

**“A Study on customer’s satisfaction towards banking services provided by the State Bank of India(with special reference to SBI Lunglei Branch)”**



*A report submitted to Department of Commerce, Higher And Technical Institute, Mizoram (HATIM) for the academic year of 2020*

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## Contents

Sl. No.	Title	Page nos.
<b>1</b>	Acknowledgement	
<b>2</b>	List of figures	
<b>3</b>	List of tables	
<b>4</b>	<b>Chapter I</b>	1-7
	Introduction	
	1.1 Origin of banking	
	1.2 Banking system in India	
	1.3 History of banking in India	
	1.4 Banks in India	
	1.5 Banking structure in India	
	1.5.1 Scheduled banks in India	
	1.5.2 Non-scheduled banks in India	
	1.6 Facts files of banks in India	
	1.7 Company profile	
<b>5</b>	<b>Chapter II</b>	8-10
	2.1 Meaning of literature review	
	2.2 Purpose of a literature review	
	2.3 Review of literature	
<b>6</b>	<b>Chapter III</b>	11-13
	3.1 Statement of the problem	
	3.2 Need of the study	
	3.3 Objectives	
	3.4 Research methodology	
	3.5 Limitations of the study	
<b>7</b>	<b>Chapter IV</b>	14-38
	Data analysis and interpretation	
<b>8</b>	<b>Chapter V</b>	39-41
	5.1 Findings	
	5.2 Suggestion	
	5.3 Conclusion	
<b>9</b>	<b>Bibliography</b>	
<b>10</b>	<b>Annexure</b>	

### List of figures

<b>Fig. No.</b>	<b>Contents</b>	<b>Pg. Nos.</b>
<b>1</b>	Age of respondents	14
<b>2</b>	Annual Income of the respondents	15
<b>3</b>	Participants' occupational background	16
<b>4</b>	Frequency of using the bank	17
<b>5</b>	Number of years being a customer of SBI	18
<b>6</b>	Accounts maintained in the bank	19
<b>7</b>	Reasons of being a customer of the bank	20
<b>8</b>	Knowledge about protection given to the ATM by an anti-software	21
<b>9</b>	Opinion about the waiting place	22
<b>10</b>	Satisfaction of the services provided by the bank	23
<b>11</b>	Aware of the services offered by SBI bank	24
<b>12</b>	Awareness conducted by the bank	25
<b>13</b>	Perception about the promises made by the bank	27
<b>14</b>	Extra services provided by the bank	28
<b>15</b>	Recommendations of bank	29
<b>16</b>	Satisfaction of technology used by bank	30
<b>17</b>	Extra services of the bank	31
<b>18</b>	Overall opinions	32
<b>19</b>	Overall qualities of the services	33
<b>20</b>	Dealing with the bank officials	34
<b>21</b>	Problem faced while banking	36
<b>22</b>	Customers relationship with SBI bank	37
<b>23</b>	Intend to continue being a customer	38

### List of tables

<b>Table No.</b>	<b>Contents</b>	<b>Pg. Nos.</b>
<b>1</b>	Age of respondents	14
<b>2</b>	Annual Income of the respondents	15
<b>3</b>	Participants' occupational background	16
<b>4</b>	Frequency of using the bank	17
<b>5</b>	Number of years being a customer of SBI	18
<b>6</b>	Accounts maintained in the bank	19
<b>7</b>	Reasons of being a customer of the bank	20
<b>8</b>	Knowledge about protection given to the ATM by an anti-software	21
<b>9</b>	Opinion about the waiting place	22
<b>10</b>	Satisfaction of the services provided by the bank	23
<b>11</b>	Aware of the services offered by SBI bank	24
<b>12</b>	Awareness conducted by the bank	25
<b>13</b>	Perception about the promises made by the bank	26
<b>14</b>	Extra services provided by the bank	27
<b>15</b>	Recommendations of bank	29
<b>16</b>	Satisfaction of technology used by bank	30
<b>17</b>	Extra services of the bank	31
<b>18</b>	Overall opinions	32
<b>19</b>	Overall qualities of the services	33
<b>20</b>	Dealing with the bank officials	34
<b>21</b>	Problem faced while banking	35
<b>22</b>	Customers relationship with SBI bank	36
<b>23</b>	Intend to continue being a customer	38

**Chapter I**  
**Introduction**

# **Chapter-I**

## **Introduction**

### **Introduction of banking – definition of bank:-**

Banking Means “Accepting Deposits for the purpose of lending or Investment of deposits of money from the public, repayable on demand or otherwise and withdraw by cheque, draft or otherwise.”

“Customer satisfaction is measured at the individual level, but it is almost always reported at an aggregate level. It can be, and often is, measured along various dimensions. Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as “the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. Customer satisfaction data are among the most frequently collected indicators of market perceptions.

### **1.1 Origin of banking:**

Its origin in the simplest form can be traced to the origin of authentic history. After recognizing the benefit of money as a medium. The origin of the word bank is shrouded in mystery. According to one view point the Italian business house carrying on crude form of banking were called “bancheri” According to viewpoint banking is derived from German word “Branck” which mean heap or mound.

## **1.2 Banking system in India:**

Without a sound and effective banking system in India it cannot have a healthy economy. The banking system of India should not only be free but it should be able to meet new challenges posed by the technology and any other external and internal factors. For the past three decades India's banking system has several outstanding achievements to its credit. The most striking is its extensive reach. In fact, Indian banking system has reached even to the remote corners of the country. This is one of the main reasons of India's growth process.

## **1.3 History of Banking In India:**

Banking in India has its origin as early or Vedic period. It is believed that the transitions from many lending to banking must have occurred even before Manu, the great Hindu furriest, who has devoted a section of his work to deposit and advances and laid down rules relating to the rate of interest. During the mogul period, the indigenious banker played a very important role in lending money and financing foreign trade and commerce. During the days of the East India Company it was the turn of agency house to carry on the banking business. The General Bank of India was the first joint stock bank to be established in the year 1786.

The other which followed was the Bank of Hindustan and Bengal Bank. The Bank of Hindustan is reported to have continued till 1906. While other two failed in the meantime. In the first half of the 19th century the East India Company established there banks, the bank of Bengal in 1809, the Bank of Bombay in 1840 and the Bank of Bombay in 1843. These three banks also known as the Presidency banks were the independent units and functioned well. These three banks were amalgamated in 1920 and new bank, the Imperial Bank of India was established on 27th January, 1921. With the passing of the State Bank of India Act in 1955 the undertaking of the Imperial Bank of India was taken over by the newly constituted SBI.

## **1.4 Banks in India:**

In India the banks are being segregated in different groups. Each group has their own benefits and limitations in operating in India. Each has their own dedicated target market. Few of them only work in rural sector while others in both rural as well as urban. Many even are only catering in cities. Some are of Indian origin and some are foreign players. All these details and many more is discussed over here. The banks and its relation with the customers, their mode of operation, the names of banks under different groups and other such useful information's are talked about. One more section has been taken note of is the upcoming foreign banks in India. The RBI has shown certain interest to involve more of foreign banks than the existing one recently. This step has paved a way for few more foreign banks to start business in India.

## **1.5 Banking Structure in India:**

### **1.5.1 Scheduled Banks in India**

1.5.1.1 Scheduled Commercial Banks: These are the banks where more than 50% stake is held by the government. At present there are 27 public sector banks in India including SBI and its associates along with 19 other nationalized banks and other public sector banks such as IDBI and Bhartiya Mahila Bank.

1.5.1.2 Public Sector Banks: Public Sector Banks (PSBs) are banks in which the government has a majority stake that is more than 50%. The shares of public sector banks are listed on stock exchanges. As of now, India has 27 public sector banks. This number includes SBI, its 5 associates and 19 other nationalized banks. Two other banks, namely IDBI and Bhartiya Mahatila Bank are two banks which have been categorized by RBI as "Other Public Sector Banks".

1.5.1.3 Private Sector Banks: Private sector banks are those whose majority stake is in private hands. Indian has two types of private sector banks- (i)Old Private Sector Banks-There are 12 old private sector banks, such as Catholic Syrian Bank, City Syrian Bank, Dhanlaxmi Bank, Federal Bank, Jammu Kashmir Bank, Karnataka Bank, Karur Vysya Bank, Lakshmi Vilas Bank, Nainital Bank, Ratnakar Bank, South Indian Bank, Tamilnad Mercantile Bank. (ii)New Private Sector Bank-In 1993, RBI issued revised guidelines regarding the entry of private sector banks. Therefore, new private sector bank are the ones which were incorporated as per such revised guidelines. Currently there are 7 new private sector banks such as Axis Bank Limited, Bandhan Bank Limited, DCB Bank Limited, HDFC Bank Limited, ICICI Bank Limited, Indusland Bank Limited, IDFC Bank Limited, Kotak Mahindra ING Vysya Bank, YES Bank Limited.

1.5.1.4 Foreign Banks In India: RBI policy towards the presence of foreign in India is based on two cardinal principles viz. reciprocity and single mode of presence. As of now, here are some of the foreign banks which are operating as branches in India. They are as follows-

- Australia and New Zealand Banking Group Ltd.
- National Australia Bank
- Westpac Banking Corporation
- Bank of Bahrain & Kuwait BSC
- AB Bank Ltd.
- Sonali Bank Ltd.
- Bank of Nova Scotia
- Industrial and Commercial Bank of China Ltd.
- BNP Paribas
- Credit Agricole Corporate & Investment Bank
- Siciete Generate
- Deutsche Bank

- HSBC Ltd.
- PT Bank Maybank Indonesia TBK
- Mizuho Bank Ltd.

1.5.1.5 Regional Rural Banks: Regional Rural Banks were started in the 1970s as even after nationalization, there were cultural issues which made it difficult for commercial banks to lend money to farmers.

### **1.5.2 Non-Scheduled Bank in India**

As per the Second Schedule of the Banking Regulation Act of 1965 a bank must satisfy the following conditions, to get fully authorized to run banking business in India. The required two conditions are:

- The bank should have paid a reserve capital of 5 lakh rupees to the Reserve Bank of India and this capital must be maintained throughout their operational period.
- The RBI must be satisfied that the banks affairs are not conducted in a manner that is harmful to the interest of its depositors.

Those banks that are abide by this regulation are called as Scheduled Banks and banks that do not come under this regulation are called as Non-Scheduled Banks. All most all the existing banks in India are scheduled and the number of non-scheduled banks is almost nil. Only a countable number of few banking sectors have claimed exemption from the Second Schedule of banking Regulation Act. In the year 2006, only a total of three non-scheduled banks existed in India. By 2011 and counting India has only four non-scheduled banks in existence. These four Non-Scheduled Banks under operation in India are:

- Akhand Anand Co-operative Bank Limited
- Alavi Co-operative Bank Limited
- Amarnath Co-operative Bank Limited
- Amod Nagrik Sahakari Bank Limited

## **1.6 Fact Files of Banks in India:**

The first Bank in India to be given an ISO certification. Canara Bank The first Bank in Northern India to get ISO 9002 certification for their selected branches. The first Indian Bank to have been started solely with Indian capital. Punjab National Bank The first among the Private Sector Banks in Kerala to become Scheduled Bank in 1946 under the RBI act. South Indian Bank India's oldest, largest and the most successful commercial bank offering the widest possible range of domestic, international and NRI products and services, through its vast network in India and overseas. India's second largest Private Sector Bank and is now the largest scheduled commercial bank in India. The Federal Bank Limited Bank which started as Private Shareholders Banks, mostly European shareholders. Imperial Bank of India The first Indian Bank to open a branch outside India in London in 1946 and the first to open a branch in continental Europe at Paris in 1974 Bank of India, Founded in 1906 in Mumbai. The oldest Public Sector Bank in India having branches all over India and serving the customers for the last 132 years.

## **1.7 Company Profile:**

Company Overview:- State Bank of India (SBI) is an Indian multinational, public sector banking and financial services company. It is a government-owned corporation with its headquarters in Kolkata, Maharashtra. On 01.04.2017, State Bank of India, which is India's large Bank merged five of its Associate Banks (State Bank of Bikaner & Jaipur, State Bank of Hyderabad, State Bank of Mysore, State Bank of Patiala and State Bank of Travancore) and Bharatiya Mahila Bank with itself.

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as “the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals”. Customer service proves to be one of the most important factors governing business. Customer service is the provision of service to customers before, during and after a purchase. According to Turban et al (2002), “Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation.” Customer satisfaction in the banking industry play a vital role to create a healthy business status being services based industry. In any services based industry customer service is at highest priority. Customer service can be provided by well-planned self-service. In banking industry customer are more directly linked with the bank’s personnel for any kind of services or product.

Therefore, banks should always focus on training its front desk staff to provide quality service knowing their expectation and wants. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization’s services.

**Chapter II**  
**Review of Literature**

## **Chapter-II**

### **Review of Literature**

#### **2.1 Meaning of Literature Review**

- Provides an overview and a critical evaluation of a body of literature relating to a research topic or a research problem.
- Analyzes a body of literature in order to classify it by themes or categories, rather than simply discussing individual works one after another.
- Presents the research and ideas of the field rather than each individual work or author by itself.

A literature review often forms part of a larger research project, such as within a thesis (or major research paper), or it may be an independent written work, such as a synthesis paper.

#### **2.2 Purpose of a literature review**

A literature review situates our topic in relation to previous research and illuminates a spot for our research. It accomplishes several goals:

- Provides background for our topic using previous research.
- Shows us are familiar with previous, relevant research.
- Evaluates the depth and breadth of the research in regards to our topic.
- Determines remaining questions or aspects of our topic in need of research.

### **2.3 Literature review**

**Abdul A R. (2014)** evaluated the customers' satisfaction towards the banking services rendered by the SBI in Kanyakumari District. The author conducted a literature search on banking services of SBI interviewing of its 150 customers and thoroughly scrutinized how it caters to the banking needs of the inhabitants of Kanyakumari district. The study also focused on various factors that determine the customers' satisfaction like employees' behavior, banking services, banking performance, infra- structure facility, loan oriented services and other value added services. Analysis was made by using various tools like percentage Analysis, Chi- Square Test and charts. The result showed that there is a significant relationship between the variable of customer satisfaction and banking services of the SBI and the customers have a medium level of satisfaction. The SBI could consider the researcher's suggestions in order to alleviate its reputation and customer satisfaction.

**Aravmudhan, V (2014)**, analyzed the relationship among service quality, customer satisfaction and customer retention in Lakshmi Vilas Bank at Tiruchengode town. It addresses whether the dimensions of service quality impacts customer satisfaction which eventually leading to customer retention. Correlation was used to analyze the relationship among service quality, customer satisfaction and customer retention. Service quality and customer satisfaction have a positive correlation with customer retention. Hence, the bank provides quality services and also highly satisfies and retains their customers. Further, the bank implements and create awareness on e-corner facilities to satisfy and retain their customers. It reduces the employees' burden and help to maintain a long term relationship between the employees and the customers because employees are the face of the bank.

**Nisha Malik & Chand Prakash Saini (Jul 2013)** have examined the study of relationship between service quality and customer satisfaction of two private sectors bank of India. They may be difference between customers of public and private sectors banks, but why are two banks of one sector being preferred differently by customers. This research study is an effort to find out the answer of these questions.

**Shah Minal et al (2013) [18]**, conducted to study the customer perception towards services provided by public banks. The research has been conducted with public sector banks. Typically, customers perceive very little difference in the banking products offered by public banks dealing in services as any new offering is quickly matched by competitors. Parasuraman et al (1985) [15] and Zeithaml et al (1990) [22] noted that the key strategy for the success and survival of any business institution is the deliverance of quality services to customers. The present study wanted to examine to Customer's Satisfaction towards Banking Services of State Bank of India and also find out any possible satisfaction among SBI services.

**Vijay M. Kumbhar (2011)** the study evaluates major factors affecting on customers' satisfaction in e-banking service settings. This study also evaluates influence of service quality on brand perception, perceived value and satisfaction in e-banking. Required data was collected through customers' survey. For conducted customers' survey liker scale based questionnaire was developed after review of literature and discussions with bank managers as well as experts in customer service and marketing.

**Chapter III**  
**Research Design**

## **Chapter III**

### **Research Design**

#### **3.1 Statement of the problem**

In the current competitive world banks have to struggle their might to offer the best of the customer satisfaction through various innovative strategies in order to survive in industry. Customers are very different (Angelova (2011), nowadays. Because of their exposure to information, they are better educated, and more demanding in the products and services they require, and they are more familiar with technology. In order to reach the set objectives and through the availability of literatures the researcher stated the problems as customer's Satisfaction towards Banking Services of State Bank of India. This study would stand as a sincere attempt to evaluate customer satisfaction of SBI in Lunglei Branch.

#### **3.2 Need of the study**

The impact of electronic banking on customer satisfaction is one of the important aspects of marketing of banking services through innovative technologies in the modern world. This study would be very important in the present day banking services which help to provide valuable information to strengthen the banking services and also fulfill the expectations of the existing customers through its innovative information technology. This research focuses the level of customer satisfaction derived from banking services of SBI.

### **3.3 Objectives**

- To know the customer satisfaction level and their perception regarding state bank.
- To know the customer awareness regarding the banks product.
- To know the problems of customer regarding banks.
- To analyze the customer opinions towards different services.

### **3.4 Research Methodology**

#### 3.4.1 Sample size

Sample size denoted the number of elements selected for the study. For this research 29 respondents were selected who were willing to participate and share their opinions regarding the topic.

#### 3.4.2 Sources of data collected

The primary data were collected from customer through circulation of a structured questionnaire.

The secondary data were collected through different sources. Such sources include journals and thesis published, existing research articles, various websites of the internet and few books, which have been very useful in understanding the concept and meeting the objectives.

#### 3.4.3 Methods of data collected

A descriptive research design was adopted for the study. Convenience sampling method is used. Numbers of questions were prepared to suit the objectives of the study. This was followed by data collection and the responses of every item in the questionnaire were interpreted.

In order to analyze and interpret these data collected various tools like graph and mean are employed. This is under through Microsoft excel.

### **3.5 Limitations of the study**

- The survey has been conducted only on 29 respondents.
- The respondents of the study are confined only in Salem locality.
- Unwillingness of some respondents to provide information is another limitation.
- The accuracy of the findings of study depends upon the correctness of the responses provided by the respondents.

## **Chapter IV**

### **Data Analysis and Interpretation**

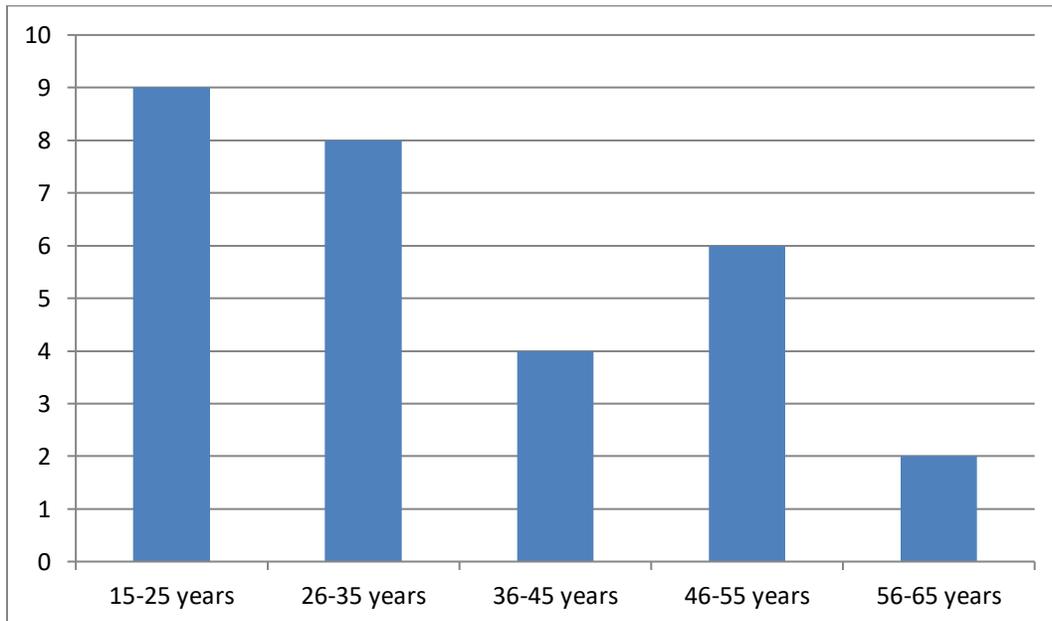
## Chapter IV

### Data Analysis and Interpretation

Table 4.1 Age of the respondents

Age group (in years)	No. of respondents
15-25	9
26-35	8
36-45	4
46-55	6
56-55	2

Figure 4.1 Age of the respondents



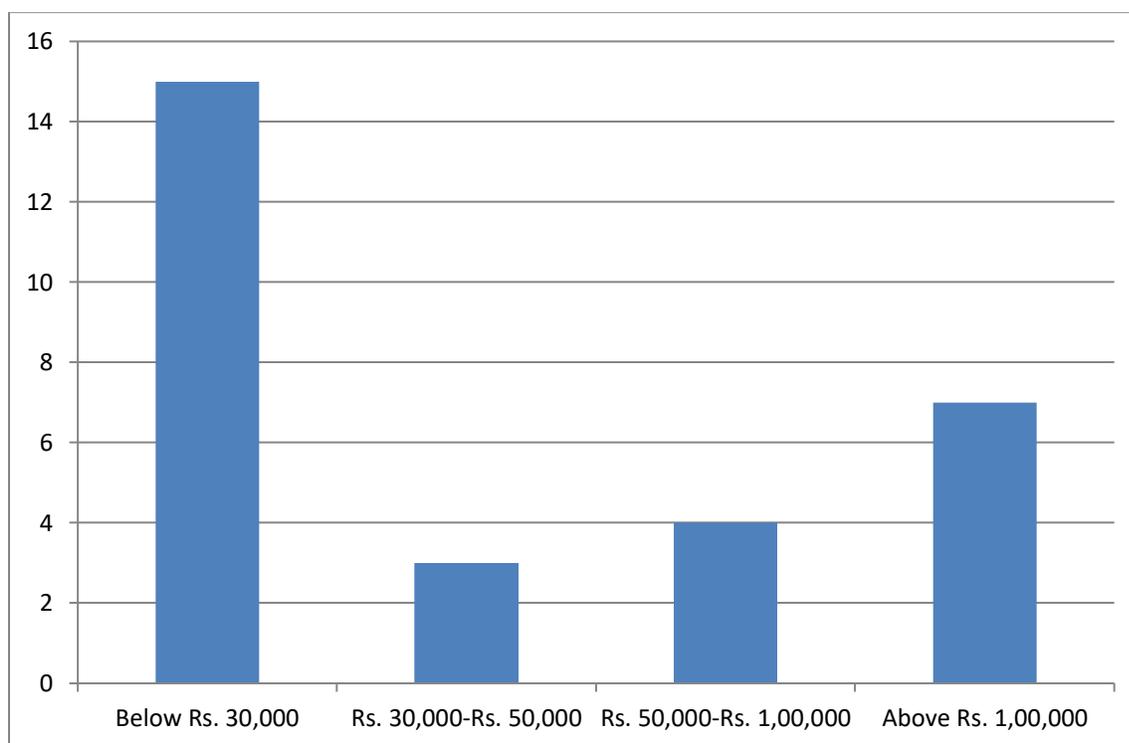
### Interpretation

The maximum respondents belong to the age group 15-25 years and minimum respondents belong to 56-65 years.

Table 4.2 Annual Income of the respondents

<b>Annual Income (in Rs.)</b>	<b>No. of respondents</b>
Below 30,000	13
30,000-50,000	3
50,000-1,00,000	4
Above 1,00,000	7

Figure 4.2 Annual Income of the respondents



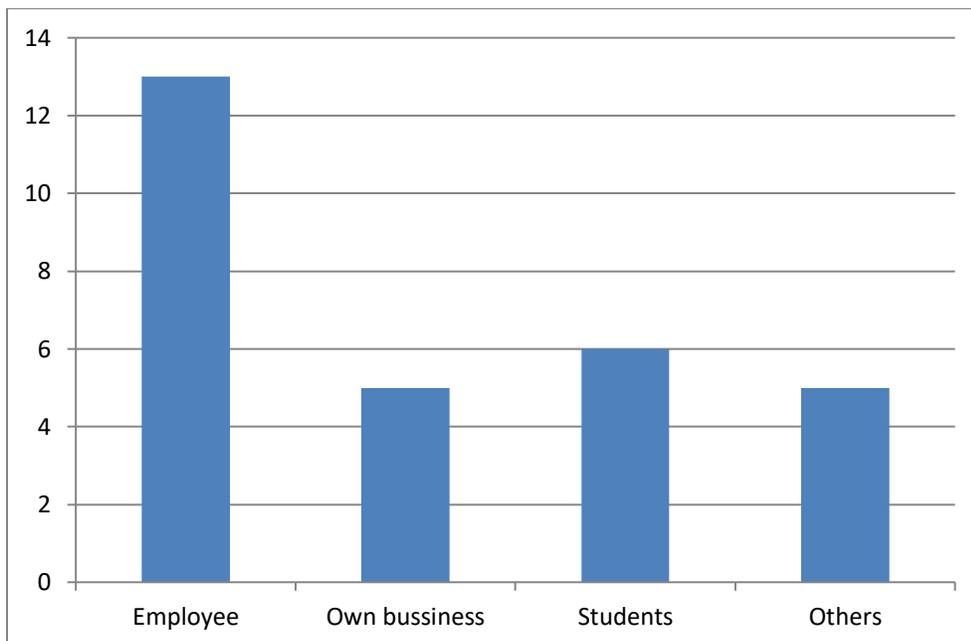
## Interpretation

The maximum respondents belong to the income below Rs.30,000 and the minimum respondents belong to the income of Rs.30,000-50,000.

Table 4.3 Participants' occupational background

<b>Occupation</b>	<b>Number of respondents</b>
Employee	13
Own business	5
Students	6
Others	5

Figure 4.3 Participants' occupational background



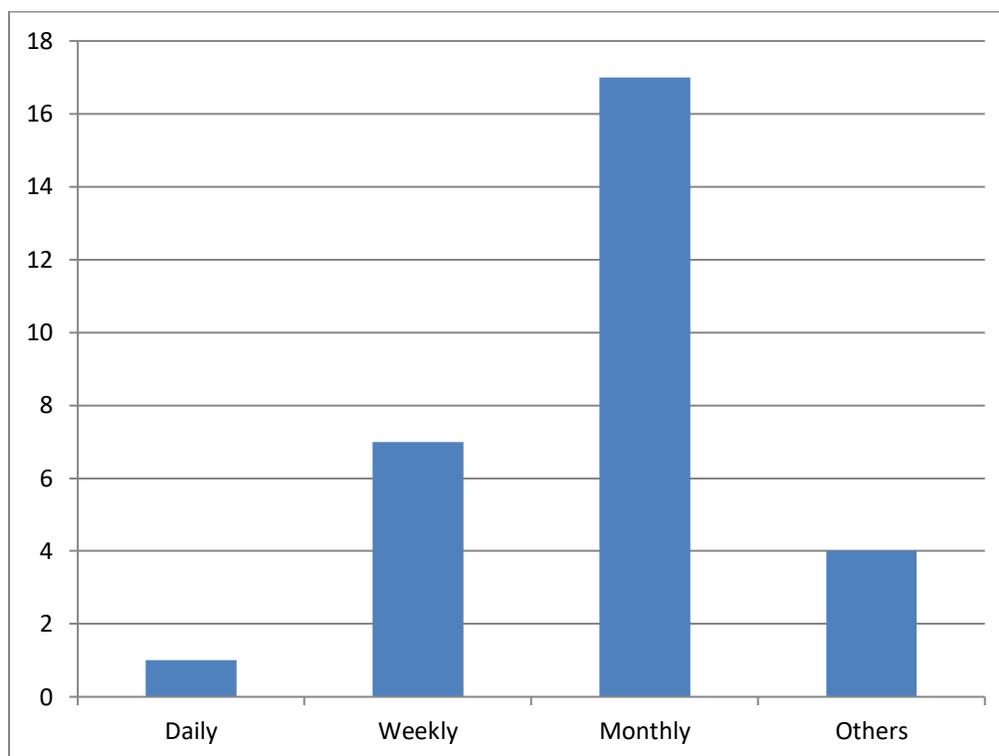
### Interpretation

It can be seen that maximum of the respondents are employed, followed by students. The least number of the respondents have their own businesses and some others.

Table 4.4 Frequency of using the bank

Frequency of using the bank	Number of respondents
Daily	1
Weekly	7
Monthly	17
Others	4

Figure 4.4 Frequency of using the bank



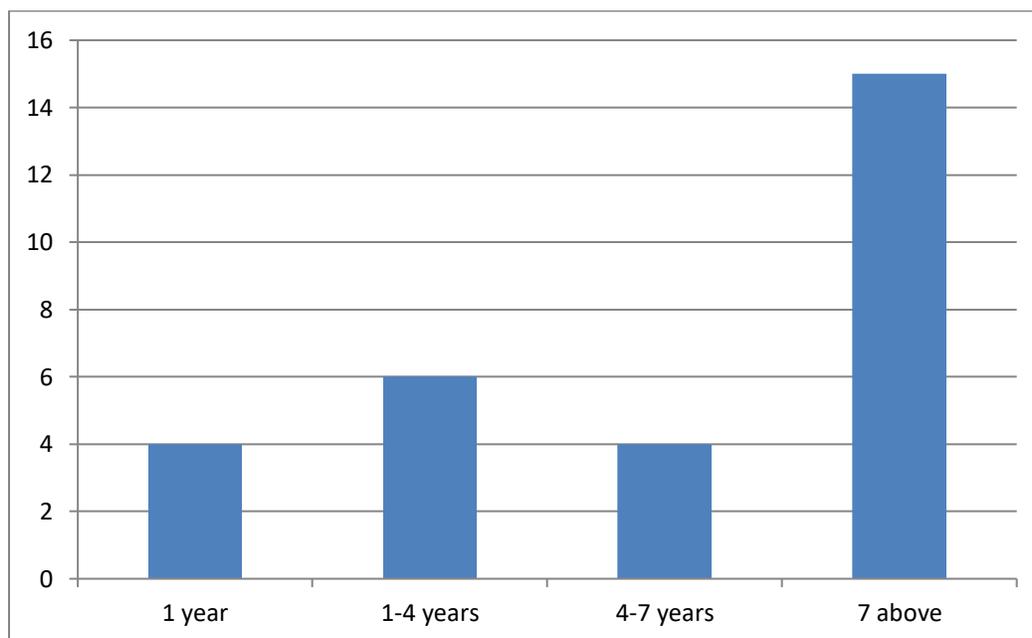
### Interpretation

It shows that the maximum of the respondents used the bank monthly, next was followed by the respondents of weekly, and only few of the respondents are having others transaction, and the least number of the respondents is daily transaction.

Table 4.5 Number of years being a customer of SBI

Number of being a customer(in years)	Number of respondents
1	4
1-4	6
4-7	4
7 above	15

Figure 4.5 Number of years being a customer of SBI



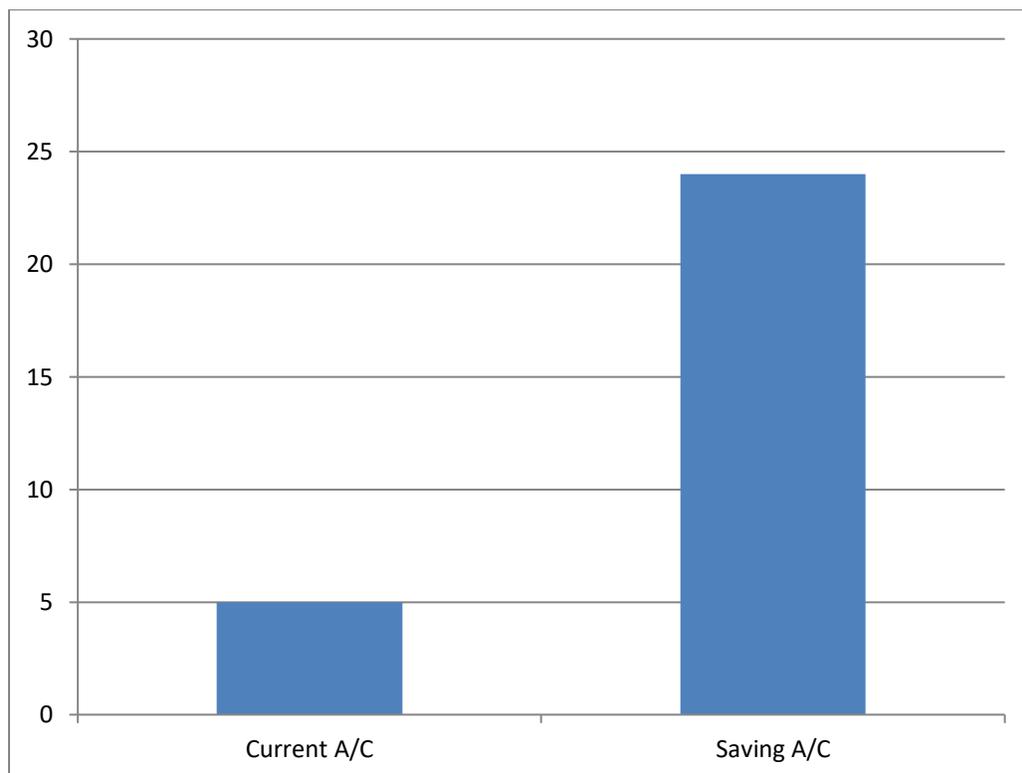
### Interpretation

It clearly shows that the maximum respondents are being a customer for 7 and above, and two of the minimum respondents are being a customer for 1 year and 4-7 years.

Table 4.6 Accounts maintained with the bank

A/C they maintain	Number of respondents
Current	5
Saving	24

Figure 4.6 Accounts maintained with the bank



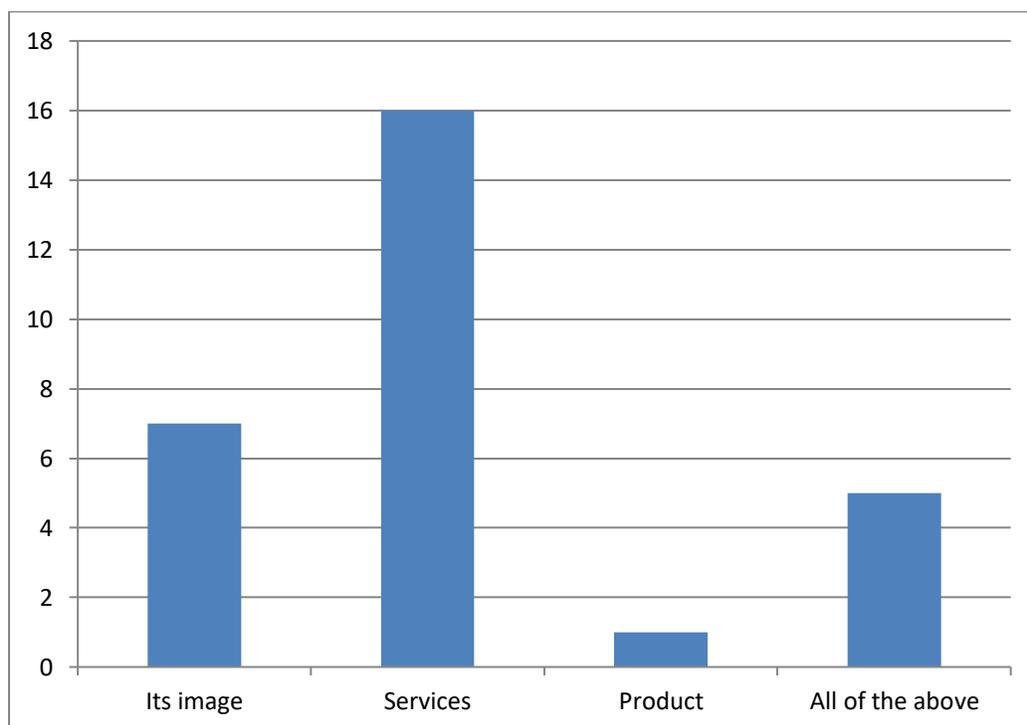
### Interpretation

We can clearly know that what kind of account they maintain in SBI bank. More than half of the respondents are having saving a/c and only a few respondents are having current a/c.

Table 4.7 Reasons of being customer of the bank

<b>Kinds of reason that attract them to be a customer</b>	<b>Number of respondents</b>
Its image	7
Services	16
Product	1
All of the above	5

Figure 4.7 Reasons of being customer of the bank



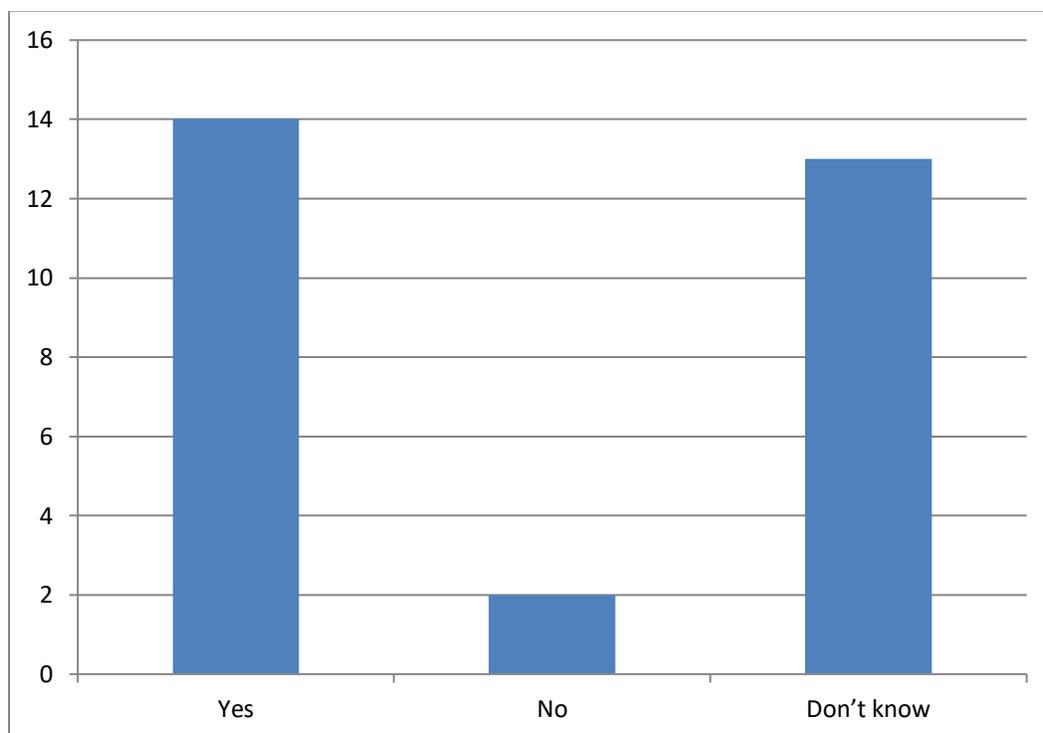
### Interpretation

From the responds, it can be clearly seen that most of the respondents are interested in the services and small amount of the least in the products.

Table 4.8 Knowledge about protection given to the ATM by an anti-software

<b>Respondents of knowing the ATM machine</b>	<b>Number of respondents</b>
Yes	14
No	2
Don't know	13

Figure 4.8 Knowledge about protection given to the ATM by an anti-software



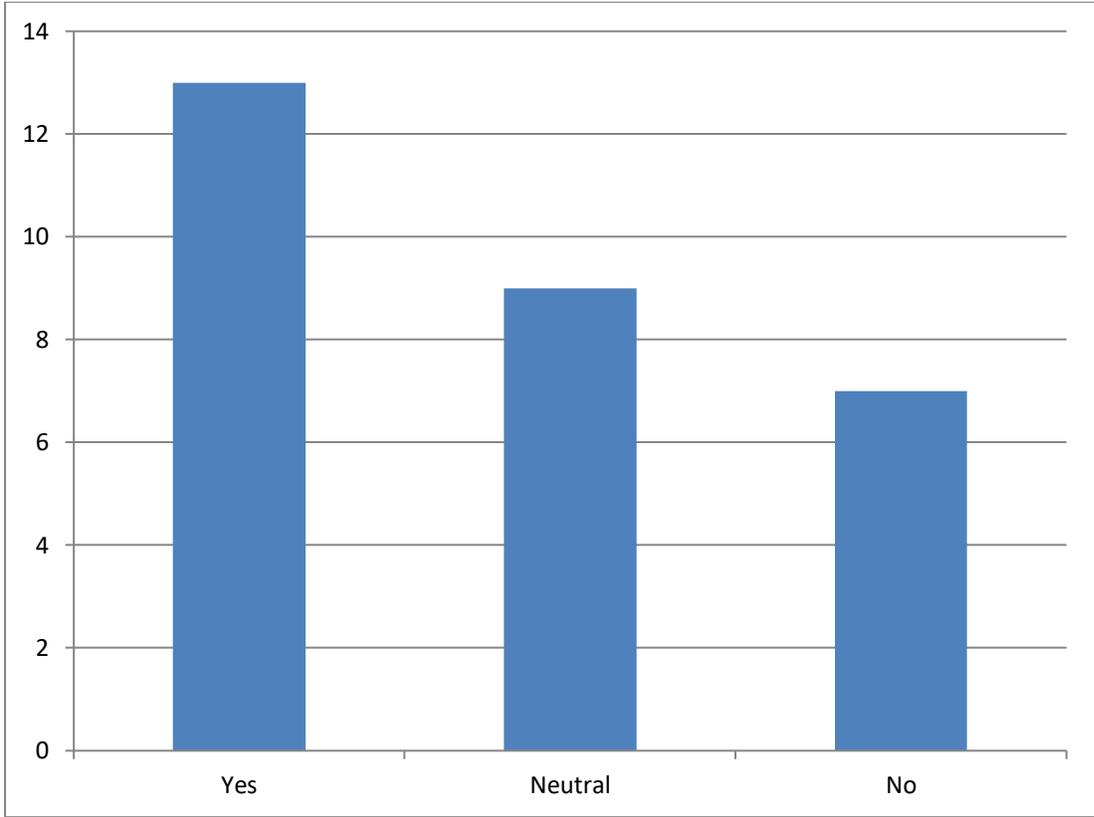
Interpretation

Most of the customers sure about the protection given to ATM and some of the customer do not even know about the protection of the anti-software, and only few of the respondents are saying it is not protected.

Table 4.9 Opinion about the waiting place

Customer opinion	Number of respondents
Yes	13
No	7
Neutral	9

Figure 4.9 Opinion about the waiting place



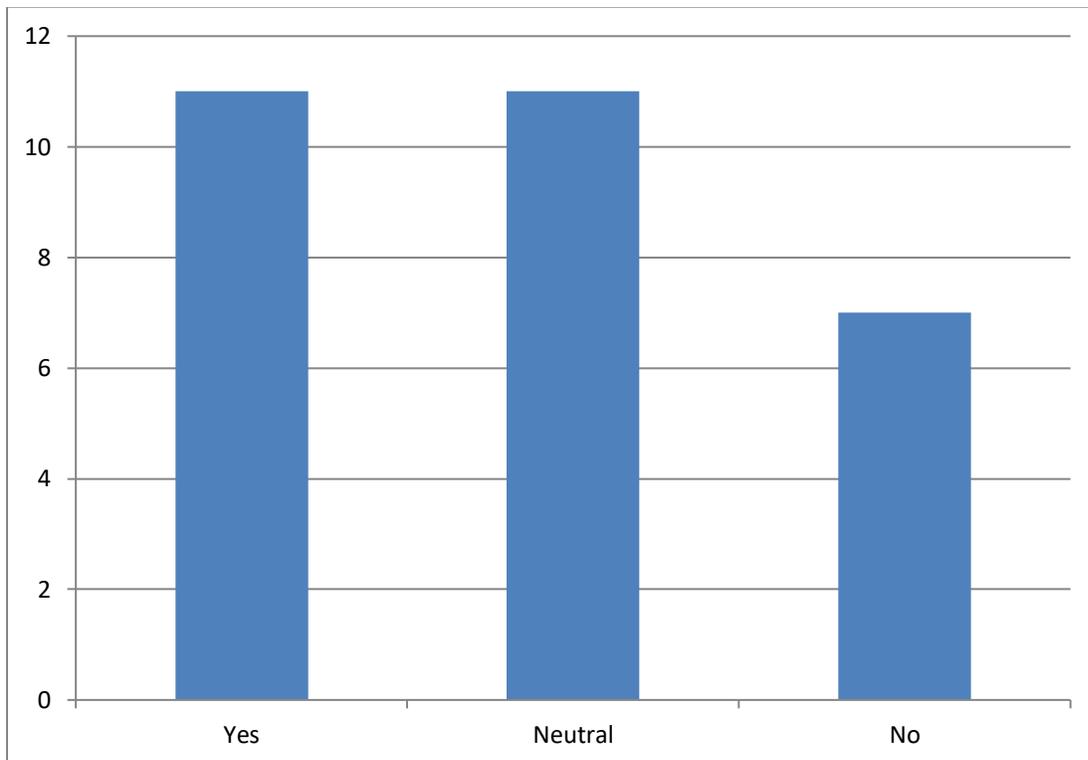
### Interpretation

The maximum respondents feel comfortable about the customer waiting place, and the minimum respondents are not feeling comfortable.

Table 4.10 Satisfaction of the services provided by bank

<b>Respondents of satisfaction</b>	<b>Number of respondents</b>
Yes	11
No	7
Neutral	11

Figure 4.10 Satisfaction on the services provided by bank



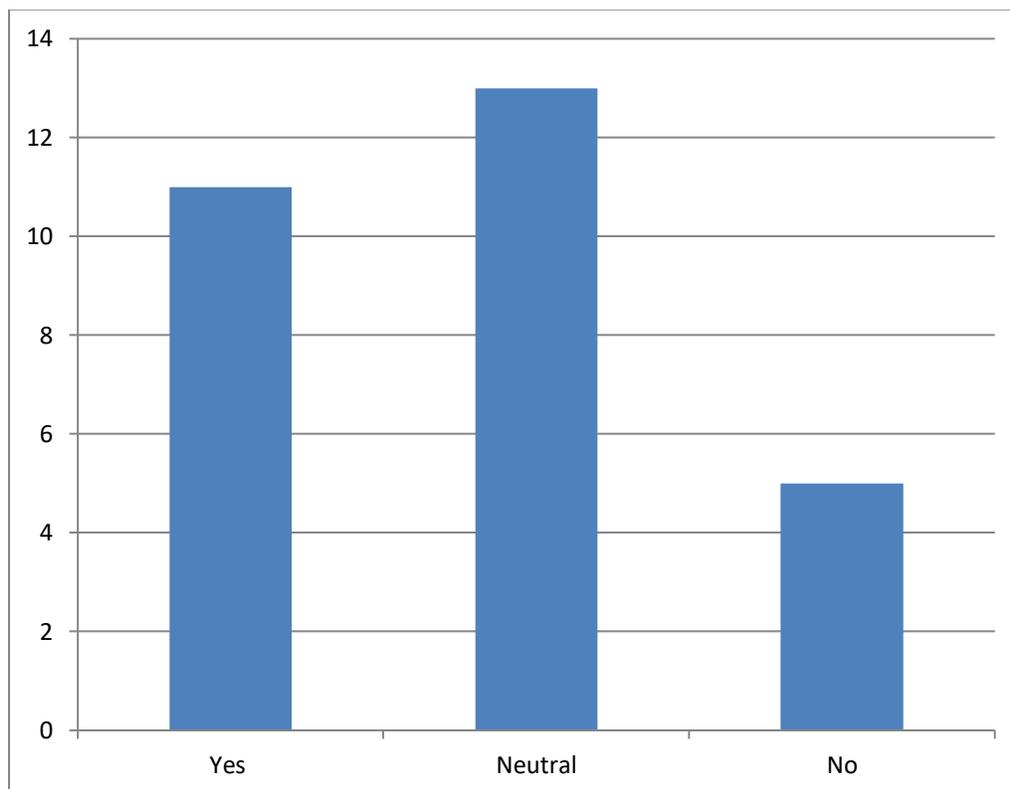
### Interpretation

Among the respondents we can see that the satisfaction level of ‘yes’ and ‘neutral’ are equal and the least respondents are not satisfied on the services.

Table 4.11 Aware of the services offered by SBI bank

<b>Respondents of the customer</b>	<b>Number of respondents</b>
Yes	11
No	5
Neutral	13

Figure 4.11 Aware of the services offered by SBI bank



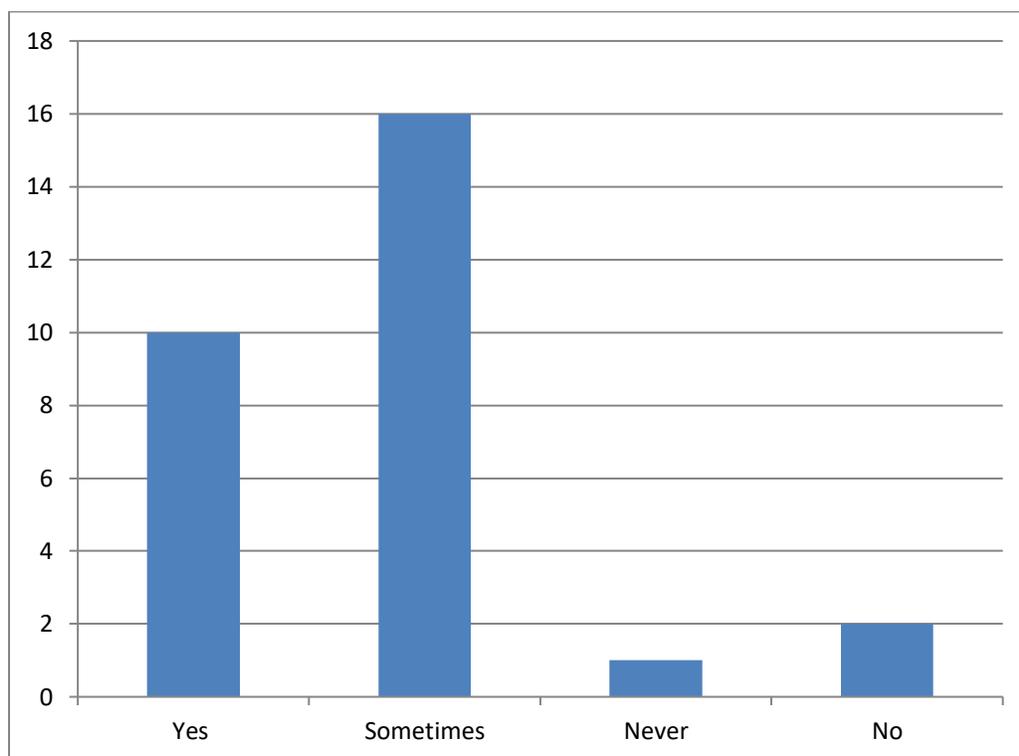
### Interpretation

The maximum respondents belong to neutral, some are aware of the services and the minimum respondents are not aware of the services.

Table 4.12 Awareness conduct by the bank

<b>Customers opinion</b>	<b>Number of respondents</b>
Yes	10
Sometimes	16
Never	1
No	2

Figure 4.12 Awareness conduct by the bank



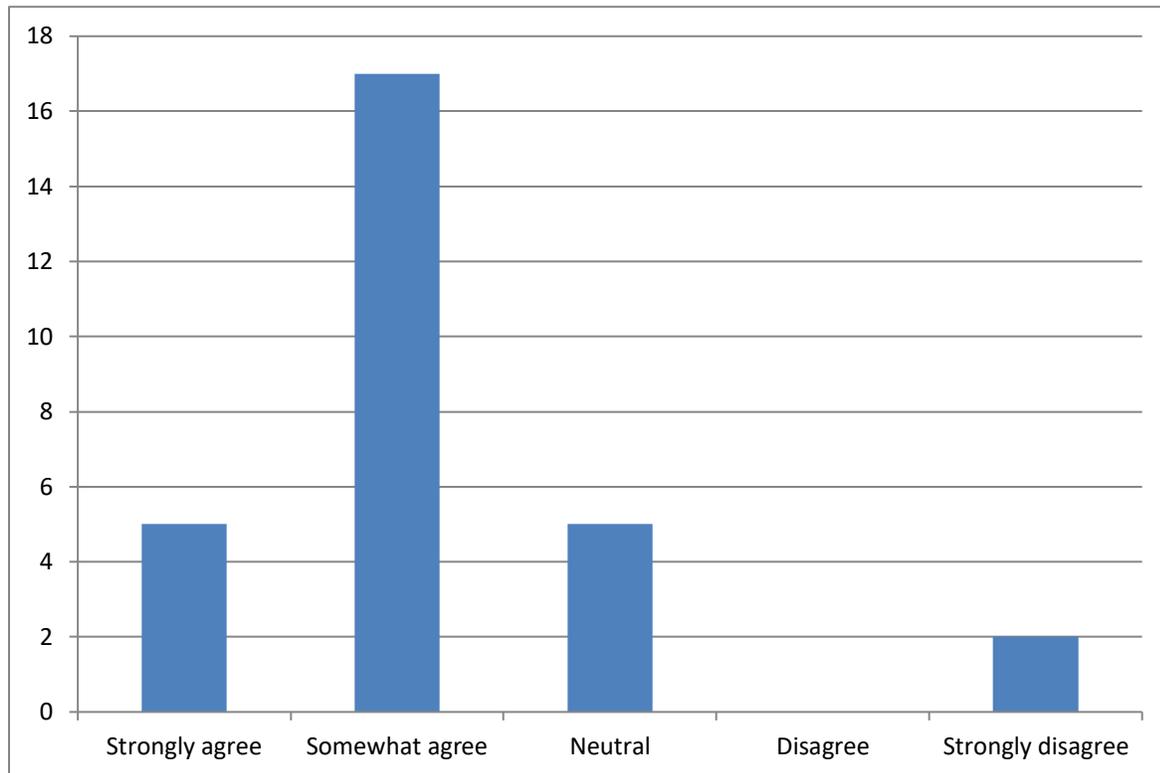
## Interpretation

When questioned about the awareness programs conducted by the bank, most of the respondents said that they “sometimes’ do conduct, while the least population of the respondents said “never”.

Table 4.13 Perception about the promises made by the bank

<b>The bank keep their promises on time</b>	<b>Number of respondents</b>
Strongly agree	5
Somewhat agree	17
Disagree	0
Strongly disagree	2
Neutral	5

Figure 4.13 Perception about the promises made by the bank



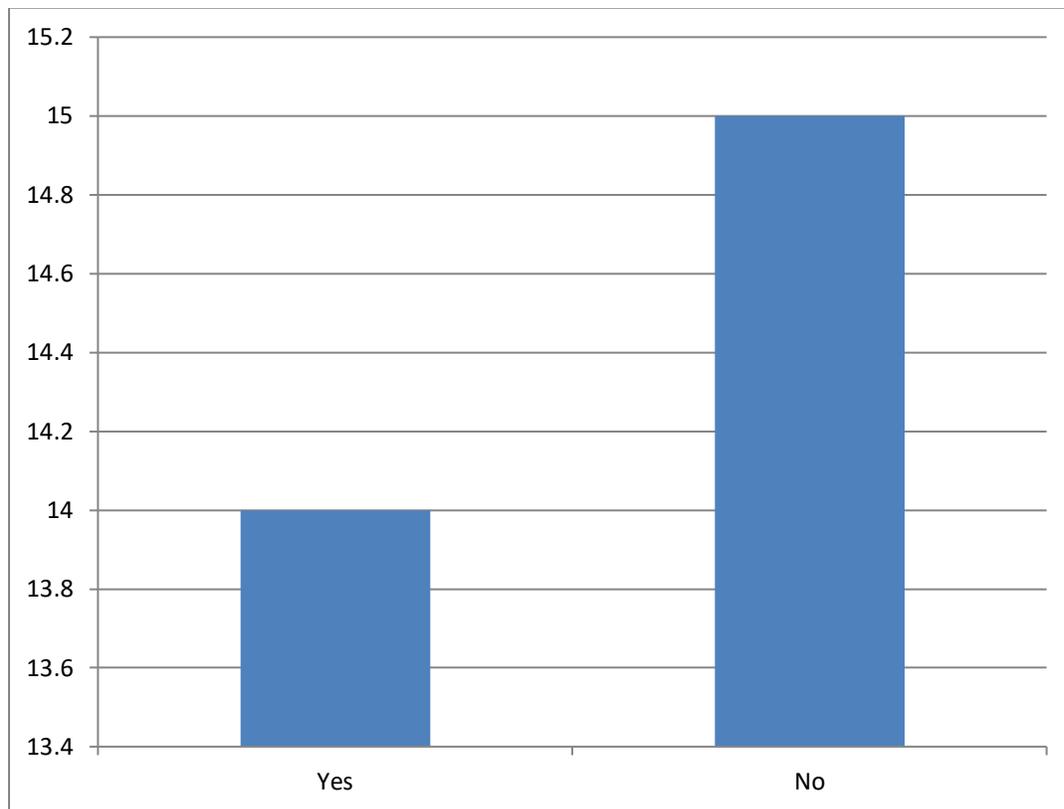
Interpretation

Most of the respondents agreed that the bank keep their promises on time while none of the respondents disagree to it.

Table 4.14 Extra services provided by the bank

Services	Number of respondents
Yes	14
No	15

Figure 4.14 Extra services provided by the bank



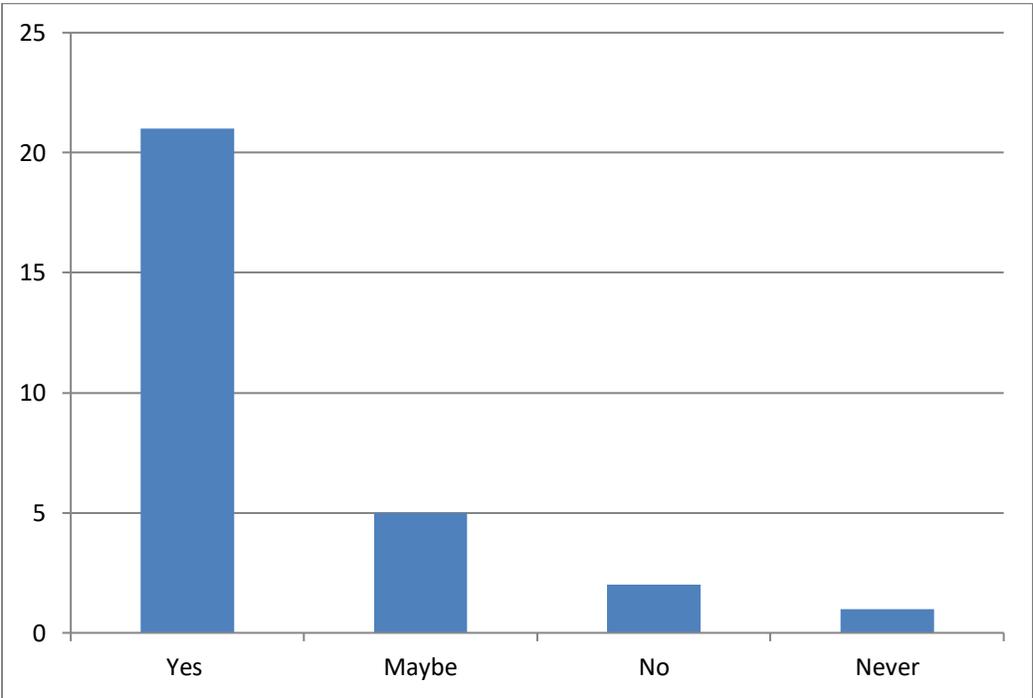
#### Interpretation

Most of the respondents did not know about the extra services being provided by the bank, and some of the respondents knew it.

Table 4.15 Recommendation of bank

Recommendation	Number of respondents
Yes	21
Maybe	5
Never	1
No	2

Figure 4.15 Recommendation of bank



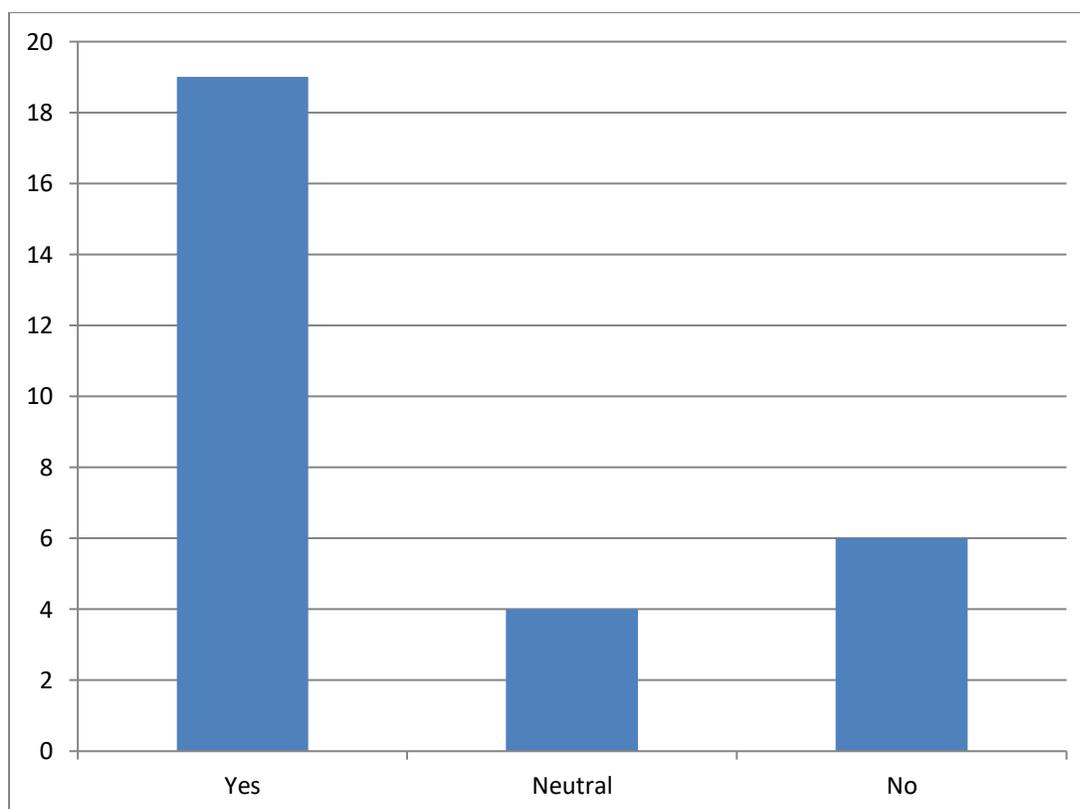
### Interpretation

It is very clear that most of the respondents like to recommend this bank to their friends, relatives, associates and some of the respondents say “maybe”. And it seems that only few of the people do not want it.

Table 4.16 Satisfaction of technology used by bank

Customer satisfaction	Number of respondents
Yes	19
No	6
Neutral	4

Figure 4.16 Satisfaction of technology used by bank



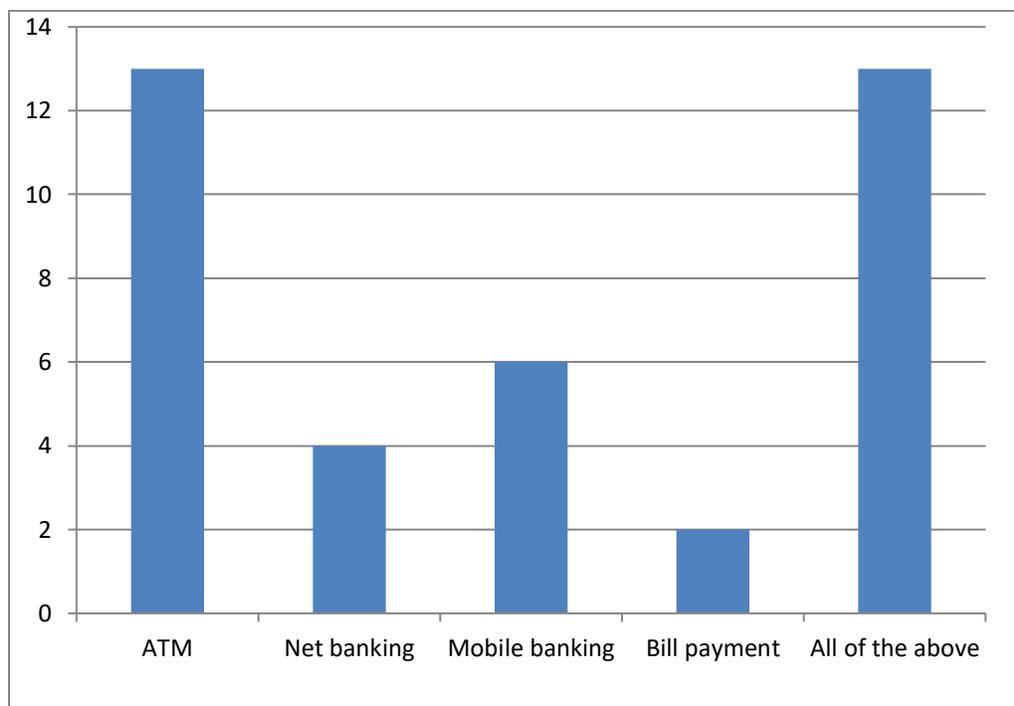
## Interpretation

Customers are mostly satisfied by the technology used in the bank but few are not satisfying. The least respondents are both satisfied and not satisfied.

Table 4.17 Extra services of the bank

Services	Number of respondents
ATM	13
Net banking	4
Mobile banking	6
Bill payment	2
All of the above	13

Figure 4.17 Extra services of the bank



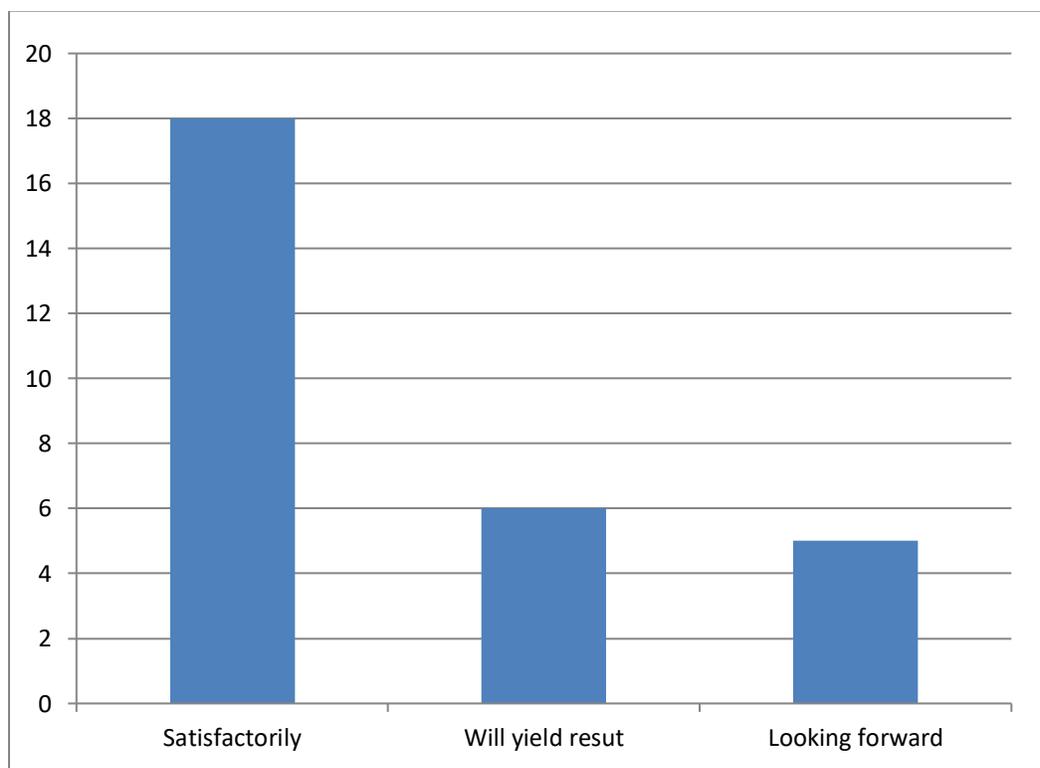
## Interpretation

The respondents mostly like to go in for ATM services and all of the above, followed by mobile banking, last but not the least they like to go in for net banking and least in bill payment.

Table 4.18 Overall opinions

<b>Opinion</b>	<b>Number of respondents</b>
Satisfactory	18
Will yield result	6
Looking forward	5

Figure 4.18 Overall opinions



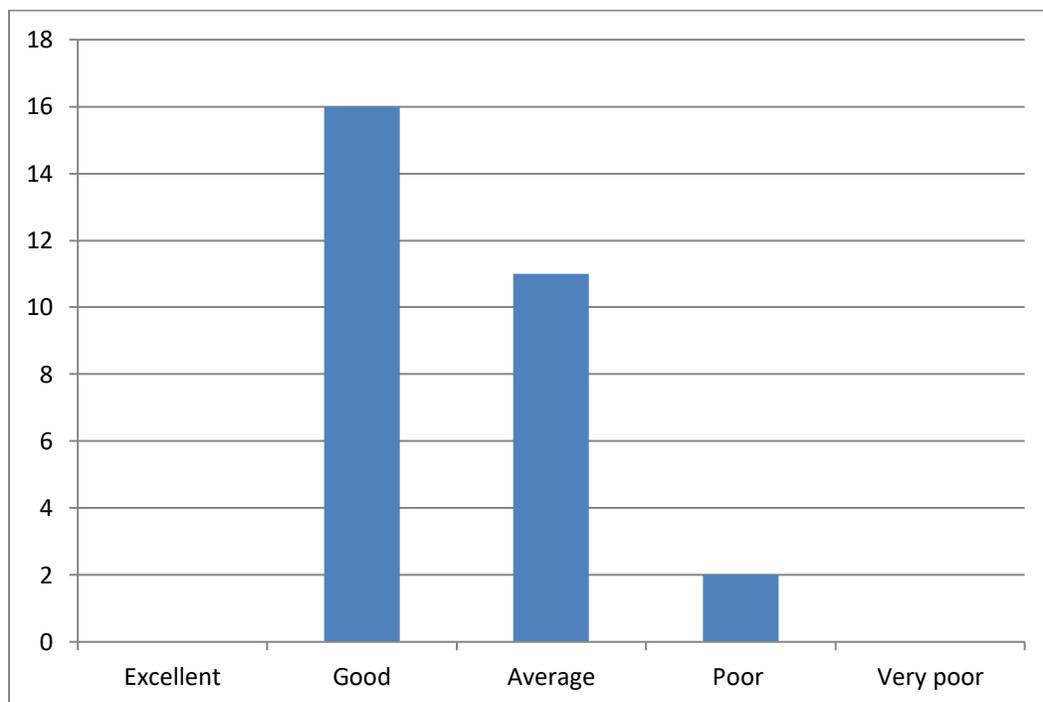
## Interpretation

The maximum respondents belong to satisfactorily, and the minimum in looking forward.

Table 4.19 Overall qualities of the services

<b>Rating</b>	<b>Number of respondents</b>
Excellent	0
Good	16
Average	11
Poor	2
Very poor	0

Figure 4.19 Overall qualities of the services



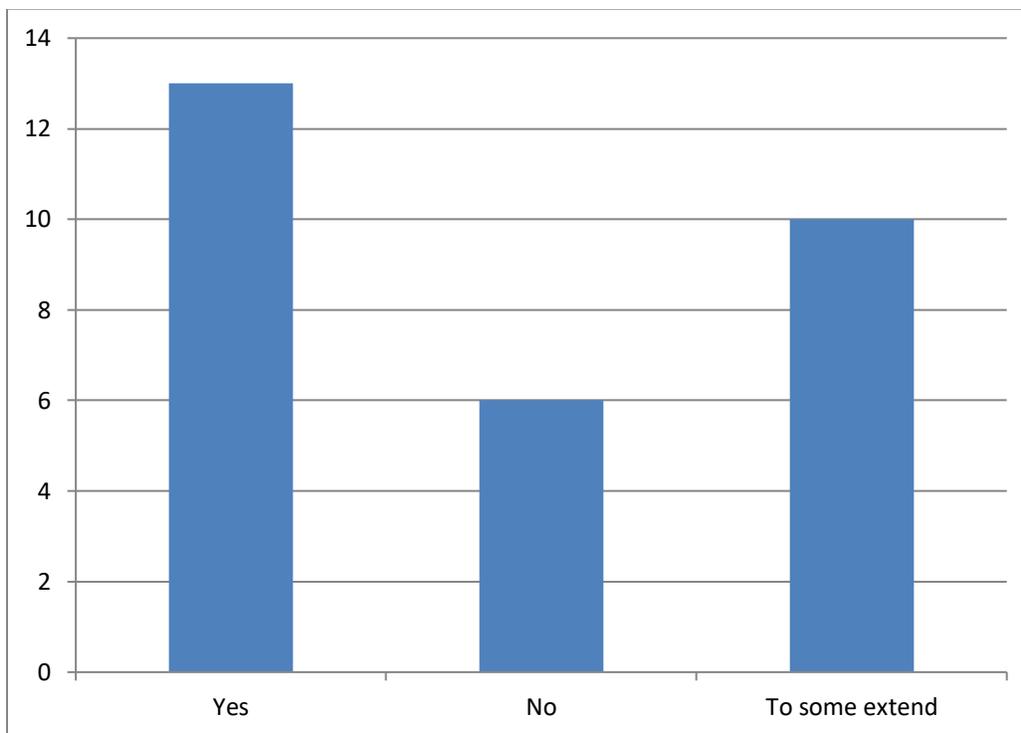
### Interpretation

It is clear indicates that most of the people seems good to the quality of the services, and few people seems poor, although none of the people are rating for excellent and very poor.

Table 4.20 Dealing with the bank officials

<b>Satisfaction</b>	<b>Number of respondents</b>
Yes	13
No	6
To some extend	10

Figure 4.20 Dealing with the bank officials



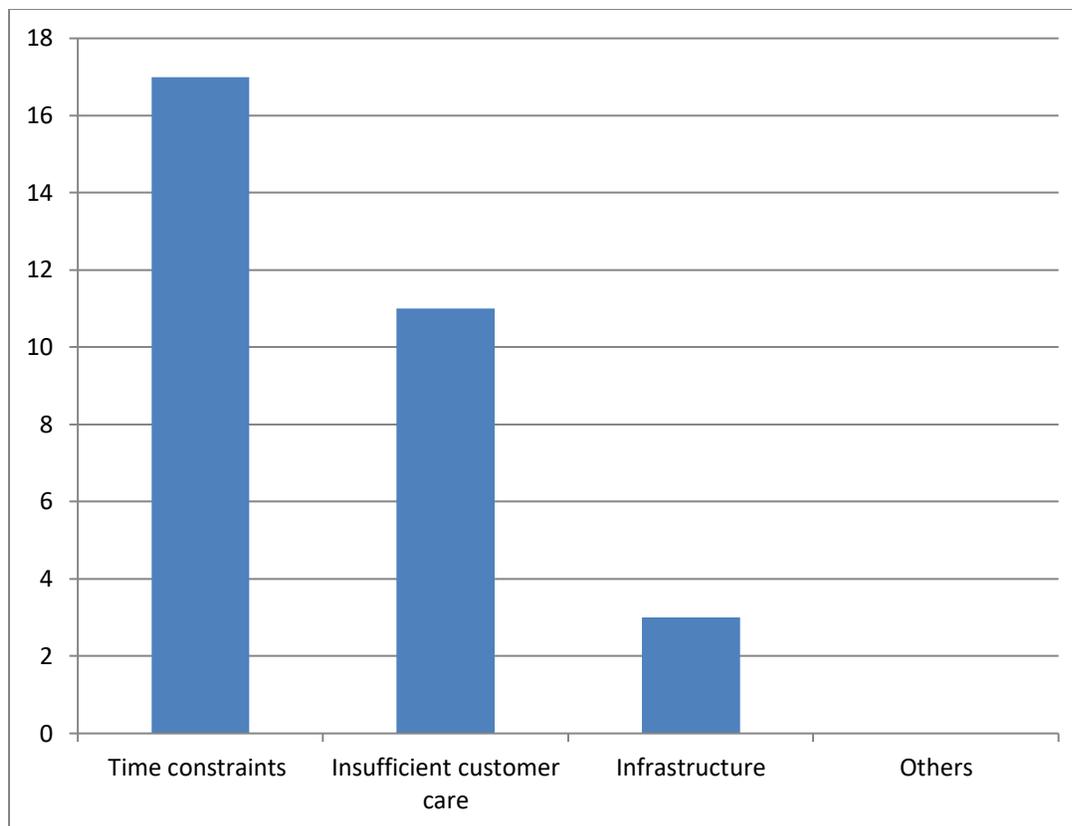
## Interpretation

Among the respondents 44.83% of the respondents are satisfied with the bank official, and 34.48% of the respondents are satisfied to some extent and 20.70% of the respondents are satisfied.

Table 4.21 Problem faced while banking

<b>Particular problem</b>	<b>Number of respondents</b>
Time constraints	17
Insufficient customer care	11
Infrastructure	3
Others	0

Figure 4.21 Problem faced while banking



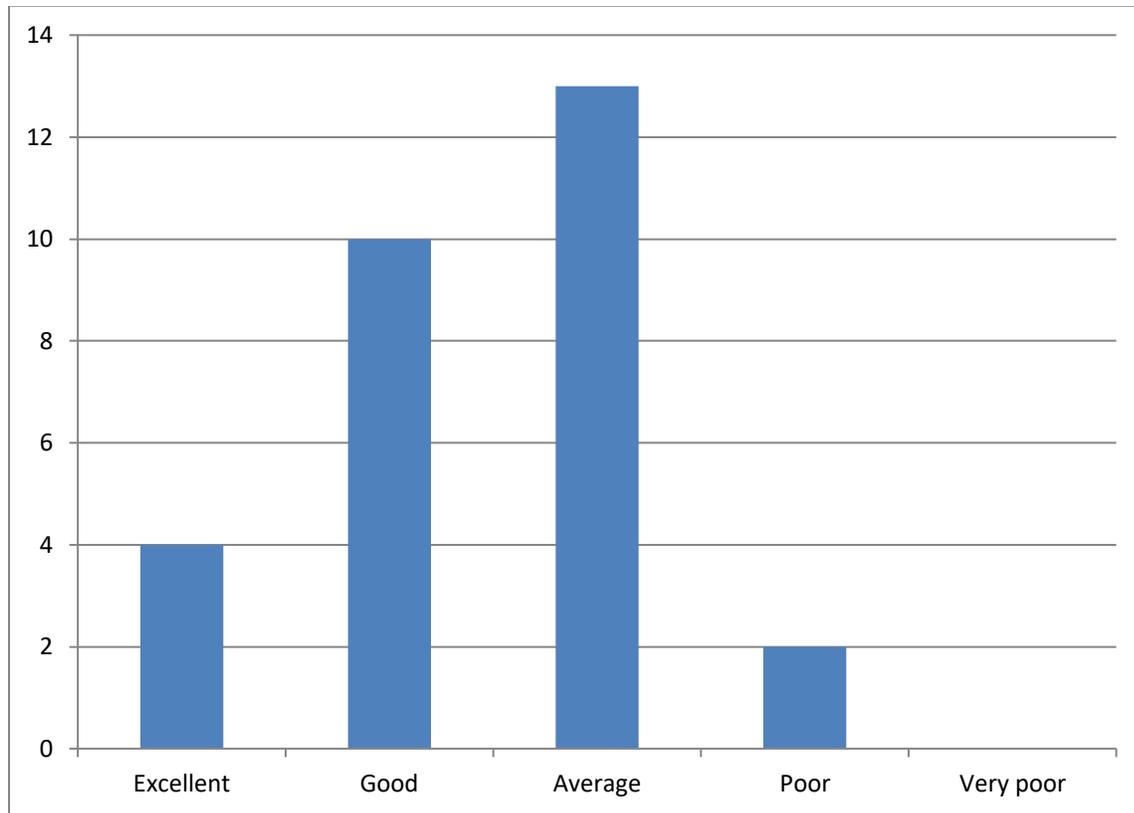
### Interpretation

From this the problem that they faced is very common. Many people are having the problem of ‘time constraints’, more half of them are having the problem of ‘insufficient customer care’ and few people are having the problems of ‘infrastructure’.

Table 4.22 Customers relationship with SBI bank

Rating	Number of respondents
Excellent	4
Good	10
Average	13
Poor	2
Very poor	0

Figure 4.22 Customers relationship with SBI bank



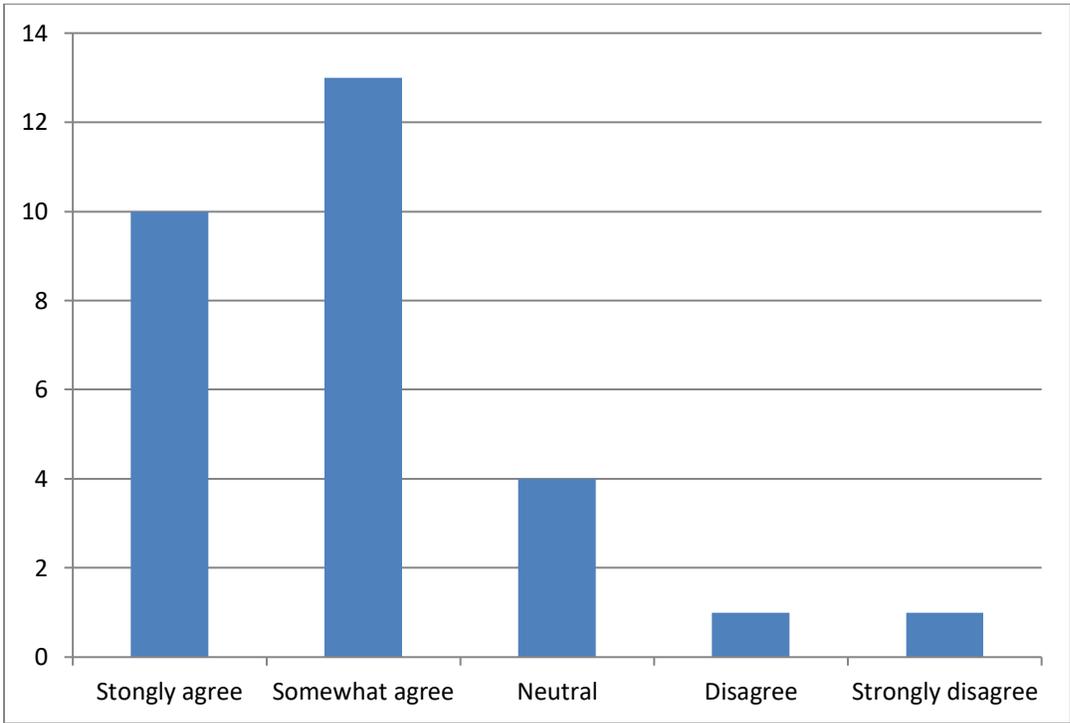
#### Interpretation

Seeing and knowing the respondents the customer rating quiet well as they are voting quiet good in maintaining good customer relationship, only few respondents are saying ‘poor’ and can be true in their own fields.

Table 4.23 Intend to continue being a customer

Opinion	Number of respondents
Strongly agree	10
Somewhat agree	13
Disagree	1
Strongly disagree	1
Neutral	4

Figure 4.23 Intend to continue being a customer



Interpretation

From this customers opinion 44.83% of the customer somewhat agree, 34.48% of the customer strongly agree, 13.80% of the customers are in neutral and 3.45% of the customers disagree and strongly disagree.

## **Chapter V**

### **Findings, Suggestion and Conclusions**

## **Chapter V**

### **Findings, Suggestion and Conclusion**

#### **5.1 Findings**

The aim of the present study was to see the Customer's Satisfaction towards banking services provided by the State Bank of India, Lunglei Branch. This research is conducted from the customers of State Bank of India from a particular area of Salem, Lunglei. Considering the factors of customers' satisfaction regarding the bank, it can be known that most of the customers are satisfied with the services provided by the bank.

Through the study, the customers are found to be satisfied with the utilization of technology in the bank for the services rendered. The respondents are also found to be satisfied with how the bank officials deal with the customers. However, some respondents have their points of dissatisfaction. Also from their perception regarding the bank, most of the respondents want to continue being a customer of the bank, while only few of the respondents disagree to it.

It is found that the State Bank of India, Lunglei Branch used to conduct certain awareness programmed and most of the respondents are aware of it as well. Few of the respondents do not aware about this and only a single respondent do not know about the awareness system.

The bank used to face many problems and difficulties regarding the bank. From the customers' perception the waiting place provided for customers is quite uncomfortable but some of the respondents do not sure about it. When the bank promises to do something, few of the respondents say that it does so by a certain time. Most of the respondents somewhat agree and also only few of the respondent says that it does not done by a certain time. Moreover, while banking, customers used to face problem regarding the time constraints and insufficient customer care and somewhat in infrastructure as well.

The customers are aware of the services offered by the bank and know about the extra services provided by the bank. Most of the respondents like to go in for ATM services, to some extent in mobile banking and net banking, and least in the bill payment. Also most of the respondents like to go in for all of the above.

## **5.2 Suggestion**

- It is essential for the bank to maintain clear customer data base to improve its services quality. Banks can take a good look at their customer base; examine what customers want, what are the profitable services, what are the non-profitable services, which one can be retained and which one can be discharged.
- The more products that a customer has with the bank, the cheaper it is to serve them per product, and the more difficult it would be for the customer to switch to another bank. Thus the bankers should try to provide more products to the customers.
- The bankers should improve the ability of the services to communicate with the customer in a way he or she will understand. This includes the clarity, completeness and accuracy of both verbal and written information communicated to the customer and the ability to listen and understand the customer.
- The politeness, respect and propriety shown by the service, usually contact staff, in dealing with the customer and his or her property. Thus, the banks should train their staff in rendering service to the customer in more courteous way.
- The reliability and consistency of performance of bank services and staff. This includes punctual service delivery and ability to keep to agreements made with the customer must be maintained in the banks.
- Maintenance of confidentiality about the customer information and his\her account details etc.

### **5.3 Conclusion**

Banking is considered as an essential facility to promote business operation in any economy. The internet banking has been growing rapidly in India. Within the city, due to industrial base and educational institutes, majority of customers are using internet banking. It seems that people of India still trust public sector bank, i.e. SBI bank. Moreover in last few years, SBI came out as a leading Public Sector bank providing online service to customers.

This research study mainly highlights the customer satisfaction of the bank and finding the problems and difficulties they experienced in the bank. The respondents are found to be satisfied about the services provided by the bank and are aware of the different services offered by the bank. At the same time they face some problems like time constraints, workers are not quite friendly, customers' waiting place are not comfortable enough, and whenever the bank promised to do something it does not done by a certain time as well. However the customers' opinion was still to be a part of the SBI bank and would like to continue being a customer of the bank for a long time to come. Moreover there is a high rate about the overall services provided by the bank and would like to recommend to their relatives, friends, associates, etc.

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## Annexure

I am the student of Higher And Technical Institute, Mizoram. This questionnaire is for the study purposes only. Please read all question carefully and choose whatever is appropriate, your answers have really worth for me. All responses will keep confidential.

**1) Name:**

**2) Address:**

**3) Age:**

**4) Annual Income:**

(A)Below 30000 [    ]

(B)Rs.30000-Rs.50000 [    ]

(C)Rs.50000-Rs.100000 [    ]

(D)Above Rs.100000 [    ]

**5) Occupation:**

(A)Employee [    ]

(B)Own Business [    ]

(C)Student [    ]

(D)Others [    ]

**6) Frequency of using the bank:**

- (A) Daily [    ]
- (B) Weekly [    ]
- (C) Monthly [    ]
- (D) Other [    ]

**7) How long have you been customer of the SBI Bank?**

- (A) 1 year [    ]
- (B) 1-4 year [    ]
- (C) 4-7 year [    ]
- (D) 7 above [    ]

**8) What kind of account do you maintain in this bank?**

- (E) Current A/C [    ]
- (F) Savings A/C [    ]

**9) What are the reasons that attract you to be a customer of the bank?**

- (A) Its image [    ]
- (B) Its services [    ]

(C) Product [ ]

(D) All of the above [ ]

**10) Are your bank ATM machines protected by any kind of anti software?**

(A) Yes [ ]

(B) No [ ]

(C) Don't know [ ]

**11) Do you think customer waiting place is comfortable?**

(A) Yes [ ]

(B) No [ ]

(C) Neutral [ ]

**12) Are you satisfied with the services provided by the Bank?**

(A) Yes [ ]

(B) No [ ]

(C) Neutral [ ]

**13) Are you aware of the different services offered by SBI Bank?**

- (A) Yes [    ]
- (B) No [    ]
- (C) Neutral [    ]

**14) Does the Bank conduct any kind of awareness for the customers?**

- (A) Yes [    ]
- (B) Sometimes [    ]
- (C) Never [    ]
- (D) No [    ]

**15) When the bank promises to do something by a certain time, it does so.**

- (A) Strongly agree [    ]
- (B) Somewhat agree [    ]
- (C) Disagree [    ]
- (D) Strongly disagree [    ]
- (E) Neutral [    ]

**16) Do you know about the extra services being provided by the Bank?**

(A) Yes [ ]

(B) No [ ]

**17) Would you recommend this Bank to your friends, relatives, associates?**

(A) Yes [ ]

(B) Maybe [ ]

(C) Never [ ]

(D) No [ ]

**18) Are you satisfied with the used of technology in bank?**

(A) Yes [ ]

(B) No [ ]

(C) Neutral [ ]

**19) Which of the following extra services of the Bank would you like to go in for?**

- (A) ATM [ ]
- (B) Net banking [ ]
- (C) Mobile banking [ ]
- (D) Bill payment [ ]
- (E) All of the above [ ]

**20) Your overall opinion about this survey ?**

- (A) Satisfactory [ ]
- (B) Will yield result [ ]
- (C) Looking forward for result [ ]

**21) How would you rate the overall quality of the services provided by the bank?**

- (A) Excellent [ ]
- (B) Good [ ]
- (C) Average [ ]
- (D) Poor [ ]
- (E) Very poor [ ]

**22) Are you satisfied with the dealing of the bank officials?**

- (A) Yes [    ]
- (B) No [    ]
- (C) To some extend [    ]

**23) What are the problems you have faced while banking with this particular bank?**

- (A) Time constraints [    ]
- (B) Insufficient customer care [    ]
- (C) Infrastructure [    ]
- (D) Others(please specify) [    ]

**24) How will you rate the SBI Bank in maintaining good customer relationship?**

- (A) Excellent [    ]
- (B) Good [    ]
- (C) Average [    ]
- (D) Poor [    ]
- (E) Very poor [    ]

**25) Did you intend to continue being a customer of the bank for a long time to come?**

- (A) Strongly agree [    ]
- (B) Somewhat agree [    ]
- (C) Disagree [    ]
- (D) Strongly disagree [    ]
- (E) Neutral [    ]