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SATISFACTION LEVEL OF THE BANKING HABITS OF RURAL PEOPLE IN GOBICHETTIPALAYAM TALUK

Commerce

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ABSTRACT

Bank industry is the back bone for their customers. It considered as unmixed services in terms of financial. E-banking entered into rural and urban areas with providing special services to their customers. This technology made the customer life very easy and effective. But the rural areas clients are not satisfied with E-banking. The objective of this paper is to review of customer satisfaction in both areas (urban and rural) with special reference to banking technology.

KEYWORDS

Customer Satisfaction, Rural Customers, Banking Technology

INTRODUCTION

Now-a- days bank finding the ways for improving the profitability through customers satisfaction. The banks are providing various banking technology to their clients. It is a very significant changes for customers of urban and rural areas. The main important factor for any organization is the customer satisfaction for improving the financial performance of the concern and retain and attracting to customers. The banks also play a very important role in urban and rural areas through the technologies such as: Mobile banking, ATM, internet banking, and other special apps like Paytm, Google pay, phone pe etc. these apps are very helpful for both areas customers they can easily transfer the amount and another bank transaction.

Customer Satisfaction

Satisfaction is the consumers' fulfillment response. It is a judgment that product or service feature or the product or services itself, provides a pleasurable level of consumption related fulfillment. In this chapter an attempt has been made to measure the level of satisfaction of customers in banking services.

Distribution Of Sample Respondents According To Their Level Of Satisfaction About The Banking Services

To measure the level of satisfaction, several factors were considered. They are rate of interest, Kissan Credit Card, loan amount, security for loan, ATM card, credit card and services provided by banker. If a respondent is highly satisfied with a statement, a score of five was allotted, likewise score of four for satisfied, three for neutral, two for dissatisfied and one for highly dissatisfied. The sample respondents are distributed on the basis of their level of satisfaction.

Table 1 Distribution Of Sample Respondents According To Their Level Of Satisfaction

Satisfaction Level	No. of Respondents	Percentage (%)
Satisfied	61	61
Dissatisfied	39	39
Total	100	100

Table 1 reveals that high percentages 61% of sample respondents are satisfied and 39% of sample respondents are dissatisfied with the services rendered by banks.

Age and Satisfaction Level

Age is an important factor to determine the level of satisfaction. Different age persons have different level of opinion and expectations. So their level of satisfaction may differ. In general, it is believed that there is no association between age and level of satisfaction. The age of the sample respondents are divided into three categories viz., a) Up to 30 (young) b) Between 30 to 50 (middle) c) Above 50 years (Old). The following table 2 reveals that the age and level of satisfaction of customers in banking services.

Table 2 Distribution Of Sample Respondents According To Their Age And Satisfaction Level

Age	Satisfaction Level		Total
	High	Low	
Young	38(62)	23(38)	61(100)
Middle	15(51.72)	14(48.28)	29(100)
Old	8(80)	2(20)	10(100)
Total	61(61)	39(39)	100(100)

Figures in the parentheses are percentage, D.f:2, χ^2=2.609

Table 2 shows the level of satisfaction 38% of the sample respondents belonging to the age group of Up to 30, 48.28% of the sample respondents belonging to the age group of Between 30 and 50 and 20% of the sample respondents belonging to the age of above 50 years are having low level of satisfaction about the banking services. It is proposed to test the null hypothesis that there is no significant relationship between age and their level of satisfaction. In this regard, chi-square test has been applied. The calculated value of $\chi 2$ (2.609) is less than the table value (5.991) at 5 percent level of significance. Therefore, the hypothesis is accepted. It is concluded that the level of satisfaction is not associated with the age group of the customers.

Gender and Satisfaction Level

Gender is another important factor to determine the level of satisfaction. Desire level of satisfaction may vary according to gender, It`s well known fact that the gender of respondents is divided in two categories viz., (a) Male (b) Female. Table 3 reveals that the Gender and level of satisfaction in banks.

Table 3 Distribution Of Sample Respondents According To Their Gender And Satisfaction Level

Gender	Satisfaction Level		Total
	High	Low	
Male	36(66.67)	18(33.33)	54(100)
Female	25(54.35)	21(45.65)	46(100)
Total	61(61)	39(39)	100(100)

Figures in the parentheses are percentage, D.f:1, $\chi^{2=}$1.5845

Table 3 reveals that the satisfaction level of 33.33% of the sample respondents belonging to the male group and 45.65% of the sample respondents belonging to the female group are having low level of satisfaction about the banking services. It is proposed to test the null hypothesis that there is no significant relationship between gender and their level of satisfaction. In this regard, chi-square test has been applied. The calculated value of χ^2 (1.5845) is less than the table value (3.841) at 5 percent level of significance. Therefore, the hypothesis is accepted. It is concluded that the level of satisfaction is not associated with the gender of the customers.

CONCLUSION

In this chapter, an attempt has been made to analyze the customers satisfaction about banking services. For this purpose an interview schedule is used to gather the received data for sample respondents. To measure the satisfaction level of the respondents Likert`s 5 point scaling technique (high satisfied, satisfied, neutral, dissatisfied and highly dissatisfied) is adopted. 7 statements are prepared on the basis of the outcome of pilot study. For this analyzing the data the sample respondents are grouped on the basis of score into two viz., satisfied and dissatisfied. Those who score above 21 are satisfied and those score up to 21 are classified as dissatisfied. It is found that a high percentage (39%) of the sample respondents are dissatisfied about banking services.

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