



BANKING SERVICES OF ATM CARD IN KALLAKURICHI TALUK, VILLUPURAM DISTRICT

Dr. R. ANANDARAMAN

Assistant Professor, PG and Research Department of Commerce, Dr. R.K. Shanmugam College of Arts and Science Indili, Kallakurichi, Villupuram District, Tamil Nadu.

ABSTRACT ATM card is one of the wonderful banking services can easily withdrawal financial transaction from one bank to another bank. Every bank has follows certain models card delivery along necessary pin code provides among banking and financial transaction. Reserve Bank of India mainly contributes systematic way follow ATM card of banking services connectivity of several branches network throughout India. ATM is electronic way exchange of cash deposit, withdrawal of money take any time anywhere quick and faster on financial services among customers. Present day banking networks entirely electronic devices change different view of modification under banking regulation act 1949. Banking institution is ensuring promote the financial and non financial customer oriented services on inclusive growth of effective and powerful reach in rural and urban areas people.

KEYWORDS : Banking, Technology, Services, Business, Finance

Introduction

ATM is automatic teller machine easy way process of electronic payments and withdrawals of cash transaction from bank to bank. Banking technology is wide network of financial transaction smooth running of multi-level on customer services day to day change certain policy and procedures under banking regulation policy committee. Private sector are fixing target provide financial and non financial services are not quality on effective of banking technology. Public sector bank is dedicated fully pledged customer services not only financial services and also other banking services mainly technical oriented mobile banking and internet banking easy and quick way financial transaction among customer. Now day's rural customer have expectation more number of benefit with banking services change the technology networks all over world. Every person have using banking policy scheme of know your customer services however improve the banking technology on inclusive growth in India. Automated Teller machines wider range of financial services such as deposit cash, balance enquiry and withdraws cash transaction from banker to customer. Banking consideration is major criteria of certainly services of how much amount taken emergency cash quickly supply every machines. Reserve bank of India compulsory using pin code certain process to follow to entry the vernacular language of systematic way of financial transfer account holders.

Review of Literature

Sultan Singh Ms. Koma (2009) The Indian ATM industry has seen explosive growth in recent times. ATMs represent the single largest investment in the electronic channel services for the Banks. In India, HSBC set the trend and set up the first ATM machine here in 1987. Since then, they have become a common sight in many of our metros. Automated Teller Machines have gained prominence as a delivery channel for banking transactions in India. Banks have been deploying ATMs to increase their reach. While ATMs facilitate a variety of banking transactions for customers, their main utility has been for cash withdrawal and balance enquiry. ATM means neither avoids traveling with money nor any time money but certainly implies both. Slim ATM cards are fast replacing confounding withdrawal forms as a convenient way of getting your money from banks. In a way they are rewriting the rules of financial transaction.

Statement of the problems

Bank institution is fundamentally financial services which promote the customer satisfaction of other services such as locker system and provide debit and credit card. Every person opening bank account necessary follow banking procedures filled separate application submitted through banking agency. Customer do not know about awareness on know your customer however effective growth of socio-economic development of our Indian society. Most of customer using ATM technology not well known take cash to process of high tech methods. Almost every business people safety of bulk money deposit in bank customer emergency case only withdraws cash from nearest ATM centre. Bankers farmed certain regulatory policy account holder maintain secret pin number must be using cash withdraw at that time.

Objectives

The present study consist of following objectives

1. To measure the satisfaction level of ATM services and its impact on information technology in various bank.
2. To analyses the services quality of ATM card through banking sector.

Sampling Design

This study reveals that descriptive research mainly focused primary data collected through banking customer. The researcher found that preparation of interview schedule methods gathering relevant information from the respondent. Kallakurichi there are public and private sector bank are available selected only 13 banks in around Kallakurichi Taluk Collected primary data on simple random sampling techniques. Therefore the total sample size is 80.

Table-1 Function of ATM Card

Function	Respondents	Percentage
Types of account Savings Account	21	26.25
Current Account	15	18.75
Fixed Deposit	24	30
Recurring Deposit	19	23.75
Total	80	100
Purpose of Account Salary Transaction	14	17.5
Borrowing of credit	23	28.75
Savings/Deposit	17	21.25
Locker System	11	13.75
National Rural Employment Guarantee Scheme	15	18.75
Total	80	100
Account holders One	33	41.25
Two	20	25
Three	27	33.75
Total	80	100
Withdraw cash from bank Go to Bank Directly	29	36.25
Nearest ATM centre	51	63.75
Total	80	100
Distance of Kilometer one	25	31.25
Two -Four	31	38.75
Five and above	24	30
Total	80	100
Benefit of ATM Card Take cash on Emergency	10	12.5
Time Save/reduces time of transaction	16	20
Quick and easy way transaction	12	15
Money Safety	22	27.5
Quality of Service	9	11.25
Learned new Technology	11	13.75
Total	80	100

Sources: Primary Data

Table.1 reveals that 26.25 percent of the respondents opened savings account, 18.75 percent of the respondents opened current account, 30 percent of the respondents opened fixed deposit and remaining 23.75 percent of the respondents opened recurring deposit. 17.5 percent of the respondents opened account for salary transaction, 28.75 percent of the respondents opened account for borrowing of credit, 21.25 percent of the respondents opened account for saving and deposit, 13.75 percent of the respondents opened account for locker system, 18.75 percent of the respondents for national rural employment guarantee scheme.

It is found that 41.25 percent of the respondents maintained one account holders, 25 percent of the respondents maintained two account holders, and 33.75 percent of the respondents maintained three account holders. 36.25 percent of the respondents withdraw cash from bank directly, 63.75 percent of the respondents withdraw cash from nearest ATM centre. It is analyzed that 31.25 percent of the respondents said that distance of one kilometer, 38.75 percent of the respondents opinion that distance of two -four kilometer, 30 percent of the respondents feel that five and above.

12.5 percent of the respondents are benefit of ATM card take cash on emergency, 20 percent of the respondents are benefit of time save/reduces time of transaction, 15 percent of the respondents are quick and easy way transaction, 27.5 percent of the respondents are money safety, 11.25 percent of the respondents are quality of service, 13.75 percent of the respondents are learned new technology.

Table-2 Bank Wise ATM Card

Bank	Respondents	Percentage
Indian Bank	11	13.75
State Bank of India	5	6.25
Central Bank	4	5
ICICI Bank	6	7.5
Indian Overseas Bank	8	10
Lakshmi Villas bank	7	8.75
IDBI Bank	9	11.25
Federal Bank	6	7.5
Axis Bank	5	6.25
City Union Bank	4	5
Canara Bank	3	3.75
Corporation Bank	5	6.25
Karur Vysa Bank	7	8.75
Total	80	100

Sources: Primary Data

It is inferred that 13.75 percent of the respondents are using ATM card in Indian bank, 6.25 percent of the respondents are utilizing automatic teller machine in state bank of India, 5 percent of the respondents are maintaining ATM card in central bank, 7.5 percent of the respondents are keeping cash withdrawals from ICICI bank, 10 percent of the respondents are maintaining in Indian overseas bank, 8.75 percent of the respondents are using lakshmi villas bank, 11.25 percent of the respondents are their IDBI bank, 7.5 percent of the respondents are federal bank, 6.25 percent of the respondents are axis bank, 5 percent of the respondents are city union bank, 3.75 percent of the respondents are canara bank, 6.25 percent of the respondents are corporation bank, 8.75 percent of the respondents are Karur Vysa bank.

Table-3 Satisfaction Level of ATM Card

Satisfaction	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied	Total
Limited financial transaction	14 17.5	20 25	10 12.5	15 18.75	21 26.25	80 100
Quality of currency	16 20	12 15	17 21.25	22 27.5	13 16.25	80 100
Understand banking technology	19 23.75	23 28.75	11 13.75	9 11.25	18 22.5	80 100
Remaining balance enquiry	15 18.75	24 30	14 17.5	10 12.5	17 21.25	80 100
Electronic payments deposit cash	31 38.75	16 20	11 13.75	9 11.25	13 16.25	80 100

Problems of language in English	21 26.25	17 21.25	12 15	20 25	10 12.5	80 100
Easy and quickly withdraw cash	19 23.75	16 20	22 27.5	14 17.5	9 11.25	80 100

Sources: Primary Data

It exhibits that 26.25 percent of the respondents opinion that limited financial transaction is extremely dissatisfied, 27.5 percent of the respondents said that quality of currency is dissatisfied, 28.75 percent of the respondents satisfaction level of understand banking technology is satisfied, 30 percent of the respondents feel that remaining balance enquiry is satisfied, 38.75 percent of the respondents problems of electronic payments deposit cash is extremely satisfied, 26.25 percent of the respondents impact on problems of language in English is extremely satisfied, 27.5 percent of the respondents opinion that easy and quickly withdraw cash is neutral.

Suggestions

Banking sector setup only limited financial transaction per day take cash from ATM centre. Reserve bank of India change innovative methods must be adopted in ATM connectivity all over world. The account holders per day three times only withdraw cash along limited amount take from ATM machine.

Private sector bank collection of ATM services charge is huge amount of per transaction only per day. Banking committee should be reducing standard services charge minimum amount and immediately provide receipt at the time of cash of transaction.

Rural customer does know about understand banking technology using ATM methods. Banking sector should be creating awareness how take cash on ATM centre. Customers have no sufficient knowledge collection and withdraw cash from machine. Banking technology day to day change the improvement of electronic way of financial transaction but the customer do not know proper methods using ATM cards.

Automated teller machine is faster growth of banking services basis on electronic devices not using default of cash transaction and missing of bulk cash from ATM centre. ATM machine not only contribute withdraw cash and also deposit along with balance inquiry is proper way gather information centre.

Conclusion

Banking sector connectivity of ATM machines is platform of the banking technology account holder are using both debit and credit card for purpose of financial transaction among banking institution. ATM is one of the technical methods operating limited quick and fast way collection of money. Every account holder must be maintain secret pin number do not misuse on password for purpose of financial transaction. Customer have no proper language how to understand banking networks of ATM services which implies modern role of know your customer policy to gathering information about banking technology in India. Government of India should be reduce certain procedures and improve uneducated customer quick way collection of cash transaction from ATM centre.

References

1. Bashir Idris. (2014). Customer satisfaction of automated teller machine based on services quality, International Academic Conference Proceedings, Vol.1, No: 2, pp.41-48.
2. Meena R. (2015). Automated Teller Machine its benefits and challenges, international Journal Commerce Business and Management, Vol.4, No: 6, pp.1-18.
3. Sultan Singh Ms. Koma. (2009). Impact on ATM on customer satisfaction, Business Intelligence Journal, Vol.1, No: 2, pp.277-298.
4. Vijayaragavan. T. (2014). Modern Banking Services – A key Tool for Banking Sector, International Journal of Commerce and Management, Vol.3, No: 4, pp.11-18.