% of the respondents are highly satisfied with Time taking of any kind of service.
- A maximum of 47.6% of the respondents are highly satisfied with Bank charges on services.
- A maximum of 50.4% of the respondents are highly satisfied with Facilities to transfer fund.
- A maximum of 53.2% of the respondents are highly satisfied with Rate of interest.
- A maximum of 50.1% of the respondents are highly satisfied with Bank's Image.
- A maximum of 49.5% of the respondents are highly satisfied with Access to the required forms.
- A maximum of 47.0% of the respondents are highly satisfied with Balance enquiry.
- A maximum of 49.4% of the respondents are highly satisfied with Communication.
- A maximum of 47.6% of the respondents are highly satisfied with Past loyalty.
- A maximum of 49.8% of the respondents are highly satisfied with Relationship benefits.
- A maximum of 53.7% of the respondents are highly satisfied with Duration of relationship.
- A maximum of 51.8% of the respondents are highly satisfied with Empathy.
- A maximum of 49.5% of the respondents are highly satisfied with Competence.
- A maximum of 53.5% of the respondents are highly satisfied with Branch attributes.
- A maximum of 52.3% of the respondents are highly satisfied with Trust worthiness and confidentiality.
- A maximum of 51.6% of the respondents are highly satisfied with Ease and frequency of contact

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