IMPACT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AT AXIS BANK

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Abstract:
Service Quality, a proportion of the general estimation of an administration, is a key idea in administration advertising. Service Quality has been noteworthy effect on client steadfastness. They can prompt consumer loyalty and client reliability. The point of this investigation is to discover client recognitions on administration quality measurements among customers of bank administrations. The outcomes show administration quality is a critical component to make client unwaveringness that will prompt consumer loyalty and dependability. In this manner, in endeavoring to create solid service quality, brokers ought to be keen on evaluating the level of client administration reliance. The banks administration quality relies upon the view of their service clients. Fulfilled and faithful clients demonstrate positive view of the saving money administrations. The conclusion is that the overall the customers are satisfied with the service provided by the bank.
Key Words: Satisfaction, Bank & Quality

Introduction:
Over the most recent two decades, administrative, basic and innovative elements have altogether changed the keeping money condition all through the world (Angur, 1999). In a milieu which turns out to be progressively focused, administration quality as a basic proportion of hierarchical execution keeps on convincing the consideration of managing an account foundations and stays at the bleeding edge of administrations showcasing writing and practice (Lasser, 2000; Yavas and Yasin, 2001). The intrigue is to a great extent driven by the acknowledgment that higher administration quality outcomes in consumer loyalty and faithfulness, more noteworthy ability to prescribe to another person, decrease in grievances and enhanced client standards for dependability (Danaher, 1997; Magi and Julander, 1996; Levesque and McDongall, 1996). Most likely, the conviction that conveyance of higher administration quality is an absolute necessity for achieving clients fulfillment and various other alluring conduct results, ongoing years have seen a whirlwind of research investigating bury connection between administration quality and, fulfillment and social results. The increase in investment in banking sector has forced to switch on to automation of existing processes. Cost sharing between customers and products and its analysis forced banks to go for IT. Costs in banking are shared across products and even across customers. An investment that might have a positive impact on one customer base or product may have the desired impact on the overall cost base. Banking services may be a class of services for which demand and supply created additional   demand. Banks have recognized that they need to offer the conveniences of newer technology to retain their existing customers.

The mix effect of technology in banking reflect the fact that technology can replace simple repetitive functions such as the basic calculations and internally oriented back office support functions that were automated initially. The business requirements of banks / financial institutions are changing rapidly. The customer has now emerged as the pivotal focus of attention. The highly competitive market offers customers a wide choice of banks with varying levels of customer service, efficiency and technology support. The customer demands are high and all pervasive: Mobility: internet banking, any branch banking, mobile banking and SMS alerts. High availability: ATM networks and non-stop online banking. Efficiency and speed: electronic funds transfer, bill payments on the internet.

Aggregation: Consolidated view of customer accounts across the bank. Relationship banking: CRM and e-CRM.

Security: Privacy and security in electronic transactions and payment systems.

Literature Review:
The SERVQUAL instrument proposed by Parasuraman, (1988) places the processed disconfirmation push toward whereby the distinction between a client's desire and the positive execution is determined. This loom has been reprimand by a few creators for various shortcomings. The substitute methodology to be specific

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SERVPERF, is that estimation of the clients view of the execution of an administration which gives sufficient appraisal to support quality. The expanding support on the estimation of administration quality by execution just estimation (SERVPERF) is seen (Andaleeb, and Basu, 1994; Zeithaml, 1996 and Cronin, 2000). Since the heaviness of proof in the writing underpins the utilization of International Journal of Management and Strategy July-Dec.2010 Vol.1, No.1 4. Administration Quality Dimension in Banks.

A few scientists have recommended that the scan for general conceptualization of the administration quality build might be useless (Levist, 1981; Lovetock, 1983). The administration quality build is either industry or setting explicit (Babakus and Boller, 1992). The estimation of the administration quality build is multidimensional. In its unique structure, administration quality comprises of five measurements (Parasuraman, 1988; Carman, 1990; Rust and Oliver, 1994).

Statement of the Problem:
The Indian banking industry is going through a period of intense change, where liberalized business environment has affected the banking business by way of increasing competition, rising customer expectations, shrinking spreads and increasing disintermediation. There are different types of banks starting from public sector banks to private sector banks and co-operative banks. These Banks cater to the needs of various sections of Indian society. A number of the public sector banks focus and work in rural areas while others are mainly available in urban areas. Opening gates to Private sector banks in India led to various liberal financial reforms and modernization of Indian banking sector. Axis bank is a few nicely-identified private sector banks. Private sector banks usually function in the cities and upcoming towns. With introduction to superior and better technology, user-friendly policies. Banking has turn out to be simpler and speedy. Their customer friendly policies and straightforward accessibility have made them in style and trusted amongst people. With private banks and superior technology, the banking sector has progressed to turn into faster, exact and easier. Public sector banks largely dominate the Indian Banking industry; however, their share has been declining. Their inefficiencies came into picture only when the market competition and new glares started eating up their share. The setting up of a new companies environment has resulted in new changes for the public sector banks to retain their share and that has been taken as problem towards the study.

Objectives of the Study:
- To trace the developments and the deployment of the technology in Axis.
- To examine the growth of e-transactions in general.
- To study the level of satisfaction of customers towards various technology used in Axis bank.
- To compare the demographic profile with level of satisfaction of customers.

Scope of the Study:
- The study is to analyse the customers perception towards recent trends of service provided by the bank.

Limitations of the Study:
- As the study is based on the perceptions of the customers and employees human bias may creep in.
- As the sources of secondary data vary descriptions in data reporting exist.
- There may be a bias in collecting the primary data with the customers.

Methodology of the Study:
Collection of Data: The type of research methodology is descriptive and analytical. The data collected for the study includes both primary and secondary data.
Secondary Data: The secondary data was collected from the following:
- Reserve Bank of India: www.rbiindia.com Bulletin, Statistical Tables Relating to Banks in India, Reports on Trend and Progress of Banking in India.
- Journals of the ICFAI management research, Prajnan Journal of Social and Management Sciences, Journals of Professional Banker, Journal of The Indian Institute of Bankers, Journal of Internet Banking and commerce, Journal of Banking
- & Finance, Indian Journal of Economics.
- The Bankers Magazine, Business Line, Bank Quest, Information Technology, Business India, Business Today, Business World, Asia Pacific Business Review, The Analyst, Readers Shelf.
- Various books, publications, articles, magazines.

Primary Data: The data has been collected through a well structured questionnaire and having discussion with sample respondents.
Study Population and Area: The primary data was collected in Coimbatore city only because it is not feasible to collect the data universally
Sample Size Determination: Selecting an appropriate sample size is a critical aspect in research with particular reference to this study. Since the banking customers and employees are so many, a sample of 250 was considered for the purpose of this study. The convincing sample method has been used for customers of the study.
Tools of Analysis: Percentage analysis and Chi-Square test

Analysis and Interpretation:

Demo-Graphic Variables	Particulars	Frequency	Percent
Gender	Male	182	72.8
	Female	68	27.2
	Total	250	100
Age	Below 18	8	3.2
	18-25	91	36.4
	26-35	75	30
	Above 35	76	30.4
	Total	250	100
Educational Qualification	10th	9	3.6
	Higher secondary	8	3.2
	UG	140	56
	PG	93	37.2
	Total	250	100
Place of Living	Semi rural	20	8
	Rural	83	33.2
	Urban	129	51.6
	Semi urban	18	7.2
	Total	250	100
Income level	Below 5000/month	19	7.6
	5000-10000/month	128	51.2
	10000-20000/ month	75	30
	Above 20000/month	28	11.2
	Total	250	100

Interpretation:

The above table shows about the gender of the respondents were out of 250 respondents 72.8% are male and 27.2% are female. 3.2% are from the age group of below 18, 36.4% are from the age group of 18-25, 30% are for the age group of 26-35 and 30.4% are from the age group of above 35. 3.6% have completed their 10th, 3.2% have completed their higher secondary, 56% have completed their UG, 37.2% have completed their PG. 38% are from semi rural area, 33.2% are from rural area, 51.6% are from urban area, 7.2% are from semi urban area. 7.6% are earning below 5000/month, 51.2% are earning from 5000-10000/month, 30% are earning from 10000-20000/month and 11.2% are earning above 20000/month.

Satisfaction towards Call Answering Time:

	Frequency	Percent
Highly Satisfied	32	12.8
Satisfied	66	26.4
Neutral	109	43.6
Dissatisfied	40	16
Highly Dissatisfied	3	1.2
Total	250	100

Interpretation

The above table shows about level of satisfaction of the respondents towards call answering time were out of 250 respondents 12.8% are highly satisfied, 26.4% are satisfied, 43.6% are neutral, 16% are dissatisfied and 1.2% are highly dissatisfied. It shows that most of the respondents are neutral about call answering time.

Satisfaction towards Flawless and Correct Operation:

	Frequency	Percent
Highly Satisfied	28	11.2
Satisfied	114	45.6
Neutral	55	22
Dissatisfied	31	12.4
Highly Dissatisfied	22	8.8
Total	250	100

Interpretation:

The above table shows about level of satisfaction of the respondents towards flawless and correct Operation were out of 250 respondents 11.2% are highly satisfied, 45.6% are satisfied, 22% are neutral, 12.4% are dissatisfied and 8.8% are highly dissatisfied. It shows that most of the respondents are satisfied about flawless and correct operation.

Satisfaction towards Understanding and Replying Queries Correctly:

	Frequency	Percent
Highly Satisfied	45	18
Satisfied	90	36
Neutral	58	23.2
Dissatisfied	25	10
Highly Dissatisfied	32	12.8
Total	250	100

Interpretation:

The above table shows about level of satisfaction of the respondents towards understanding and replying queries correctly were out of 250 respondents 18% are highly satisfied, 36% are satisfied, 23.2% are neutral, 10% are dissatisfied and 12.8% are highly dissatisfied. It shows that most of the respondents are satisfied about understanding and replying queries correctly.

Satisfaction towards Working Hours:

	Frequency	Percent
Highly Satisfied	25	10
Satisfied	81	32.4
Neutral	71	28.4
Dissatisfied	57	22.8
Highly Dissatisfied	16	6.4
Total	250	100

Interpretation:

The above table shows about level of satisfaction of the respondents towards working Hours were out of 250 respondents 10% are highly satisfied, 32.4% are satisfied, 28.4% are neutral, 22.8% are dissatisfied and 6.4% are highly dissatisfied. It shows that most of the respondents are satisfied about working Hours.

Satisfaction towards General Assessment about the Service:

	Frequency	Percent
Highly Satisfied	16	6.4
Satisfied	24	9.6
Neutral	97	38.8
Dissatisfied	42	16.8
Highly Dissatisfied	71	28.4
Total	250	100

Interpretation:

The above table shows about level of satisfaction of the respondents towards general assessment about the service were out of 250 respondents 6.4% are highly satisfied, 9.6% are satisfied, 38.8% are neutral, 16.8% are dissatisfied and 28.4% are highly dissatisfied. It shows that most of the respondents are neutral about general assessment about the service.

Age * Satisfaction Towards Call Answering Time:

H_0: There is no significant relationship between age and satisfaction towards call answering time

H_1: There is a significant relationship between age and satisfaction towards call answering time

Crosstab							
Count							
		Satisfaction towards call answering time					Total
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
Age	Below 18	7	1	0	0	0	8
	18-25	17	28	36	10	0	91
	26-35	0	11	47	16	1	75
	Above 35	8	26	26	14	2	76
Total		32	66	109	40	3	250

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.588[a]	12	0

Interpretation:

The above table shows about comparison between age and satisfaction towards call answering time**.** It shows that there is a significant relationship between age and satisfaction towards call answering time as the level of significance is less than 0.05.

Findings:

- Maximum of the respondents are male in our survey.
- Most of the respondents are from the age group of 18-25.
- Maximum of the respondents have completed their UG in our survey.
- Most of the respondents are from urban area in our survey.
- Maximum of the respondents are earning from 5000-10000/month.
- Most of the respondents are neutral about call answering time.
- Maximum of the respondents are satisfied about flawless and correct operation.
- Majority of the respondents are satisfied about understanding and replying queries correctly.
- Maximum of the respondents are highly dissatisfied about communication skills.
- Most of the respondents are satisfied about general assessment about the service.
- Maximum of the respondents are satisfied about behavior of the staff.
- Majority of the respondents are satisfied about time taken to process the transaction.
- Maximum of the respondents are satisfied about working Hours.
- Most of the respondents are satisfied about general assessment about the services provided by the branch.
- Maximum of the respondents are satisfied about setup and menu flow.
- Majority of the respondents are satisfied about ease of use and Navigation.
- Maximum of the respondents are neutral about speed of page loading.

Suggestions:

- The communication skills of the employees can be developed by providing training programs to them.
- More employees can be employed in call centers so that the respondents will be satisfied for the respondents will be satisfied for the quick response given by them in future period of time.
- The service quality of the banks can be improved in all levels and also different types of service provided by the banks to their customers.
- To improve productivity per employee, Public Sector Banks have to either improve deposit and advances rate of the branches or to decrease the number of employee by introducing VRS scheme again.
- The banks should adopt more aggressive marketing strategies in line with the new private sector banks to add to the business volumes both in terms of deposits as well as advances.
- The major asset of the banks being their human resources, they should be redeployed matching their skill sets and providing on the job training wherever necessary in order to derive optimum level of efficiency and productivity. Apparently there is a mismatch in the deployment of resources, which resulted in lower productivity.

Conclusion:

For this purpose a sample of 250 was collected from the respondents and the respondents are those who use banking services with Axis bank Coimbatore were percentage analysis and chi square were used as tools to analyse the data. The conclusion is that the overall the customers are satisfied with the service provided by the bank.

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