



A STUDY ON CUSTOMER SATISFACTION TOWARDS VARIOUS SERVICES OFFERED BY SOUTHERN DISTRICT CENTRAL COOPERATIVE BANKS IN TAMIL NADU

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ABSTRACT

Cooperative is one among the oldest and effective systems in terms of development of human civilization. Cooperative institutions are organized and managed on the principle of cooperation, self-help and mutual facilitate. The connection between service quality and customer satisfaction features a direct impact. There are different types of cooperative institutions functioning in Tamilnadu. . The results of most research studies reveal that service quality and customer satisfaction are so independent but are closely connected. Co-operative banks are often created by persons belonging to an equivalent local or professional community or sharing a standard interest and provide their members with a good range of banking and financial services. For the development of their performance or quality of service, the banks should measure how their products and services met or exceed customer expectations. Thus the customer satisfaction acts as a key performance indicator inside the organizations and that have powerful effects. They provide awareness to employees about the importance of fulfilling customer's expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations and therefore the reality fall short, they will be disappointed and will likely rate their experience as but satisfying. This paper attempts to review the Customer Satisfaction towards various services offered by Southern District Central Cooperative Banks in Tamilnadu. Responses of 400 customers were randomly selected for knowing their experience with the bank. The analysed showed that the customers of bank were highly satisfied with their services and that they express their dissatisfaction towards the less technological advancements. The various services offered by the banks are often utilized by the customers only they are made conscious of these services. The banker has to understand the customers' needs and in the same way, the customer has to what are all the kinds of services offered by the banks. Increased level of awareness among the customers results in increased preferences.

KEYWORDS: Co-operative bank, Customer Satisfaction,

Service Quality

Service quality is a judgemental issue relating to individuals perceived expectation of service and the actual service performance. Many definitions are applied to the concept of service quality. Phrases such as “meeting customer expectations” or providing customers what they want, when they want it and at an acceptable cost” are well – known explanations of the meaning of quality.

Customer satisfaction

Level of customer satisfaction will vary from person to person. because the banking system is undergoing marvellous competition, i.e. Quality of service will help organisations to create interest and provoke customers to buy their goods and services. Organisations are making significant efforts to develop their service quality and have adopted a more specialised technique to deal with customers. to determine a competitive position, banks must calculate and determine their level of service quality, if they are craving to keep their consumers intact and satisfy their needs by continuously upgrading and enlightening their services at regular intervals. Good service should fulfil the customers’ requirements, expectations and satisfaction. Customers play an important role within the perception of effect on the standard of service delivered by the banks. Service quality is important for the competitive strategy to hold customer base. Banks try hard to earn customer satisfaction by providing better quality services. For the development of their performance of service quality, banks should measure how their products and services meet or exceed customer expectation. based on this the bank should improvise their quality service for the customers.

STATEMENT OF THE PROBLEM

Now banks are accessible even to a common man and their activities reach areas hitherto untouched. the customers are ready to choose their banker from variety of banks offering wide selection of services and delivering quality service. The cooperative banks are now becoming more market oriented and customer friendly. Efforts are being taken to enhance their competitiveness through enhanced quality service, which is significant for keeping their customers well contented and satisfied. Satisfied customers are fundamental to ideal performance and financial returns. Customers are seen as a group whose satisfaction with the banks must be essential in strategic planning efforts. Banks are finding value in directly measuring and tracking customer satisfaction as a crucial strategic success indicator. With better understanding of customers’ perception, banks can determine the actions required to satisfy their customers’ needs.

SCOPE OF THE STUDY

The present study is undertaken from the view points of the customers of the Southern District Central Cooperative Banks in Tamilnadu the banks are decide to achieve business growth by satisfying the expectation of their customers. Therefore the banks are providing innovative services to attract the customers. During this context, the study will throw light on level of satisfaction on banking services.

REVIEW OF LITERATURE

Dr. C. Saraswathy & Dr. R.V.Suganya (2018), This primary focused to check the inter relationships between the services encounter Customer's Satisfaction and repair Value and their instantaneous direct and indirect effects on customers objective outcomes within the sort of Behavioural Intentions. The study is conducted through exploratory and descriptive method of research. The study makes significant contributions by developing and a measure of customer's satisfaction Service of banking services in Indian context, by contributing to the prevailing debate by establishing that services construct which customized scales of satisfaction level got to be developed and validate counting on the service context. The study is conducted with existing customers of economic banking services in Pudukkottai district. The study also emphasizes the importance of Service Value in enhancing loyalty related Behavioural Intentions of consumers. The study points to the necessity for adopting an inclusive approach to managing and enhancing Behavioural Intentions for Customer loyalty and retention by emphasizing the consequences of Customer Satisfaction and repair Value on Behavioural Intentions.

Merry Elizabeth John and Joby Joseph Thoomkuzhy (2018) have analysed the satisfaction level of the customers who are availing services from the bank and analysing the services quality dimensions of the Pathanamthitta District Co-operative banks. It also aims at developing strategies to reinforce the standard of services and also to suggest alternative ways of improving client comfort. There are many factors manipulating their satisfaction level. Since the people within the district are mainly settled in rural areas, this study becomes significant. Primary data were received from the purchasers of about six branches of the Pathanamthitta District Co-operative Bank, visiting their houses and therefore the shops. The study concludes that the people under the low-income category are the leading service takers of the co-operative banks. albeit they're proud of the service rates, they're dissatisfied with the bank in updating them with the knowledge on new services. From the suggestion of 1 of the staffs, it's clear that the legal limitations suggests by the govt have restricted the expansion of the co-operative banks.

OBJECTIVE OF THE STUDY

The main objective of this research work is to seek out how far the customer is satisfied in regarding banking services provided by the Southern District Central Cooperative Banks in Tamilnadu

METHODOLOGY OF THE STUDY

This study is predicated on the primary and secondary data. the primary data concerning the extent of Customer Satisfaction towards various services offered by Southern District Central Cooperative Banks in Tamilnadu by interviewing them directly by the researcher with the assistance of an interview schedule. Secondary data were obtained from different brochures of banks, websites of banks, magazines and journals.

ANALYSIS

This part consists of statistical analysis based on five dimensions suggested by Parasuraman et al (1995) with 25 attributes. the subsequent table shows the respondents responses which measures its performance based on Likert scale as the highest point 5 signifies "Strongly agree" and so on and 1 signifies "Strongly disagree". SA=Strongly Agree A=Agree U=Undecided D=Disagree SD= Strongly disagree

Table No. 1

Reliability: Reliability was operationalized exploitation 5 indicators like secure, dependable, consistent service, and correct and error free transactions.. the things promised and dependable service, accurate and error free transaction were borrowed from (Parasuraman et al. 1994; Kangis & Voukelatos 1999). Miler stated that customers' expectation associated with different levels of satisfaction. People choose good bank which fulfill and understand their thoughts. they have reliable information, quick and error free service which can be effective and efficient. Reliability indicates the attributes that give services once secure.

Responses	Serves as Promised		Reliable Information		Consistent Performance		Quick and Prompt		Error free Services	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Strongly Agree	36	45	28	35	37	46.25	29	36.25	20	25
Agree	19	23.75	21	26.25	18	22.5	12	15	22	27.5
Undecided	13	16.25	16	20	14	17.5	11	13.75	13	16.25
Disagree	10	12.5	09	11.25	09	11.25	10	12.5	13	16.25
Strongly Disagree	02	2.5	06	7.5	02	2.5	18	22.5	12	15
Total	80	100	80	100	80	100	80	100	80	100

Source: Computed from field survey

The above table indicates that the customers strongly agree with the Consistent Performance with the percentage of 46.25. The Services as promised as found that the customer agreed the statement information reliability has improved since computerization. The quick and prompt services and Error free services has to be improved.

Table 1.1: Satisfaction level of Reliability regarding customers' responses

	Scale Assigned(a)	Frequencies(b)	Total score (a x b)
Strongly Agree	5	150	750
Agree	4	92	368
Undecided	3	67	201
Disagree	2	51	102
Strongly Disagree	1	40	40
Total		400	1461

Table No. 2

Empathy: Empathy encompasses to seek out the solutions to the issues that faced by the customers within the banking sector. The bank staff should be trained the way to tackle customers. It becomes a crucial for the bank staff to undertake to seek out customer's internal thoughts. From the view of Parasuraman et al, 1988, the hidden needs of customers could determine from the survey by asking them their needs like convenient location, suitable working hours etc.

Responses	Understanding Needs		Conveniently Located		Suitable Working Hours		Willing to Help		Sincere Concerning	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Strongly Agree	23	28.75	27	33.75	20	25	27	33.75	20	25
Agree	22	27.5	14	17.5	12	15	18	22.5	24	30
Undecided	11	13.75	13	16.25	14	17.5	11	13.75	19	23.75
Disagree	13	16.25	11	13.75	18	22.5	18	22.5	09	11.25
Strongly Disagree	11	13.75	15	18.75	16	20	06	7.5	08	10
Total	80	100	80	100	80	100	80	100	80	100

Source: Computed from field survey

It is observed from the above table that the account holders' agreed that the Location is convenient as well as the bank employee shows serious interest in solving problems. However they agree that the bank staff understand their needs, the bank employees are helpful. But they are not agree with the working hours of the bank and the Sincere Concerning.

Table 2.1: Satisfaction level of Empathy regarding customers' responses

Responses	Scale Assigned(a)	Frequencies(b)	Total score (a x b)
Strongly Agree	5	117	585
Agree	4	90	360
Undecided	3	68	204
Disagree	2	69	138
Strongly Disagree	1	56	56
Total		400	1343

Table No. 3

Responsiveness: It also includes five indicators such as prompt and quick service, helping customer, quick response, keeping clients informed and reduced waiting time. It has taken four items for this construct from Parasuraman et al. (1994), one item from Kangis & Vaokelatos (1999).

Responses	Provide Prompt and Quick Services		Less Waiting Time		Always Keep Customer Informed		Respond Quickly		Quick in Locating and Eliminating Errors	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Strongly Agree	31	38.75	28	35	25	31.25	28	35	23	28.75
Agree	22	27.5	17	21.25	11	13.75	11	13.75	14	17.5
Undecided	10	12.5	17	21.25	19	23.75	18	22.5	16	20
Disagree	12	15	10	12.5	16	20	17	21.25	19	23.75
Strongly Disagree	5	6.25	08	10	09	11.25	06	7.5	08	10
Total	80	100	80	100	80	100	80	100	80	100

Source: Computed from field survey

It is observed from the above table that the customers strongly agree with the Prompt and Quick services provided with the percentage of 38.75. They are neither agree nor disagree that the bank employee support any query needed by them, they have not await an extended queue within the bank, any discrepancy occurred during transaction can eliminate the error quickly or not and whether the bank staff could response quickly their requirement.

Table 3.1: Satisfaction level of Responsiveness regarding customers' responses

Responses	Scale Assigned(a)	Frequencies(b)	Total score (a x b)
Strongly Agree	5	135	675
Agree	4	75	300
Undecided	3	80	240
Disagree	2	74	148
Strongly Disagree	1	36	36
Total		400	1399

Table No. 4

Assurance: This refers to employees' knowledge, courtesy, ability to convey trust, confidence level, confidentiality and safety. The construct measures were adopted from Kangis & Vaokelatos (1999) and Parasuraman et al. (1994). "It is a high risk and uncertain about the service" as they feel. The banking system should make sure the security and beliefs of the bank in any kind of transaction. There should be strict security so that it should make sure the safety of all the properties in the bank. The parameter "Assurance" is all about the safety feeling for transaction, comparison in loan rates with other bank, Interest rates in the deposit products, and even willingness in helping to the customer.

Responses	Feeling of Security		Assured Safety		Knowledgeable Employees		Trustworthy		Assured Execution Time	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Strongly Agree	33	41.25	30	37.5	28	35	26	32.5	23	28.75
Agree	22	27.5	21	26.25	27	33.75	15	18.75	22	27.5
Undecided	10	12.5	19	23.75	10	12.5	18	22.5	14	17.5
Disagree	09	11.25	05	6.25	12	15	12	15	13	16.25
Strongly Disagree	06	7.5	05	6.25	03	3.75	09	11.25	08	10
Total	80	100	80	100	80	100	80	100	80	100

Source: Computed from field survey

Here, it is found from the above table that the account holders strongly agree with the Security provided by the bank with the percentage of 41.25. They are neither agreed nor disagreed that the bank has Safety, all the staff are well educated, kindly support even to the illiterate and old customer, or should they trust the bank or whether the bank has assured execution time or not.

Table 4.1: Satisfaction level of Assurance regarding customers' responses

Responses	Scale Assigned(a)	Frequencies(b)	Total score (a x b)
Strongly Agree	5	140	700
Agree	4	107	428
Undecided	3	71	213
Disagree	2	51	102
Strongly Disagree	1	31	31
Total		400	1474

Table No. 5

Tangibles: This construct includes five item measures such as modern equipment, appealing decoration, employee tables and professional, well-dressed employees. Here two items were borrowed from Kangis & Voukelatos (1999) and other three items were taken from Parasuraman et al. (1994).

Responses	Centrally Located		Employees Professionally Dressed		Attractive Printed Material		Availability of Equipment		Visually Appealing Layout	
	Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Strongly Agree	30	37.5	23	28.75	24	30	24	30	20	25
Agree	13	16.25	15	18.75	21	26.25	22	27.5	16	20
Undecided	17	21.25	19	23.75	14	17.5	11	13.75	19	23.75
Disagree	11	13.75	16	20	16	20	19	23.75	17	21.25
Strongly Disagree	09	11.25	07	8.75	05	6.25	04	5	08	10
Total	80	100	80	100	80	100	80	100	80	100

Source: Computed from field survey

As can be observed from the above table that they agree that the deposit form, withdrawal form, bank draft or any printed material is easily understandable as well as the printed material is visually appealing. But it is found to be neutral that whether the bank resides in a convenient place or the equipment used in the bank is advance technology or not.

Table 5.1: Satisfaction level of Tangibility regarding customers' responses

Responses	Scale Assigned(a)	Frequencies(b)	Total score (a x b)
Strongly Agree	5	121	605
Agree	4	87	348
Undecided	3	80	240
Disagree	2	79	158
Strongly Disagree	1	33	33
Total		400	1384

CONCLUSION

Co-operative banks play an important role in the Indian Banking System. We have conducted a study on the service quality dimensions in Co-operative Banks with special reference to Southern District Co-operative Bank. On the basis of the analysis of the study it can be concluded that the people under the low-income category are the main service takers of the co-operative banks. Even though they are comfortable with the service rates, they are dissatisfied with the bank in updating them with the information of new services. From the opinion of one of the staffs it is clear that the legal constraints put forward by the Government have restricted the growth of the co-operative banks.

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