



Measuring Women Customer Satisfaction Towards Atm Services - A Comparative Study of Selected Public And Private Banks in Berhampur

KEYWORDS

Customer satisfaction, ATM, delivery channel

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ABSTRACT ATM is one of the most popular delivery channel as it permits customers to do Anywhere, Anytime banking. Both, the bank and customers stand to gain in several ways. While ATMs bring down the cost per transaction, increase efficiency by reducing workload of staff, they help to increase accuracy, speed, save time, money and efforts of customers. Thus, ATM impacts the customer services and leads to better customer satisfaction.

This study aims at analyzing the satisfaction level of women customers of some selected public and private sector banks in Berhampur holding ATM cards with respect to various aspects. In this study, a structured questionnaire used to collect the data from a convenience sample of 120 women customers from four sample banks in Berhampur and later on analysed by using percentage method to meet the objectives of the present study.

Introduction

Automated teller machines (ATMs) were the first well-known machines to provide electronic access to customers. With advent of Automatic Teller Machines (ATM), banks are able to serve customers outside the banking hall. ATM is designed to perform the most important function of bank. It is operated by plastic card with its special features. The plastic card is replacing the cheque, personal attendance of the customer, banking hour's restrictions and paper based verification. ATMs have made hard cash just seconds away all throughout the day at every corner of the globe. ATMs allow you to do a number of banking functions – such as withdrawing cash from one's account, making balance inquiries and transferring money from one account to another – using a plastic, magnetic-strips card and personal identification number issued by the financial institution. With the aid of computers the bank can work faster. Bank can expand its working area with the same manpower. IT development in banking sector have speed up communication and transaction for clients .customers can view the account, get account statement, transfer funds in few minutes.

Research has shown that women are powerful yet often overlooked consumers. The developments of technologies have enabled organizations to provide superior services for women customers' satisfaction (Surjadajja, 2003). The number of bank women customers preferring to use self-service delivery systems is on the increase. This preference is attributed to increased autonomy in executing the transactions of bank. Growing global competition, the bank has focused on markets where women have been traditionally underserved by financial institution and has tailored products based on regional needs and circumstances. But it was looking to differentiate itself and win a new consumer segment. This study aims at analyzing the satisfaction levels of women customers of some selected public and private sector banks in Berhampur holding ATM cards with respect to some aspects such as prompt ATM services delivered by personnel, location, sufficient number of ATMs in city, regularity in working of ATMs, their overall impact on women customer satisfaction etc.

Literature review

De Angeli et al. (2004) explain that underlying inhibitors to

ATM adoption in India are not intrinsically different from the ones determined more than a decade ago in some western countries. They can be traced back to a few main factors, such as feelings of inadequacy, preference for human contact, lack of need and safety concerns. People tend to use ATM's if they have need for it, if they perceive the ATM to be easy to use, if they feel safe, and if they have a positive attitude towards technology in general.

Davies et al., (1996) examined the factors that influence customers' satisfaction about ATM service quality. These factors include costs involved in the use of ATM, and efficient functioning of ATM.

Kumbhar, Vijay. (2011) in his study aimed at comparative investigation of the customer satisfaction in ATM service in public and private sector banks, observed that other than cost effectiveness of ATM service perception about all service quality dimensions is approximately same in public and private sector banks. This study concluded that private sector banks are providing more satisfactory ATM service than public sector banks Overall results shows that cost effectiveness of ATM service were core service quality dimension and it were significantly affecting on overall customer satisfaction in ATM service provided by commercial banks.

Objectives of study

- To examine the Women customers' satisfaction in ATM service provided by banks of Berhampur.
- To offer suggestions to improve ATM service of banks.

Research Methodology

The study includes four leading banks out which two from public sector (SBI and PNB) and two from private sector banks (ICICI and AXIS) available in Berhampur as sample on the basis of convenience for the questionnaire survey to find out the women customer satisfaction. It was planned to select 60 women customer from each banking sector, making a total of sample size 120, who holds ATM cards. The survey of questionnaire is based on 15 aspects of ATM service dimensions and its effect on women customer satisfaction. The aspects are, efficient operation; security and privacy; Sufficient number of ATMs and ATM grievances are settled within stipulated time etc, like that. Percentag-

es method has been used for analyzing the data.

Analysis and Interpretation

Table 1. Demographic Profiles of Women Respondents

PUBLIC SECTOR (SBI and PNB)		TYPE OF BANKS		To- tal
		PRIVATE SECTOR (ICICI and AXIS)		
Age	18-25	06	20	26
	26-35	26	17	43
	36-45	17	13	30
	46 and above	11	10	21
	TOTAL	60	60	120
Educa- tion	Under Graduate	12	15	27
	Graduate	18	17	35
	Post Gradu- ate	23	21	44
	Other	07	07	14
	TOTAL	60	60	120
Occupa- tion	Govt. Em- ployees	19	14	33
	Private Em- ployees	18	18	36
	Students	12	18	30
	Others	11	10	21
	TOTAL	60	60	120
Income levels	Below 20,000	11	19	30
	20001- 35000	26	22	48
	35001- 50,000	18	15	33
	50001 and above	05	04	09
	TOTAL	60	60	120

Table 1 clearly shows the demographic profile of sample women respondents. It reveals that majority of women respondents using ATM services falls in the age group of 26-35 and post graduate are high as compared to other educational groups. Private employees are equal in both the sectors, whereas govt. employees are high in public sectors. Women respondents having income levels of Rs. 20,001-35,000 as high as compared to other income levels in both banks.

Table 2: Responses of Women Customer Satisfaction of public and private sector banks with respect to Various Aspects

S. No.	ASPECTS	Public sector Banks (SBI and PNB)		Private sector Banks (ICICI and AXIS)		Total
		No	Yes	No	Yes	
1	Promptness of the deliv- ery of card	45 (75)	15 (25)	50 (83.3)	10 (16.7)	120
2	I can easily locate my bank ATM in the city	41(68.3)	19 (31.7)	37(61.6)	23 (38.4)	120

3	Directions are clear to operate my ATM	55(91.7)	05 (8.3)	49(81.7)	11(18.3)	120
4	Keypad of ATM machine is working properly	40 (66.7)	20(33.3)	45(75)	15(25)	120
5	I always found availability of cash in my ATM	41(68.3)	19(31.7)	53(88.3)	07(11.7)	120
6	I am happy with the pro- cessing time of ATM	32(53.3)	28(46.7)	41(68.3)	19(31.7)	120
7	My ATM grievances are settled within stipulated time by my bank	25(41.7)	35(58.3)	31 (51.7)	29 (48.3)	120
8	My ATM slip always shows updated balance in my account	55 (91.7)	05 (8.3)	58(96.7)	02(3.3)	120
9	I found Quality of notes in my ATM always	58(96.7)	02(3.3)	59(98.3)	01(1.7)	120
10	I am happy with safety & security when I enter my pin/password in my ATM	34(56.7)	26(43.3)	38(63.3)	22(36.7)	120
11	The behaviour of ATM guard is good	31 (51.7)	29 (48.3)	42(70)	18(30)	120
12	Sufficient number of ATMs	25(41.7)	35(58.3)	33(55)	27(45)	120
13	Complaint book is avail- able at ATM room	20(33.3)	40(66.7)	25(41.7)	35(58.3)	120
14	Availability of Power back- up/Generator/Inverter	31(51.6)	29(48.4)	37(61.6)	23(38.4)	120
15	Overall performance of my ATM is good	39(65)	21(35)	41(68.3)	19(31.7)	120

Findings of the Study

- The analysis reveals that as high as 83.3% of private bank women respondents in relation to 75% of public bank respondents stated Positive to the statement of promptness of the delivery of card as compared to 25% and 16.7% of sample respondents stated that negative to the above statement.
- It can be concluded from the above analysis that 68.3% of women respondents of public sector bank in relation to 61.6% of private sector bank respondents stated Positive to the statement that I can easily locate my banks ATM in the city. Whereas 31.7% of public sector bank and 38.4% of private sector bank respondents tuned negative.
- It is apparent from the analysis that 91.7% of public sector Bank respondents in relation to 81.7% of private sector bank respondents stated that positive to the statement that directions are clear to operate ATM. Against to this response 8.3% of public sector banks and 18.3% of private sector bank respondents stated that negative to the statement.
- The analysis concludes that as high as 75% of private sector bank in relation to 66.7% of public bank respondents stated that positive to the statement Key-

pad of ATM machine is working properly, as compared to 33.3% of public sector bank and 25% of private sector banks respondents stated negative to the above statement.

- It can be concluded from the analysis that 53.3% of public sector banks in relation to huge 68.3% of private sector banks women respondents stated positive statement that, I am happy with the processing time of ATM; as compared to 46.7% of public sector bank and 31.7% of private sector bank respondents stated that negative to the statement.
- It is apparent from the analysis that a huge 88.3% of private bank respondents as compared to 68.3% of public Bank respondents stated that positive to the statement that I always found availability of cash in my ATM as against 31.7% of public sector Bank and 11.7% of private sector Bank respondents who turned negative.
- It is pertinent to conclude from the analysis that 96.7% of private sector banks in relation to 91.7% of respondents of public sector banks stated positive to the statement that ATM slip always shows updated balance in the account, whereas a meagre 8.3% of public sector bank and 3.3% of private sector Bank respondents turned negative.
- It is found from the analysis that majority of women respondents' i.e., 98.3% of private sector bank against 96.7% of public sector bank respondents stated positive to the statement that found quality of notes in ATM always against a meagre 3.3% of public sector bank and 1.7% of private bank respondents who turned negative.
- It is dissatisfying to observe from the statement that majority of the respondents in both the sector about 58.3% of public sector bank in relation to 48.3% of private bank respondents stated that negative to the statement that, "ATM grievances are settled within a stipulated time by the bank, as compared to 51.7% of private bank and 41.7% of public Bank respondents who stated yes to the given statement.
- It is found from the analysis that majority of respondents of 63.3% of private bank in relation to 56.7% of public Bank respondents stated that positive to the statement that I am happy with safety and security when I enter my password in my ATM, compared to 43.3% of public bank and 36.7% of private Bank respondents who turned negative to the statement.
- It is observe from the analysis that 51.7% of public Bank respondents in relation to whopping 70% of private bank respondents turned negative to the statement that the behavior of ATM guard is good, as compared to 48.3% of public Bank respondents and 30% of private bank respondents who turned negative.
- It is dissatisfying to observe from the analysis that majority of respondents in public Bank 58.3% in relation to lower 45% of private bank respondents stated negative to the statement that sufficient number of ATM's are in the city as compared to 43.3% of Andhra Bank

and over 55% of private bank sample respondents who turned positive to the above statement.

- It is dissatisfying to observe from the analysis that majority of the respondents in both banks 66.7% of public bank in relation to 58.3% of private bank respondents stated negative to the statement that complaint book is available at ATM room, while 33.3% of public Bank against 41.7% of private bank respondents stated yes to the mentioned statement.
- It can be concluded from the analysis that the 61.6% of private bank respondents in relation to 51.6% of public bank respondents stated positive to the statement that there is availability of power backups/generators/ inverter, where as 48.4% of public bank and comparatively less 38.4% of private bank respondents stated negative to the statement.
- It is found from the analysis that the 68.3 % of private bank respondents in relation to 65% of public bank respondents stated positive to the statement overall performance of ATM is good whereas 35% of public bank and 31.7% of private bank respondents turned negative to the statement.

CONCLUSIONS AND SUGGESTION:

Majority of the respondents in both the banks dissatisfied with the ATM Grievance settlement. Hence it is suggested the banks to developed and improvise the proper mechanism to resolve the grievance settlement, as it leads to customer comfort and satisfaction. Similarly, majority of the women customers are dissatisfied with the sufficient number of ATMs in city, cash availability, complaint books available in public sector banks hence, it is suggested that banks should provide all the facilities based on the customers data base and potential customers in the city. Complaint book is most important at the ATM counters, it is found respondents stated that no complaint book is available at ATM counter hence, it is suggested that both the banking sectors put the complaint book in ATM counter, then the customers utilize and make the complaint and also suggestions to the banks for effective functioning. The most important issue the bank administration should concentrate on proper mechanism on Grievances settlement; besides that, customers' data is increasing day by day correspondingly the number of ATMs should be increased, so it leads to customers' satisfaction.

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