

**TO STUDY THE EFFECT OF SERVICE QUALITY ON  
CUSTOMER SATISFACTION AMONGST PUBLIC & PRIVATE  
SECTOR BANKS**

**A THESIS**

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**November 2023**

# CERTIFICATE

This is to certify that the thesis entitled “**TO STUDY THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AMONGST PUBLIC & PRIVATE SECTOR BANKS**” being submitted herewith for the award of the Degree of Doctor of Philosophy in Management under the faculty of Management, **Tilak Maharashtra Vidyapeeth, Gultekdi, Pune**, is the result of the original research work completed by **Mrs. Anagha Mahesh Kulkarni** under my supervision and guidance and to the best of my knowledge and belief, the work embodied in this has not formed earlier the basis for the award of any degree or similar title of this or any other university or examining body.

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**Place:** Pune

**Date:**

## **DECLARATION**

I hereby declare that the thesis entitled “**TO STUDY THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION AMONGST PUBLIC & PRIVATE SECTOR BANKS**” is completed and written by me has not formed earlier the basis for the award of any degree or similar title of this or any other university or examining body. Further, I declare that I have not violated any of the provisions under Copyright and Piracy/Cyber/IPR Act amended from time to time.

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## Table of Content

<b>Sr. No.</b>	<b>Contents</b>	<b>Page No</b>
	<b>Title Page</b>	
	<b>Declaration</b>	<b>I</b>
	<b>Certificate from Guide</b>	<b>II</b>
	<b>Undertaking</b>	<b>III</b>
	<b>Acknowledgement</b>	<b>IV</b>
	<b>Abstract</b>	<b>V – VII</b>
	<b>List of Table</b>	<b>VIII - XIV</b>
	<b>List of Charts</b>	<b>XV – XX</b>
	<b>List of Figures</b>	<b>XXI</b>
<b>Chapter - I</b>	<b>Introduction</b>	<b>1 - 34</b>
1.1	Introduction	<b>1</b>
1.2	Background of the Study	<b>1</b>
1.3	Evolution of Banking	<b>2</b>
1.4	Earliest forms of banking	<b>4</b>
1.5	The Development of Indian Banking Services	<b>5</b>
1.6	Growth of the Banking Sector	<b>9</b>
1.7	Classifications of Banks in India	<b>11</b>
1.8	Necessity of banks	<b>21</b>
1.9	Concept of Service	<b>26</b>
1.10	Service Quality	<b>31</b>
1.11	Conclusion	<b>34</b>
<b>Chapter - II</b>	<b>Review of Literature</b>	<b>35 - 58</b>
	Research Gap	<b>58</b>
<b>Chapter - III</b>	<b>Research Methodology</b>	<b>59 - 67</b>
3.1	Introduction	<b>59</b>
3.2	Statement Of The Problem	<b>59</b>
3.2.1	Objectives	<b>60</b>
3.2.2	Hypotheses	<b>61</b>

3.3	Research Methodology	<b>61</b>
3.4	Scope of the Study	<b>63</b>
3.5	Limitations of the Study	<b>63</b>
3.6	Data Analysis	<b>64</b>
3.7	Reliability analysis	<b>65</b>
<b>3.8</b>	The chapter scheme:	<b>67</b>
<b>Chapter - IV</b>	<b>Analysis and Interpretation of Data</b>	<b>68 - 232</b>
4.1	Introduction	<b>67</b>
4.2	Section -I – Demographic Profile of the Respondents	<b>69</b>
4.3	Section -II – Cross Table	<b>78</b>
4.4	Section-III - Hypothesis Testing	<b>99</b>
	Hypothesis No - 1	<b>221</b>
	Hypothesis No - 2	<b>223</b>
	Hypothesis No – 3	<b>226</b>
<b>Chapter - V</b>	<b>Findings, Suggestions &amp; Conclusions</b>	<b>233 - 236</b>
5.1	Findings	<b>233</b>
5.2	Suggestion	<b>234</b>
5.3	Conclusion	<b>235</b>
5.4	Scope of Further Study	<b>235</b>
	Bibliography	<b>236</b>
	Annexure - Questionnaire	<b>242</b>

## ABSTRACT

This thesis explores the critical interplay between service quality and customer satisfaction within the banking sector, with a particular focus on public and private sector banks operating within the Sangli Municipal Corporation. The study delves into the essence of customer experiences in banking services and dissects the differences between the service as offered and as perceived by customers. The motivation for this study stems from the growing importance of customer-centric strategies in the banking industry, as well as the increasing competition between public and private sector banks. Understanding the dynamics of service quality and its impact on customer satisfaction is essential for enhancing the overall banking experience and maintaining a competitive edge. This study has a specific focus on five essential dimensions: tangibility, reliability, responsiveness, assurance, and empathy. By conducting a comprehensive investigation within the Sangli region, the research aims to provide real-time insights into the dynamics of the banking sector and its intersection with various occupations.

The backdrop of this research encompasses a historical journey through the evolution of banking, commencing with the earliest forms of banking and tracing the development of banking services in India. This journey encompasses the growth of the banking sector in three distinct phases: pre-independence, post-independence (1947 to 1991), and the era of liberalization, privatization, and globalization (LPG) that commenced in 1991 and continued beyond. The classification of banks in India is meticulously outlined, spanning Reserve Banks, Commercial Banks (Public Sector, Private Sector, Foreign Banks, and Regional Rural Banks), Small Finance Banks, Payment Banks, and Co-operative Banks.

The research problem centers on uncovering the intricate interplay between service quality dimensions and customer satisfaction indicators in both public and private sector banks. The central research question is: "How does service quality affect customer satisfaction, and what are the key differences, if any, between public and private sector banks in this regard?" The scope of this study is delimited to a carefully selected sample of public and private sector banks, with a geographic focus on a specific region. It combines a comprehensive review of relevant literature with empirical research to fill identified gaps in the existing knowledge base.

The conceptual framework for this research is based on a Blended Interdependence Model, which integrates various service quality factors and their impact on customer

satisfaction. This model serves as a theoretical foundation for the study's hypotheses, guiding the empirical investigation. In the context of service quality, the study meticulously examines the dimensions that contribute to customers' experience of service quality. These dimensions include tangibles (the physical and visual aspects of service delivery), assurance (the confidence and trust instilled in customers), and empathy (the understanding and responsiveness demonstrated towards customers). The research design is systematically constructed, offering a well-defined path for the comprehensive investigation of the problem statement. It integrates a thorough review of relevant literature, hypothesis formulation, and data collection methods. The research design is foundational, guiding every facet of the research endeavor. Data collection primarily relies on a questionnaire-based approach, targeting bank users within the Sangli Municipal Corporation region. This approach allows for the inclusion of a diverse cross-section of respondents, ensuring a representative sample of both public and private sector bank customers. A sample size of 500 respondents was selected through the convenience sampling method, ensuring comprehensive coverage. The research methodology also includes a reliability analysis, utilizing the Cronbach's Alpha test to evaluate the internal consistency and validity of the data. The scale purification process ensures that only items with a Cronbach's Alpha of at least 0.700 are retained for further data analysis. With the help of statistical techniques hypotheses were proved and interpreted accordingly.

The findings of this research are provide valuable insights for banks in their efforts to enhance service quality and customer satisfaction. Furthermore, the study contributes to academic literature by addressing research gaps and uncovering nuances specific to the banking sector. Age-wise analysis underscores the evolving needs and expectations of customers, emphasizing the need for banks to tailor their services based on age groups. It also indicates that there is a noticeable disparity between customer expectations and experience in various service dimensions. While tangibility and reliability exhibit significant differences between customer expectations and experience, responsiveness, assurance, and empathy also reveal noteworthy variations. These variations underscore the importance of responsiveness, as it is crucial for building trust, retaining customers, and maintaining a positive market reputation.

In conclusion, this study contributes to the ongoing discourse on service quality and customer satisfaction within the banking industry. By illuminating the key drivers and variations in this relationship between public and private sector banks, it offers actionable recommendations for improving banking services and fostering customer loyalty.



However, it is essential to acknowledge the research's limitations and consider avenues for future investigation to continue advancing our understanding of this critical domain. By unravelling the historical and conceptual underpinnings of banking services and their quality, it provides valuable insights for both public and private sector banks seeking to enhance their customer-centric strategies. Ultimately, this research aims to contribute to the ongoing discourse on service quality in the banking sector, paving the way for a deeper understanding of how banks can optimize customer satisfaction in an ever-evolving financial landscape.

These areas of potential further study will contribute to a more nuanced understanding of the relationship between service quality and customer satisfaction, aiding banks in refining their services to better meet the evolving needs and expectations of their customers in an ever-changing financial landscape.

### LIST OF TABLES

Sr. No.	Tables	Page Number
1	Table No 1.1 – List of Public Sector Banks	12
2	Table No 1.2 – List of Private Sector Banks	13
3	Table No 1.3 - List of Foreign Banks	14
4	Table No 1.4 - List of RRB's in India	16
5	Table No. 3.1 - Reliability Statistics	65
6	Table No. 3.2 - Reliability Statistics	65
7	Table No. 3.3 – Items Wise Cronbach's Alpha	66
8	Table No. 4.1 Gender of the Respondents	69
9	Table No. 4.2 Age of the Respondents (in Years)	70
10	Table No. 4.3 Educational Qualification of the Respondents	71
11	Table No. 4.4 Technical Knowledge of the Respondents	72
12	Table No. 4.5 Occupations of the Respondents	73
13	Table No. 4.6 Annual Income (Rs) of the Respondents	74
14	Table No. 4.7 Bank Preferred by the Respondents	75
15	Table No. 4.8 No of Year of Association with the Respondents Banks	76
16	Table No. 4.9 Residential Location of the Respondents	77
17	Table No. 4.10 Cross tabulation between Age: (in Years) * Educational Qualification of the Respondents	78
18	Table No. 4.11 Cross Tabulation between Age: (in Years) * Technical Knowledge of the Respondents	80
19	Table No. 4.12 Cross Tabulation between Age: (in Years) * Occupations of the Respondents	82

20	Table No. 4.13 Cross tabulation between Age: (in Years) * Annual income in Rs of the Respondents	83
21	Table No. 4.14 Cross Tabulation between Bank Preferred * Years of Association With Bank	85
22	Table No. 4.15 Cross Tabulation between Age: (in Years) * Association With Bank	87
23	Table No. 4.16 Cross Tabulation Between Gender * Age: (in Years) of the Respondents	89
24	Table No. 4.17 Cross Tabulation between Gender * Your Preferred Bank	90
25	Table No. 4.18 Cross Tabulation between Gender * Association With Ban	91
26	Table No. 4.19 Cross Tabulation between Gender * Residential Location of the Respondents	92
27	Table No. 4.20 Customer Expectation for Tangibility Of Services	93
28	Table No. 4.21 Customer Expectation for Reliability Of Services	94
29	Table No. 4.22 Customer Expectation for Responsiveness Of Services	95
30	Table No. 4.23 Customer Expectation for Assurance Of Services	96
31	Table No. 4.24 Customer Expectation for Empathy Of Services	97
32	Table No. 4.25 Customers Expectation Towards Five Dimensions Of Service Quality	98
33	Table No. 4.26 Bank have appropriate Employees at Branch	100
34	Table No. 4.27 Bank have Sufficient ATM Centres.	101
35	Table No. 4.28 Bank have Good Internet Banking Portal.	102
36	Table No. 4.29 Bank Have Good Mobile Banking Application.	103
37	Table No. 4.30 Bank Have Sufficient Physical Banking Facilities	104

38	Table No. 4.31 Customer's Experience Tangibility of Services	105
39	Table No. 4.32 Bank Provides Promised Internet Banking Services.	107
40	Table No. 4.33 Bank Provides Promised Mobile Banking Services.	108
41	Table No. 4.34 Bank Provides Promised ATM Services	109
42	Table No. 4.35 Bank Provides Promised Branch Banking Services	110
43	Table No. 4.36 Bank Employees Are Ready To Help Customer	111
44	Table No. 4.37 Customer's Perception Reliability of Services	112
45	Table No. 4.38 Bank Employees Are Always Have To Be Willing To Help Customers	114
46	Table No. 4.39 Service Complaints Are Solving Within Committed Time	115
47	Table No. 4.40 Bank Provides Physical Banking Service In Committed Time	116
48	Table No. 4.41 Bank Provides Digital Banking Service In Committed Time	117
49	Table No. 4.42 Efficient Grievances Redressal System Available To Solve Customer Grievances	118
50	Table No. 4.43 Customer's Experience Responsiveness of Services	119
51	Table No. 4.44 Bank Employees Are Trustworthy And Honest.	121
52	Table No. 4.45 Bank Employees Are Maintaining Confidentiality In Customers Information	122
53	Table No. 4.46 Bank Is Providing Trustworthy Physical Banking Services	123
54	Table No. 4.47 Bank Is Providing Safe And Secure Digital Banking Services	124
55	Table No. 4.48 I Feel Safe When Transacting With Employees	125

56	Table No. 4.49 Customer's Perception Assurance of Services	126
57	Table No. 4.50 Bank Employee Gives Individualized Attention To Customers	128
58	Table No. 4.51 Bank Employee Help to Solve Problem In Transactions	129
59	Table No. 4.52 Bank Employees Understand The Specific Need Of Customer	130
60	Table No. 4.53 Bank Have Convenient Operating Hours For Physical Banking Services	131
61	Table No. 4.54 Bank Will Have their Customer's Best Interest at Heart	132
62	Table No. 4.55 Customer's Perception Empathy of Services	133
63	Table No. 4.56 Satisfied about Tangibility Of Services	135
64	Table No. 4.57 Satisfied about Reliability Of Services	136
65	Table No. 4.58 Satisfied about Responsiveness Of Services	137
66	Table No. 4.59 Satisfied about Assurance Of Services	138
67	Table No. 4.60 Satisfied about Empathy Of Services	139
68	Table No. 4.61 Customer's Experience Overall Satisfaction about Services	140
69	Table No 4.62 - Gender * Tangibility Of Services Crosstabulation	142
70	Table No 4.63 - Gender * Reliability Of Services Crosstabulation	144
71	Table No 4.64 - Gender * Responsiveness Of Services Crosstabulation	146
72	Table No 4.65 - Gender * Assurance Of Services Crosstabulation	148
73	Table No 4.66 - Gender * Empathy Of Services Crosstabulation	150
74	Table No 4.67 - Gender * Satisfied about Tangibility Of Services Crosstabulation	152

75	Table No 4.68 - Gender * Satisfied about Reliability Of Services Crosstabulation	154
76	Table No 4.69 - Gender * Satisfied about Responsiveness Of Services Crosstabulation	156
77	Table No 4.70 - Gender * Satisfied about Assurance Of Services Crosstabulation	158
78	Table No 4.71 - Gender * Satisfied about Empathy Of Services Crosstabulation	160
79	Table No 4.72 - Age: (in Years) * Tangibility Of Services Crosstabulation	161
80	Table No 4.73 - Age: (in Years) * Reliability Of Services Crosstabulation	163
81	Table No 4.74 - Age: (in Years) * Responsiveness Of Services Crosstabulation	165
82	Table No 4.75 - Age: (in Years) * Assurance Of Services Crosstabulation	167
83	Table No 4.76 - Age: (in Years) * Empathy Of Services Crosstabulation	169
84	Table No 4.77 - Age: (in Years) * Satisfied about Tangibility Of Services Crosstabulation	171
85	Table No 4.78 - Age: (in Years) * Satisfied about Reliability Of Services Crosstabulation	173
86	Table No 4.79 - Age: (in Years) * Satisfied about Responsiveness Of Services Cross tabulation.	175
87	Table No 4.80 - Age: (in Years) * Satisfied about Assurance Of Services Crosstabulation	177
88	Table No 4.81 - Age: (in Years) * Satisfied about Empathy of Services Cross tabulation	179
89	Table No 4.82 - Occupations * Tangibility Of Services Crosstabulation	181
90	Table No 4.83 - Occupations * Reliability Of Services Crosstabulation	183
91	Table No 4.84 - Occupations * Responsiveness Of Services Crosstabulation	185
92	Table No 4.85 - Occupations * Assurance of Services Crosstabulation	187

93	Table No 4.86 - Occupations * Empathy Of Services Crosstabulation	189
94	Table No 4.87 - Occupations * Satisfied about Tangibility Of Services Crosstabulation	191
95	Table No 4.88 - Occupations * Satisfied about Reliability Of Services Crosstabulation	193
96	Table No 4.89 - Occupations * Satisfied about Responsiveness Of Services Crosstabulation	195
97	Table No 4.90 - Occupations * Satisfied about Assurance Of Services Crosstabulation	197
98	Table No 4.91 - Occupations * Satisfied about Empathy Of Services Crosstabulation	199
99	Table No 4.92 - Annual income in Rs * Tangibility Of Services Crosstabulation	201
100	Table No 4.93 - Annual income in Rs * Reliability Of Services Crosstabulation	203
101	Table No 4.94 - Annual income in Rs * Responsiveness Of Services Crosstabulation	205
102	Table No 4.95 - Annual income in Rs * Assurance Of Services Crosstabulation	207
103	Table No 4.96 - Annual income in Rs * Empathy Of Services Crosstabulation	209
104	Table No 4.97 - Annual income in Rs * Satisfied about Tangibility Of Services Crosstabulation	211
105	Table No 4.98 - Annual income in Rs * Satisfied about Reliability Of Services Crosstabulation	213
106	Table No 4.99 - Annual income in Rs * Satisfied about Responsiveness Of Services Crosstabulation	215
107	Table No 4.100 - Annual income in Rs * Satisfied about Assurance Of Services Crosstabulation	217
108	Table No 4.101 - Annual income in Rs * Satisfied about Empathy Of Services Crosstabulation	219
109	Table No 4.102 - Descriptives	221
110	Table No 4.103 - ANOVA	222

111	Table No 4.104 - Wilcoxon Signed Ranks Test	223
112	Table No 4.105 - Test Statistics	224
113	Table No 4.106 Crosstab for Bank Employees are always having to be willing to help customers.	226
114	Table No 4.107- Chi-Square Tests	227
115	Table No 4.108 Crosstab for Service Complaints are solving within committed time	227
116	Table No 4.109- Chi-Square Tests	228
117	Table No 4.110 Bank Provides Physical Banking service in committed time.	228
118	Table No 4.111 - Chi-Square Tests	229
119	Table No 4.112 Bank Provides Digital Banking service in committed time.	229
120	Table No 4.113 Chi-Square Tests	230
121	Table No 4.114 Efficient Grievances Redressal System available to solve customer grievances.	230
122	Table No 4.115 Chi-Square Tests	231
123	Table No 4.116 Overview of results of Hypothesis	231



### List of Chart

<b>Sr. No.</b>	<b>Chart</b>	<b>Page Number</b>
1	Chart No. 4.1 Gender of the Respondents	69
2	Chart No. 4.2 Age of the Respondents (in Years)	70
3	Chart No. 4.3 Educational Qualification of the Respondents	71
4	Chart No. 4.4 Technical Knowledge of the Respondents	72
5	Chart No. 4.5 Occupations of the Respondents	73
6	Chart No. 4.6 Annual Income (Rs) of the Respondents	74
7	Chart No. 4.7 Bank Preferred by the Respondents Interpretation	75
8	Chart No. 4.8 No of Year of Association with the Respondents Banks	76
9	Chart No. 4.9 Residential Location of the Respondents	77
10	Chart No. 4.10 Cross Tabulation between Age: (in Years) * Educational Qualification of the Respondents	78
11	Chart No. 4.11 Cross Tabulation between Age: (in Years) * Technical Knowledge of the Respondents	80
12	Chart No. 4.12 Cross Tabulation between Age: (in Years) * Occupations of the Respondents	82
13	Chart No. 4.13 Cross tabulation between Age: (in Years) * Annual income in Rs of the Respondents	83
14	Chart No. 4.14 Cross Tabulation between Bank Preferred * Years of Association With Bank	85
15	Chart No. 4.15 Cross Tabulation between Age: (in Years) * Association With Bank	87
16	Chart No. 4.16 Cross Tabulation Between Gender * Age: (in Years) of the Respondents	89
17	Chart No. 4.17 Cross Tabulation between Gender * Your Preferred Bank	90
18	Chart No. 4.18 Cross Tabulation between Gender * Association With Bank	91

19	Chart No. 4.19 Cross Tabulation between Gender * Residential Location of the Respondents	92
20	Chart No. 4.20 Customer Expectation for Tangibility Of Services	93
21	Chart No. 4.21 Customer Expectation for Reliability Of Services	94
22	Chart No. 4.22 Customer Expectation for Responsiveness Of Services	95
23	Chart No. 4.23 Customer Expectation for Assurance Of Services	96
24	Chart No. 4.24 Customer Expectation for Empathy Of Services	97
25	Chart No. 4.25 Customers Expectation Towards Five Dimensions Of Service Quality	98
26	Chart No. 4.26 Bank Have Appropriate Employees At Branch	100
27	Chart No. 4.27 Bank Have Sufficient ATM Centres.	101
28	Chart No. 4.28 Bank Have Good Internet Banking Portal.	102
29	Chart No. 4.29 Bank Have Good Mobile Banking Application.	103
30	Chart No. 4.30 Bank Have Sufficient Physical Banking Facilities.	104
31	Chart No. 4.31 Customer's Perception Tangibility of Services	105
32	Chart No. 4.32 Bank Provides Promised Internet Banking Services.	107
33	Chart No. 4.33 Bank Provides Promised Mobile Banking Services	108
34	Chart No. 4.34 Bank Provides Promised ATM Services	109
35	Chart No. 4.35 Bank Provides Promised Branch Banking Services	110
36	Chart No. 4.36 Bank Employees Are Ready To Help Customers	111
37	Chart No. 4.37 Customer's Experience Reliability of Services	112

38	Chart No. 4.38 Bank Employees Are Always Have To Be Willing To Help Customers	114
39	Chart No. 4.39 Service Complaints Are Solving Within Committed Time	115
40	Chart No. 4.40 Bank Provides Physical Banking Service In Committed Time	116
41	Chart No. 4.41 Bank Provides Digital Banking Service In Committed Time	117
42	Chart No. 4.42 Efficient Grievances Redressal System Available To Solve Customer Grievances	118
43	Chart No. 4.43 Customer's Experience Responsiveness of Services	119
44	Chart No. 4.44 Bank Employees Are Trustworthy And Honest.	121
45	Chart No. 4.45 Bank Employees Are Maintaining Confidentiality In Customers Information	122
46	Chart No. 4.46 Bank Is Providing Trustworthy Physical Banking Services	123
47	Chart No. 4.47 Bank Is Providing Safe And Secure Digital Banking Services	124
48	Chart No. 4.48 I Feel Safe When Transacting With Employees	125
49	Chart No. 4.49 Customer's Experience Assurance of Services	126
50	Chart No. 4.50 Bank Employee Gives Individualized Attention To Customers	128
51	Chart No. 4.51 Bank Employee Help to Solve Problem In Transactions	129
52	Chart No. 4.52 Bank Employees Understand The Specific Need Of Customer	130
53	Chart No. 4.53 Bank Have Convenient Operating Hours For Physical Banking Services	131
54	Chart No. 4.54 Bank Will Have their Customer's Best Interest at Heart	132
55	Chart No. 4.55 Customer's Experience Empathy of Services	133
56	Chart No. 4.56 Satisfied about Tangibility Of Services	135

57	Chart No. 4.57 Satisfied about Reliability Of Services	136
58	Chart No. 4.58 Satisfied about Responsiveness Of Services	137
59	Chart No. 4.59 Satisfied about Assurance Of Services	138
60	Chart No. 4.60 Satisfied about Empathy Of Services	139
61	Chart No. 4.61 Customer's Experience Overall Satisfaction about Services	140
62	Chart No 4.62 - Gender * Tangibility Of Services Crosstabulation	142
63	Chart No 4.63 - Gender * Reliability Of Services Crosstabulation	144
64	Chart No 4.64 - Gender * Responsiveness Of Services Crosstabulation	146
65	Chart No 4.65 - Gender * Assurance Of Services Crosstabulation	148
66	Chart No 4.66 - Gender * Empathy Of Services Crosstabulation	150
67	Chart No 4.67 - Gender * Satisfied about Tangibility Of Services Crosstabulation	152
68	Chart No 4.68 - Gender * Satisfied about Reliability Of Services Crosstabulation	154
69	Chart No 4.69 - Gender * Satisfied about Responsiveness Of Services Crosstabulation	156
70	Chart No 4.70 - Gender * Satisfied about Assurance Of Services Crosstabulation	158
71	Chart No 4.71 - Gender * Satisfied about Empathy Of Services Crosstabulation	160
72	Chart 4.72 - Age: (in Years) * Tangibility Of Services Crosstabulation	161
73	Chart No 4.73 - Age: (in Years) * Reliability Of Services Crosstabulation	163
74	Chart No 4.74 - Age: (in Years) * Responsiveness Of Services Crosstabulation	165
75	Chart No 4.75 - Age: (in Years) * Assurance Of Services Crosstabulation	167

76	Chart No 4.76 Age: (in Years) * Empathy Of Services Crosstabulation	169
77	Chart No 4.77 - Age: (in Years) * Satisfied about Tangibility Of Services	171
78	Chart No 4.78 - Age: (in Years) * Satisfied about Reliability Of Services Crosstabulation	173
79	Chart No 4.79 - Age: (in Years) * Satisfied about Responsiveness Of Services Cross tabulation	175
80	Chart No 4.80 - Age: (in Years) * Satisfied about Assurance Of Services Crosstabulation	177
81	Chart No 4.81 - Age: (in Years) * Satisfied about Empathy of Services Cross tabulation	179
82	Chart No 4.82 - Occupations * Tangibility Of Services Crosstabulation	181
83	Chart No 4.83 - Occupations * Reliability Of Services Crosstabulation	183
84	Chart No 4.84 - Occupations * Responsiveness Of Services Crosstabulation	185
85	Chart No 4.85 - Occupations * Assurance of Services Crosstabulation	187
86	Chart No 4.86 - Occupations * Empathy Of Services Crosstabulation	189
87	Chart No 4.87 - Occupations * Satisfied about Tangibility Of Services Crosstabulation	191
88	Chart No 4.88 - Occupations * Satisfied about Reliability Of Services Crosstabulation	193
89	Chart No 4.89 - Occupations * Satisfied about Responsiveness Of Services Crosstabulation	195
90	Chart No 4.90 - Occupations * Satisfied about Assurance Of Services Crosstabulation	197
91	Chart No 4.91 - Occupations * Satisfied about Empathy Of Services Crosstabulation	199
92	Chart No 4.92 - Annual income in Rs * Tangibility Of Services Crosstabulation	201
93	Chart No 4.93 - Annual income in Rs * Reliability Of Services Crosstabulation	203

94	Chart No 4.94 - Annual income in Rs * Responsiveness Of Services Crosstabulation	205
95	Chart No 4.95 - Annual income in Rs * Assurance Of Services Crosstabulation	207
96	Chart No 4.96 - Annual income in Rs * Empathy Of Services Crosstabulation	209
97	Chart No 4.97 - Annual income in Rs * Satisfied about Tangibility Of Services Crosstabulation	211
98	Chart No 4.98 - Annual income in Rs * Satisfied about Reliability Of Services Crosstabulation	213
99	Chart No 4.99 - Annual income in Rs * Satisfied about Responsiveness Of Services Crosstabulation	215
100	Chart No 4.100 - Annual income in Rs * Satisfied about Assurance Of Services Crosstabulation	217
101	Chart No 4.101 - Annual income in Rs * Satisfied about Empathy Of Services Crosstabulation	219

**List of Figures**

<b>Sr. No.</b>	<b>Figures</b>	<b>Page Number</b>
1	Fig 1.1 - Classifications of Banks in India	11
2	Fig 1.2 Determinants of service quality (Parasuraman, Zeithaml, Berry, 1985).	33

# CHAPTER – I – INTRODUCTION

## 1.1 Introduction

This part of thesis gives a general background on the service qualities role in customer satisfaction and how customer experience banking service and how it is different from the one perceived by the customer. This chapter will also provide an overview about how the banking sector delivers service quality to maximize customer satisfaction and increase trust in this highly competitive environment. The aim of this study is **To Study the Effect of Service Quality on Customer Satisfaction Amongst Public & Private Sector Banks** through a study on public and private sector banks from Sangli Municipal Corporation.

## 1.2 Background of the Study

It is not surprising that the Indian financial services industry has developed and gone through some fundamental changes over the past few decades; this is typical of any industry going through considerable structural transition. The good news is that the banking sector reforms and subsequently the financial sector policy reforms have significantly improved the competitiveness, efficiency, productivity, and performance of the entire banking ecosystem. In addition, the fundamentals, dynamics, and participants of the market had been liberalized, which had a significant impact on both the domestic and global economies.

In terms of achieving global best practices and standards, the Indian banking system has made significant progress. It is also performing admirably on a global scale in terms of macro and micro prudential rules, financial regulation, supervision, and capitalization. The requirement for a competitive, dynamic, lucrative, efficient, and effective banking system that would encourage, support, and promote economic growth and sustainable development in a quickly developing and sophisticated country like India is, however, rather interesting. As a result, the reform effort in India as a whole has significantly improved the banking sector's financial stability, competitiveness, and soundness. The bottom line is that the banking industry needs to make sure that its activities and processes are streamlined and customized to fit the demands of its clients while also concentrating on providing client-centered services that will increase client happiness, retention, and loyalty. However, the usage of



banking innovative services like ATMs, credit and debit cards, the internet, websites, mobile phones, and telephones has transformed how banking transactions were previously carried out. This is due to the advent of technology and digital transformation. Additionally, because of how technologically advanced our market is and how internet transactions are replacing traditional methods of service delivery, the customers must have trust and faith in the service provider. Again, in today's environment, consumer rights, interests, and protection have grown crucial as market competition increases. Consumers in India have the freedom to select the products of their choice and to protest about subpar goods, as stated by the Consumer Protection Act of 1986. Also, it is crucial to gain important insights by attentively hearing the views, concerns, and grievances of the customers because necessary improvements will be created. The success and growth of the organization's business would be fueled by this development.

### **1.3 Evolution of Banking**

The history of banking starts with the prototype banks of merchants in antiquity, which are thought to have existed in Assyria and Babylonia around 2000 BC, provided grain loans to students and traders transporting goods between towns. Later, lenders stationed in temples in ancient Greece and the Roman Empire offered loans. They introduced two significant innovations the first one is taking deposits and second was exchanging money. Ancient Chinese and Indian artefacts of those times also demonstrate the existence of lending practices.

The origins of banking in its contemporary sense can be found in wealthy northern towns like Florence, Venice, and Genoa throughout the early Renaissance and mediaeval periods of Italy. In Florence in the fourteenth century, the Bardi and Peruzzi dynasties controlled the banking industry and opened offices across most of Europe. A number of significant advances in banking took place in Amsterdam during the Dutch Republic in the 16th century and in London in the 17th century as the industry developed throughout Europe. As a result of advancements in computing and communications technology over the 20th century, banks were able to grow significantly in size and geographical reach. Many of the major banks in the world failed during the financial crisis of the late 2000s, and there was much discussion about bank regulation.

#### **1.4 Earliest forms of banking**

The history of banking and the history of money are closely related, despite the fact that banking activities most likely predate the invention of money. The first thing that was discovered in deposits was grain, then other things like cattle and farm machinery, and finally valuable metals like gold in the form of thin, compacted plates. Before Christianity, where security was provided for the storage and distribution of mostly agricultural goods, people's economic lives centred around the dwellings of the priesthood.

As a result, the palaces and temples, which were used largely by these elite, served as the sites of the early social interactions that were something akin to modern banking processes and ensured the security of societal riches. The best locations to deposit gold were temples and palaces since they were properly maintained and frequently visited. The first banks were "commercial banks," which were developed by Italian grain merchants in the middle centuries.

Many displaced Jews fleeing Spanish persecution were drawn to the trade as the Lombardy merchants and bankers rose to prominence based on the strength of the cereal crops in the Lombard plains. From the Silk Roads of the Middle and Far East, they brought with them antiquated practises. These techniques were used to finance the production and marketing of grains after being initially developed to finance lengthy trading excursions. Jews were unable to own land in Italy, so they joined native dealers in the large marketplaces and halls of Lombardy and set up their benches to trade in crops. Over the locals, they had a significant advantage. Usury, which is defined as lending with interest, was categorically forbidden to Christians (Islam makes similar condemnations of usury).

On the other hand, the Jewish immigrants could make high-risk loans to Students against crops in the field at interest rates that the Church would have deemed usurious because they were exempt from its rules. They were able to protect the grain-sale rights from the ultimate harvest in this way. They subsequently started making payments in advance against grain shipments to far-off ports. In both instances, they benefited from the current discount off the future price to turn a profit. Due to the time-consuming nature of this two-handed commerce, a class of traders soon emerged who dealt in grain debt rather than actual grain. The Jewish trader handled both underwriting (insurance) and financing (credit) tasks. At the start of the growing season, financing was provided in the form of a crop loan, enabling a Student to

develop and manufacture (through seeding, growing, weeding, and harvesting) his annual crop.

Crop, or commodity, insurance underwriting ensured the delivery of the crop to its customer, who was often a merchant wholesaler. Additionally, traders carried out the role of the merchant by making plans to supply the buyer of the crop through alternative sources, such as grain warehouses or alternative markets, in the event that the crop failed. Through the issuing of a crop (or commodity) insurance against the risk of failure of his crop, he may also "keep the Student (or other commodity producer) in business during a drought or other crop failure." From settling deals on behalf of others to financing trades on one's own behalf, merchant banking advanced to keeping deposits for the settlement of "billette," or notes, issued by those who were still brokering the actual grain. Thus, in the large grain markets, the merchants' "benches" (bank is derived from the Italian for bench, banca, as in a counter) developed into places where money could be held against a bill (billette, a note, a letter of formal exchange, later a bill of exchange, and later still a cheque). These deposited funds were meant to be held for the settlement of grain trades but were frequently used for the bench's own trades in the interim.

The word "bankrupt" is a corruption of the Italian phrase "bancarotta," which means "broken bench" and describes what happens when a dealer loses his money. It has the same meaning to be "broke." The creation of bank debt, which replaced gold and silver coins, was integrated with the usual banking activities of accepting deposits, lending money, exchanging currency, and moving funds by the end of the 16th and into the early 17th centuries. By offering a secure and practical means of payment, a money supply more responsive to commercial requirements, and "discounting" business debt, new banking practises encouraged commercial and industrial growth.

By the end of the 17th century, banking was also playing a significant role in meeting the finance needs of Europe's relatively young and warring states. Government rules and the first central banks would follow from this. The popularity of the new banking methods and procedures in Amsterdam and Antwerp, a bustling commercial hub, helped disseminate the thoughts and ideas to London and aided in the advancements in other parts of Europe. Deregulation of the financial markets in a number of nations during the 1980s led to the globalisation of banking and capital market services.

The 1986 "Big Bang" in London opened up new channels for banks to access capital markets, which had a profound impact on how banks operated and accessed capital. Additionally, it marked the beginning of a pattern in which retail banks began to buy investment banks and stockbrokers, resulting in universal banks that provided a broad variety of financial services. After a significant portion of the Glass-Steagall Act was repealed in the 1980s, the tendency also expanded to the US, where US retail banks started to engage in significant rounds of mergers and acquisitions as well as investment banking activity.

Due to a significant rise in demand from businesses, governments, and financial institutions as well as generally favourable financial market circumstances, financial services continued to expand during the 1980s and 1990s. For a two-year U.S. loan, interest rates decreased from roughly 15%. During the 20-year period, Treasury notes decreased to about 5%, while financial assets increased at a rate that was roughly twice as fast as the global economy. The financial markets significantly globalised during this time.

In the first ten years of the twenty-first century, the process of financial innovation made great strides, which increased the significance and profitability of nonbank financing. The Office of the Comptroller of the Currency (OCC) has encouraged banks to investigate other financial instruments in an effort to diversify their business and strengthen the financial health of the banking sector as a result of this profitability, which was previously limited to non-banking industries.

Therefore, the distinction between various financial institutions is increasingly disappearing as the distinctive financial tools are investigated and implemented by both the banking and non-banking industries. The technological advancements made in banking during the previous 30 years also reached their peak in the first decade of the twenty-first century, and there was a significant shift away from traditional banking toward online banking.

### **1.5 The Development of Indian Banking Services**

In India, banking has a very long history. Literature from the Vedic era documents lending money to others. Lending money was considered banking. Deposits, oaths, loans, and interest rates are all discussed in the Manusmriti. Legally, interest could be assessed at a rate of 2% to 5% per class per month. The State established the maximum amount of interest that could be collected on the principal.

Usury was prohibited. The heir of a deceased person was made to have a religious obligation to pay debt. The commercial community quickly developed a nationwide system of money transfer as trade and commerce grew.

The British's ascent to power marked the beginning of modern banking in India. After defeating Tipu Sultan at the battle of Srirangapattanam in 1799, the British strengthened their dominance and rose to the top of the Indian political and military hierarchy. The Lord Mornington's ambition for power (Later Marquess of Wellesley). The East India Company's finances were severely depleted at the time due to the Governor General of Fort William in Bengal. In order to raise funds, the Company promoted the Bank of Calcutta in 1806. In his book "Banking in India," C.N. Cooke, Deputy Secretary and Treasurer of the Bank of Bengal, claims that usury predominated in India more than in any other nation in the nineteenth century, providing insight into the circumstances at the time through the work of several British authors.

The native moneylender charged the Students interest rates of 40, 50, and 60 percent on the loans. Comparatively speaking, the European community fared better. He explained the extremely high rates as being caused by the difficulty in realising them and the riskiness of many of the loans. Indian businessmen frequently served as lenders to European businessmen, offering loans at interest rates below the going rate.

The European Agency Houses served as bankers prior to the establishment of the three Presidency Banks. With these funds, they sponsored trade and occasionally even provided assistance to the government. The Indian banking companies created a very efficient credit network for the transfer of funds from one region of India to another. The success of the Agency Houses led them to want to run banks as well. In the 1770s, a renowned agency house named Alexander & Company began overseeing the Bank of Hindustan. It is unknown when exactly that bank was founded. The other Agency Houses in Bengal founded the Bengal Bank and the General Bank of India in the eighteenth century.

The Agency Houses floated the Commercial Bank in 1819 and the Calcutta Bank in 1824. These banks were neither legitimate joint stock institutions nor did they have limited liability. They had unrestricted liability and were partnership firms. The 1860 Companies Act was the first piece of legislation to codify the idea of limited liability. Up to that point, banks had to either operate under unlimited liability or get a

special Charter from the Crown. The Bank of Bengal was founded in 1806 as a successor to the Bank of Calcutta.

In 1862, the Presidency Banks lost their ability to issue notes. Additionally, the Government withdrew the Directors it had proposed for the Board. They were granted the opportunity to manage the government's finances in the presidency towns and their branches, though. The Bank of Bombay went bankrupt in 1867 and was voluntarily liquidated in the first few months of 1868. When it was finally closed in 1872, the bank was still able to cover all of its obligations to the public.

The New Bank of Bombay was subsequently founded in 1867 to start conducting banking business. In order for the government to control how these banks operate, the Presidency Banks Act of 1876 was created to create a standard law for all three banks. The government has previously sold its stock in these three banks. The Swadeshi Movement, which inspired Indians to launch several new organisations, also served as inspiration for the launch of numerous new banks. During the 1906–13 economic boom, there was a notable growth in the number of joint stock banks. During this time, the People's Bank of India Ltd., Bank of India, Central Bank of India, Indian Bank Ltd., and Bank of Baroda were established. This boom persisted until it was surpassed by the crash of 1913–17, the country's first major financial crisis.

The Imperial Bank of India Act of 1920 combined the three Presidency Banks in Calcutta, Bombay, and Madras into the Imperial Bank in 1921. However, this bank was allowed to run the clearing house and keep government balances even though it did not have the authority to issue bank notes.

The Reserve Bank of India was established to serve as the Central Bank with the passage of the Reserve Bank of India Act in 1934. It obtained the ability to print money and served as the government's banker in place of the Imperial Bank. The Imperial Bank was given permission to represent the Reserve Bank of India in locations where there were no Reserve Bank branches, nevertheless. The Imperial Bank was taken over and its assets transferred to the State Bank of India by the passage of the State Bank of India Act in 1955. The Reserve Bank was first a bank for shareholders.

Following the nationalisation of the Bank of England in 1946, it was declared a national bank via the Reserve Bank Amendment Act of 1948. The nationalisation of 14 major banks on July 19, 1969, is without a doubt the most significant event in

Indian banking history since independence. The government had attempted to impose social control on the banks in early 1969, but it was deemed ineffective because the Indian commercial banks had not increased their lending to priority sectors like agriculture and small-scale industry. The nationalised banks were instructed to increase lending to government-important sectors and to deploy their resources for the greater good a misaligned plan of action. For these banks, rules, management, etc. were created. Six additional private banks were nationalised in 1980, further bringing the financial industry under public control.

Nationalization was a realisation of the bank system's capacity to furthermore general economic goals. The banks needed to go out and broaden their network in order to prioritise mass banking over class banking. The expansion of finance in rural areas was a top priority. The advantages of nationalisation have been significant. These banks' branch networks have nearly taken over the entire nation, especially in rural and formerly unbanked areas.

By 1992, the branch network, which had 8262 locations in June 1969, had grown to almost 60000, including a significant (80%) increase in rural areas. The typical number of clients a branch served decreased from nearly 60000 to 11000. Credit is being used more broadly across the nation as a whole than only in the developed states. In 1969, advances made up 10% of G.D.P. while deposits made up 30%. Deposits reached 30% and advances made up 25% of G.D.P. by 1990. Rural deposits expanded from 3% to 15% of total deposits, which led to a greater mobilisation of rural resources.

Deposits increased from Rs. 4669 billion in July 1969 to Rs. 2,75,000 billion on March 31, 1993. Priority sector recipients received 40% of the total credit. The government used more than 45% of the total deposits to pay for its five-year programme. This expansion did not, however, occur without a price. Due to rising costs and inadequate productivity, the financial system has become too big and unmanageable, which has had a negative impact on customer service. Large overdoes caused by the directed credit programme are threatening the banking system's basic existence.

## **1.6 Growth of the Banking Sector**

Our financial system includes commercial banks (both public and private), regional rural banks, cooperative banks, etc. One of the key moments in the growth of the Indian banking system was the nationalisation of banks. The occasion made it possible for India's economy to overtake those of the other top ten economies in the world. Three stages can be used to categorise the development of the Indian financial sector:

- Earlier than 1947, during the pre-independence era.
- The nation was in its post-independence phase from 1947 to 1991.
- The LPG era, or from 1991 onward, is the period.

### **1.6.1. Prior to Independence**

This period can be identified by the vast number of banks that are present in India. There were more than 600 banks in India. When the Bank of Hindustan was founded in the then-capital, Calcutta, the growth of the banking sector got underway (now Kolkata). The bank stopped operating in 1832. After the Bank of Hindustan, a large number of other banks appeared, such as the General Bank of India (1786-1791) and the Oudh Commercial Bank (1881–1958), although many did not exist for very long. India's first commercial bank was the Oudh Commercial Bank. Some banks from the 19th century are still in business today and have established themselves as leading institutions.

For instance, Punjab National Bank was established in 1894, while Allahabad Bank was established in 1865. Additionally, a number of banks, including the Bank of Bengal (1806), the Bank of Bombay (1840), and the Bank of Madras (1843), were amalgamated into a single organisation. The Imperial Bank of India was the original name of the new organisation, which was later changed to State Bank of India. The Reserve Bank of India was created in 1935 as per a recommendation of the Hilton Young Commission. People continued to interact with payday lenders and unorganised players since public confidence was low as a result of the failure of the majority of small banks during this time.



### **1.6.2. Phase after independence: 1947 to 1991**

One of the most prominent aspects of the time was the nationalisation of the bank. There was a question of “Why was nationalisation required?”. Large corporations were primarily served by the banks. The industries that lagged included exports, small-scale industry, and agriculture and People were preyed upon by money lenders.

The Reserve Bank of India was subsequently nationalised in 1949 as a result. The time period under Smt. Over the course of two decades, fourteen commercial banks were nationalised under Indira Gandhi. Based on the Narasimham committee's advice, regional rural banks (RRBs) were set up in 1975 with the intention of serving the underserved.

Reaching out to the broader public and promoting financial inclusion were the key goals. To support the necessary economic activity, other specialised banks were founded. For instance, NABARD was established in 1982 to support initiatives relating to agriculture. In a similar vein, the EXIM bank was founded in 1982 to ease import and export. For the housing industry, the National Housing Bank was launched in 1988, while the SIDBI was founded for small businesses in 1990.

The nationalisation of the banking sector marked an important turning point and helped rebuild public confidence in the system. Financing became available to small, crucial industries, which contributed in the growth of the economy. Additionally, the action promoted the nation's growth in the international banking industry.

### **1.6.3. LPG Era (1991) and Beyond 1991**

The Indian economy saw a dramatic change during the LPG Era (1991) and Beyond 1991. The Indian economy was made more accessible, and both foreign and private investors were encouraged to participate. This action was indicative of the entry of private players into the banking industry. Eleven private companies received banking licences from the RBI, with notable survivors being ICICI, HDFC, Axis Bank, IndusInd Bank, and DCB.

The Narsimham committee recommended that more private players be welcomed in 1998. As a result, in 2001 and 2004, respectively, the RBI issued licences to Kotak Mahindra Bank and Yes Bank.

Over a decade later, the final round of licencing was conducted. The RBI issued licences to IDFC Bank and Bandhan Bank in 2013–2014. In order to guarantee that every Indian has access to financing, the RBI launched two new categories of banks: payments banks and small banks, ushering in the fourth stage of the banking sector.

## 1.7 Classifications of Banks in India

Banks are basically classified in to following groups:

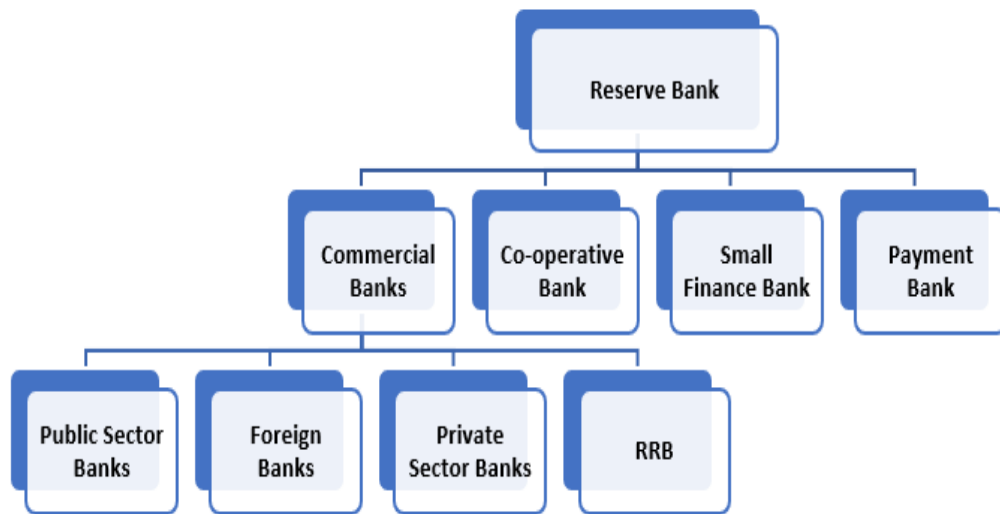


Fig 1.1 - Classifications of Banks in India

### 1.7.1 Reserve Bank

The central bank of our nation is the Reserve Bank of India. Every nation has a central bank that oversees all of the other banks in that nation. Its duties include serving as the government's bank and directing and supervising all other banking institutions in the nation. The duties of a nation's central bank are to support other banks, create money, Implementing the monetary policies into action, financial system's overseer.

In other words, because it supports the nation's other banks and oversees the nation's financial system while working under the direction of the government, the central bank of the nation may also be referred to as the banker's bank.

### 1.7.2 Commercial Banks

Commercial banks are divided into four categories: foreign banks, regional rural banks (RRB), and public sector banks. Cooperative banks, on the other hand, are split into urban and rural categories. In addition to these, a payments bank is a very

recent addition to the organisation. The Banking Regulation Act of 1949 governs commercial banks, which have a profit-making business model. Their main job is to take deposits and give loans to the general public, businesses, and the government. Public, Private, Foreign, and RRB are the several categories for commercial banks.

### **A. Public Sector Banks**

The nationalised banks known as public sector banks almost account for more than 75% of the overall banking activity in our nation. The government is the largest shareholder in these institutions. SBI is the largest public sector bank in India by volume, and as of April 1, 2017, it had merged with five of its partner banks to place it among the top 50 banks in the world. There are a total of 12 nationalised banks in the country namely below:

**Table No 1.1 – List of Public Sector Banks**

<b>S.No</b>	<b>Bank</b>	<b>Established</b>	<b>Head Quarters</b>
1	Bank of Maharashtra	1935	Pune
2	Bank of Baroda	1908	Vadodara
3	Bank of India	1906	Mumbai
4	Indian Bank	1907	Chennai
5	Punjab & Sind Bank	1908	New Delhi
6	Punjab National Bank	1895	New Delhi
7	Canara Bank	1906	Mangalore
8	Central Bank of India	1911	Mumbai
9	State Bank of India	1806	Mumbai
10	Indian Overseas Bank	1937	Chennai
11	Union Bank of India	1919	Mumbai
12	UCO Bank	1943	Kolkata

**Source: Wikipedia**

### **B. Private Sector Banks:**

The bank is the financial entity that the public trusts the most. This organisation satisfies all of our financial needs. Anyone can open a bank account, and they should use it for all of their financial dealings. This group helps everyone with money management, financial transactions, and loan applications for a range of requirements. Banks are not all created equal, though. In accordance with its

stakeholders, a bank can be classified into two categories. Banks in the private sector are one of them. These banks operate in a unique manner. Let's examine the advantages and disadvantages of private sector banks' operations.

**Table No 1.2 – List of Private Sector Banks**

<b>S.No</b>	<b>Bank</b>	<b>Established</b>	<b>Head Quarters</b>
1	Axis Bank	1993	Mumbai
2	Bandhan Bank	2015	Kolkata
3	CSB Bank	1920	Kerala
4	City Union Bank	1904	Tamilnadu
5	DCB Bank	1930	Mumbai
6	Dhanlaxmi Bank	1927	Kerala
7	Federal Bank	1931	Kerala
8	HDFC Bank	1994	Mumbai
9	ICICI	1994	Mumbai
10	IndusInd Bank	1964	Mumbai
11	IDFC FIRST Bank	2015	Mumbai
12	Jammu & Kashmir Bank	1938	Srinagar, Jammu and Kashmir
13	Karnataka Bank	1924	Mangaluru
14	Karur Vysya Bank	1916	Karur, Tamil Nadu
15	Kotak Mahindra Bank	2003	Mumbai
16	IDBI Bank	1964	Mumbai
17	Nainital bank	1922	Nainital
18	RBL Bank	1943	Mumbai
19	South Indian Bank	1929	Kerala
20	Tamilnad Mercantile Bank	1921	Thoothukudi, Tamil Nadu
21	YES Bank	2004	Mumbai

**Source: Wikipedia**

A private Indian bank is a particular kind of bank where a few private companies or individuals manage or hold the bulk of the shares. They are primarily focused on the advantage of a person or group other than the government. We have spoken about the private banks in India and how they differ from the public sector banks in this essay.

### C. Foreign Banks

Foreign banks are a type of international bank that must adhere to both home country and host country legislation. These foreign banks are categorised as foreign banks operating in India through their branches. In India, there are branches or representative offices of foreign banks. The RBI reports that there are currently 46 foreign banks operating in India. Barclays Bank Plc, Bank of America, Bank of Bahrain & Kuwait BSC, Citibank N.A., Deutsche Bank, DBS Bank India Limited, Emirates Bank NBD, HSBC Ltd, Industrial & Commercial Bank of China Ltd., Standard Chartered Bank, and others are on the list. American Express Banking Corporation, Barclays Bank Plc, Bank of America, Citibank N.A, Deutsche Bank, DBS Bank India Limited, HSBC Ltd, Standard Chartered Bank, and others are among the top banks in India for international banking. Regarding credit card services, Standard Chartered Bank is rated as the best.

During 1956 Banking Companies Act, which established them had primary goal of making money, and function on a commercial basis. They are held by the federal, state, or any private body and have a uniform structure. They typically work in both rural and urban areas. Unless the RBI instructs them otherwise, these banks do not charge discounted interest rates. The primary source of funding for these institutions is public deposits. Three additional categories can be used to further divide the commercial banks as Public Sector, Private Sector and Foreign banks. The government or the nation's central bank primarily owns the public sector banks. Whereas the private sector banks are those that are majority owned by a private company, person, or group of persons and foreign banks are those that have branches in our country, but their corporate headquarters are located abroad.

**Table No 1.3 - List of Foreign Banks**

<b>S.No</b>	<b>Bank</b>	<b>Established</b>	<b>Head Quarters</b>
1	Citi Bank	1812	Mumbai
2	HSBC India	1987	Mumbai
3	Deutsche Bank	1980	Mumbai
4	Royal Bank of Scotland	1921	Mumbai
5	DBS Bank	1994	Mumbai
6	Barclays Bank	1990	Mumbai

7	Bank of America	1964	Mumbai
8	Bank of Bahrain and Kuwait	1971	Mumbai
9	Doha Bank	2014	Mumbai

Source: Wikipedia

## **D. RRB**

Commercial banks that operate in diverse rural regions of India are known as regional rural banks. In India, there are 56 Regional Rural Banks whose mission is to bring comfort to rural residents by giving them access to all the amenities and information they require for banking. The list of regional rural banks in India is provided below, organised by state, along with information about their sponsor banks and headquarters.

These particular commercial banks offer financing with favourable terms to the agricultural and rural sectors. The Regional Rural Bank Act of 1976 governs the registration of RRBs, which were formed in 1975. RRBs are joint ventures between a Commercial Bank (35%), a State government (15%), and the Central government (50%). Around 196 RRBs were founded between 1987 and 2005. The government began merging RRBs in 2005, bringing the total number of RRBs down to 82. More than three districts that are geographically connected cannot have branches of the same RRB.

### **i. Regional Banks (LAB)**

Regional Banks were introduced in 1996, which were first used in India. The private sector is in charge of organising these banks. The primary goal of Local Area Banks is to make a profit. They are usually licenced under the 1956 Companies Act. There are now only 4 local banks, all of which are in South India.

### **ii. Dedicated Banks**

These kinds of banks are introduced by certain banks with certain objectives. Such institutions are known as specialised banks. These consist of Small Industries Development Bank of India (SIDBI), which offers loans for small-scale businesses, and industries. With the aid of this bank, small businesses can obtain financing for sophisticated machinery and equipment. Export and Import Bank through which it is possible to obtain loans or other forms of financial support for the exporting or importing of goods by foreign nations. People can turn to the National Bank for

Agricultural & Rural Development (NABARD) for any form of financial support for the development of rural, handicraft, village, and agricultural industries. Other specialised banks exist, and each one plays a particular role in the financial development of the nation.

**Table No 1.4 - List of RRB's in India**

<b>S.No</b>	<b>Bank</b>	<b>Sponsored Bank</b>	<b>Head Quarters</b>
1	Andhra Pragathi Grameena Bank	Syndicate Bank	Kadapa
2	Chaitanya Godavari Grameena Bank	Andhra Bank	Guntur
3	Andhra Pradesh Grameena Vikas Bank	State Bank of India	Kadapa
4	Saptagiri Grameena Bank	Indian Bank	Chittoor
5	Arunachal Pradesh Rural Bank	State Bank of India	Naharlagun
6	Assam Gramin Vikash Bank	United Bank of India	Guwahati
7	Langpi Dehangi Rural Bank	State Bank of India	Diphu
8	Uttar Bihar Gramin Bank	Central Bank of India	Muzaffarpur
9	Bihar Gramin Bank	UCO Bank	Patna
10	Madhya Bihar Gramin Bank	Punjab National Bank	Patna
11	Chhattisgarh Rajya Gramin Bank	State Bank of India	Raipur
12	Baroda Gujarat Gramin Bank	Bank of Baroda	Bharuch
13	Dena Gujarat Gramin Bank	Dena Bank	Gandhinagar
14	Saurashtra Gramin Bank	State Bank of India	Rajkot
15	Sarva Haryana Gramin Bank	Punjab National Bank	Rohtak

16	Himachal Pradesh Gramin Bank	Punjab National Bank	Mandi
17	Ellaquai Dehati Bank	State Bank of India	Srinagar
18	J&K Grameen Bank	J&K Bank Ltd.	Jammu
19	Vananchal Gramin Bank	State Bank of India	Ranchi
20	Jharkhand Gramin Bank	Bank of India	Ranchi
21	Pragathi Krishna Gramin Bank	Canara Bank	Ballari
22	Kaveri Gramin Bank	State Bank of India	Mysuru
23	Karnataka Vikas Grameena Bank	Syndicate Bank	Dharwad
24	Kerala Gramin Bank	Canara Bank	Mallapuram
25	Narmada Jhabua Gramin Bank	Bank of India	Indore
26	Central Madhya Pradesh Gramin Bank	Central Bank of India	Indore
27	Madhyanchal Gramin Bank	State Bank of India	Sagar
28	Vidarbha Konkan Gramin Bank	Bank of India	Nagpur
29	Maharashtra Gramin Bank	Bank of Maharashtra	Aurangabad
30	Manipur Rural Bank	United Bank of India	Imphal
31	Meghalaya Rural Bank	SBI	Shillong
32	Mizoram rural bank	SBI	Aizawl
33	Nagaland Rural Bank	SBI	Kohima
34	Odisha Gramya Bank	Indian Overseas Bank	Bhubaneshwar
35	Utkal Grameen Bank	SBI	Bolangir
36	Puduvai Bharathiar Grama Bank	Indian Bank	Puducherry
37	Punjab Gramin Bank	Punjab National Bank	Kapurthala
38	Malwa Gramin Bank	SBI	Sangrur



39	Sutlej Gramin Bank	SBI	Bhatinda
40	Baroda Rajasthan Kshetriya Gramin Bank	Bank of Baroda	Ajmer
41	Rajasthan Marudhara Gramin Bank	SBI	Jodhpur
42	Pallavan Grama Bank	Indian Bank	Salem
43	Pandyan Grama Bank	Indian Overseas Bank	Virudhunagar
44	Telangana Grameena Bank	State Bank of India	Hyderabad
45	Tripura Gramin Bank	United Bank of India	Agartala
46	Gramin Bank of Aryavart	Bank of India	Lucknow
47	Allahabad UP Gramin Bank	Allahabad Bank	Banda
48	Baroda Uttar Pradesh Gramin Bank	Bank of Baroda	Raebareli
49	Kashi Gomti Samyut Gramin Bank	Union Bank of India	Varanasi
50	Sarva UP Gramin Bank	Punjab National Bank	Meerut
51	Prathama UP Gramin Bank	Syndicate Bank	Moradabad
52	Purvanchal Bank	SBI	Gorakhpur
53	Uttarakhand Gramin Bank	State Bank of India	Dehradun
54	Bangiya Gramin Vikash Bank	United Bank of India	Murshidabad
55	Paschim Banga Gramin Bank	UCO Bank	Howrah
56	Uttarbanga Kshetriya Gramin Bank	Central Bank of India	Coochbehar

Source: Wikipedia

### **1.7.2 Small Finance Banks**

Indian specialty banks include SFBs. Small finance bank (SFB) licenced banks can offer the fundamental banking services of accepting deposits and lending. These are intended to help the unorganised sector, small businesses, marginal Students, and other economic sectors that aren't currently served by other banks, gain access to financial services. The goals of establishing small finance banks are to increase financial inclusion by (i) providing savings vehicles to underserved and underserved populations in general, and (ii) providing credit to small businesses, small and marginal Students, micro and small industries, and other unorganised sector entities through high technology, low-cost operations.

As the name implies this category of bank offers loans and other forms of financial support to small Students, unorganised businesses, and other societal segments. The nation's central bank is in charge of these banks.

These are specialised banks that offer fundamental banking services like accepting deposits and lending. The main objective is to help individuals who are underserved, including marginal Students, small companies, micro and small firms, and unorganised sectors.

The minor finance banks that are now operating in India are as follows:

- Ujjivan Small Finance Bank
- Jana Small Finance Bank
- Equites Small Finance Bank
- AU Small Finance Bank
- Capital Small Finance Bank
- Fincare Small Finance Bank
- ESAF Small Finance Bank
- Northeast Small Finance Bank
- Suryoday Small Finance Bank
- Utkarsh Small Finance Bank

### **1.7.3 Payment Banks**

The Reserve Bank of India (RBI) invented a new type of bank called a "payments bank" that is not able to extend credit. These banks are able to take restricted deposits, with a present cap of 200,000 per customer and a potential increase. Loans and credit cards cannot be issued by these banks. Such banks are

capable of managing current and savings accounts. Payments banks offer online or mobile banking as well as the ability to issue debit or ATM cards. Airtel Payments Bank, the first payments bank in India, was founded by Bharti Airtel.

The required capital is at least Rs. 100 crores. The promoter's ownership should be maintained for the first five years at a minimum of 40%. According to the guidelines for FDI in Indian private banks, foreign ownership of shares will be permitted in these banks. The Banking Regulation Act of 1949 will govern voting rights. The Reserve Bank of India has the power to increase the maximum voting rights of each shareholder from 10% to 26%. The RBI must approve any acquisition of more than 5%. The majority of the bank's board of directors should be independent individuals who were chosen in accordance with RBI regulations.

The bank ought to be completely networked from the start. Utility bills are acceptable at the bank. It is not permitted to set up subsidiaries to carry out non-banking activities. The maximum deposits per client will initially be set at 100,000, although the RBI may increase this limit depending on the bank's performance. Payment Bank directors are not allowed to receive loans from them. There must be 25% of its branches in unbanked rural areas. To set itself apart from other sorts of banks, the bank must refer to itself as a "payments bank" in its name. The banks will be registered as public limited companies under the Companies Act of 2013 and granted a licence as payments banks under Section 22 of the Banking Regulation Act of 1949.

The Reserve Bank of India conceptualised payments banks, a recently introduced type of banking. People who have accounts with the payments bank are only permitted to deposit up to Rs. 1,000,000 and are not eligible to apply for credit cards or loans through these accounts. Payments banks offer options for online banking, mobile banking, the issuance of ATM and debit card. A list of the few payment banks in our nation are Bank for Airtel Payments, Bank of India Post Payments, Bank for Fino Payments, Bank for Jio Payments, Bank for Paytm. A small deposit may be given to these institutions (Rs. 1 lakh per currently). These banks are allowed to operate current and savings accounts but are not allowed to provide credit (including loans and credit cards). Other possibilities include mobile banking, online banking, and ATM/debit cards. Bharti Airtel established the first payment bank.

The following list of the six busiest payment banks includes:

- Bank of Aditya Birla Payments

- Bank for Airtel Payments
- Bank of India Post Payments
- Bank for Fino Payments
- Bank for Jio Payments
- Bank for Paytm Payments

#### **1.7.4 Co-operative Banks**

A cooperative bank is a type of financial institution that provides both retail and business banking products and services to its clients. The twist is that customers own the bank, as opposed to other banks that are owned by the government or a private company. The organisation might set aside money and utilise it to support a common purpose. Equal interest will be distributed. A group member may also request loans and other types of financial assistance from the organisation.

The state government's act governs the organisation of these banks. The agricultural industry and other related businesses receive short-term loans from them. The Cooperative banks' primary objective is to advance social welfare by offering subsidised loans. They are set up in a three-tiered structure. They comprise of Tier 1 (State Level) (regulated by RBI, State Govt, NABARD) by the government, NABARD, and the RBI. The public is subsequently given the money.

These banks are subject to the condensed CRR and SLR. Which is around 25% for SLR and 3% for CRR, which are owned by the state government, and members elect the company's senior management, Central/District Cooperative Banks make up Tier 2 (District Level) and Banks with primary agricultural cooperatives at the village level (Tier 3).

#### **1.8 Necessity of banks**

The economy in India is driven by its banking sector. Indian banks have over time altered the nation's depressing financial environment to support its expanding economy. There is no question that the Indian banking sector supports the nation's economy even now.

The 2016 demonetization of currency notes is a good illustration. Almost overnight, existing currency notes were destroyed, causing havoc throughout the country. By enabling citizens all around the country to swap the obsolete banknotes, banks assisted in the economy's recovery from the blow. The capacity of India's

banking sector to sustain a country that is constantly hungry for financial development grows as the sector develops.

### **Banks' Contribution to Economic Development**

Indian banking is important to the growth of the Indian economy. It is the foundation of every nation's economy, and it must run smoothly for a country to be built. A nation's banking system carries out tasks like:

- Credit Advancement
- Business Growth
- Financial Security
- Cash Management
- Financial stability

- **Credit Advancement:** The Indian banking industry is one of the most active in providing loans to people and organisations. It is crucial in providing funding to a variety of high-priority industries, including agriculture, small-scale manufacturing, trading businesses, and real estate, among others.
- **Business Growth:** By establishing offices abroad and forging close links with other nations, the Indian banking sector significantly contributes to global business growth. Indian banks support trade and business by offering payment options to numerous domestic and foreign corporate entities.
- **Financial Security:** The Indian banking system offers the people financial security through paying dependable remittance services, offering loans at cheap rates, etc. It enables consumers to save money and invest it in a variety of financial products, such as long-term bonds and government securities.
- **Cash Management:** In the banking system, cash management is essential. It enables banks to send and receive money quickly. It aids banks in controlling money transfers made by several commercial entities and industrial facilities.
- **Financial stability:** With money orders, cash deposits, and cash card services, the Indian banking industry offers safe and secure financial services.

### **1.8.1 Information about public sector banks, from their inception until the present**

India's banking system was precariously weak, desperate, and cumbersome when it gained independence in 1947. There were several Indian joint stock banks in addition to the Imperial Bank of India, but they lacked sufficient capital, and as a result of unsound business practises, 205 banks failed between 1947 and 1951.

- **After Independence** - Ten times between 1950 and 1967, the Banking Companies Act 1949 was altered in an effort to enhance the banking industry. As a result, between 1960 and 1969, 210 banks were involved in 125 asset and liability swaps, 20 voluntary amalgamations, 17 mergers with the State Bank of India, and 48 forced mergers. In 1951 there were 567 banks, which decreased to 295 in 1961, and then to 91 in 1967.
- **Concentrate on Cooperatives** - Less than 9% of India's credit needs were met by conventional credit institutions, according to the famous All India Rural Credit Survey conducted in 1954. More than 75% of rural loans was managed by moneylenders, businessmen, and wealthy landlords. Co-operative societies offered a path ahead during the 1950s and 1960s. Less than 5% of rural finance went to them. However, in 1971, it increased to 20%. The foundation of India's rural economy might be described as being around one lakh basic agriculture credit societies. However, due to bad governance and political intervention, the credit societies have never realised the immense potential created by their broad reach. Co-operatives have consistently relied on the government for their fundamental operations, despite their original intention to be member-driven, democratic, self-governing, and self-sufficient institutions. State governments now occupy the majority of the positions of ownership, management, regulation, supervision, and auditing. Savings and credit activities complement one another and provide co-operatives worldwide the strength that has been lacking in India. Rich people and the rural elite still hold sway in these organisations. Even though, it is the state governments who have aided, including loan write-offs throughout the crisis. India needs cooperatives, and Kerala may teach us valuable lessons in this area.
- **Social Responsibility of Banks**- The social orientation of commercial banking was envisioned in the founding statutes of the Reserve Bank of India, which, in a ground-breaking provision, charged it with the duty of expanding the supply of

agriculture finance through co-operative institutions or through scheduled commercial banks. This was done in order to further the objectives of regional and functional spread of banking. The then-Imperial Bank of India agreed to open 114 offices in rural and semi-urban areas (instead of the recommended 274 branches) based on the recommendations of the Rural Banking Enquiry Committee (1950) for commercial banks to participate in rural credit but could only open 63 branches in 5 years starting in July 1951. Therefore, it was believed that extending banking services to such places would require state action. As a result, the RBI acquired 92% of the Imperial Bank of India's shares in 1955, bringing it under public ownership as the State Bank of India, and it was mandated by law to open at least 400 new branches within a five-year period. It exceeded expectations in addition to achieving the goal. Seven large state-affiliated banks from princely states were taken over in September 1959 and given to the State Bank of India as subsidiaries. Still, flaws in the commercial banking system persisted, including inadequate population coverage for bank branches, deposits, and credit, urban concentration, substantial spectral credit gaps, excessive industrial and commercial house control on banks, and an excessively thin capital basis. The banking system was reoriented because of this. The government implemented social control over commercial banks between 1965 and 1969 with the following measures:

- To further integrate credit policy with the goals of the five-year plan, the credit authorisation scheme was introduced, requiring banks to get prior authorization before giving new loan limits of Rs.10 million or more to any one party.
- The establishment of a social control programme in 1968 with the goals of increasing access to bank credit, preventing its abuse, and allocating a greater amount of credit toward priority sectors and legislative reorganisation of commercial bank boards, with a majority of informal sectors represented. This was done in accordance with a successful French experiment that combined credit allocation with their method of suggestive planning.

In order to promote medium- and long-term financing for industry and agriculture through the public sector, a number of actions were taken from 1955 to 1965 in that direction. These included promoting numerous industrial credit institutions as well as the nationalisation of the insurance sector (LIC) in April 1955, the establishment of an Industrial Finance Department within the RBI in 1957, the administration of a credit guarantee programme for small scale industries in July

1960, and the nationalisation of the insurance sector (LIC). India's Industrial Credit and Investment Corporation was founded in 1955.

The Refinance corporation was founded in 1958. Unit Trust of India and the Industrial Development Bank of India both received promotions in 1964. The National Industrial Credit (long-term operations) Fund was also established by the RBI in 1964–1965. The National Agricultural Lending (Long Term Operations) fund and the National Agricultural Credit (Stabilization) fund are two funds that were established in the area of agricultural credit in 1955.

The State Bank of India only began implementing social goals, such as branch expansion, after it was nationalised. IDBI was essential to the development of the industrial sector. Due to government policies supporting privatisation, several institutions in the public sector are currently losing their public character. Recent events such as the establishment of a National Asset Reconstruction Company as a private institution led by a former CGM of SBI and the designation of IDBI Bank as a private bank despite the government and LIC owning the majority of its shares prove the point. Yes Bank, which received a significant investment from SBI, is still run by the former DMD of SBI.

### **1.8.2 Information about private banks from their founding until the present**

However, modern banking didn't exist until the end of the 18th century. The Bank of Hindustan, which began here in 1770 but was closed down in 1832, was one of the earliest institutions to do so. The General Bank of India was founded in 1786 but went out of business in 1791. The British Presidency administration established the Bank of Calcutta in 1806; in 1809, it changed its name to the Bank of Bengal. In 1840 and 1843, respectively, the Banks of Bombay and Madras were established as new Presidency Banks. In 1921, they were combined to form the Imperial Bank of India, which in 1955 changed its name to the State Bank of India. Therefore, a government bank established by the British government has persisted the longest.

As a private bank, Union Bank of Calcutta was founded in 1829. Owners of Commercial Bank and the Calcutta Bank promoted this bank. In 1845, the Union Bank of Calcutta failed. The oldest joint stock bank, Allahabad Bank was founded in 1865 and has stayed in the public sector since being nationalised. Currently, it has merged with the Indian Bank, another public sector bank. The Oudh Commercial Bank, the first completely Indian joint stock institution, was founded in 1881 in



Faizabad. In 1958, it failed. The 1894-founded Punjab National Bank is still operating today as a Public Sector Bank.

The "Swadeshi" movement contributed to the establishment of a few private banks between 1906 and 1911 that served the needs of the average person. Catholic Syrian Bank, The South Indian Bank, Bank of India, Corporation Bank, Indian Bank, Bank of Baroda, Canara Bank, and the Central Bank of India are among them. While CSB and SIB are fighting for their lives, the others were nationalised and become public sector banks. You'll be startled to learn that between 1913 and 1918, 94 private banks in India failed.

The Reserve Bank of India was the country's central bank until it was nationalised in 1949 and formed in 1935. The Banking Regulation Act didn't exist until 1949. RBI was given the authority to oversee, manage, and inspect Indian banks. Therefore, it is evident that practically all banking operations were in the private sector prior to Independence, and the majority of them failed. The current government's decision to privatise will return us to the days of bank collapses and no depositor protection. It will also introduce us to the Manusmriti concept of lending at various rates, with lower interest rates for the wealthy and upper caste groups and higher rates for the lower classes.

## **1.9 Concept of Service**

The idea of service dates back to the beginning of humans and was born when man first served himself. The actions taken to accomplish goals are referred to as services. A service is a commercial endeavor that benefits the clients while bringing about the desired change in the person receiving the service. The purchase of services still generates a plethora of benefits in the form of consumers' expectations from the provider during or after the service experience, even though it does not inevitably lead to the physical transfer of possession. Some marketing experts and groups have defined the term service. W.J. Stanton gave a thorough analysis of services. He asserts that "services are individually exclusive, illusive activities that satisfy wants when sold to consumers or industrial users and which are not necessarily linked to a sale of a product or another service." Before, industries like hospitality, banking, insurance, education, and entertainment were seen as supporting manufacturing units, but the service sector is currently undergoing a revolutionary transition. It plays a significant

part in the growth of our nation's economy. We use services every day as consumers. We cannot picture our lifestyle without services because they have a huge impact on it. Consumers constantly evaluate services based on their own personal experiences. Services are becoming a vital source of revenue for economies in many different ways. Employment prospects have increased significantly along with the expansion of the service sector. Services increase consumption while simultaneously improving productivity and making the most use of available resources.

In many different ways, services are increasingly becoming a crucial source of income for nations. Opportunities for employment have greatly improved along with the growth of the service industry. Services boost consumption while also boosting productivity and making the best use of the resources at hand. Every country's health and prosperity depend on its service industry. The service sector has gained prominence in the last 20 years as a significant contributor to both developed and emerging nations' gross domestic products. Service marketers face additional difficulties as a result of service qualities such as intangibility, inseparability, flexibility, perishability, consumer participation, and lack of ownership. Not all customers are content with the calibre of the services they receive. The service quality is different from person to person due to its intangible character.

Customers also anticipate that the service provider will be sufficiently skilled in delivering the essential service. It should be tailored to the demands of the client, actively marketed, and given to customers through practical methods. As a result, it is crucial to consider both the method and the result of providing services.

Customers typically view positive outcomes of service processes as benefits, while negative outcomes are perceived as risks. The majority of service firms combine the production and consumption of services. The consumer and the service providers must communicate during this procedure. Hence, in order to survive and succeed in the competitive climate, industries must deliver excellent quality to their clients. Customers can assess the quality of a product because there are reliable indications, but the quality of a service is far more difficult to gauge and is evaluated based on a number of factors, most of which fall under the category of experience. Some unique characteristics of a service are as follows:

□ **Intangibility** - A service's intangibility is its defining or essential quality when it cannot be grasped, handled, seen, touched, or smelled before being purchased. Customers are indecisive regarding the outcome of services because of their

intangibility. As a result, the main problem facing the service company is to enable the conversion of intangible services into tangible advantages. Another risk for the marketer is the pricing of services and the customer's understanding of the cost.

□ **Perishability** - Services cannot be kept in storage. Its perishable nature makes it a significant issue for marketers when demand changes. This service characteristic opens up the possibility for the service provider to design clever plans for capacity usage and management of future demand.

□ **Variability** - While services cannot be mass manufactured in a homogeneous manner like products can, this is due to the fact that each service offered is distinct and cannot be precisely duplicated, even by the same service provider. Despite the fact that they do so simultaneously, no two consumers can enjoy the same level of service. Because the same service provider will deliver a varying service in a variety of situations, the human element is the primary cause of variability. As a result, it makes it difficult to standardize and communicate services to clients. Although all clients receive the same service at the same time, neither of them can have the exact same experience. The human aspect is the main contributor to variability because even while working with the same service provider, different situations will result in different services being delivered. As a result, it hinders the standardization and consumer communication of services.

□ **Inseparability** - Services and the service organization are inseparable. Production and consumption of services occur at the same time. Due to the interdependence between production and consumption, quality in services is becoming increasingly important. In order to develop their marketing and interpersonal abilities, service providers need many competent workers in addition to training their service staff to be technologically proficient. Production and consumption of services occur at the same time. Due to the interdependence between production and consumption, quality in services is becoming increasingly important. In order to develop their marketing and interpersonal abilities, service providers need many competent workers in addition to training their service staff to be technologically proficient.

### 1.9.1 Services Offered by Banks

- **Loans are advanced** - Banks are commercial entities focused on making a profit. In order to make a profit, they must extend a loan to the general population. Banks give short-term, medium-term, and long-term loans to deserving borrowers after maintaining sufficient financial reserves.
- **Overdraft** - Customers may occasionally use the bank's overdraft services to withdraw more money than they have deposited. Customers are charged interest on the amount that is overdrawn. Cash credit is distinct from a bank overdraft.
- **Discounting of Exchange Bills** - Another common form of lending by contemporary banks is the discounting of bills of exchange. A bill of exchange holder can get the bank to discount it using this method. In a bill of exchange, the debtor accepts the bill that the creditor (i.e., the holder of the bill) has drawn upon him and promises to pay the specified sum upon maturity. The bank pays the holder the value of the bill after a few marginal deductions (in the form of commission). The party that had accepted the bill pays the bank when the bill of exchange matures.
- **Cheque or Check Payment** - Cheque pads are given to account holders by banks. Owners of accounts may draw checks from the bank to make payments.
- **Credit instrument collection and payment** - The bill of exchange, promissory notes, checks, and other credit instruments are utilised in modern commerce. Such instruments are handled by banks. As the customers' agent, modern banks collect and disburse many forms of credit instruments.
- **Exchange of foreign currencies** - With foreign currencies, banks transact. Banks exchange foreign currencies for local currencies in response to customer requests, which is necessary to settle outstanding debts in international trade.
- **Consultancy** - Commercial banks today are big businesses. Banks use professionals in the financial, legal, and market sectors to advise clients on matters such as investments, trade, income, and taxes. They can expand their role to include consulting work.
- **Bank Guarantee** - Modern commercial banks provide their customers a bank guarantee feature. A bank can offer to act as the customer's guarantee in place of the customer depositing money when clients are required to do so in government or legal institutions for a specified purpose.

- **Transfer of Funds** - Through checks, draughts, and other methods, banks assist their customers in transferring money from one location to another.
- **Bank cards** - A credit card is a payment method that enables its owners to make purchases of products and services in exchange for an immediate payment from the credit card's issuer. The cardholder pledges to pay back the purchase price plus interest to the card issuer over time.
- **Service ATMs** - When it comes to offering banking services like deposits, withdrawals, and account enquiries, ATMs have taken the position of human bank employees. Among the main benefits of ATMs are:
  - ✓ 24/7 accessibility
  - ✓ Reduction in labour costs
  - ✓ Availability of the place
  - Bank cards

Direct electronic withdrawals from the cardholders' accounts are made via debit cards. The majority of debit cards need the usage of a Personal Identification Number (PIN) to confirm the transaction.

- **Banking online** - Banks provide online banking so that customers can access their account information online. "Internet banking" or "Web banking" are other names for online banking. Customers can do all standard operations, including account transfers, balance enquiries, bill payments, and stop-payment requests, through traditional banks' online banking services. Some even let you apply for credit cards and loans online. Anytime, day or night, and from any location, one can access account information.
- **Cellular Banking** - Utilizing a mobile device, such as a cell phone or Personal Digital Assistant, to conduct balance checks, account transactions, payments, credit applications, and other banking transactions is referred to as mobile banking (also known as M-Banking) (PDA),
- **Taking Deposits** - The main duty of a bank is to accept deposits from those who have accounts or are savers. Banks take deposits from people who have the ability to save money but are unable to invest it in productive ventures. Because banks pay interest, people prefer to put their funds there.
- **First-class banking** - Priority banking offers a wide range of services, but some of the most well-known ones are free checking, online bill payment, financial advice, and information.

- **Personal banking** - High-net-worth customers of a bank are typically offered personalised financial and banking services (HNWIs). For the management of wealth,

## 1.10 Service Quality

Now a days Service quality has become a crucial ingredient for getting the competitive edge amongst the various similar brands. Quality is the most difficult aspect to describe as it is completely dependent on customer experience. Every service-oriented organization tries their level best to satisfy the customer by providing the best quality possible.

According to Feigebaum (1983) “quality is the total compound product and service distinctiveness of marketing, engineering, manufacturing and maintenance through which the merchandise service in use can meet the expectation of the customer”.

The banking sector, to cope with the needs of the customers and be ahead in competition, try their level best to understand the needs of the customers and accordingly provide them with the solutions. Only the service quality requirement is fulfilled the organization is a quality organization. The major issue faced in this service industry is for organization it becomes difficult to cater to the requirements of the customers and have uniformity. Every customer’s needs are different, and their quality parameters are not the same. This brings in the biggest challenge to the banking sector to find new ways to understand the needs as well as to satisfy the customer with what the banks can provide and in turn gain more loyalty from the customers. Every service provider focuses on providing service quality and thus this becomes their major objective towards quality management for better service.

The idea of service excellence changes with time. It is essential for both the customer and the service provider. It serves as a tool for the client to identify between rivals and for the service provider to maintain a competitive advantage. Customer experience and expectations are linked to service quality, which is crucial for satisfying customers. When experience exceed expectations or when customers express dissatisfaction when experience fall short of expectations, service is deemed satisfactory.

Defining a product quality is much easier than defining the service quality due to its features like intangibility, inseparability and due to its heterogeneity. Service quality possesses two mechanisms, the first is technical and the second is functional quality. Technical quality refers to features provided to the customer online, whereas functional quality refers to the mode of service quality provided to the customers. Technical quality measures the exposure provided to the customers on the ground of innovation and technology. Functional; measures thrive towards improving the service quality provided to the employees. In order for a service provider to provide high-quality service, the client's expectations must be met. Customers' experience of service quality reflect how satisfied they are with how the service is currently being delivered. This indicates that pleasure acts as a mediating element between the prior expectation and the current evaluation of the quality of the service. The customer is the one who can evaluate the level of service. Consumers compare their expectations and experience to determine the level of service quality. They are satisfied if they think the service was outstanding. The level of service is a determining factor in success. As it aids in differentiating an organization from other organizations, it helps an organization achieve a lasting competitive advantage. Consumers may only remain loyal to businesses if they are satisfied, which is mostly dependent on the level of service provided. A delighted consumer will likely make repeat purchases and spread good word of mouth about the services they received, but a disappointed customer will likely be reluctant to pay for them. As they are two sides of the same coin, service productivity and quality must be improved and enhanced in order to increase value for both clients and the service company.

### 1.10.1 Dimensions of Service Quality



Fig 1.2 Determinants of service quality (Parasuraman, Zeithaml, Berry, 1985).

Every organisation aspires to increase their company's profitability. They need devoted clients who make recurring purchases for this purpose. To do this, it's essential to comprehend the five Service Quality Dimensions. The service is more upscale and satisfying because of these features. The SERVQUAL and SERVPERF models are the two that the banking industry uses the most frequently to gauge service quality.

"Service quality can be measured by tracing out the gaps between customers' expectations and their experience of the actual execution of the service," states the SERVQUAL model (Parasuraman et al., 1988). The foundation for measuring service quality is the SERVQUAL model, which is based on five factors of service quality (Parasuraman et al., 1988).

**A. Tangibles** - The workforce, facilities, personnel, and equipment used to provide the service, such as ATMs, E-banking, Net banking, and mobile banking, are all included in the tangible service quality dimension. These physical characteristics of the service or the manifestation of the physical surroundings are also included. This aspect is all about leaving first-hand impressions on clients that will enable the business to generate more revenue in the future.

**B. Reliability** - This factor assesses the ability of the service provider to deliver the promised service consistently and accurately while adhering to the agreed-upon set of conditions.

**C. Responsiveness** - The service's responsiveness, the speed with which a business can aid its clients in receiving exceptional, accurate, high quality and prompt service is referred to as the quality dimension. According to Johnston (1997), responsiveness is the promptness and suitability of service provision. This refers to how quickly the company answers customer service inquiries with the least amount of waiting and line-up time. When clients are kept waiting for no obvious reason, they typically form negative opinions about the quality of the service. Because every consumer feels more privileged if they receive prompt, high-quality service, it is therefore an essential characteristic.

**D. Assurance** - This aspect relates to the staff's capacity to win over and inspire the consumers' trust and confidence. In other words, it is the courtesy and competency of the staff to have the necessary training and expertise to provide the service. In other words, there is a chance that clients will choose their rivals if they



are uncomfortable or dissatisfied with the personnel. The following qualities make up the assurance dimension: the ability to carry out the service, consideration and courtesy for the customer, honesty, and effective customer interaction. In other words, it is the courtesy and competency of the staff to have the necessary training and expertise to provide the service. In other words, there is a chance that clients will choose their rivals if they are uncomfortable or dissatisfied with the personnel. The following qualities make up the assurance dimension: the ability to carry out the service, consideration and courtesy for the customer, honesty, and effective customer interaction.

**E. Empathy** - Empathy refers to the degree to which a business gives its clients the kind of individualized attention that makes them feel appreciated and special. According to Johnston (1997), empathy is the company's ability to make the customer feel welcome, particularly through contact with employees. Employees that have empathy make an effort to comprehend the requirements of their clients and treat them with consideration. There is a very low chance that clients will switch to another company if they feel like they are getting personalised attention. It involves a blend of approachability, communication, empathy, and accessibility.

## **1.11 Conclusion**

The banking sector is undergoing tremendous change, has changed significantly throughout the years, and will continue to do so. Due to the numerous initiatives and innovative features that the banking industry is continually developing, this industry will keep expanding. New avenues will add value to the way banks are perceived and will help in creating the bridge between the business and the individual.

## **CHAPTER - II – REVIEW OF LITERATURE**

1. Sopna & Rajee (2018) in their research paper titled “A Study on Customer Satisfaction of Public Sector Banks with Special reference to Coimbatore City”, the prime objective of this paper is to analyze the customer satisfaction of public sector banks. This study has focused on demographic factors and its significance on customer satisfaction. The customers of Coimbatore city were put forth with the question based on two halves, first half consists of six questions on demographic factor and the second contains eight questions related to factors influencing customers. The objective of this paper is to study eight sample public sector banks with 800 customers. The research was concluded stating need for high quality service will increase customer satisfaction and increased loyalty. The author has also stated the need for a big change in customer banks mutually exclusive bonding.

2. Kumbhar (2011) has studied “Factors affecting on customer’s satisfaction: An empirical investigation of ATM service”, has stated empirical study analyzing customer satisfaction for ATM service provided by public and private sector banks. The study took place in Satara and Municipal Corporation cities with the help of convenience sampling method with six commercial banks SBI, Bank of Baroda, Corporation Bank, IDBI, Axis, HDFC bank. Through 24 parameters the study was conducted which resulted in experience towards various service quality aspects, cost effectiveness of ATM machine had a good ranging between 2.5 to 4.2 score. Overall, results show that cost effectiveness, easy to use and security and responsiveness influenced customer satisfaction at 36% variance. Bank should work more on dimensions for cater better ATM service.

3. Kumbhar (2012), in his research article titled “Determinants of customers satisfaction in ATM service setting: Empirical evidence from India” has studied based on 150 respondents’ opinion on various factors affecting the customer satisfaction for private and public sector banks. With the help of reliability test, factor analysis, regression analysis the author has studied system availability, e-fulfilment, cost effectiveness, security and responsiveness, efficiency, service

quality, brand experience, perceived satisfaction of customer for ATM service, which provides a useful direction to bank managers to frame policy to satisfy their customers through ATM service. Stratified judgmental sampling was applied to Customers of SBI, bank of Baroda, Corporation bank, and IDBI was selected for public sector banks. Whereas, Axis, NDFC are selected from Satara City.

4. Singh and Gupta (2016), in their study titled “Customers experience and satisfaction towards services of Public and Private banks” has put forth customer satisfaction for public and private sector banks. Parameters analyzed are service effectiveness, accessibility, cost, tangibility, and reliability are used for measuring the customer satisfaction. Three states Punjab, Haryana and Himachal Pradesh are selected with 900 respondent’s opinions. The result stated that public sector banks had a significant relationship with socio economic variables. Whereas for private sector banks income of the respondents and behaviors of the bank employees were found to be related to high-income group and a better treatment was observed. This study concluded stating that public sector banks had the confidence of salaried class and old people. Whereas the private sector focused on only high-income group. Mobile and internet banking were found to be more user friendly with the private sector banks and contrary to public sector banks.

5. Kumbhar (2011), on structural equation modelling has studied the relationship between perceived quality, satisfaction, and brand for overall e banking facility 14 variables were identified based on which significant and good predictors of overall satisfaction in e-banking services was obtained. Some variables like responsiveness, cost effectiveness and system availability including brand experience and perceived value were found more significant factors in the e-Bank Quality model. Overall, the author has recommended the banker, policy makers and e banking service makers to work more on cost effectiveness, responsiveness, value and brand perceived, easy utility, convenience, and compensation in e banking services.

6. Kumbhar (2011) stated various factors affecting customer satisfaction for ATM service. The researcher has come out with results where cost effectiveness of ATM service was core service quality dimension, and they were affecting the holistic customer satisfaction. The output obtained from factor analysis indicates that there is 36% of variance in cost effectiveness easy to use and security effectiveness were the most influenced factors. Thus, the research concluded stating the improved services towards ATM machine can help in more satisfaction.

7. Nachimuthu & Muthukrishnaveni (2019) in their research article titled, "Service quality and customer satisfaction of the public and private sector banks in selected cities of Tamilnadu" has examined the service quality and the connection between the private and public sector. To understand this, factor the researcher has studied banking sector in Zimbabwe and their ways to achieve the customer satisfaction. The various factors assessed for improving service quality like assurance, empathy, reliability, responsiveness, tangibility is considered whose t-value provides. with the acceptance of hypothesis as supported. The above analysis provided five quality service dimensions, which will help in improving the service quality of the banking services. The author has also focussed on the gaps, which were more in public sector banks than the private banks. The research finally concludes stating the improving service every now and then is the key to success of the banks and increased customer satisfaction.

8. Roche (2014) in his study in Sri Lankan Banking system, has put forth an investigation of internet banking service quality, corporate image, and its impact on customer satisfaction. The objective of this paper is to identify the antecedents of service quality and its impact on customers, with that the author has tried to find the quality dimensions and its role on corporate image. The study has identified a random sample of 1523 from e marketing customers' of two leading companies. The samples were confirmed for availing service for six months duration at least. With various factors identified like website design, reliability, responsiveness, empathy, assurance, problem handling, corporate image, and customer satisfaction through factor analysis. Where the author concluded stating that corporate image was found to be the most significant factor for customer Followed by assurance, problem

handling, empathy, reliability, security, and privacy were the other factors that contribute to the customer satisfaction of Sri Lankan customers.

9. Talukder (2018) in his study on service quality of banks in Nagaland has studied based on the 41 technology driven items grouped with 8 service quality dimensions. With the help of one-way ANOVA on 500 banks customers, the researcher has tried to ascertain the dimensions of private sector banks to be better than the public sector banks. With the help of multistage sampling 500 samples were identified on which the 8 SQ dimensions like tangibility, reliability, responsiveness, assurance, empathy, service, systemization and standardization and security were analysed the application ANNOVA in SPSS software. The results showed that in terms of account opening process, ATM service, loan processing, safety was dissatisfactory for both private and public sector as per the research done by the author. r visual appeal the author stated private sector had more positive approach as compared to the public sector. Thus, the author has concluded stating that there are many dimensions where the private sector banks are better as compared to public sector banks. The author has also suggested that there is a requirement of strategies for public sector banks for improving the service quality and meet the expectations of the customers.

10. Nandini (2016) in her study on problems faced by the customers with reference to banking in private sector banks. With the help of convenience, sampling method 100 customers were analysed for problems they face and their views about service quality of private sector banks. Based on which the author has come out with various issues wherein grievance redressal was one of the problems for which appointment of a nodal officer for this has been suggested. It was also putforth by the author that the customers deliver lower order customer satisfaction and higher order loyalty, the failure to which leads to issues in customer satisfaction. The author has also suggested about the integrated marketing where all employees are required to work as a team towards customer satisfaction.

11. Ozturcan et al. (2009), in her study on service quality at Marmar University hospital, has worked on six dimensions of service quality scale. The dimensions are tangibility, reliability, responsiveness, assurance, courtesy, and empathy. With the help of purposive sampling technique, 183 patients were asked to opine various questions on these dimensions. The author through these samples have come to conclusion that the hospital is deviating from the required quality parameters. The largest gap was found in tangibility of service parameter and the least was found in courtesy parameter.

12. Ali et al. (2018) in their study customer's satisfaction in public and private sector banks in India has done a comparative study where the author has tried to measure the satisfaction level of customers of public and private sector banks. The objective of this paper is to know the satisfaction level of customers, factors responsible for satisfaction and means to improve the same. Around 200 banking customers were put forth with 51 questions on service quality aspects. By applying various hypothesis and its outcomes the author has concluded that both private and public sector are similar in their various quality dimensions of service.

13. Kumbhar (2011), in his article on structural equation modelling scale developed for measurement of service quality and satisfaction of customers in e-banking. Based on various test on internet banking the author has put forth system availability, e-fulfilment, problem handling, brand perception, compensation, contact etc were the most important dimensions. This paper has come up with an updated version of scale with various dimension of service quality. This paper recommends, e-Bank Qual scale having good psychometric properties based on findings from reliability and validity tests and it is useful to assess the service quality of internet banking service and customers satisfaction.

14. Afroz (2018), in her article titled "Effect of service quality on Customer satisfaction evidence from banks in Tangali", where the researcher has identified various private and public sector banks in Tangali city to understand the service quality in different banks. With help of a structured questionnaire, 200 samples respondents were identified for customer satisfaction and service quality aspect. Other objectives set in this paper are to rank the dimensions of service quality and

understanding satisfaction level of the customers. The scale “SERVQUAL” model with five dimensions questions based on strongly disagree to strongly agree is designed. The highest score was obtained by tangibility of service, and second highest score was obtained by reliability, the third position was obtained by assurance. The least score was obtained by responsiveness aspect in banks. As per the opinion the researcher, the banks are not good at delivering responsive and emphatic service. As per the authors suggestions these five dimensions play a significant role in customer satisfaction.

15. Lemma, Mihert (2018) in their research article on service quality of banks in Abyssinia, Ethiopia, has evaluated the effect of service quality on customer satisfaction. With the help of 342 respondents from Bank of Abyssinia in Addis Ababa. The study reveals the fact that customers are highly satisfied with various service quality dimensions and on the other hand correlation, results show that there is a positive relationship between service quality dimension and customer satisfaction.

16. Firdous (2017), in this research article on various dimensions of internet banking service quality. The researcher has tried to examine the relationship between the customer satisfaction and various internet banking service quality dimensions. The data has been collected based on the E-S-QUAL where around 194 respondent’s opinion towards website performance are taken based on the five-point scale. With the help of regression analysis, the impact of service e quality is identified. Where the R-values revealed that 71% variation can be attributed to the service quality dimension and 29.5% were the other factors in the customer satisfaction opinions. The output states that efficiency, privacy, and website design are the integral determinants on internet banking service quality. The author through this study wants to state that service quality of internet banking has a big role in customer satisfaction for banking service. The policy makers can achieve the future of banking sector towards satisfying the needs of the customer through effective policy decisions.

17. Hammoud, Bizri & Baba (2020), has studied the evidence from Lebanese banking sector about the e-banking service has worked on relationship between the e-banking service and customer satisfaction level. According to the author efficiency, reliability, security, and privacy are four major dimensions of satisfaction in customers for banking service. According to the author reliability was the strongest dimension towards customer satisfaction. The other dimension focussed was efficiency and ease of use of that service. The above opinions were put forth by applying quantitative approach on various clients of Lebanese and through the analysis of the data by SEM and AMOS. The results clearly states that reliability was the core dimension towards customer satisfaction.

18. Subhashini & Gopalsamy (2016) in their research article on banking services by reviewing the service quality and customer satisfaction. The paper consists of various reviews on customer satisfaction and about the service quality provided by the banks. The author has focussed on many quality factors in which improvement of employee behaviour, ambience of nationalised banks, charges and accessibility and communication aspects of banks, the author has also put forth review on internet banking and implication through the five dimensions of satisfaction. The author has concluded stating so many studies related to banking sectors but has thrown light on how there is no steps taken to solve the issues in solving the issues that popped in. the author has also focussed on macro financial variables, customer retention, awareness of modern banking services etc.

19. Dhar and Kushwah (2009) has tried to study the customer expectations by surveying the 400 customers of Gwalior, MP. The study tries to find the gap between the banking services and about the customer's needs. The questionnaire is prepared based on SERVQUAL consisting of 22 items to measure the service quality dimension. The author has obtained seven-point scale to get the exact perceptions of the respondents. Two public sector and two private sector banks were analysed for survey, State Bank of India, State Bank of Patiala, HDFC and ICICI banks customers were kept for survey. The first important factor determined is responsive attitude; the second was reliability, followed by tangibles, convenience, assurance and Empathy.



20. Awuor (2009) in their research paper titled “Service Quality and Customer Satisfaction in Banking sector in Kenya” has studied the customer perception towards service quality, determine satisfaction level and has related relationship between customer satisfaction and service quality. With the help of stratified sampling method from commercial banks is identified to have the heterogeneity in sample population. The author has established strong relationship with stockholders, government to improve quality of service. The model designed with this study helps in improving the quality service of the banks for customer satisfaction.

21. Mubarak (2018) has evaluated the perceived and actual service quality in banks. Based on SERVQUAL 22 attributes were grouped into five dimensions. It was observed that tangibility and assurance are the foremost dimension whereas; responsiveness and empathy show a lower level of satisfaction among the customers. The author has also focussed on providing the advanced technology to its customers apart from trust. Based on the service the author has indicated that among the five dimensions of reliability, responsiveness, tangibility, empathy, and assurance. During the analysis of gap, the result stated that empathy has maximum average score.

22. Chigozie et al. (2018), is a study conducted in three banks Okpara Avenue, Zenith Bank Okpara Avenue and Eco bank Ogui road in Enugu metropolis. Of Enugu state. This study was conducted by surveying 208 employees through personal interview. The study was aimed to identify the relationship between customer satisfaction and customer retention. To study the above objective the various variables like relationship between service quality and customer trust, OSH (our service has increased the customer confidence), OMS (Market share has also increased due to good service), ITE (Quality delievery and increase in customers), TIR (Returning of customers on regular basis). It was observed that regression resulted in 99.8 percent variation in dependent and independent variable, thus proving it a good fit. Thus, by proving that there is a positive relationship between satisfaction of customers and their retention.

23. Kiran et al. (2020) in their research article titled “Customer satisfaction towards online banking services of public sector banks have studied the gaps in customer towards online banking services. For this study, 200 customers using online service were identified from nationalised banks like SBI, Indian Bank, Canara Bank, Indian Overseas Bank and Punjab National bank were identified from Tiruchirapalli district. Through this study the need of security services, a good website design, ease of use, reliability, confidence, competency, efficiency etc play a crucial role in customer satisfaction. The author has opined to the importance of continuous updating of these features to create trust in minds of the customers towards online banking system.

24. Bena (2010), in her research work titled “Evaluating customer satisfaction in banking services”, has compiled number of attributes to understand the satisfaction level of the customers. The attributes are attitude and behaviour of the staff, execution time, accessibility, quality relation, banks reaction time, promotion of services, communications mean with banks, business ours etc. with the help of various tests the author had interpreted banks as follows. Staff professionalism and waiting time indicate that they are indirectly dependent of each other. i.e., as the customer satisfaction increases due to professionalism waiting time decreases. Execution time and accessibility resulted in average opinion by customer indicating the overall satisfaction. Reaction to the public’s complaints and communication with the banks had a poor satisfaction level. The author has concluded stating the dimension of the area of the business is to be accounted for better satisfaction level.

25. Khan et al. (2014), in their research article on analysing the service quality of customer and their loyalty towards banking services has been analysed. Around 225 customers from various banks, the author has evaluated the various services dimensions and its effectiveness. The various dimensions like tangibility, reliability, assurance, empathy is applied through various tests and resulted in good fit. All the hypotheses that were put forth are accepted put frothing a positive association with customer loyalty.

26. Bose & Ganguli (2014) in their research article the authors have studied “The effects of tangibles, employees and process on customer opinion in banking service: Mediating role of customer experience”. In their study the objective is to analyse the 3 factors i.e., tangibles, people and process of service marketing mix in banking services and its impact on customer opinion. With the help of snowball sampling method 289 samples were finalised based on which the exploratory factor analysis is applied on 24 items related to 3p’s to analyse the customer experience. In that the first dimension i.e., employees behaviour shows the importance of people, the second-dimension service is useful during problem solving and the third related to tangibles for service that are intangible in nature. Among the above dimensions, people and tangibles are found to have more impact than the others do.

27. Niharika et.al., (2020) This study is done primarily on understanding the quality of tangibility of service in rural areas of east Godavari. This study is undergone with the help of 480 customers through convenience sampling method from SBI, ICICI, BOB, HDFC banks. The objective of this paper is to understand the customer expectation and their perception towards private and public sector banks. For this study various factors are considered which helps in understanding the role of tangible services. Based on the study of these factors it was observed that banks are very keen in satisfying the customer requirements and it was proved right in the eyes of the customers too. It was also stated in the study that employees appearance, dressing, technological gadgets present before the customers were also factors that create positive impact on the minds of the customers for banks. It was also observed from this study that banks were found to be bit low in tangibility of service in rural areas in comparison to the big cities.

28. Nyabundi et al., (2021), in their study has studied the “Effect of tangibility on customer satisfaction among micro finance banks customers in Kenya”, the study focuses on Kisumu City where out of 10300 customers 370 were surveyed using simple random sampling for extracting useful inferences from them. This study is correlation-based research where various studies like survival, market and expectancy disconfirmation-based theories are being utilised. The authors through their study have shown that there is a strong relation between the tangibility and customer satisfaction. A positive increase in tangibility of service resulted in

increased customer satisfaction which also emphasised on security, quality aspect also. Thus, with this study the researchers have concluded that tangibility is useful, and it creates a visual effect in the minds of the customer for how they see the service quality. Thus, in the end this paper proved the importance of tangibility in obtaining a strong relationship with customers.

29. Dien & Tam (2021), in their research-based case paper on commercial banks of Vietnam have studied Service quality based on various factors. With the help of around 39 questions, the author has surveyed 765 finalized samples to understand the importance of reliability service on creating a good impact on the minds of the customers. The researcher in this paper has tried to build up a model to assess the reliability of service. A group discussion was conducted with 30 managers to understand the factors that have crucial impact on the satisfaction of the customers. With help of the above survey, the researcher has come up with many suggestions through policy implementation.

30. Rahaman et al., (2020), have studied the customer satisfaction for service quality in Bangladesh banks. Around 212 Bangladeshi customers were included in the survey through a well-structured questionnaire. The findings in this study reveals that other than employee's competency there are other factors like reliability, tangibility, responsiveness, empathy, assurance, ability to positively influence should be there for effective customer satisfaction. The author has stated in this research that Bangladesh being a developing country banking service is very crucial and to measure the satisfaction of customers has been developed. The author has also focused on providing secured banking facilities to the customers. The authors have suggested for the need of radical interrelating, accessing and online consultancy to improve the service quality. The study also reveals the need of various facilities to improvise the service quality. Resources that are technologically advanced should be made sure that applied to increase the customer satisfaction.

31. Kumar and Sinha (2009), in their research work has focused on the overview of e-banking aspect in India. In this research, the authors have cited various live examples of internet fraud like hacking and phishing mails happening in India. The author here has tried to focus on cyber-crimes, which are a biggest threat to

customers opting for e-banking services. Thus, loopholes in e-banking services is focused and raised awareness towards online transactions by creating awareness in the customers.

32. Srinivas (2009), in his research paper titled “No more traditional banking, only virtual” has focused on e-banking channels and have provided security tips for customers to avoid any errors happening through online mode. In this paper the author has provided suggestions to customers for keeping the Password confidential, frequent change of password is another suggestion provided, not to reveal the pin to any one on call or to any person, avoiding net cafes for banking transactions etc. thus the author have worked on reliability aspect of banking service.

33. Nair, N.K. et al. (2012), have worked on branch, internet, mobile etc. to focus on the innovation that is changing the way we used to believe. It meant to through light on how the customers have liberty to use different channels for having banking transaction. This has paved way for 24 hours service to have banking experience being at any place at any time. It has helped in reducing the cost incurred by banks and with technology fast and seamless opportunities for both banking system and the customers has been discussed.

34. Roshan Lal (2012), in their study titled “e-banking: the Indian scenario” has analyzed the development of e- banking system in banks due to the emergence of information technology. Today there occurs an immense competition among banks to be adept to other banks and create more satisfaction. To survive in the technological world the banks must thrive to put their best to display its abilities in front of the other banks. Thus, in this paper the author has discussed the emergence of technology and their adaptability in Indian scenario.

35. Shariq and Tondon (2012) in their research paper on “a study of ATM usage in banks on Lucknow” have put forth their views stating the customer’s preference towards the use of ATM services instead of e-banking services because of adaptation of new technology and in terms of customers need to be ensured in terms of security aspect. The author in this study have focused on timeliness as a quality or

habit for on time adherence and for punctuality. Thus, the author has focused on the responsiveness service aspect of banking sector.

36. Singh and Gupta (2016) in their research paper titled “Customers Perception and Satisfaction towards Services of Public and Private Sectors banks” has analysed the customers satisfaction level, and the working of the staff quality of service, differences in working by analysing 900 customers from Punjab, Haryana, and Himachal Pradesh. The author has analysed socio-economic variables like gender, age, occupation, income etc for analysis. Where the author came up with many points in which the more crucial one is private sector to be considered more reliable. The inference clearly states that there is a difference in customers in terms of private and public sector banks. The customers were found to be in salaried class and lower age group in public sector banks whereas businessperson, high end and self-employed were more found in private sector banks. Regarding reliability public sector banks should focus more and private banks should be more transparent in fees levied.

37. Sopna and Rajee (2018), is a study conducted in Coimbatore city for analysing the public sector banks. The study revealed that younger population is more satisfied with the public banks as compared to private sector banks. There was also a link found where educational qualification had a significant relationship between the satisfaction levels of the customers in public sector banks. The government employees were also found to be more satisfied with the public sector banks. Through this study, it was also observed that customer grievance handling should be the first priority for the public sector banks.

38. Zavareh et.al., (2012) in their research paper titled “E service Quality Dimensions and Their Effects on E Customer Satisfaction in Internet Banking Services” has analysed E-SERVQUAL scale to understand the service quality provided through internet banking and to understand the e customer satisfaction. The study is conducted in Iran with four main public banks. The study revealed that there were 19 items containing e-service quality for Iran’s banking services. The research came out with six dimensions that impact the service quality of Iran’s banks. The

research also concluded that there is a significant relationship between e-service quality and e-customer service.

39. Ashraf and Venugopalan (2018), have studied private and public sector banks from Kerala. The study area is whole Kerala by dividing it to three parts namely north, central, and southern zones. This study's aim is to analyse the tangibility, reliability, responsiveness, empathy, assurance, and empathy dimension of service quality for understanding the quality of service provided by private and public sector banks. The study indicates that there is a high-level quality provided by both private and public sectors banks in Kerala. The author concluded stating that there is no significant difference between the public and private sector banks.

40. Shetty et.al., (2022) in their research work titled "A Study of service quality in Indian Public Sector banks using modified SERVQUAL Model", have come out with a modified version of traditional service quality factors put forth by Parashuraman. Apart from the five service quality factors the authors have introduced charges and convenience to cater the requirements of new generation customers. This study is based on the opinion put forth by 1329 respondents through convenience sampling techniques. With the help of factor analysis techniques various service quality features were analysed through which new modified factors were identified.

41. Lakshmishree and Raja (2017), in their research article have studied service quality provided by SBI in Salem city through surveying its 11 branches. The author here has tried to find the gap between the perceived and expected service quality. The gap is analysed in tangibility dimension where the suggestion to improve the equipment's or visual appeal is being emphasised. The other area to be focussed on based on this survey is towards individual attention to customers, convenient timings, at best of customers interest i.e., overall empathy dimension is focussed. In this survey the author has prioritised the service gap where tangibility shows the lowest gap, followed by reliability dimension. At number three is assurance dimension, followed by fourth is responsiveness, and finally at number five is empathy dimension.

42. Ananth et al., (2010), have worked on understanding the service quality gap in private bank has put forth through their study that there is big gap in the empathy aspect. The author has suggested to provide customized service to the customers and provide extra suggestion wherever needed by the customers. Overall, the result throws light on empathy, reliability and assurance which has a major share in service quality. By catering to these three dimension the author has stated to reduce the service gap between the customer perceived and expected.

43. Sharma (2018) is a study based on 15 public sector and 15 private sector banks survey based on the financial rating in money control to the banks. CAMEL model is applied to the study on data collected during 2014-17. The application of CA, AQ, EQ and LQ imposed states that is a considerable difference between public and private sector banks based on adequacy of capital asset, earnings, and liquidity. This model revealed that private sector banks perform well in comparison to public sector banks based on CAMEL Model. During the study understanding the performance of banks, their occurred a significant difference between the performance of selected Indian banks (Nag and Khatik (2014); Biswas (2014); Suba & Jogi (2015); Gupta (2014) also found no significant differences among the performance of selected Indian banks like the many other authors (Karri et al., (2015); Misra & Aspal, (2013).

44. Kaur (2022) in her “Research Project on Comparative Study on Public and Private Sector Banks” where friendly behaviour was observed in public sector banks and 24 hours banking service in private sector banks was focussed. Finally, the author concluded stating that any bank irrespective of public or private sector mode of working can flourish only when customers’ needs were catered to. IT infrastructure that has a great influence on customers when banking comes. Early bird applying the technology gets the advantages has been put forth in study conducted.

45. Dinesh et al., (2017), in their research article have studied two banks one from public and one from private sector banks as SBI and HDFC. With a sample size of 50 the questionnaire method is applied to analyse the customers interpretation towards banks. The result obtained through the study reveals the satisfaction towards



private sector banks as compared to public sector banks. Various problems were put forth as staff behaviour, better service, internet, mobile banking were some issues that were solved with private sector banks.

46. Musllme (2011), has studied Internet banking where customer can access their bank account using internet in their pc or mobile device or browser. This has many advantages like to maintain competition, Cost effective, mass customization and marketing & communication activities and to retain customers. This also serves as gateways for identification and authorization services to a number of third-party service providers.

47. Customer satisfaction is vital for the success of service firms, including banks. The relationship between service quality and customer satisfaction has been well-established. This study aims to examine the impact of service quality on customer satisfaction in private sector banks in Bangladesh, utilizing the five dimensions of service quality: tangibility, reliability, responsiveness, empathy, and assurance (Parasuraman, Zeithaml, & Berry, 1985). Data was collected through a structured questionnaire using a 5-point Likert scale, with a sample size of 110 chosen conveniently. The collected data was analyzed using SPSS software (version: 17). The results revealed that tangibility, reliability, responsiveness, assurance, and empathy significantly and positively influenced customer satisfaction, emphasizing the importance of service quality dimensions in private commercial banking in Bangladesh. This study highlights that customer satisfaction is a crucial requirement for businesses, with quality service playing a key role in today's competitive market. By focusing on the determinants of service quality, such as reliability, accessibility, responsiveness, tangibles, and empathy, banks can enhance customer satisfaction and ensure their success and survival in the global economy.

48. The purpose of this study was to evaluate the impact of e-banking on customer satisfaction in banking institutions located in Bamenda. A convenient sampling technique was employed, targeting 15 commercial banks in Bamenda, with a sample size of 6 banks selected for the study. From these 6 banks, a total of 300 respondents were included. Ordinary least square was utilized for model specification, and multiple regression was employed for inferential statistics. The findings of the study

revealed that ATM services have a positive and significant influence on customer satisfaction, as indicated by the positive and significant beta value at a 5% alpha level. Similarly, mobile banking and internet banking were found to have positive and significant influences on customer satisfaction. Based on the descriptive analysis, the study concluded that the majority of e-banking users were youth between the ages of 18 and 40, with males being the dominant users. The majority of users had a diploma or higher educational level. However, the banks lacked a standardized customer profile record for easy reference. E-banking services were found to greatly reduce visits to the bank hall and waiting times for service. Interestingly, some customers were unaware of the fees associated with e-banking despite being charged, and there was a lack of organized training by the banks to create awareness about e-banking. Overall, e-banking has improved customer satisfaction compared to traditional banking methods, allowing customers better control over their accounts. There is also considerable potential for expanding e-banking services. However, the banks have yet to conduct empirical studies or customer surveys to measure customer satisfaction in this technology-driven domain.

49. The objective of this study is to assess the quality output of the "accounting information system" and customer satisfaction in Jordanian commercial banks. The study focuses on four key quality characteristics of banking services, namely relevance, reliability, comparability, and consistency. Out of the total 431 questionnaires distributed, 401 were collected and deemed suitable for analysis. The data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with PLS4.0 software. The findings indicate that the quality characteristics of banking services, including relevance, reliability, comparability, and consistency, have a significant impact on customer satisfaction. Based on the results, it is strongly recommended that Jordanian banks enhance their accounting information systems by improving the quality of services provided to their customers.

50. This study examines the correlation between Corporate Social Responsibility (CSR) practices and customer satisfaction in the banking industry of Bangladesh. The researchers utilized simple random sampling to gather data from 335 customers across ten listed banking companies using a survey questionnaire. Statistical tests, including Skewness, kurtosis, cook distance, variance inflation factor (VIF), Durbin-Watson

statistics, and simple regression analysis, were employed to analyze the data. The authors' analysis of the composite Index indicates that both customer satisfaction (CS) and CSR practice indexes are at their highest levels. Empirical findings demonstrate a strongly positive and significant relationship between CSR practices and customer satisfaction, as measured by the composite index. These findings suggest that an increase in CSR initiatives will lead to higher levels of customer satisfaction. Notably, the authors contribute new knowledge to the field, as there is a lack of research exploring the relationship between CSR practices and customer satisfaction in Bangladeshi companies. This analysis provides valuable insights in the context of a developing economy.

51. This study aims to examine the impact of service quality and product innovation on customer satisfaction in Indonesian Islamic banks (BSI). A correlational quantitative research design was employed, and data were gathered through surveys from 175 customers who had been with BSI for at least a year in the Special Capital Region of Jakarta. To enhance data validity and reliability, in-depth structured interviews were conducted with BSI customers. The findings indicate that service quality significantly influences customer satisfaction in BSI, and product innovation also has a significant impact on customer satisfaction. Moreover, the study reveals a simultaneous effect of service quality and product innovation on customer satisfaction in BSI. Therefore, Indonesian Islamic banks should focus on enhancing product innovation and improving service quality to augment customer satisfaction. The research suggests that prioritizing product innovation can be more effective in increasing customer satisfaction in Islamic banks compared to solely focusing on service quality.

52. This study examines the perception of bank customers regarding service quality factors that contribute to customer satisfaction. Using a descriptive research design and the SERVQUAL approach, the study analyzes the service quality factors that impact customer satisfaction. In Butwal city, a survey was conducted with structural questionnaires distributed to bank customers, resulting in 160 responses out of 200 questionnaires distributed. The findings of the study demonstrate that bank service quality factors significantly influence customer satisfaction. Notably, tangibility, assurance, and empathy exhibit strong explanatory power in determining

customer satisfaction in Nepalese commercial banks. The study also highlights the significant effects of reliability, responsiveness, empathy, assurance, and tangibility on customer satisfaction. It provides bank managers with a measurement scale to evaluate the quality of their services based on the five underlying dimensions of SERVQUAL. In conclusion, this research emphasizes that reliability, responsiveness, empathy, and tangibility are crucial factors for analyzing customer satisfaction in the banking sector.

53. E-banking has gained significant importance in today's world. This study aims to identify the determinants of E-banking loyalty, including customer interactivity, satisfaction with E-banking, and customer engagement. The research collected 207 valid questionnaires from Portuguese consumers and employed structural equation modeling to test the proposed hypotheses. The findings reveal that website interactivity in E-banking positively influences customer engagement, satisfaction, and loyalty to the bank. Moreover, customer satisfaction and engagement with E-banking contribute to loyalty. Analyzing the direct effects, interactivity emerges as a variable with a strong impact on satisfaction, as well as on engagement. While interactivity, e-satisfaction, and engagement significantly affect loyalty, e-satisfaction exhibits the strongest impact, followed by engagement and interactivity. Customer engagement occurs when customers and companies establish dynamic relationships and emotional attachments during transactions, playing a crucial role in fostering loyalty. Interaction with companies facilitates better business decisions and encourages customer loyalty. Assessing the total effects, interactivity stands out as the strongest driver of loyalty due to its indirect effects, followed by e-satisfaction with a direct effect, and customer engagement with a direct effect as well.

54. The finance and banking sector plays a vital role in facilitating trade, commerce, and industry, serving as the foundation of modern business. The development of any nation relies heavily on a robust banking system. Banks, as financial institutions, handle deposits, advances, and related services. They gather savings from individuals and provide loans to those in need. Banking is an essential aspect of human life, especially in today's fast-paced world, where a reliable banking network is crucial for smooth transactions. In India, nationalized banks dominate the banking system. The performance of the banking sector is closely intertwined with the

economy, making it highly susceptible to fluctuations. The Indian economy has experienced a significant slowdown due to various global factors, impacting the performance of the banking sector in the fiscal year 2012. This situation compelled banks to consolidate their operations, realign their focus, and strengthen their balance sheets. Hence, this study aims to analyze the Indian banking sector and evaluate the performance of Indian banks.

55. The finance and banking industry plays a vital role in facilitating trade, commerce, and industry, serving as the foundation of modern business. The progress of any nation is closely tied to its banking system. A bank serves as a financial institution that manages deposits, advances, and related services. It accepts money from individuals seeking to save in the form of deposits and provides loans to those in need. Banking is an essential part of human life, enabling smooth transactions in today's fast-paced world. In India, nationalized banks dominate the banking system. The performance of the banking sector is intricately connected to the economy, making it more susceptible to economic fluctuations than any other industry. The Indian economy has experienced a significant slowdown, influenced by global events, resulting in moderate business growth for the banking sector in fiscal year 2012. Consequently, banks have been compelled to consolidate their operations, realign their focus, and strengthen their financial positions. This study aims to examine the Indian banking sector and evaluate the performance of Indian banks.

56. In Punjab agriculture, the excessive extraction of groundwater has depleted its resources, making surface flow crucial for meeting irrigation water demands. Drip irrigation, a water-saving technique, not only reduces the excessive need for irrigation water but also aids in recharging the subsoil water. To ensure the sustainability of Punjab's agricultural practices, there is an urgent requirement for prudent water usage. This study examines the current status and future potential of drip and sprinkler irrigation systems as part of water-saving techniques in Punjab agriculture. The analysis reveals that the adoption of drip and sprinkler irrigation is still in its early stages in Punjab. However, the use of these systems is likely to gain momentum if the government addresses various challenges. These challenges include the high initial cost of installation, unreliable electricity supply, failures in crop marketing, limited availability of spare parts in the market, and inadequate training facilities for farmers.

By strengthening agricultural extension services in the relevant areas, the government can overcome these issues and pave the way for the widespread adoption of drip and sprinkler irrigation, thereby ensuring the sustainable growth of Punjab's agriculture.

57. Plastic money, commonly known as electronic payment methods, plays a vital role in replacing traditional cash transactions. This project report investigates consumers' perceptions of plastic money and its influence on their spending habits. The study includes participants from different age groups and various banks worldwide, with a sample size of 212 customers. The data is analyzed using the chi-square test. The results indicate that the majority of customers believe that plastic money significantly impacts their spending patterns. The analysis explores the reasons why consumers prefer plastic money and identifies the key factors contributing to its influence on spending habits. Plastic money has revolutionized the banking industry globally and offers numerous advantages over paper money. However, the convenience of plastic money can lead to overspending if not managed properly. This can result in financial burdens and stress. Therefore, while plastic money is a beneficial system, it is essential to exercise responsible management of plastic cards to avoid negative consequences.

58. The global COVID-19 pandemic wreaked havoc on the economic landscape of the country, leaving it in a state of disarray. The impact of the pandemic has been severe, particularly on the Indian economy. The Reserve Bank of India, the country's central bank, implemented necessary policy changes in collaboration with experts to address the challenges posed by the COVID-19 pandemic. The Indian banking sector, as a whole, has encountered numerous difficulties, including liquidity issues and a reduction in the repo rate by the Reserve Bank of India. Given the financial hardships faced by individuals, the Reserve Bank of India extended the repayment period and provided concessions for paying EMIs. This research paper aims to analyze the policy changes implemented by the Reserve Bank of India in response to COVID-19 and assess the overall impact of the pandemic on the Indian banking sector. Additionally, it proposes solutions to mitigate the losses incurred by the banking system due to the pandemic. The research reveals that the Indian banking system has introduced several measures to streamline operations and enhance effectiveness amidst the COVID-19 crisis. Previously existing issues such as non-performing assets, loan defaults,

customer frauds, and bad loans have been exacerbated by the pandemic, causing further distress to Indian banks. The pandemic has drastically altered the circumstances for Indian customers, with businesses shutting down and income sources drying up. Consequently, the feasibility of obtaining loans and repaying them with interest has become a significant challenge for our Indian banks in the current pandemic situation.

59. Banks serve as crucial financial institutions in every country, and in India, the Reserve Bank of India plays a central role in controlling the country's monetary supply. Moreover, banks offer vital assistance during times of crisis. Understanding the evolution of banking is essential, including its emergence, the reasons for introducing banks in the country, recent developments, and policies implemented for stronger and transparent operations. This research paper aims to provide readers with an overview of the Indian banking system, exploring significant changes over time and envisioning the future of banking. Analyzing various research papers and sources reveals substantial transformations in different phases of the banking sector. The advent of E-Banking services has revolutionized banking transactions, introducing new methods. However, with technological advancements, there is also a need to address data security concerns. The future of the Indian banking industry holds immense potential, especially with the rise of IoT and AI-based technologies that enable faster and more convenient banking transactions, accessible anytime and anywhere across the country.

60. In today's rapidly evolving world, marked by the emergence of new technologies and the widespread use of the internet, accessing global information, knowledge, and commodity markets has become considerably easier. Countries around the globe are tearing down barriers to foreign trade and investment in order to fulfill their obligations to international institutions such as the World Bank, IMF, and WTO. Following suit, the Indian government is swiftly dismantling quantitative restrictions on foreign trade and signaling privatization and liberalization by abandoning licensing, dismantling controls, eliminating restrictive laws, and implementing privatization across various sectors. The Indian banking sector, functioning within this closed economy, was not robust. In 1949, significant steps were taken to initiate structural reforms in the banking sector. The Banking

Regulation Act empowered the Reserve Bank of India (RBI) with extensive authority over commercial banks, and the RBI itself was nationalized. This act aimed to bring the banking system under control. In a free enterprise economy, commercial banks operate as profit-seeking entities. However, given the socialist nature of the Indian society, it was believed that allowing complete freedom to commercial banks would not be in harmony with the desired economic pattern. Consequently, the banks were nationalized in 1969 to establish government control. This study aims to examine the banking reforms in India and their impact on the Indian banking system.



## **Research Gap**

From the above literature review it can be understood that banks are thriving a lot for providing the best service quality possible through all means. An important contribution of this review of literature is to categorise the service quality in various dimensions and identify which dimension is more effective than the other and take steps accordingly. The aim of this study is to identify role of tangibility, responsiveness, empathy, reliability, and assurance in banking sector and especially this study tries to find out the visible difference in service quality in to private and public sector banks. From the above literature survey, it can be clearly observed that there is a clear category of people who prefer either public or private sector banks. Banks should focus on removing the classification of professions and preference of banks Afroz (2018). It was observed from the above literature that the banks need to work more on tangibility and empathy dimension of service quality Lakshmi Shree (2017). Ananth et al., (2010) has also focussed on lack of empathy dimension where the author has suggested to have a personal touch with the customers and provide extra service other than their job description is emphasised. Tangibility dimension is another dimension needed to be worked on as many studies show a major interference of tangibility aspect during the measurement of service quality. Ozturcan et al. (2009), Talukder (2018), Niharika et.al., (2020).

Overall, from the above research it can be well understood that all these five dimensions are important to cater to the service quality to reduce the perceived and expected.

## **CHAPTER - III – RESEARCH METHODOLOGY**

### **3.1 INTRODUCTION:**

Ensuring customer satisfaction holds immense significance for banks, whether they operate in the public or private sector. In the highly competitive banking landscape, delivering top-notch services is imperative for both attracting and retaining customers. The quality of services offered by banks plays a direct role in shaping customer satisfaction levels, fostering loyalty, and generating advocacy, all of which have a profound impact on the overall success of these financial institutions. Hence, it is crucial to thoroughly examine how service quality influences customer satisfaction within the realms of both public and private sector banks.

The primary goal of this research is to investigate the influence of service quality dimensions on customer satisfaction within the framework of both public and private sector banks. This study seeks to evaluate the critical factors that contribute to this relationship dimensions of service quality, including tangibility, reliability, responsiveness, assurance, and empathy, and their influence on customer satisfaction in the banking sector. Through an exploration of the connection between service quality and customer satisfaction, this research endeavours to uncover valuable insights that can be used to enhance service delivery and elevate customer experiences in both public and private sector banks.

### **3.2 STATEMENT OF THE PROBLEM:**

The problem at hand is to study the effect of service quality on customer satisfaction amongst public and private sector banks. The main aim is to investigate the correlation between service quality dimensions (namely, tangibility, reliability, responsiveness, assurance, and empathy) and customer satisfaction levels within the banking sector. Despite the critical role of customer satisfaction in banking, there remains a need for further research to comprehend how these service quality dimensions impact customer satisfaction, particularly within the context of both public and private sector banks.

The specific research problem involves evaluating service quality, conducting a comparative analysis, identifying key drivers, and extracting implications for banks. This, in turn, will provide valuable insights and recommendations for both public and

private sector banks to enhance their service quality and elevate customer satisfaction. The research aims to pinpoint specific areas that require improvement and suggest actionable strategies for enhancing customer experiences and satisfaction levels.

By accomplishing these research objectives, this study aspires to contribute significantly to our understanding of the intricate relationship between service quality and customer satisfaction in the banking industry. The discoveries from this research will offer invaluable insights to banks, regulatory bodies, and policymakers, enabling them to elevate service quality standards and cultivate customer-centric strategies that foster satisfaction, loyalty, and advocacy within both public and private sector banks.

This study will specifically assess customer satisfaction across three chosen services: ATM, Internet Banking, and Physical Banking. Its outcomes will aid banks in bridging the divide between customer experience and expectations.

- What are the dimensions of service quality that are relevant in the banking sector?
- How can service quality be effectively measured and evaluated in this context?
- How does service quality impact customer satisfaction in the banking industry?
- What specific aspects of service quality have a significant influence on customer satisfaction levels?

Through an exploration of these inquiries, this research aims to uncover the connection between service quality within the banking sector and customer satisfaction. The results will offer valuable perspectives for banks and relevant industry participants, assisting them in gaining a deeper comprehension of customer expectations, refining service provisions, and, in the end, amplifying customer satisfaction within the fiercely competitive banking area.

### **3.2.1 OBJECTIVES:**

1. To find the gap between customer expectation & experience about service quality provided by the bank.
2. To study the customer experience about assurance of service.
3. To understand the customer experience about reliability of services provided by Public and Private sector banks.
4. To suggest solutions for improvement of services available in banks.

### **3.2.2 HYPOTHESES:**

1. There is no significant difference between the experience of tangibility of services provided by banks based on occupation of respondents.
2. There is no significant difference between pair of defined service quality parameters.
3. There is no significant difference between age of respondents and responsiveness of services.

## **3.3 RESEARCH METHODOLOGY**

### **3.3.1 Research Design:**

Research design entails adopting a systematic and analytical approach to seamlessly integrate various elements. It involves a comprehensive investigation of the identified problem, demonstrating its selection over other valid alternative designs through sound reasoning. Furthermore, it provides a concise roadmap, guiding the research towards a well-defined path.

Within the research design, a succinct overview of the review of previously published literature related to the problem statement is presented. It also serves to clearly articulate any hypotheses, aligning them with research questions and underpinning the problem with logical assumptions. This, in turn, facilitates the collection of information from samples to substantiate the hypotheses.

Fundamentally, the research design serves as the foundational framework for the complete research endeavour, spanning data collection, interpretation, discovery, and the formulation of recommendations.

### **3.3.2 Methods of Research**

The study is applied in nature. Following steps are to be made to make it accurate and reliable.

#### **Sampling Design**

Sample design is the initial step in the process of selecting sample items and determining the sample size. It serves as the primary consideration in research planning. The methodology and design employed in studying both private and public sector banks are outlined as follows:

**Area of the Study:** - The research was conducted in the Sangli Municipal Corporation region. Sangli Municipal Corporation stands out as an ideal location due

to its unique combination of rural, semi-urban, and urban populations all coexisting in one place.

**Period of the Study:** The study commenced in August 2020 and concluded in September 2023.

**Data Collection:** This study utilizes a questionnaire-based approach to gather primary data from bank users residing in Sangli Municipal Corporation. A diverse cross-section of individuals from various stages of life was included in the study. Approximately 500 respondents were surveyed, all of whom held bank accounts with either private or public sector banks and were included in the research.

- **Sampling-** A sample size of 500 customers was chosen through the convenience sampling method. Data were interpreted whenever and wherever necessary to ensure a comprehensive analysis.
- **Sampling Technique:** The study encompassed all individuals who held account with either private or public sector banks. It operated under the assumption that respondents would provide candid and impartial responses in a thoughtful and unbiased manner.

### 3.3.3 Sample Size Calculation

Since getting contact details of customers who have account in respective banks is not possible for a due reason of confidentiality. The researcher has considered infinite population as in today's world every person has account in any of the banks. So, considering these facts the researcher has applied Cochran's formula for calculating the infinite population sample size.

Cochran's formula for calculating sample size when the population is infinite: (Sample size of Customers)

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where,  $n_0$  is the sample size,

$z$ = confidence level will be considered 95% and its value is 1.96.

$p$ = maximum variability is 50% that is 0.5

$e$ = confidence interval/ margin of error is 5%

$q = 1-p$

**Population Size:** Leave blank if infinite population size.

$$n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\epsilon^2}$$

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$$

Since it's always better to collect more than the stated sample size, the researcher here has considered 500 samples for better results.

### **Sampling Description**

The material was collected and interpreted based on demographic profile of the respondents. This included understanding their age, type of bank, educational qualification, occupation, technical knowledge, annual income, preferred bank, years of association with any banks, residential area etc. This will help in understanding the respondents well and more accurately so that their needs and preferences can be identified. The later part consists of customer's experience and reality because of Tangibility, reliability, Responsiveness, Assurance, Empathy, and overall service quality can be studied.

### **3.4 Scope of the Study**

Scope of the study is confined to leading public sector banks & private sector banks working in municipal corporation area of Sangli. Number of services like Deposits & withdrawals, Loans, Lockers, E- banking, Advanced mechanism, Modern Infrastructural facilities, Government schemes, Insurance, Investment plans, Customers Grievance system etc. provided by both banks. From all this services in this study customer satisfaction will be checked according to three selected services like ATM, Internet Banking and Physical banking.

### **3.5 Limitations of the Study**

All studies at some point or the other has certain limitations. Some of the limitations faced during this study are.

1. The study of this research is limited to Sangli Municipal corporation area only.
2. The researcher are focus on only selected services provided only public & private banks.
3. In this study co-operative banks, finance banks and foreign banks have not been considered for research.

### **3.6 Data Analysis**

The study employed the SPSS statistical tool to analyze the quantitative data obtained from the questionnaire. Descriptive statistics were used to provide a concise summary of the key characteristics of the collected data. These descriptive statistics help identify patterns and trends within the data, offering insights into the fundamental aspects and distributions of the variables under study.

#### ***Descriptive statistical analysis***

Descriptive analyses must be performed to characterise the raw data in order to make it intelligible. The findings of descriptive analysis are summaries of the sample data and measures. Descriptive statistics are employed in quantitative studies to condense enormous amounts of data into brief summaries.

#### ***Frequency and percentage analysis***

Distributions tests are used to describe the frequency of specific values or ranges of values. The number of variables with each value and all of their values are described by distribution tests. A single variable is frequently referred to as having a frequency distribution. This variable determines whether all of the data values are exhibited or whether the values are first classified. Graphs and tables can both be used to represent frequency distributions.

#### ***Independent T-test***

To compare the means of two unrelated groups for the same continuous dependent variable, independent t-tests are utilised. To ascertain whether the associated means of two separate groups are significantly different, independent t-tests are performed.

#### ***Cross tabulation and chi-square analysis***

Cross tabulation is described as "a joint frequency distribution of cases based on two or more categorical variables" by Michael (2001). To ascertain whether the variables are dependent or independent, chi-square statistics are used to further analyse this joint frequency distribution. The purpose of cross tabulation analysis is often to look at the link between two or more variables.

### 3.7 Reliability Analysis

The scale purification process was conducted for testing reliability of the scale, internal consistency of the scale and validity of the data conducted. In the scale purification process, we have conducted Cronbach alpha reliability test by using SPSS 21.0. Internal consistency was estimated by using Cronbach's alpha. Only those items can be selected which have Cronbach's alpha at least 0.700 or more. The result of test indicates that Cronbach's Alpha is .972. It is better than expected value hence all items in the scale can be used for further data collection.

**Table No. 3.1 - Reliability Statistics**

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Questions in Questionnaire
.972	.971	35

Item Statistics also indicates that there is better uniformity and alignment within the items and constructs. The Std. deviation range between .639 to 1.50

**Table No. 3.2 - Reliability Statistics**

Item Statistics			
	Mean	St. Deviation	N
Expectations1	3.55	1.234	20
Expectations2	3.65	.875	20
Expectations3	2.85	1.461	20
Expectations4	3.20	1.436	20
Expectations5	3.75	1.209	20
Tangibility1	3.65	1.226	20
Tangibility2	3.30	1.261	20
Tangibility3	3.70	1.174	20
Tangibility4	3.90	.788	20
Tangibility5	3.60	.821	20
Reliability1	3.55	1.234	20
Reliability2	3.85	1.089	20
Reliability3	3.65	1.182	20
Reliability4	3.50	1.192	20
Reliability5	3.50	1.469	20
Responsiveness1	3.55	1.504	20
Responsiveness2	2.95	1.395	20
Responsiveness3	3.25	1.209	20
Responsiveness4	3.65	.875	20
Responsiveness5	2.85	1.461	20
Assurance1	4.20	.768	20
Assurance2	4.20	.834	20



Assurance3	4.25	.639	20
Assurance4	4.25	.786	20
Assurance5	4.20	.951	20
Empathy1	3.15	1.348	20
Empathy2	3.60	1.273	20
Empathy3	3.20	1.436	20
Empathy4	3.75	1.209	20
Empathy5	3.55	1.234	20
OverallSatisfaction1	3.45	1.191	20
OverallSatisfaction2	3.65	1.137	20
OverallSatisfaction3	3.25	1.251	20
OverallSatisfaction4	3.75	.851	20
OverallSatisfaction5	3.25	1.482	20

The test result indicates that there is no need to delete any item of the scale because the Cronbach's Alpha is greater than expected level and it will not increase after deletion of the any item of the scale.

**Table No. 3.3– Items Wise Cronbach's Alpha**

<b>Items of the Scale</b>	<b>Scale Mean if Item Deleted</b>	<b>Scale Variance if Item Deleted</b>	<b>Corrected Item-Total Correlation</b>	<b>Cronbach s Alpha if Item Deleted</b>
Expectations1	104.50	624.684	.810	.970
Expectations2	104.65	620.134	.882	.970
Expectations3	104.65	605.397	.918	.969
Expectations4	104.60	610.042	.830	.970
Expectations5	105.20	608.484	.923	.969
Tangibility1	104.50	631.632	.662	.971
Tangibility2	104.85	628.661	.691	.971
Tangibility3	104.45	640.576	.538	.972
Tangibility4	104.25	654.934	.455	.972
Tangibility5	104.55	648.261	.598	.971
Reliability1	104.60	641.832	.489	.972
Reliability2	104.30	644.537	.510	.972
Reliability3	104.50	624.684	.810	.970
Reliability4	104.65	620.134	.882	.970
Reliability5	104.65	605.397	.918	.969
Responsiveness1	104.60	610.042	.830	.970
Responsiveness2	105.20	608.484	.923	.969
Responsiveness3	104.90	620.411	.865	.970
Responsiveness4	104.50	646.579	.597	.971
Responsiveness5	105.30	623.274	.665	.971

Assurance1	103.95	654.261	.486	.972
Assurance2	103.95	643.945	.692	.971
Assurance3	103.90	658.200	.467	.972
Assurance4	103.90	648.200	.627	.971
Assurance5	103.95	641.629	.651	.971
Empathy1	105.00	613.474	.878	.970
Empathy2	104.55	622.892	.777	.970
Empathy3	104.95	607.839	.904	.970
Empathy4	104.40	639.937	.532	.972
Empathy5	104.60	620.779	.839	.970
OverallSatisfaction1	104.70	621.589	.857	.970
OverallSatisfaction2	104.50	622.474	.884	.970
OverallSatisfaction3	104.90	615.042	.923	.969
OverallSatisfaction4	104.40	646.674	.613	.971
OverallSatisfaction5	104.90	604.411	.924	.969

Result of the Scale Verification: The Scale and Items of the Scale are fit for further Data collection. There is no need to add or delete any item of this scale.

### **3.8 THE CHAPTER SCHEME:**

#### **CHAPTER I - INTRODUCTION AND HISTORY OF BANKS**

This chapter deals with the evolution of banks, banks in current scenario, types of banks, services rendered by these banks etc. this chapter will help in understanding the banking services in depth.

#### **CHAPTER II – REVIEW OF LITERATURE**

This chapter deals with the review of literature from various articles, thesis, dissertations etc.

#### **CHAPTER III - RESEARCH METHODOLOGY**

This chapter deals with the research methodology of this study. The objectives, hypothesis, research design, sampling technique applied, data collection methods etc.

#### **CHAPTER IV - ANALYSIS AND INTERPRETATION OF DATA**

This chapter includes the analysis and interpretation of data collected on private and public sector banks with primary statistical tools.

#### **CHAPTER V - FINDINGS, SUGGESTIONS & CONCLUSIONS**

It deals with the conclusion and suggestions based on the study.

#### **SELECT BIBLIOGRAPHY / WEBLIOGRAPHY:**

## **CHAPTER - IV – ANALYSIS AND INTERPRETATION OF DATA**

### **4.1 Introduction**

This chapter contains the analysis of data regarding the understanding the service quality of Private and Public Sector Banks. The various aspects covered here are demographic profile, Perceived Customer Expectation of Respondents about Service Quality dimensions of Banks, Five Dimensions Customers Experience, and the reality of quality dimensions as per the respondent's experience.

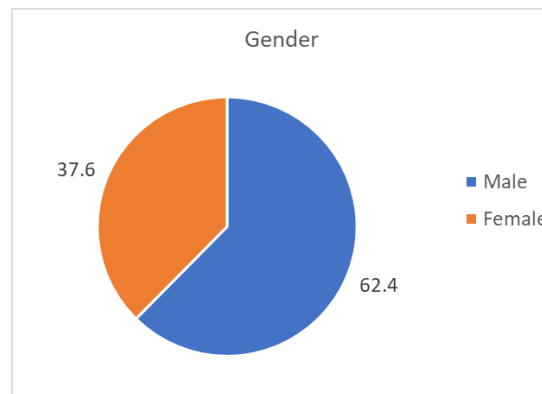
- **Section I:** In this section the demographic data of respondents are identified for understanding their experience. It also helps in understanding the consumer behaviour towards private and public sector banks. Thus, analysis and Interpretation of Data Collected from the survey of users with respect to the various aspects of quality dimensions of private and public sector banks.
- **Section II:** In the second section cross tables of five service quality dimension is analysed to understand the impact of various demographic factors towards consumer experience.
- **Section-III:** In this section the hypotheses set are tested for its acceptance or rejection

## **4.2 Section -I – Demographic Profile of the Respondents**

**Table No. 4.1 Gender of the Respondents**

<b>Particulars</b>		<b>Frequency</b>	<b>Percent</b>
<b>Gender</b>	<b>Male</b>	312	62.4
	<b>Female</b>	188	37.6
	<b>Total</b>	<b>500</b>	<b>100</b>

Source: Field Survey



**Chart No. 4.1 Gender of the Respondents**

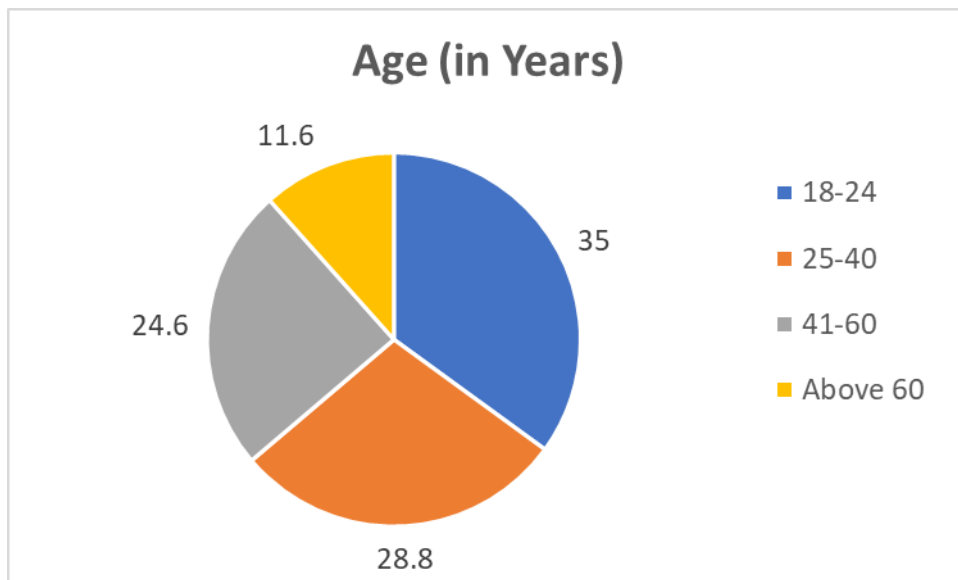
### **Interpretation:**

From the above table it can be inferred that around 62% respondents were male and around 38% were female respondents who participated in survey of identifying the service quality of banks. Majority of the respondents were male in comparison to female respondents.

**Table No. 4.2 Age of the Respondents (in Years)**

Particulars		Frequency	Percent
Valid	18-24	175	35
	25-40	144	28.8
	41-60	123	24.6
	Above 60	58	11.6
	Total	500	100

Source: Field Survey



**Chart No. 4.2 Age of the Respondents (in Years)**

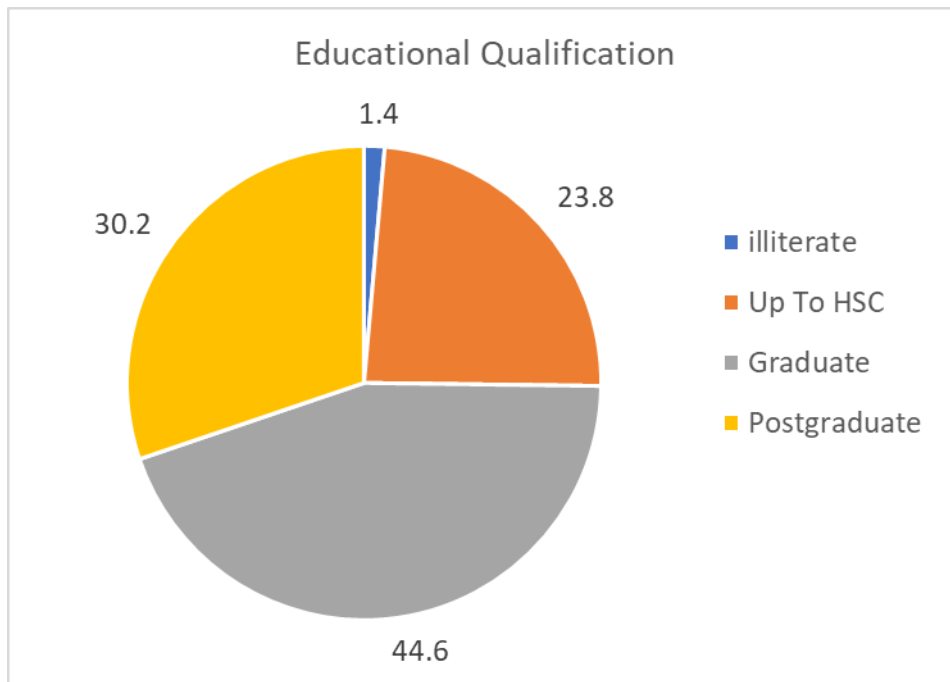
**Interpretation:**

During the survey, the respondent's age was opined to understand the respondent's demographic mind set on the basis of their age factor, it was understood that 35% of the respondents were in the age group of 18 to 24. Around 29% were in the age group of 25 to 40 and 25% were in the range of 41 to 60. Around 12% were in the age group of above 60 who opined for the service quality survey of private and public sector banks.

**Table No. 4.3 Educational Qualification of the Respondents**

Particulars		Frequency	Percent
Valid	illiterate	7	1.4
	Up To HSC	119	23.8
	Graduate	223	44.6
	Postgraduate	151	30.2
	<b>Total</b>	<b>500</b>	<b>100</b>

Source: Field Survey



**Chart No. 4.3 Educational Qualification of the Respondents**

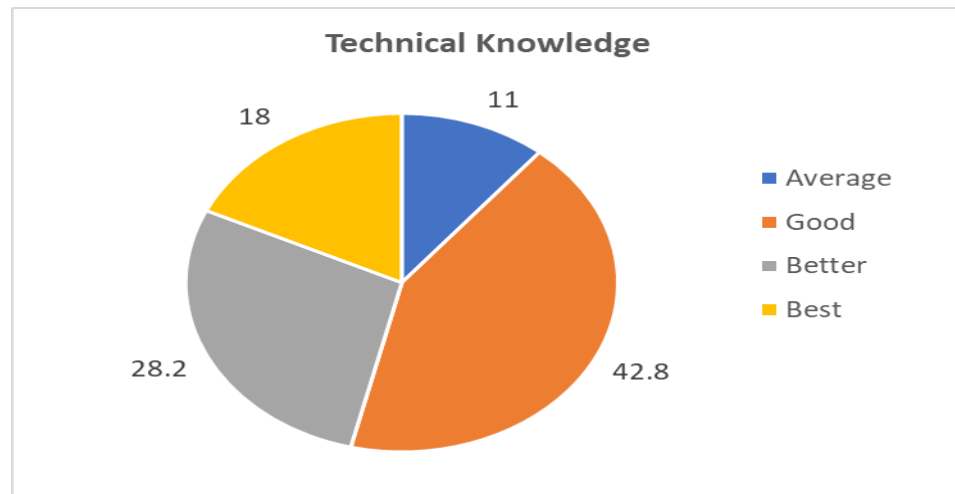
**Interpretation:**

From the above table it can be identified that around 45% of the respondents were holding graduate degree; 30% were holding post graduate degree; 24% had done up to HSC qualification and only 7% stated illiterate. Maximum respondents were found to have good educational background.

**Table No. 4.4 Technical Knowledge of the Respondents**

Particulars		Frequency	Percent
Valid	Average	55	11
	Good	214	42.8
	Better	141	28.2
	Best	90	18
	<b>Total</b>	<b>500</b>	<b>100</b>

Source: Field Survey



**Chart No. 4.4 Technical Knowledge of the Respondents**

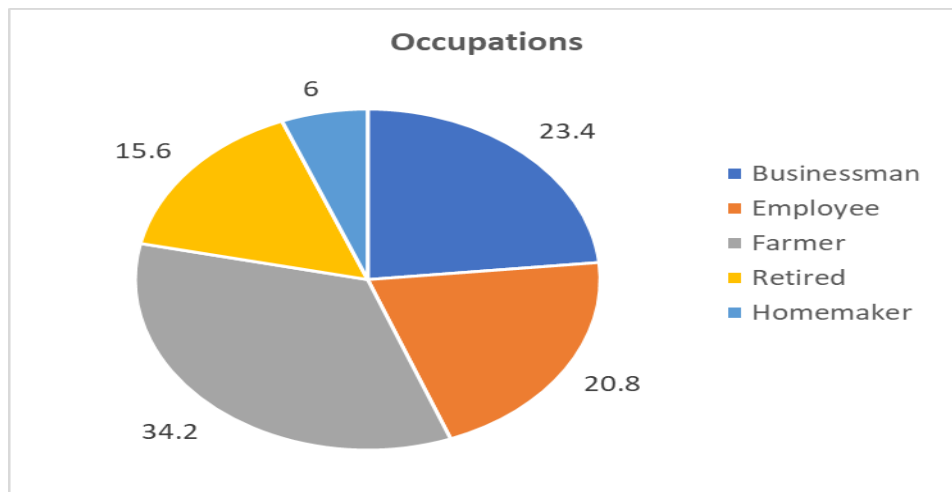
**Interpretation:**

When the respondents were enquired about the technical knowledge they have, around 43% of the respondents opined good technical knowledge. Whereas 28% stated better and 18% stated best technical knowledge. Only 11% of the respondents stated average technical knowledge. Overall, it can be understood that majority of the respondents possess good technical knowledge.

**Table No. 4.5 Occupations of the Respondents**

Particulars		Frequency	Percent
Valid	Businessman	117	23.4
	Employee	104	20.8
	Student	171	34.2
	Retired	78	15.6
	Homemaker	30	6
	<b>Total</b>	<b>500</b>	<b>100</b>

Source: Field Survey



**Chart No. 4.5 Occupations of the Respondents**

**Interpretation:**

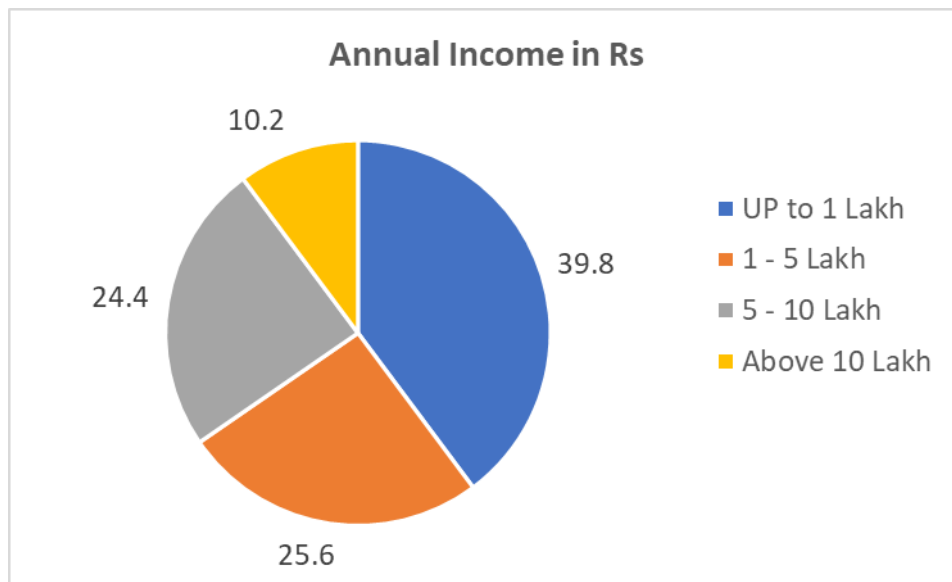
When the respondents were asked about the occupation, around 34% of them were Student, 23% were businessman, 21% were employees, 16% were retired and 6% were home makers. Almost all occupation related respondents were included in the survey and Student were more in numbers.



**Table No. 4.6 Annual Income (Rs) of the Respondents**

Particulars		Frequency	Percent
Valid	UP to 1 Lakh	199	39.8
	1 - 5 Lakh	128	25.6
	5 - 10 Lakh	122	24.4
	Above 10 Lakh	51	10.2
	<b>Total</b>	<b>500</b>	<b>100</b>

Source: Field Survey



**Chart No. 4.6 Annual Income (Rs) of the Respondents**

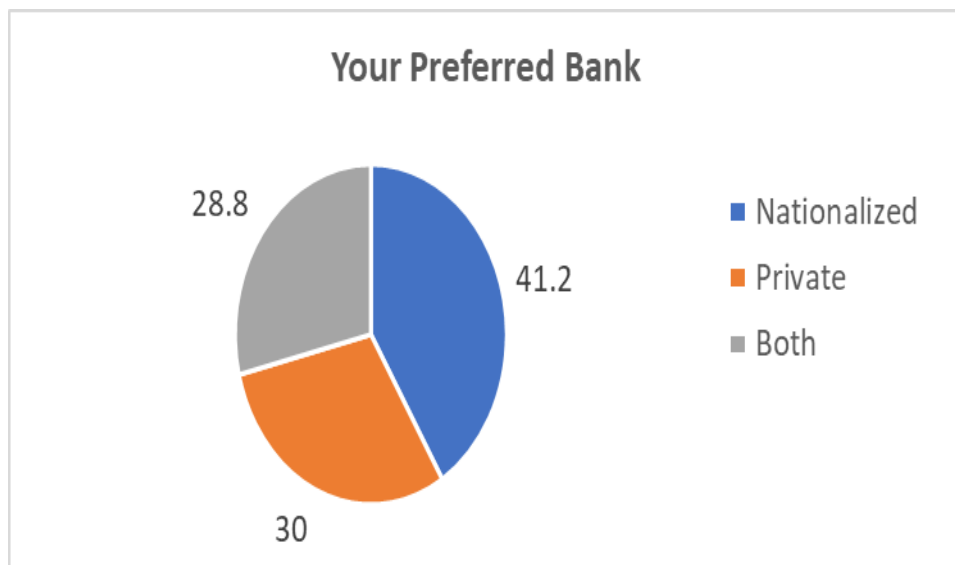
**Interpretation:**

When the respondents were asked about the annual income of theirs, around 40% stated up to one lakh, 26% stated more than one and up to 5 lakh slabs. 24% stated five to ten lakh and only 10% stated above 10 lakh annual income.

**Table No. 4.7 Bank Preferred by the Respondents**

Particulars		Frequency	Percent
Valid	Nationalized	206	41.2
	Private	150	30
	Both	144	28.8
	<b>Total</b>	<b>500</b>	<b>100</b>

Source: Field Survey



**Chart No. 4.7 Bank Preferred by the Respondents Interpretation**

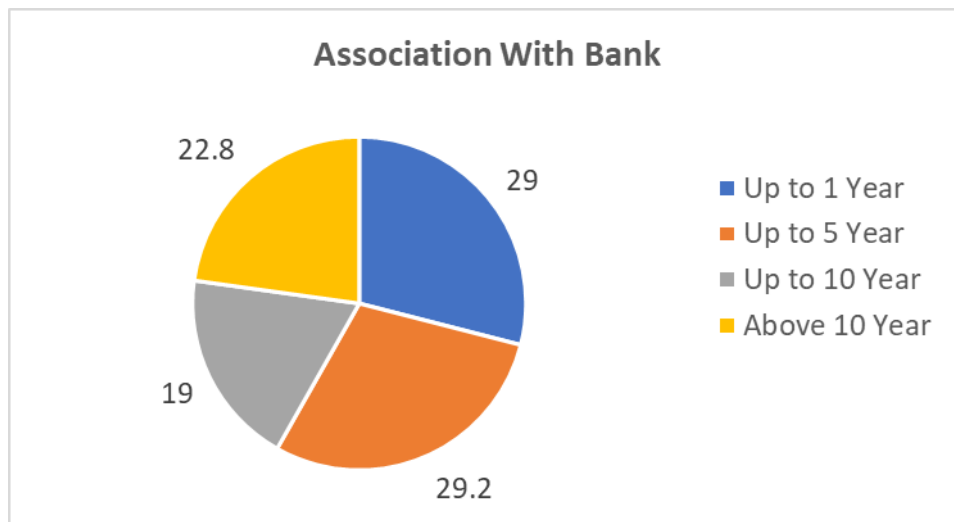
**Interpretation:**

Respondents were asked about the preferred bank, where 41% of them stated nationalized and 30% stated private banks, around 29% of the respondents stated both, which means they preferred both private and nationalised banks account for their transaction of various types.

**Table No. 4.8 No of Year of Association with the Respondents Banks**

Particulars		Frequency	Percent
Valid	Up to 1 Year	145	29
	Up to 5 Year	146	29.2
	Up to 10 Year	95	19
	Above 10 Year	114	22.8
	<b>Total</b>	<b>500</b>	<b>100</b>

Source: Field Survey



**Chart No. 4.8 No of Year of Association with the Respondents Banks**

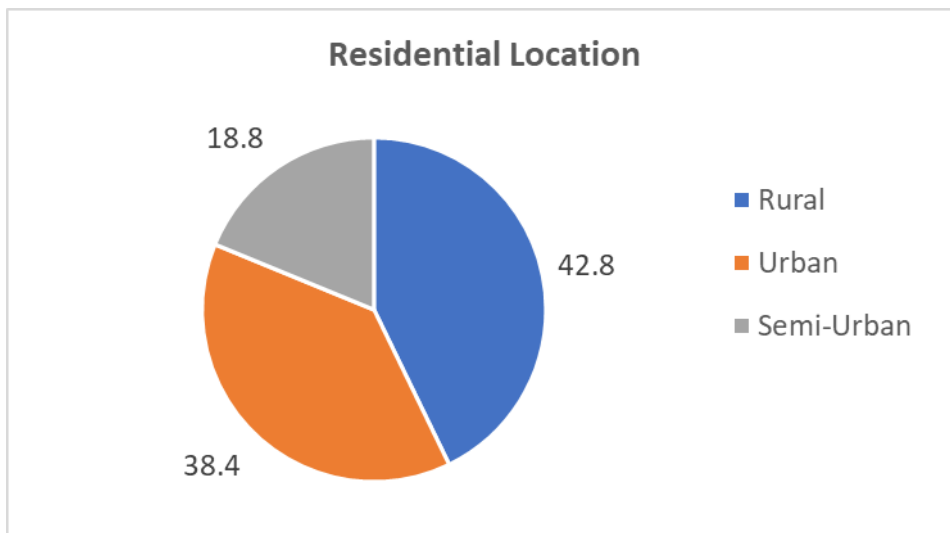
**Interpretation:**

When the respondents were asked about the years they are associated with banks. Around 29% stated up to 1 years and up to 5 years individually. 22% stated above 10 years. Only 19% stated up to 10 years. Majority of the respondents were associated to a particular bank for considerable amount of time.

**Table No. 4.9 Residential Location of the Respondents**

Particulars		Frequency	Percent
Valid	Rural	214	42.8
	Urban	192	38.4
	Semi-Urban	94	18.8
	<b>Total</b>	<b>500</b>	<b>100</b>

Source: Field Survey



**Chart No. 4.9 Residential Location of the Respondents**

**Interpretation:**

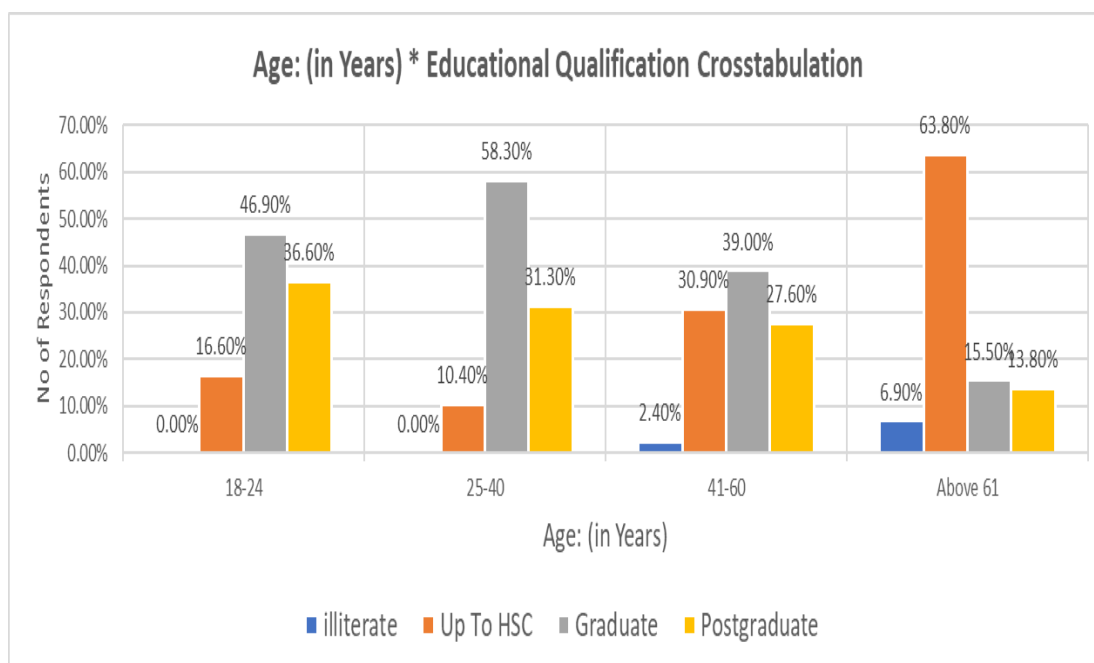
When the respondents were asked about their residential location 43% stated rural. Whereas 38% stated urban and 19% stated semi urban. Since Sangli Municipal Corporation being a combination of rural and urban following opinions have obtained.

## Section -II – Cross Table

**Table No. 4.10 Cross tabulation between Age: (in Years) \* Educational Qualification of the Respondents**

Particulars			Educational Qualification				Total	
			illiterate	Up To HSC	Graduate	Postgraduate		
Age: (in Years)	18-24	Count	0	29	82	64	175	
		%	0.0%	16.6%	46.9%	36.6%	100.0%	
	25-40	Count	0	15	84	45	144	
		%	0.0%	10.4%	58.3%	31.3%	100.0%	
	41-60	Count	3	38	48	34	123	
		%	2.4%	30.9%	39.0%	27.6%	100.0%	
	Above 60	Count	4	37	9	8	58	
		%	6.9%	63.8%	15.5%	13.8%	100.0%	
	<b>Total</b>		<b>Count</b>	<b>7</b>	<b>119</b>	<b>223</b>	<b>151</b>	<b>500</b>
			<b>%</b>	<b>1.4%</b>	<b>23.8%</b>	<b>44.6%</b>	<b>30.2%</b>	<b>100.0%</b>

Source: Field Survey



**Chart No. 4.10 Cross tabulation between Age: (in Years) \* Educational Qualification of the Respondents**

**Interpretation:**

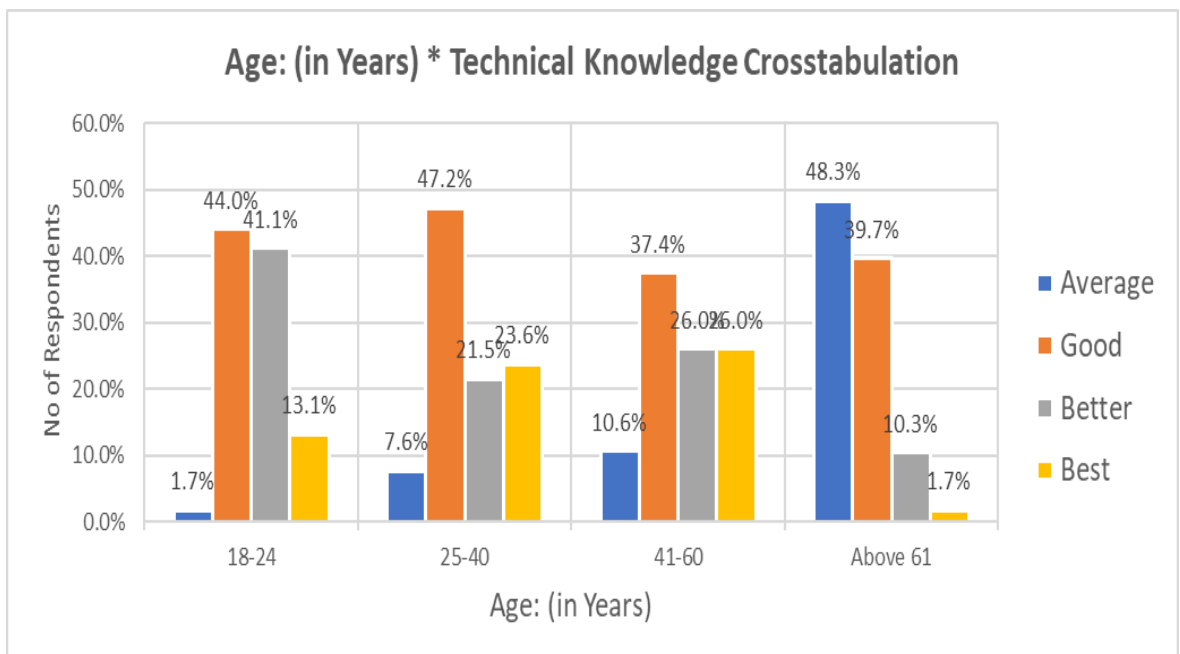
To understand the respondents banking patterns, cross tabulation was formed between age and educational qualification. It was observed that out of 175, 47% i.e., 82 were graduates. 37% were postgraduates and 17% were in the age group up to HSC in the age group 18 to 24. In the age group of 25-40, 58% were graduate, 31% were post graduate, 10% of the respondents were in the qualification of HSC. Likewise, in the age group of 41 to 60, 39% were graduate, 31% were in the age group of 41 to 60, 28% were postgraduates. In the Above 60 category of age, 64% of the respondents had done HSC as their qualification, 16% were graduates, 14% of the respondents were postgraduates and 7% were illiterate.

Overall, it can be observed that educational qualification of respondents is better in the age group of 18 to 40.

**Table No. 4.11 Cross Tabulation between Age: (in Years) \* Technical Knowledge of the Respondents**

Particulars			Technical Knowledge				Total	
			Average	Good	Better	Best		
Age: (in Years)	18-24	Count	3	77	72	23	175	
		%	1.7%	44.0%	41.1%	13.1%	100.0%	
	25-40	Count	11	68	31	34	144	
		%	7.6%	47.2%	21.5%	23.6%	100.0%	
	41-60	Count	13	46	32	32	123	
		%	10.6%	37.4%	26.0%	26.0%	100.0%	
	Above 60	Count	28	23	6	1	58	
		%	48.3%	39.7%	10.3%	1.7%	100.0%	
	<b>Total</b>		<b>Count</b>	<b>55</b>	<b>214</b>	<b>141</b>	<b>90</b>	<b>500</b>
			<b>%</b>	<b>11.0%</b>	<b>42.8%</b>	<b>28.2%</b>	<b>18.0%</b>	<b>100.0%</b>

Source: Field Survey



**Chart No. 4.11 Cross Tabulation between Age: (in Years) \* Technical Knowledge of the Respondents**

**Interpretation:**

To understand more about the respondent's technical knowledge two-way cross table was formulated to identify the connection between age and technical knowledge possessed by the respondents. It was observed that age group of 18 to 24 and 25 to 40 had good and better technical knowledge than the respondents from 41 to 60 and minimum respondents were found above 60 having technical knowledge.

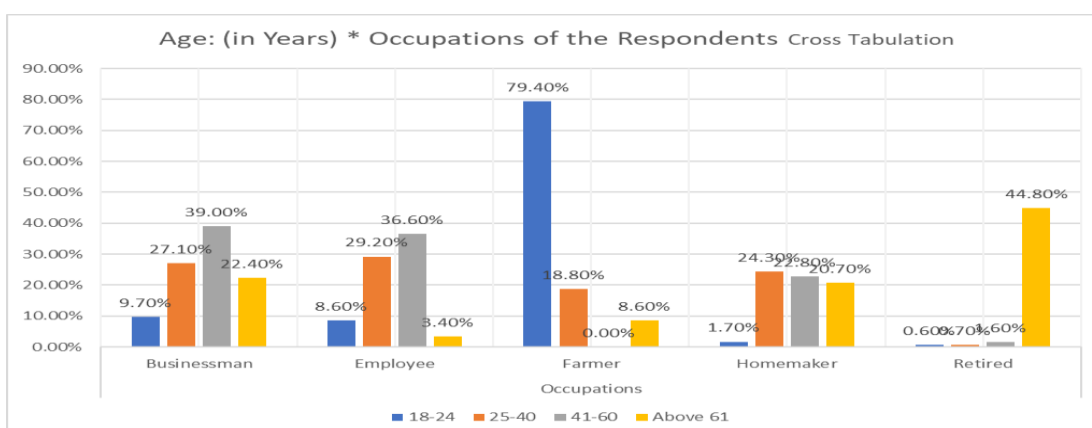
Majority of the respondents perceived they have a good technical knowledge.



**Table No. 4.12 Cross Tabulation between Age: (in Years) \* Occupations of the Respondents**

Age: (in Years)		Occupations					Total
		Businessman	Employee	Student	Homemaker	Retired	
18-24	Count	17	15	139	3	1	175
	%	9.7%	8.6%	79.4%	1.7%	0.6%	100.0%
25-40	Count	39	42	27	35	1	144
	%	27.1%	29.2%	18.8%	24.3%	0.7%	100.0%
41-60	Count	48	45	0	28	2	123
	%	39.0%	36.6%	0.0%	22.8%	1.6%	100.0%
Above 60	Count	13	2	5	12	26	58
	%	22.4%	3.4%	8.6%	20.7%	44.8%	100.0%
<b>Total</b>	<b>Count</b>	<b>117</b>	<b>104</b>	<b>171</b>	<b>78</b>	<b>30</b>	<b>500</b>
	<b>%</b>	<b>23.4%</b>	<b>20.8%</b>	<b>34.2%</b>	<b>15.6%</b>	<b>6.0%</b>	<b>100.0%</b>

Source: Field Survey



**Chart No. 4.12 Cross Tabulation between Age: (in Years) \* Occupations of the Respondents**

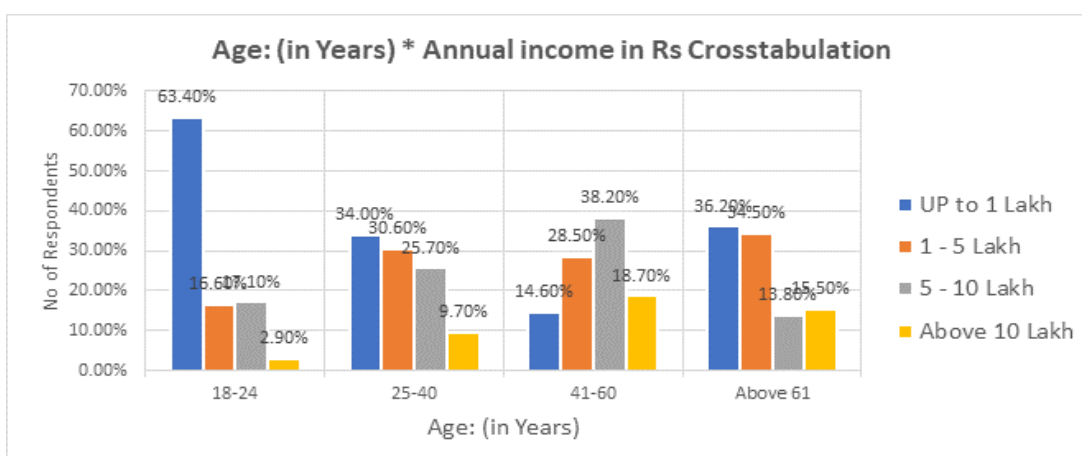
**Interpretation:**

To understand more about the relationship between age and occupation of the respondents who opined about their banks, it was observed that bank holders with student were found to be in majority. In the age group of 25 to 40 businessmen and employees was in majority. Out of 123, 48 (39%) respondents were into business, 37% were into salaried profession. Businessmen and Salaried employees were comparatively in banking transactions than the others.

**Table No. 4.13 Cross tabulation between Age: (in Years) \* Annual income in Rs of the Respondents**

Particulars			Annual income in Rs				Total	
			UP to 1 Lakh	1 - 5 Lakh	5 - 10 Lakh	Above 10 Lakh		
Age: (in Years)	18-24	Count	111	29	30	5	175	
		%	63.4%	16.6%	17.1%	2.9%	100.0%	
	25-40	Count	49	44	37	14	144	
		%	34.0%	30.6%	25.7%	9.7%	100.0%	
	41-60	Count	18	35	47	23	123	
		%	14.6%	28.5%	38.2%	18.7%	100.0%	
	Above 60	Count	21	20	8	9	58	
		%	36.2%	34.5%	13.8%	15.5%	100.0%	
	<b>Total</b>		<b>Count</b>	<b>199</b>	<b>128</b>	<b>122</b>	<b>51</b>	<b>500</b>
			<b>%</b>	<b>39.8%</b>	<b>25.6%</b>	<b>24.4%</b>	<b>10.2%</b>	<b>100.0%</b>

Source: Field Survey



**Chart No. 4.13 Cross tabulation between Age: (in Years) \* Annual income in Rs of the Respondents**

**Interpretation:**

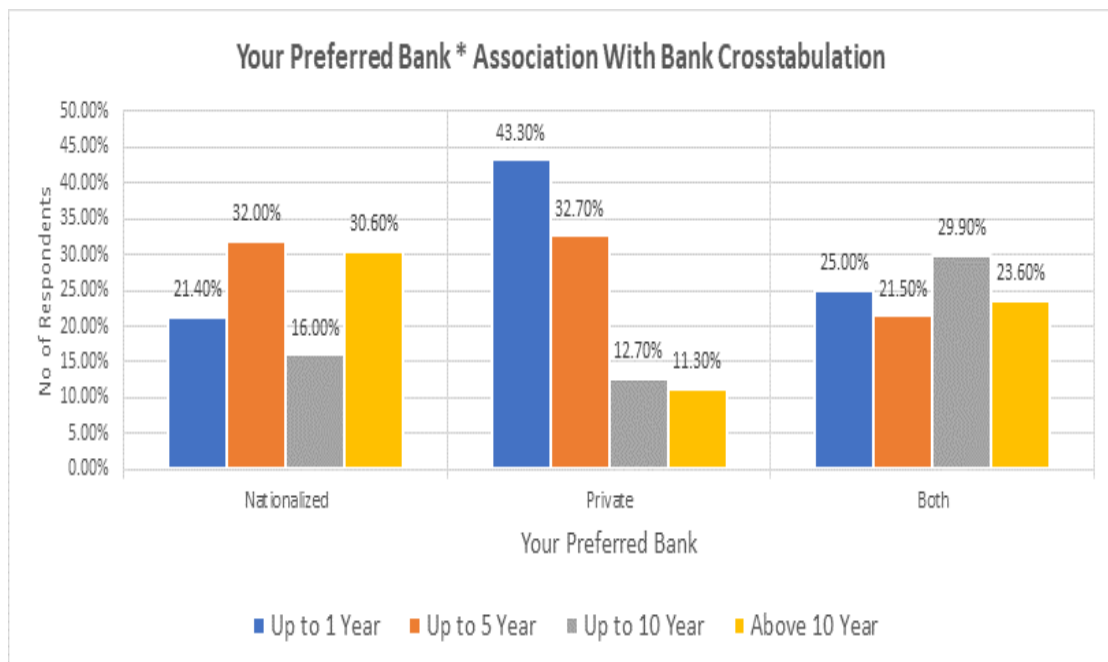
When the annual income of the respondents was compared with their age it was observed that around 63% of the respondents had income up to 1 lakh were in the age group of 18-24. 17% stated 1 to 5 lakhs, 17% stated 5 to 10 lakh and above 10lakh 3% of the respondents have stated. When the respondents of 25 to 40 age group were asked to opine, 34% stated upto 1 lakh, 30% stated 1 to 5 lakhs, 26% stated 5 to 10 lakh, and 10% above 5 lakh. In the age group of 41 to 60, 38% stated 5 to 10 lakh, 29% stated 1 to 5 lakh, 19% stated above 10 lakh, and only 15% stated up to 1 lakh. In the Above 60 age group, majority of respondents i.e., 36% stated up to 1 lakh as annual income, 35% stated 1 to 5 lakh, 16% stated above 10 lakh, and 14% stated 5 to 10 lakh.

Overall, it can be observed that income of respondents 41 to 60 is above 5 to 10 lakh and 1 to 5 lakh was in majority.

**Table No. 4.14 Cross Tabulation between Bank Preferred \* Years of Association With Bank**

Particulars		Association With Bank				Total	
		Up to 1 Year	Up to 5 Year	Up to 10 Year	Above 10 Year		
Your Preferred Bank	Nationalized	Count	44	66	33	63	206
		%	21.4%	32.0%	16.0%	30.6%	100.0%
	Private	Count	65	49	19	17	150
		%	43.3%	32.7%	12.7%	11.3%	100.0%
	Both	Count	36	31	43	34	144
		%	25.0%	21.5%	29.9%	23.6%	100.0%
Total		Count	145	146	95	114	500
		%	29.0%	29.2%	19.0%	22.8%	100.0%

Source: Field Survey



**Chart No. 4.14 Cross Tabulation between Bank Preferred \* Years of Association With Bank**

**Interpretation:**

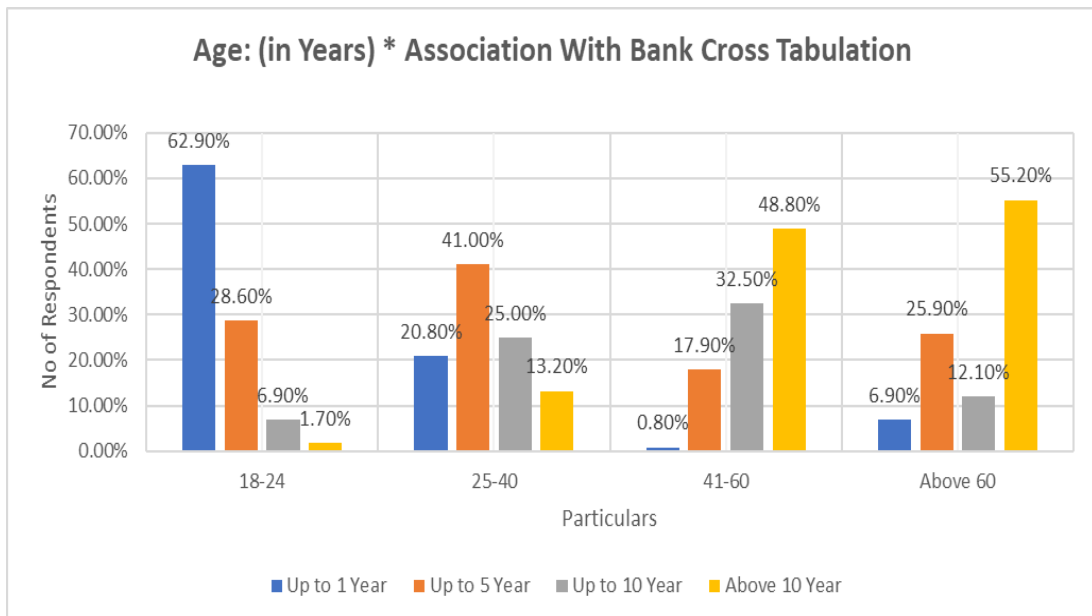
A crossable depicting the kind of bank preferred by the respondents were analysed. It was observed that 32% respondents who were associated with bank for up to five years were preferring Nationalised banks; 31% above 10 years of bank account in nationalised banks was observed. It was also observed that a majority of 43% of the respondents who had account for a year were preferring private banks. Likewise, for up to 5 years 33% respondents opined private banks. Only 11% respondents who had account in private banks were for 10 and above years of account. In both category it was observed that 30% of the respondents are associated with bank for 10 years, 24% above 10 years, 25% up to ten years and 22% up to five years of duration.

Overall, from the above table it can be clearly understood that respondents association with public banks for more than ten years was in majority than any other. New generation preferring private sector banks was also observed. Since many governments related works require public sector bank account, respondents opting having account in both private and public sector was also noted.

**Table No. 4.15 Cross Tabulation between Age: (in Years) \* Association With Bank**

Particulars			Association With Bank				Total
			Up to 1 Year	Up to 5 Year	Up to 10 Year	Above 10 Year	
Age: (in Years)	18-24	Count	110	50	12	3	175
		%	62.9%	28.6%	6.9%	1.7%	100.0%
	25-40	Count	30	59	36	19	144
		%	20.8%	41.0%	25.0%	13.2%	100.0%
	41-60	Count	1	22	40	60	123
		%	0.8%	17.9%	32.5%	48.8%	100.0%
	Above 60	Count	4	15	7	32	58
		%	6.9%	25.9%	12.1%	55.2%	100.0%
Total		Count	145	146	95	114	500
		%	29.0%	29.2%	19.0%	22.8%	100.0%

Source: Field Survey



**Chart No. 4.15 Cross Tabulation between Age: (in Years) \* Association With Bank**

### **Interpretation:**

In the above table respondents age and number of years of association with banks is identified. It was observed that respondents from the age group of 18-24 were associated with the bank for a year. 29% were associated for up to 5 years, Only 7% were for 10 years and 1% above ten years category. It is obvious that 18 to 24 are more in first category of upto 1 year.

Likewise, in 25 to 40 years age group, up to 5 years had majority of the respondents with 41%. Around 25% of the respondents from age group of 25-40 were associated with a particular bank for upto 10 years duration. Only 13% were associated for more than 10 years duration.

When the age group of 41 to 60 was analysed, respondents from up to ten years 33% and above ten years 49% respondents were spotted. 18% were in up to 5 years and only 0.8% were in up to one year category.

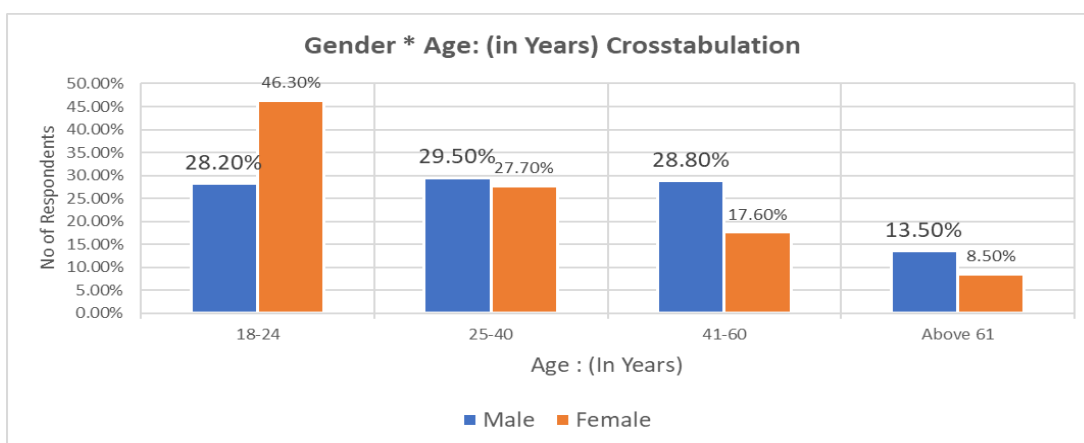
In the age group of above 60 we can observe majority of the respondents in above ten years category with 55% opinion. 26% of the respondents of this category were associated for up to five years with a particular bank and 7% fall under up to one year.

Thus, from the above table it can be clearly inferred that as the age increases respondents number of years associated with the banks are also increasing and preference to change the banks in older age gets minimised. Whichever bank account is continued later for years once a trust is created.

**Table No. 4.16 Cross Tabulation Between Gender \* Age: (in Years) of the Respondents**

Particulars			Age: (in Years)				Total
			18-24	25-40	41-60	Above 60	
Gender	Male	Count	88	92	90	42	312
		%	28.2%	29.5%	28.8%	13.5%	100.0%
	Female	Count	87	52	33	16	188
		%	46.3%	27.7%	17.6%	8.5%	100.0%
Total		Count	175	144	123	58	500
		%	35.0%	28.8%	24.6%	11.6%	100.0%

Source: Field Survey



**Chart No. 4.16 Cross Tabulation Between Gender \* Age: (in Years) of the Respondents**

**Interpretation:**

To understand the maturity level of male and female respondents, a cross table was made between the age and gender for better categorisation of opinions. It was observed that male was almost equally categorised from all the age groups. 30% from 25-40 age group; 29% from 18 to 24 age group; 29% from 41 to 60 age group, 14% from above 60 age group. Whereas, for female respondents a majority of 46% were from the age group of 18 to 24, 28% were from 25 to 40 age group, 18% were from 41 to 60 and only 8% from above 60 age group.

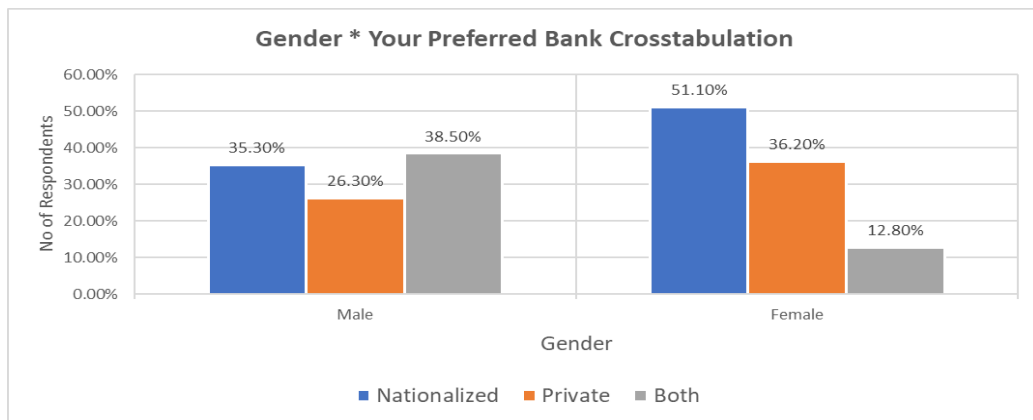
Younger female respondents are more in comparison to male being in all the age groups.



**Table No. 4.17 Cross Tabulation between Gender \* Your Preferred Bank**

Particulars			Your Preferred Bank			Total
			Nationalized	Private	Both	
Gender	Male	Count	110	82	120	312
		%	35.30%	26.30%	38.50%	100.00%
	Female	Count	96	68	24	188
		%	51.10%	36.20%	12.80%	100.00%
Total		Count	206	150	144	500
		%	41.20%	30.00%	28.80%	100.00%

Source: Field Survey



**Chart No. 4.17 Cross Tabulation between Gender \* Your Preferred Bank**

**Interpretation:**

To understand the relation between the gender and type of banks opted a cross table was framed between the two. It was observed from the above table that majority of male preferred having account in both private and public sector banks. Around 35% had account in Nationalised bank and 26% only in private sector banks was observed.

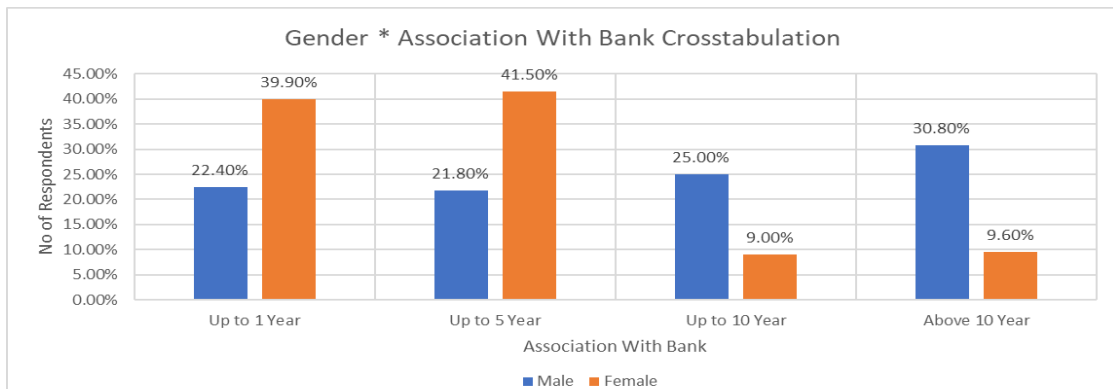
For female respondents a totally opposite view was observed where a majority of the female with 51% had account in nationalised banks and 36% only had account in private sector banks, 13% had account in both the type of banks.

Thus, we can clearly see the difference that male having account in both public and private sector banks and female in majority preferring nationalised banks can be observed.

**Table No. 4.18 Cross Tabulation between Gender \* Association With Bank**

Particulars			Association With Bank				Total
			Up to 1 Year	Up to 5 Year	Up to 10 Year	Above 10 Year	
Gender	Male	Count	70	68	78	96	312
		%	22.4%	21.8%	25.0%	30.8%	100.0%
	Female	Count	75	78	17	18	188
		%	39.9%	41.5%	9.0%	9.6%	100.0%
Total		Count	145	146	95	114	500
		%	29.0%	29.2%	19.0%	22.8%	100.0%

Source: Field Survey



**Chart No. 4.18 Cross Tabulation between Gender \* Association With Bank**

**Interpretation:**

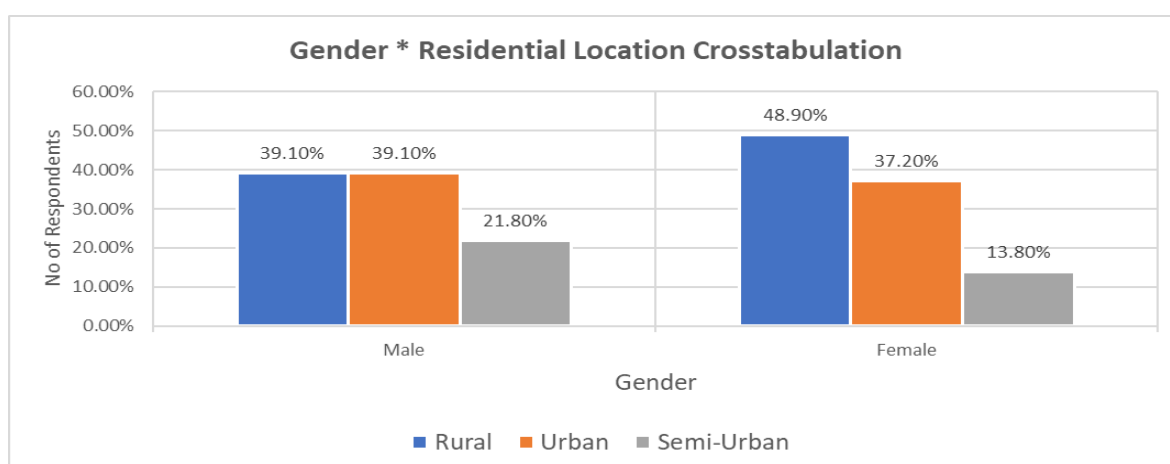
When the association with banks for number years was identified based on gender classification, it was observed that 31% of the male had account for above 10 years, 25% up to ten years, 22% for up to 5 years and up to 1 years individually can be observed. Likewise for female respondents a majority of 42% were associated up to five years duration, 40% up to one year, 9% were for ten years and above ten years individually.

Consistency with the bank accounts for more number of years can be observed in male respondents in comparison to female respondents.

**Table No. 4.19 Cross Tabulation between Gender \* Residential Location of the Respondents**

Particulars			Residential Location			Total
			Rural	Urban	Semi-Urban	
Gender	Male	Count	122	122	68	312
		%	39.1%	39.1%	21.8%	100.0%
	Female	Count	92	70	26	188
		%	48.9%	37.2%	13.8%	100.0%
Total		Count	214	192	94	500
		%	42.8%	38.4%	18.8%	100.0%

Source: Field Survey



**Chart No. 4.19 Cross Tabulation between Gender \* Residential Location of the Respondents**

**Interpretation:**

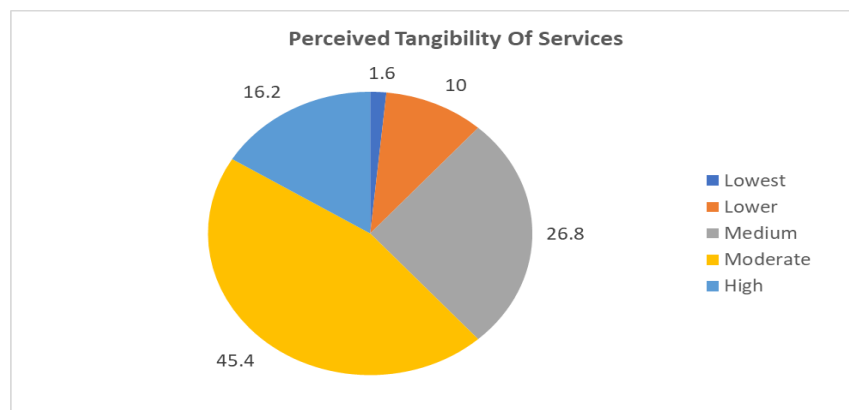
Around 40% of the respondents from Male category were from rural areas. 39% of the male respondents were from urban location. 22% were from semi urban location too. Likewise, 49% of the female respondents were from rural locations, 37% were from urban location and 14% were from semi-urban location. Since the study is conducted in Sangli Municipal Corporation, opinion from Rural, Semi Urban can also be witnessed.

### Customer Expectation

**Table No. 4.20 Customer Expectation for Tangibility Of Services**

Particulars		Frequency	Percent
Valid	Lowest	8	1.6
	Lower	50	10.0
	Medium	134	26.8
	Moderate	227	45.4
	High	81	16.2
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.20 Customer Expectation for Tangibility Of Services**

**Interpretation:**

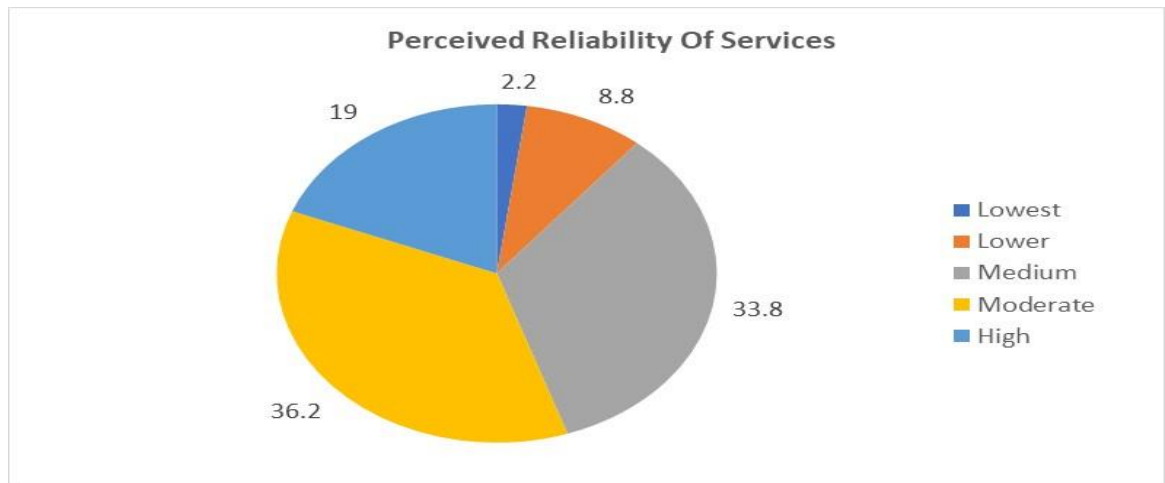
When the respondents were asked about what's their opinion about the preferred bank before having any banking transaction i.e., their expectations from the bank towards tangibility of services. It was observed that 45% of the respondents agreed stating the importance of tangibility factor in selection of banks. 27% of the respondents stated no opinion. Whereas 16% stated strongly agreed and only 10% disagreed to it. Apart from 50% of the respondents Tangibility of service has been questioned.

A considerable number of respondents have no opinion or disagree or strongly disagree in their opinion for Tangibility of service is a matter of concern.

**Table No. 4.21 Customer Expectation for Reliability Of Services**

Particulars		Frequency	Percent
Valid	Lowest	11	2.2
	Lower	44	8.8
	Medium	169	33.8
	Moderate	181	36.2
	High	95	19.0
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.21 Customer Expectation for Reliability Of Services**

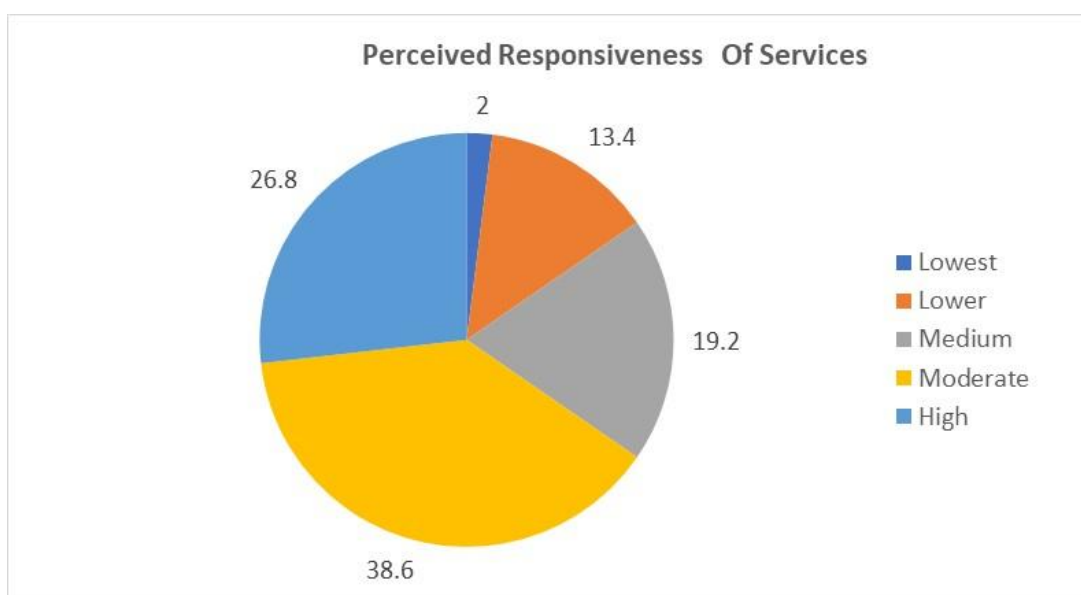
**Interpretation:**

When the respondents were asked about what's their opinion about the preferred bank before having any banking transaction i.e., their expectations from the bank for reliability of services. It was observed that 36% of the respondents agreed stating the importance of reliability factor in selection of banks. 33% of the respondents stated no opinion. Whereas 19% stated strongly agreed and only 8% disagreed to it. Overall, 43% of the respondents still have questions for reliability of service.

**Table No. 4.22 Customer Expectation for Responsiveness Of Services**

Particulars		Frequency	Percent
Valid	Lowest	10	2.0
	Lower	67	13.4
	Medium	96	19.2
	Moderate	193	38.6
	High	134	26.8
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.22 Customer Expectation for Responsiveness Of Services**

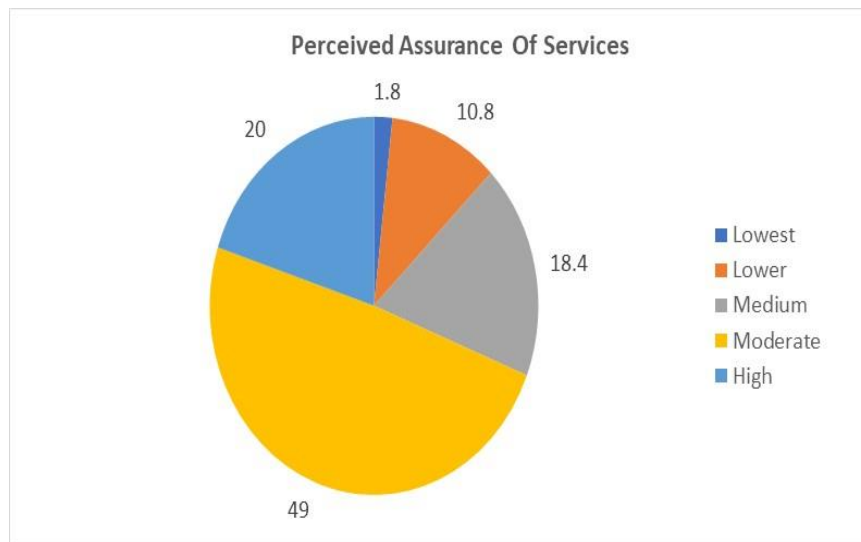
**Interpretation:**

When the respondents were asked about their opinion about the preferred bank before having any banking transaction i.e., their expectations from the bank for responsiveness of services. It was observed that 38% of the respondents agreed, stating the importance of the responsiveness factor in the selection of banks. 27% of the respondents stated strongly agree. Whereas 19% stated no opinion and 13% disagreed with it. Most of the respondents were perceiving a positive opinion for responsiveness of service before having any transaction with the respective banks.

**Table No. 4.23 Customer Expectation for Assurance Of Services**

Particulars		Frequency	Percent
Valid	Lowest	9	1.8
	Lower	54	10.8
	Medium	92	18.4
	Moderate	245	49.0
	High	100	20.0
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.23 Customer Expectation for Assurance Of Services**

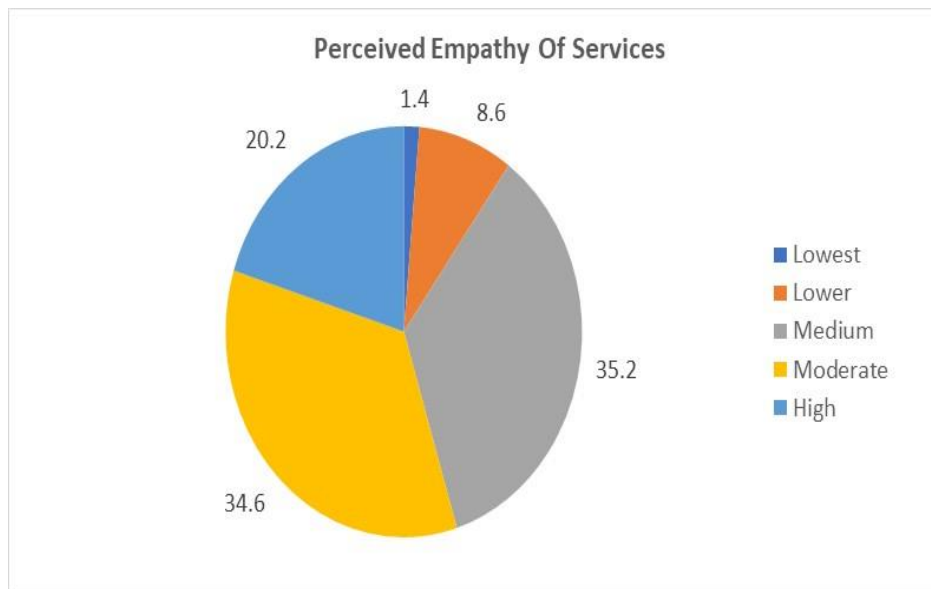
**Interpretation:**

When the respondents were asked about their opinion about the preferred bank before having any banking transaction i.e., their expectations from the bank for assurance of services. It was observed that 49% of the respondents agreed stating the importance of assurance factor in selection of banks. 20% of the respondents stated strongly agreed. Whereas 18% stated no opinion and only 10% disagreed with it. Around 70% Customer Expectation for a positive opinion about the bank for assurance of service.

**Table No. 4.24 Customer Expectation for Empathy Of Services**

Particulars		Frequency	Percent
Valid	Lowest	7	1.4
	Lower	43	8.6
	Medium	176	35.2
	Moderate	173	34.6
	High	101	20.2
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.24 Customer Expectation for Empathy Of Services**

**Interpretation:**

When the respondents were asked about what's their opinion about the preferred bank before having any banking transaction i.e., their expectations from the bank for empathy of services. It was observed that around 35% of the respondents agreed stating the importance of empathy factor in selection of banks. 35% of the respondents stated no opinion. Whereas 20% stated strongly agreed to it and only 7% disagreed to it. Only half of the respondents opined positive for empathy of service before availing any service from the banks.

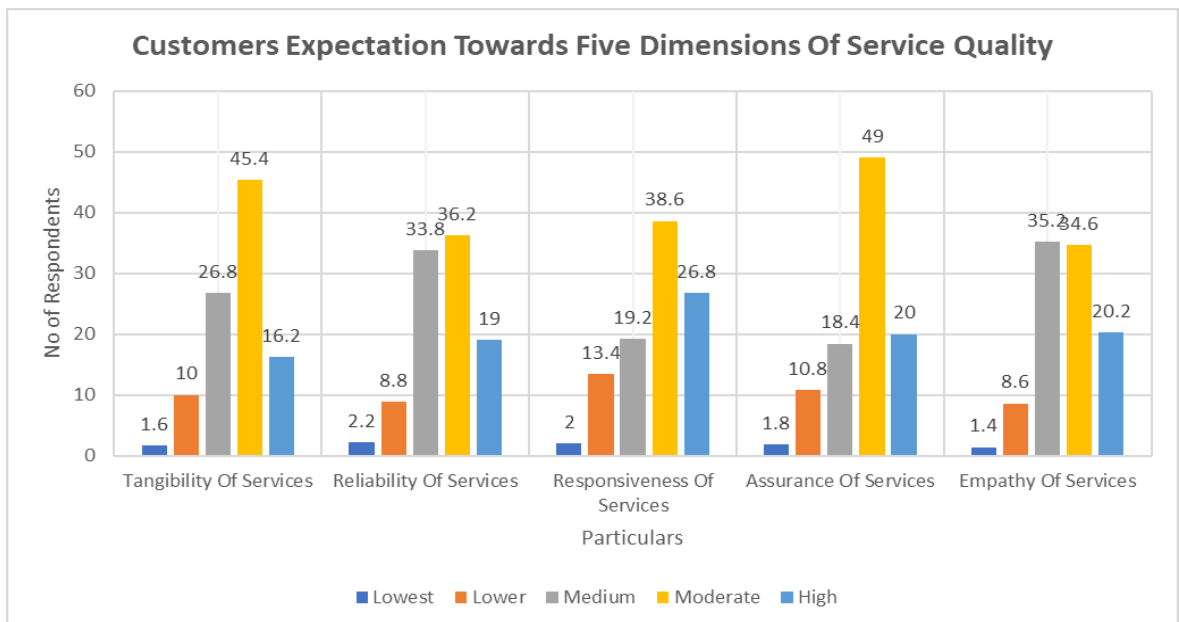


**Customer Expectation [Combine All Table]**

**Table No. 4.25 Customers Expectation Towards Five Dimensions Of Service Quality**

Particulars		Lowest	Lower	Medium	Moderate	High	Total
Tangibility Of Services	Frequency	8	50	134	227	81	500
	Percent	1.6	10	26.8	45.4	16.2	100
Reliability Of Services	Frequency	11	44	169	181	95	500
	Percent	2.2	8.8	33.8	36.2	19.0	100.0
Responsiveness Of Services	Frequency	10	67	96	193	134	500
	Percent	2.0	13.4	19.2	38.6	26.8	100.0
Assurance Of Services	Frequency	9	54	92	245	100	500
	Percent	1.8	10.8	18.4	49.0	20.0	100.0
Empathy Of Services	Frequency	7	43	176	173	101	500
	Percent	1.4	8.6	35.2	34.6	20.2	100.0

Source: Field Survey



**Chart No. 4.25 Customers Expectation Towards Five Dimensions Of Service Quality**

**Interpretation:**

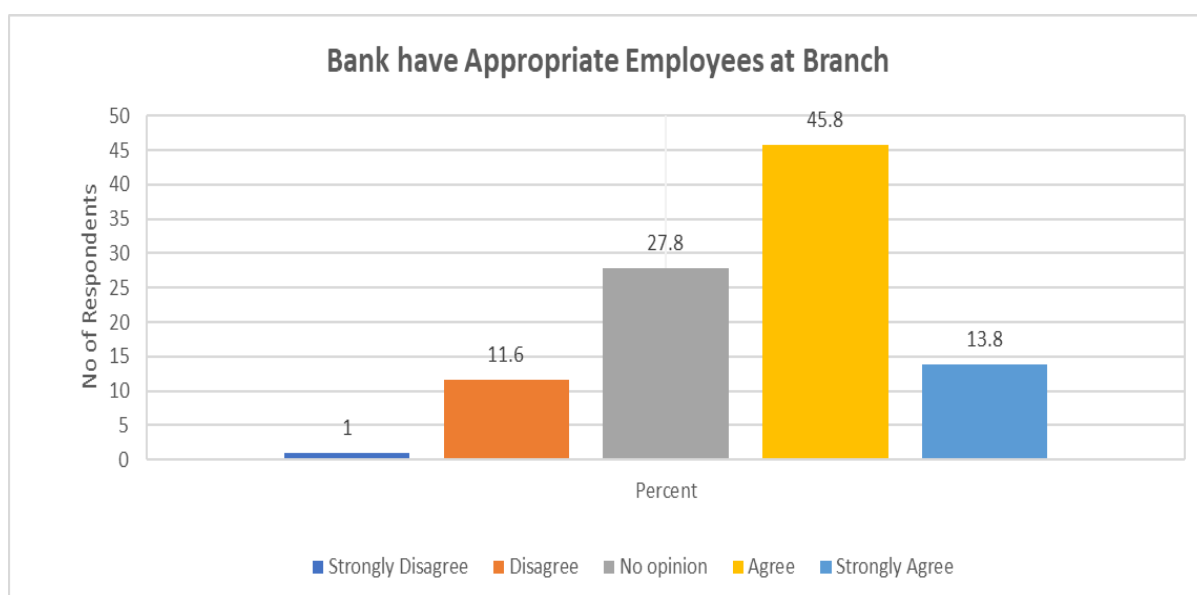
Overall, from the above combined table it can be observed that customers had a great expectation from the banks before having any transaction or relation with the particular bank. All the five service quality factors tangibility, reliability, responsiveness, assurance, empathy was equally preferred by the customers before availing any service from the banks. Thus, we can observe from the above table that customers are well aware and seek information before getting connected with the banks.

### Customer Experience For Tangibility of Service

**Table No. 4.26 Bank have appropriate Employees at Branch**

Particulars		Frequency	Percent
Valid	Strongly Disagree	5	1.0
	Disagree	58	11.6
	No opinion	139	27.8
	Agree	229	45.8
	Strongly Agree	69	13.8
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.26 Bank Have Appropriate Employees At Branch**

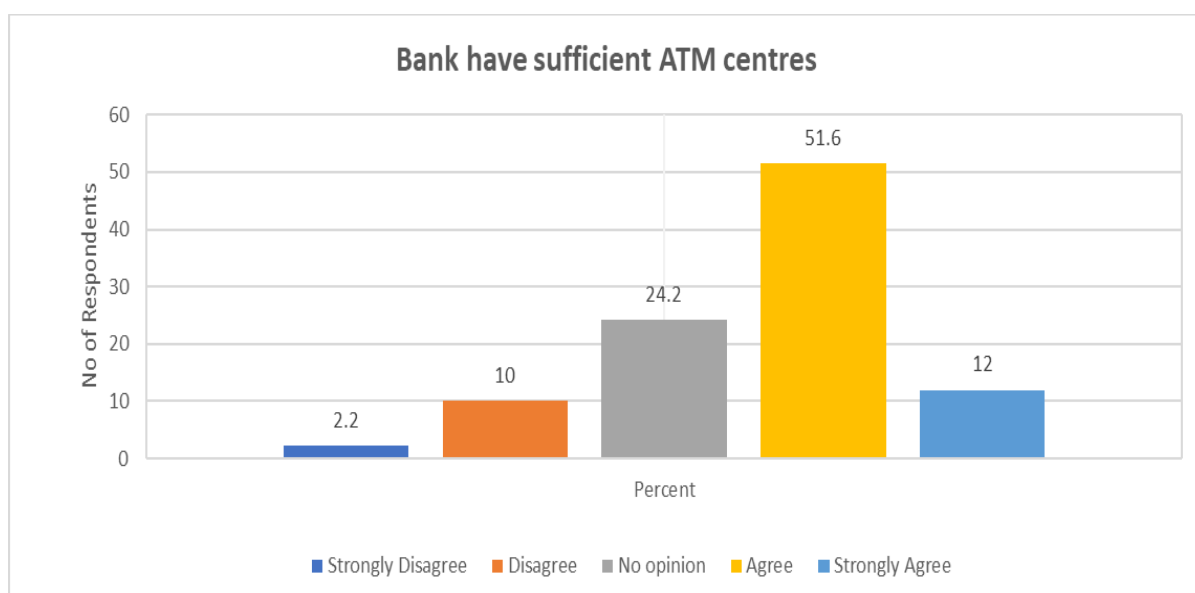
#### **Interpretation:**

When the respondents were asked about the banks having appropriate employees at branch for better assistance. It was observed that around 46% of the respondents stated agree; 29% had no opinion for the same. 14% stated strongly agreed to the appropriate employees at branch. 12% stated disagreed to it and 1% respondents strongly disagreed to it. Overall opinion gives a positive signal that banks were having appropriate employees at branch.

**Table No. 4.27 Bank have Sufficient ATM Centres.**

Particulars		Frequency	Percent
Valid	Strongly Disagree	11	2.2
	Disagree	50	10.0
	No opinion	121	24.2
	Agree	258	51.6
	Strongly Agree	60	12.0
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.27 Bank Have Sufficient ATM Centres.**

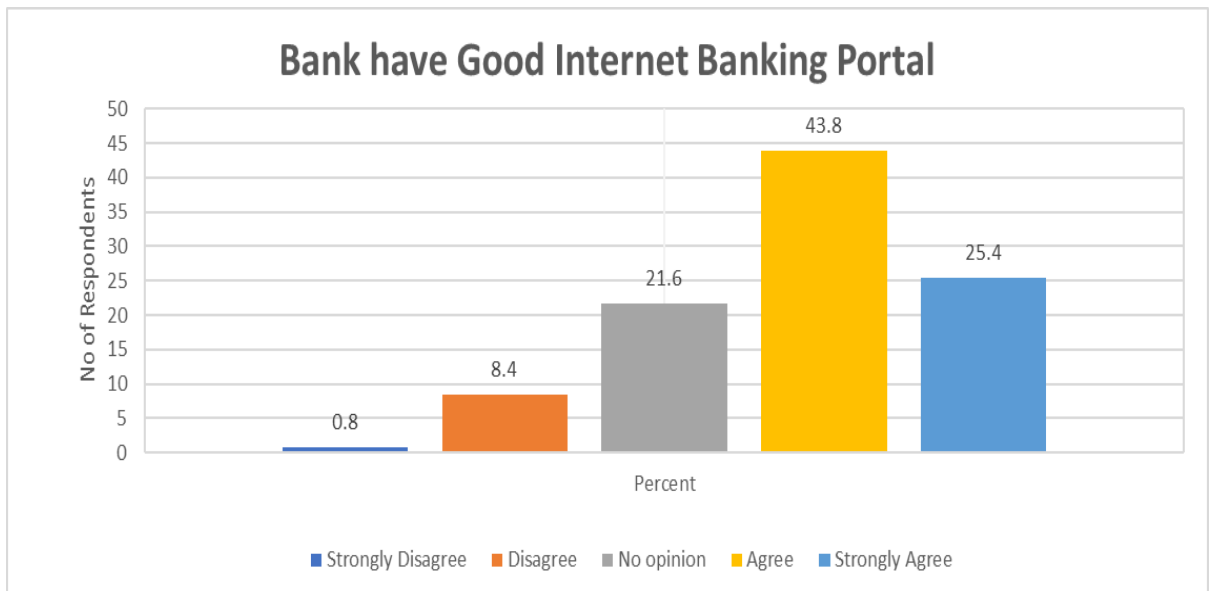
**Interpretation:**

When the respondents were asked about the banks having sufficient ATM centres for better assistance. It was observed that around 52% of the respondents stated agree; 24% had no opinion for the same. 12% stated strongly agreed to the sufficient ATM centres. 10% stated disagreed to it and 2% respondents strongly disagreed to it. Overall opinion gives a positive signal that banks were having sufficient ATM centres for better service towards banks.

**Table No. 4.28 Bank have Good Internet Banking Portal.**

Particulars		Frequency	Percent
Valid	Strongly Disagree	4	.8
	Disagree	42	8.4
	No opinion	108	21.6
	Agree	219	43.8
	Strongly Agree	127	25.4
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.28 Bank Have Good Internet Banking Portal.**

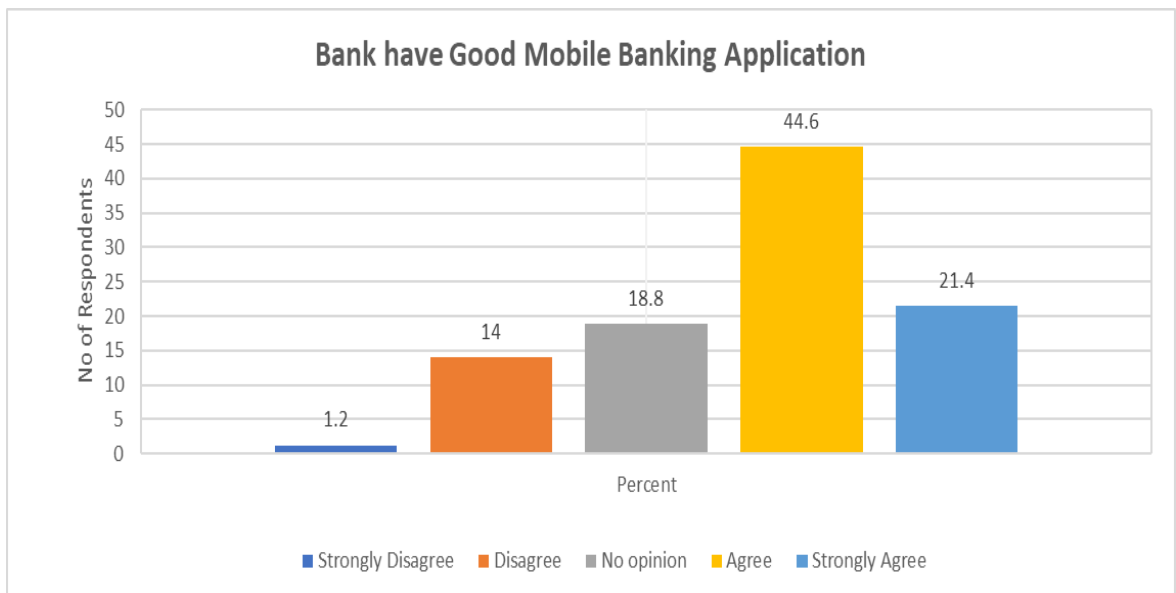
**Interpretation:**

When the respondents were asked about the banks having good internet banking portal for better assistance. It was observed that around 44% of the respondents stated agree; 22% had no opinion for the same. 25% stated strongly agreed to the good internet banking portal. 8% stated disagreed to it and less than 1% respondents strongly disagreed to it. Overall opinion gives a positive signal that banks were having good internet banking portal for better service towards banks.

**Table No. 4.29 Bank Have Good Mobile Banking Application.**

Particulars		Frequency	Percent
Valid	Strongly Disagree	6	1.2
	Disagree	70	14.0
	No opinion	94	18.8
	Agree	223	44.6
	Strongly Agree	107	21.4
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.29 Bank Have Good Mobile Banking Application.**

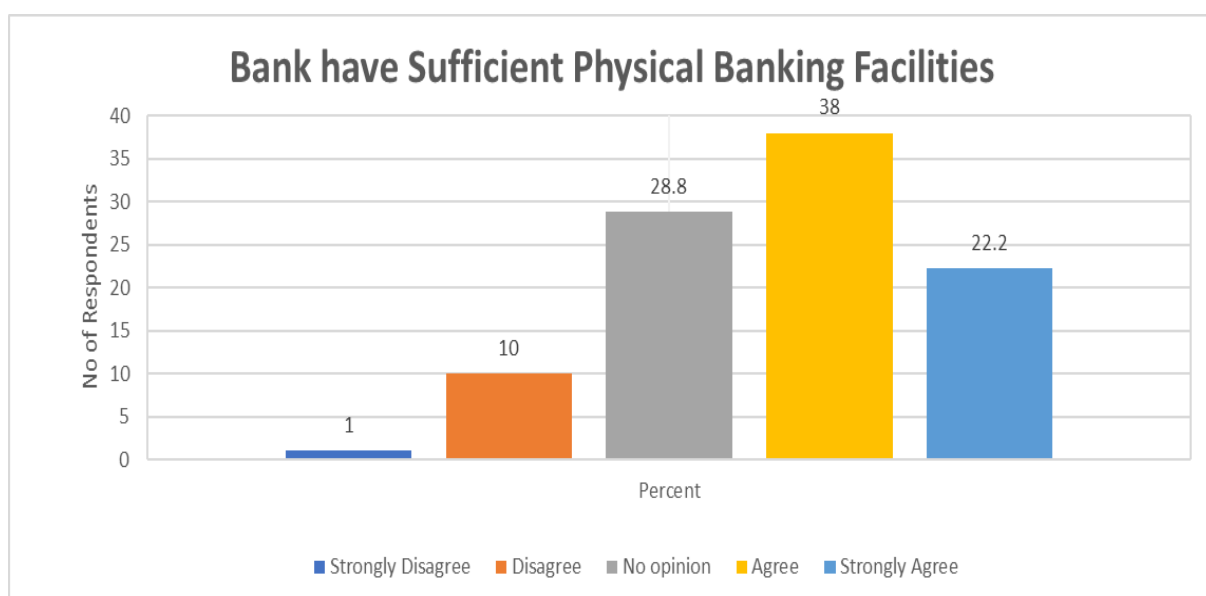
**Interpretation:**

When the respondents were asked about the good mobile banking applications for better assistance. It was observed that around 45% of the respondents stated agree; 21% had strongly agreed for the same. 19% stated no opinion for good mobile banking applications at branch. 14% stated disagreed to it and 1% respondents strongly disagreed to it. Overall opinion gives a positive signal that banks were having good mobile banking applications for better service towards banks.

**Table No. 4.30 Bank Have Sufficient Physical Banking Facilities**

Particulars		Frequency	Percent
Valid	Strongly Disagree	5	1.0
	Disagree	50	10.0
	No opinion	144	28.8
	Agree	190	38.0
	Strongly Agree	111	22.2
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.30 Bank Have Sufficient Physical Banking Facilities.**

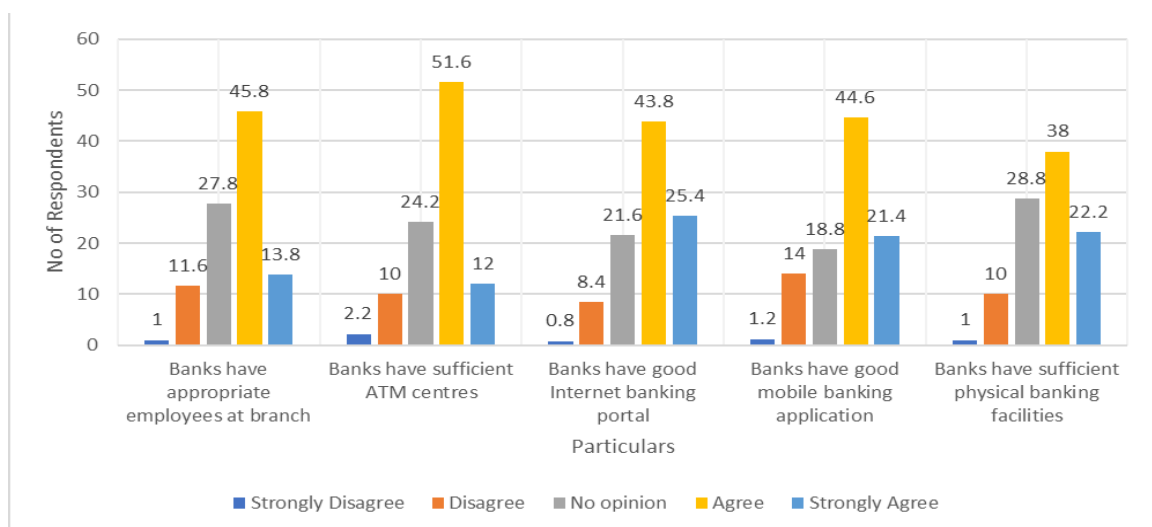
**Interpretation:**

When the respondents were asked about the sufficient physical banking facilities for better service. It was observed that around 38% of the respondents stated agree; 22% had strongly agreed for the same. 28% stated no opinion for sufficient physical banking facilities at branch. 10% stated disagreed to it and 1% respondents strongly disagreed to it. Overall opinion gives a positive signal that banks were having sufficient physical banking facilities for better service towards banks.

**Table No. 4.31 Customer's Experience Tangibility of Services**

Particulars		Strongly Disagree	Disagree	No opinion	Agree	Strongly Agree	Total
<b>Banks Have Appropriate Employees At Branch</b>	Frequency	5	58	139	229	69	<b>500</b>
	Percent	1.0	11.6	27.8	45.8	13.8	<b>100.0</b>
<b>Banks Have Sufficient ATM Centres</b>	Frequency	11	50	121	258	60	<b>500</b>
	Percent	2.2	10.0	24.2	51.6	12.0	<b>100.0</b>
<b>Banks Have Good Internet Banking Portal</b>	Frequency	4	42	108	219	127	<b>500</b>
	Percent	.8	8.4	21.6	43.8	25.4	<b>100.0</b>
<b>Banks Have Good Mobile Banking Application</b>	Frequency	6	70	94	223	107	<b>500</b>
	Percent	1.2	14.0	18.8	44.6	21.4	<b>100.0</b>
<b>Banks Have Sufficient Physical Banking Facilities</b>	Frequency	5	50	144	190	111	<b>500</b>
	Percent	1.0	10.0	28.8	38.0	22.2	<b>100.0</b>

Source: Field Survey



**Chart No. 4.31 Customer's Experience Tangibility of Services**



### **Interpretation:**

When the respondents were asked about the tangibility of the banks based on various services provided and how they perceive that. To get more insight about the tangibility of service five questions were put forth to the respondents. The first question that was asked was Banks have appropriate employees at branch, the second question put forth was about sufficient ATM centres, the third question asked was having good internet banking portal, the fourth question put forth was about mobile banking application and the last question put forth for understanding the tangibility of service was banks having sufficient physical banking facilities. The opinion of the respondents was as follows.

In all the five questions asked the opinion obtained are good, almost in every question around 50% of the answers are positive whereas, around 25% had no opinion for the question asked. Likewise disagree was the rest of the opinion. Having sufficient ATM centres has received the majority of positive opinion. Likewise mobile banking, internet banking and no of employees at branch too have a good opinion. Whereas banks having physical banking facilities was the least opined positive and percentage of disagree was more.

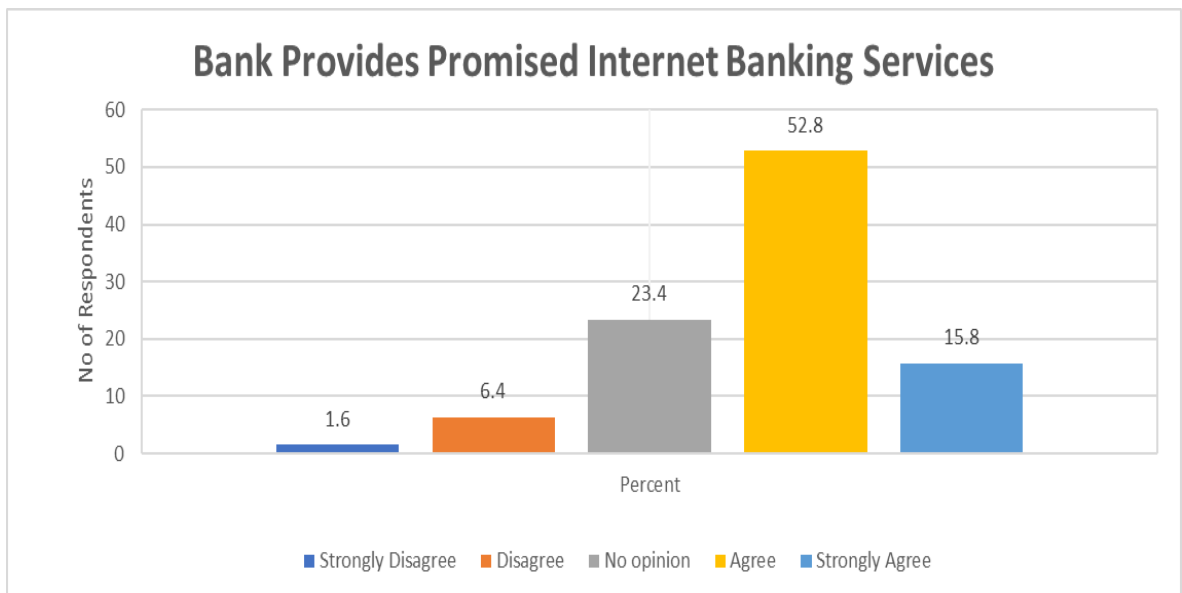
Thus, we can clearly infer from the above analysis that still there is a lot of scope to improve the tangibility of service among the respondents.

### Customer Experience Reliability of Service

**Table No. 4.32 Bank Provides Promised Internet Banking Services.**

Particulars		Frequency	Percent
Valid	Strongly Disagree	8	1.6
	Disagree	32	6.4
	No opinion	117	23.4
	Agree	264	52.8
	Strongly Agree	79	15.8
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.32 Bank Provides Promised Internet Banking Services.**

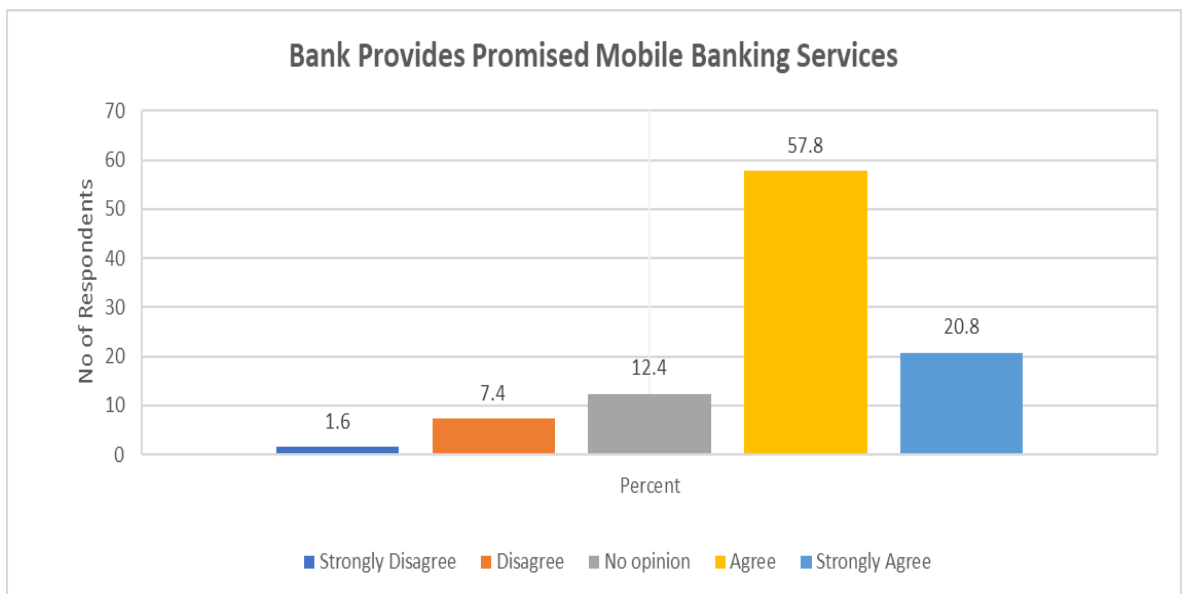
**Interpretation:**

When the respondents were asked about promised internet banking services. It was observed that around 53% of the respondents stated agree; 23% had no opinion for the same. 16% stated strongly agreed for promised internet banking services at branch. 6% stated disagreed to it and around 2% respondents strongly disagreed to it. Overall opinion gives a positive signal that banks were providing promised internet banking services was observed for better service towards banks.

**Table No. 4.33 Bank Provides Promised Mobile Banking Services.**

Particulars		Frequency	Percent
Valid	Strongly Disagree	8	1.6
	Disagree	37	7.4
	No opinion	62	12.4
	Agree	289	57.8
	Strongly Agree	104	20.8
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.33 Bank Provides Promised Mobile Banking Services**

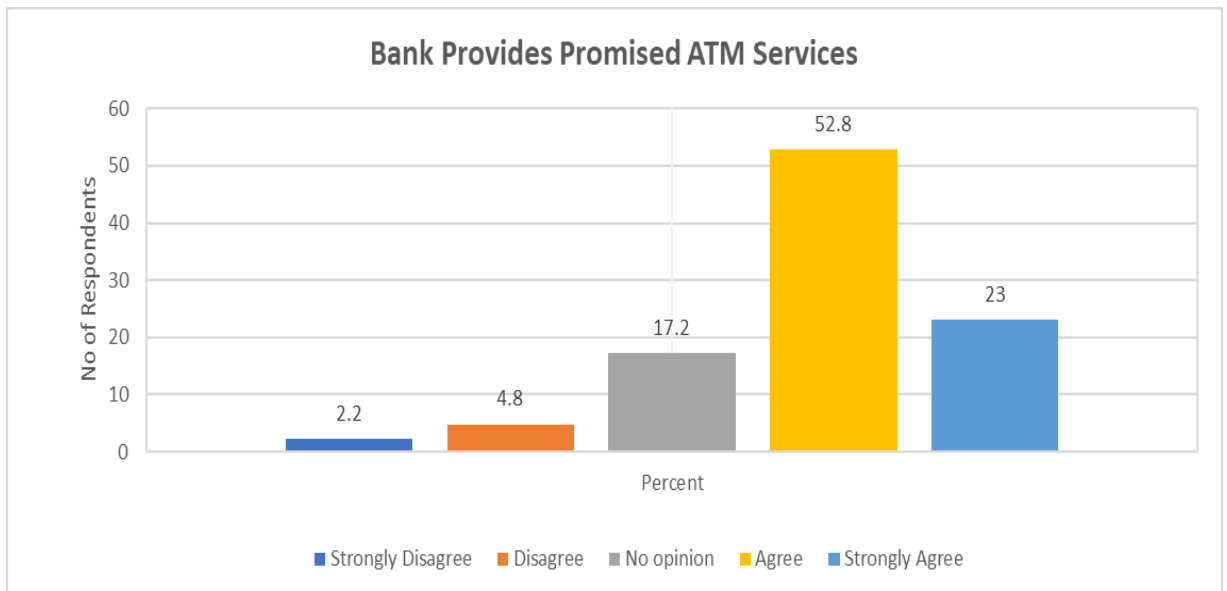
**Interpretation:**

When the respondents were asked about promised mobile banking services. It was observed that around 58% of the respondents stated agree; 20% stated strongly agreed for the same. 12% had no opinion for the promised mobile banking services. 7% stated disagreed to it and around 2% respondents strongly disagreed to it. Overall opinion gives a positive signal that respondents consider mobile banking service the most and banks too are providing the exact needed service to satisfy the customers which can be easily sensed through the opinion stated by the respondents.

**Table No. 4.34 Bank Provides Promised ATM Services**

Particulars		Frequency	Percent
Valid	Strongly Disagree	11	2.2
	Disagree	24	4.8
	No opinion	86	17.2
	Agree	264	52.8
	Strongly Agree	115	23.0
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.34 Bank Provides Promised ATM Services**

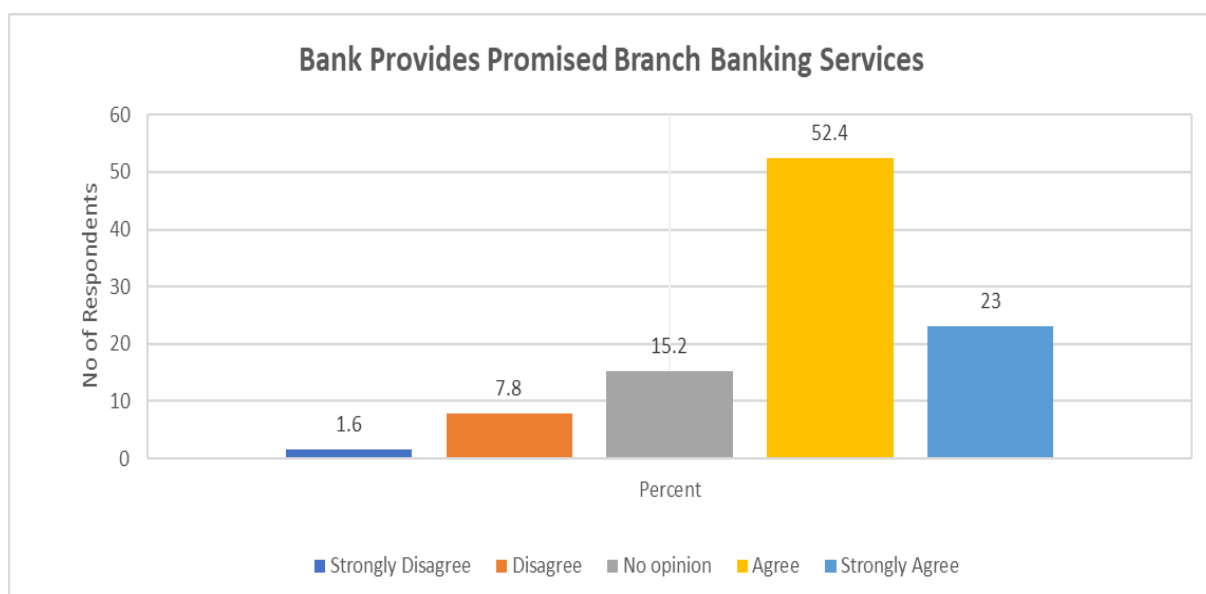
**Interpretation:**

When the respondents were asked about the ATM services. It was observed that around 53% of the respondents stated agree to good ATM service provided; 23% of the respondents strongly agreed to this. 17% had no opinion for the same. 5% stated disagreed to it and around 2% respondents strongly disagreed to it. Overall opinion gives a positive signal that banks are providing promised ATM services for the convenience of their customers.

**Table No. 4.35 Bank Provides Promised Branch Banking Services**

Particulars		Frequency	Percent
Valid	Strongly Disagree	8	1.6
	Disagree	39	7.8
	No opinion	76	15.2
	Agree	262	52.4
	Strongly Agree	115	23.0
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.35 Bank Provides Promised Branch Banking Services**

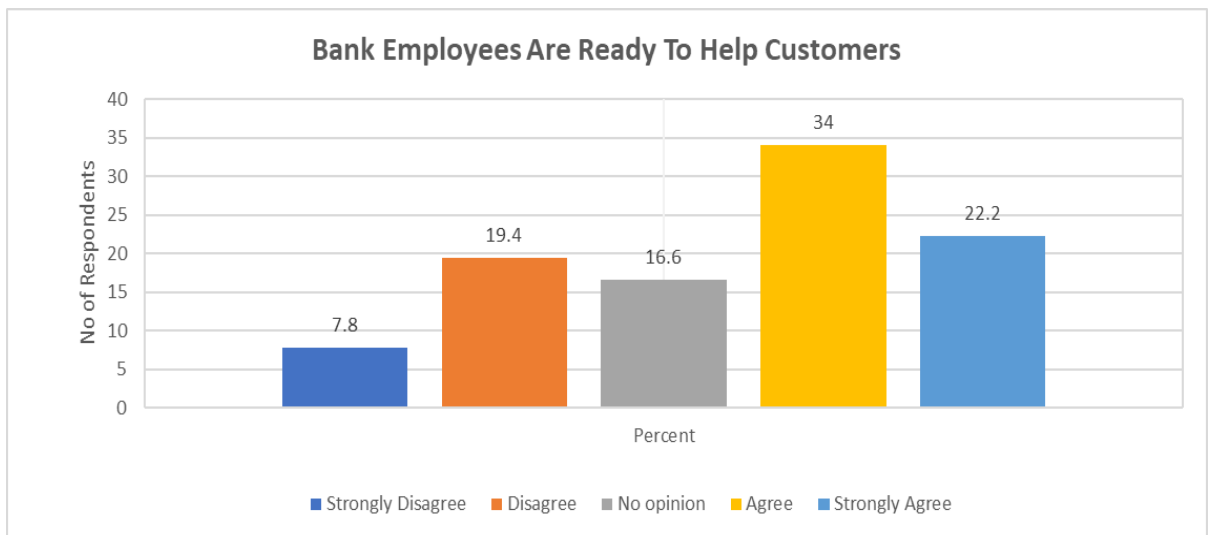
**Interpretation:**

When the respondents were asked about promised branch banking services. It was observed that around 52% of the respondents stated agree to good branch banking service; 23% stated strongly agreed for the same. 15% had no opinion for the promised branch banking services. 8% stated disagreed to it and around 2% respondents strongly disagreed to it. Even though the number of persons opined good is more, no opinion and disagree is also a considerable number. Banks should concentrate on the same and try to improve the opinion of the same by providing better service.

**Table No. 4.36 Bank Employees Are Ready To Help Customers**

Particulars		Frequency	Percent
Valid	Strongly Disagree	39	7.8
	Disagree	97	19.4
	No opinion	83	16.6
	Agree	170	34.0
	Strongly Agree	111	22.2
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.36 Bank Employees Are Ready To Help Customers**

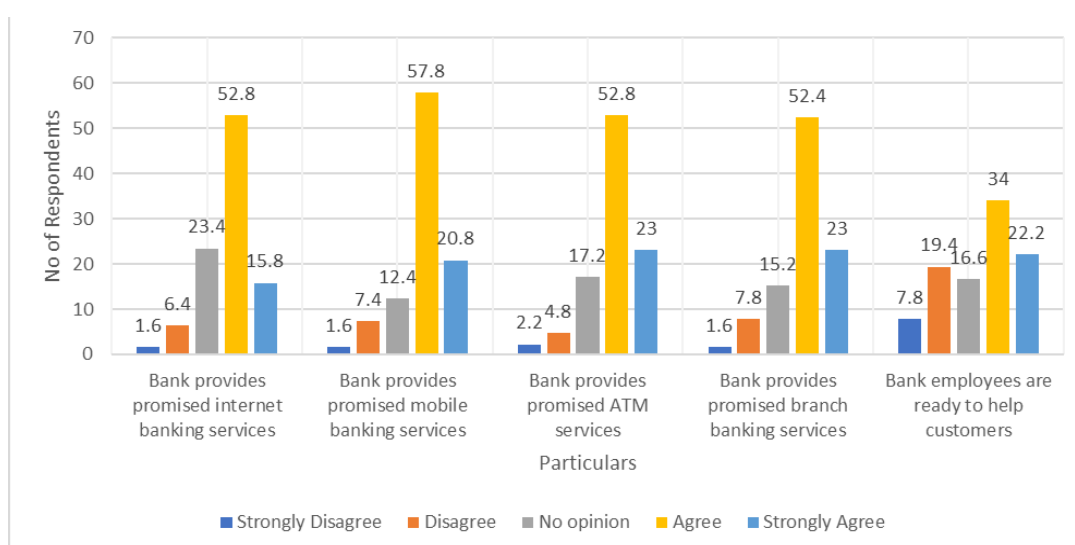
**Interpretation:**

When the respondents were asked about the banks employees’ readiness to help customers, it was observed that around 34% agreed and 22% strongly agreed to bank employees having good intentions to help customers. Whereas 17% of the respondents stated no opinion which can get converted into a strong negative opinion in due course. Likewise, 19% disagreed and 8% of the respondents strongly disagreed to bank employees readiness to help the customers was observed. Considerable number of respondents are still not satisfied with the readiness of the employees to help the customers.

**Table No. 4.37 Customer's Experience Reliability of Services**

Particulars		Strongly Disagree	Disagree	No opinion	Agree	Strongly Agree	Total
<b>Bank Provides Promised Internet Banking Services</b>	Frequency	8	32	117	264	79	500
	Percent	1.6	6.4	23.4	52.8	15.8	100.0
<b>Bank Provides Promised Mobile Banking Services</b>	Frequency	8	37	62	289	104	500
	Percent	1.6	7.4	12.4	57.8	20.8	100.0
<b>Bank Provides Promised ATM Services</b>	Frequency	11	24	86	264	115	500
	Percent	2.2	4.8	17.2	52.8	23.0	100.0
<b>Bank Provides Promised Branch Banking Services</b>	Frequency	8	39	76	262	115	500
	Percent	1.6	7.8	15.2	52.4	23.0	100.0
<b>Bank Employees Are Ready To Help Customers</b>	Frequency	39	97	83	170	111	500
	Percent	7.8	19.4	16.6	34.0	22.2	100.0

Source: Field Survey



**Chart No. 4.37 Customer's Experience Reliability of Services**

### **Interpretation:**

When the respondents were asked about the reliability of the banks based on various services provided and how they perceive that. To get more insight about the reliability of service five questions were put forth to the respondents. The first question that was asked was Banks provide promised internet banking service, the second question put forth was about banks provide promised mobile banking service, the third question asked was having promised ATM services, the fourth question put forth was about branch banking services, and the last question put forth for understanding reliability of service was about banks employees readiness to help. The opinion of the respondents was as follows.

In all the five questions asked the opinion obtained are good, almost in every question ranging from 50% to 57% except one with 34% of the answers are positive. Likewise disagree and no opinion was the rest of the opinion. Mobile banking service was the most satisfactory service provided among the other reliability services. Likewise promised internet banking service, ATM service, branch banking service had good opinion in respondents mind. One factor in Reliability service that had the least opinion was bank employee's readiness to help their customers.

Thus, we can clearly infer from the above analysis that still there is a lot of scope to improve the reliability of service among the respondents.

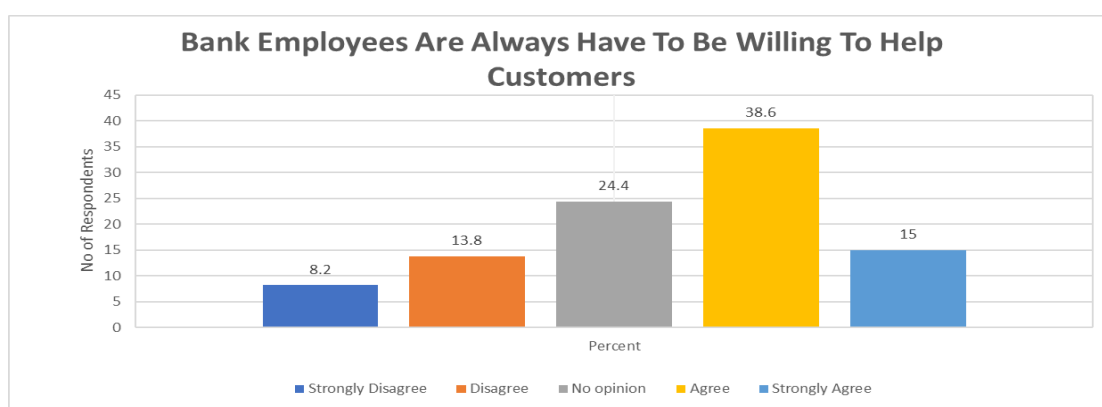


### Customer Experience Responsiveness of Service

**Table No. 4.38 Bank Employees Are Always Have To Be Willing To Help Customers**

Particulars		Frequency	Percent
Valid	Strongly Disagree	41	8.2
	Disagree	69	13.8
	No opinion	122	24.4
	Agree	193	38.6
	Strongly Agree	75	15.0
	<b>Total</b>		<b>500</b>

Source: Field Survey



**Chart No. 4.38 Bank Employees Are Always Have To Be Willing To Help Customers**

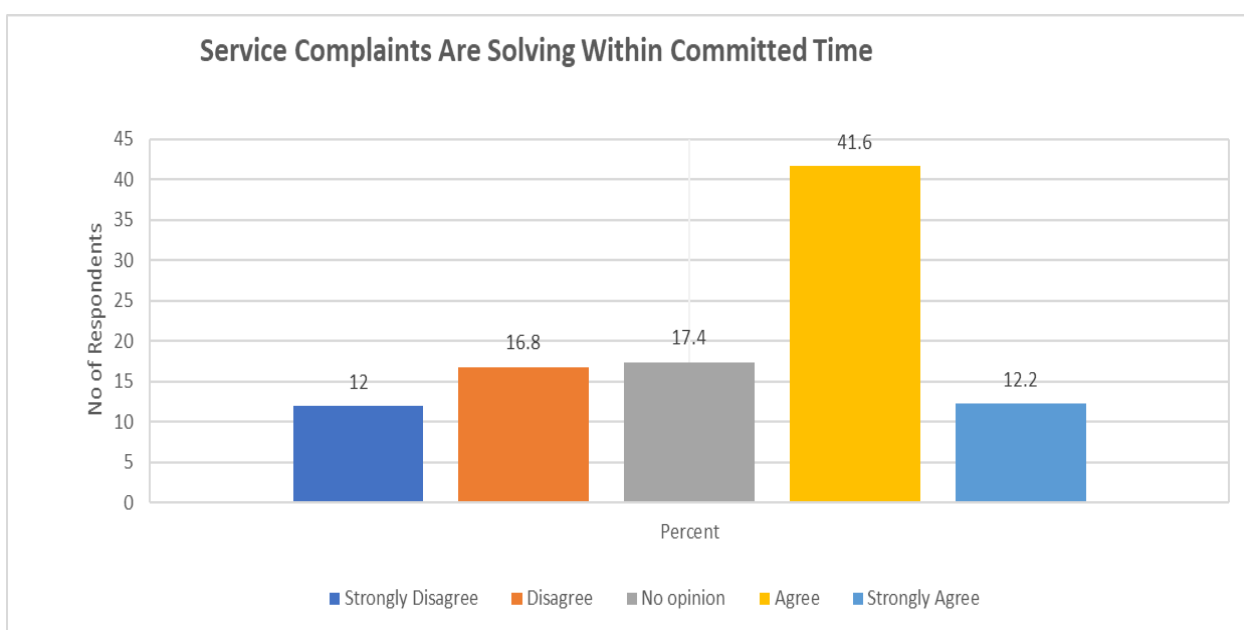
#### **Interpretation:**

When the respondents were asked about the banks employees' willingness to help customers, it was observed that around 39% agreed and 15% strongly agreed to bank employee's willingness to help customers. Whereas 24% of the respondents stated no opinion which can get converted into a strong negative opinion in due course. Likewise, 14% disagreed and 8% of the respondents strongly disagreed to bank employees willingness to help the customers was observed. Willingness of helping the customers in availing banking services is to be improved, as still there is a considerable scope of improvement of around 45% tentative.

**Table No. 4.39 Service Complaints Are Solving Within Committed Time**

Particulars		Frequency	Percent
Valid	Strongly Disagree	60	12.0
	Disagree	84	16.8
	No opinion	87	17.4
	Agree	208	41.6
	Strongly Agree	61	12.2
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.39 Service Complaints Are Solving Within Committed Time**

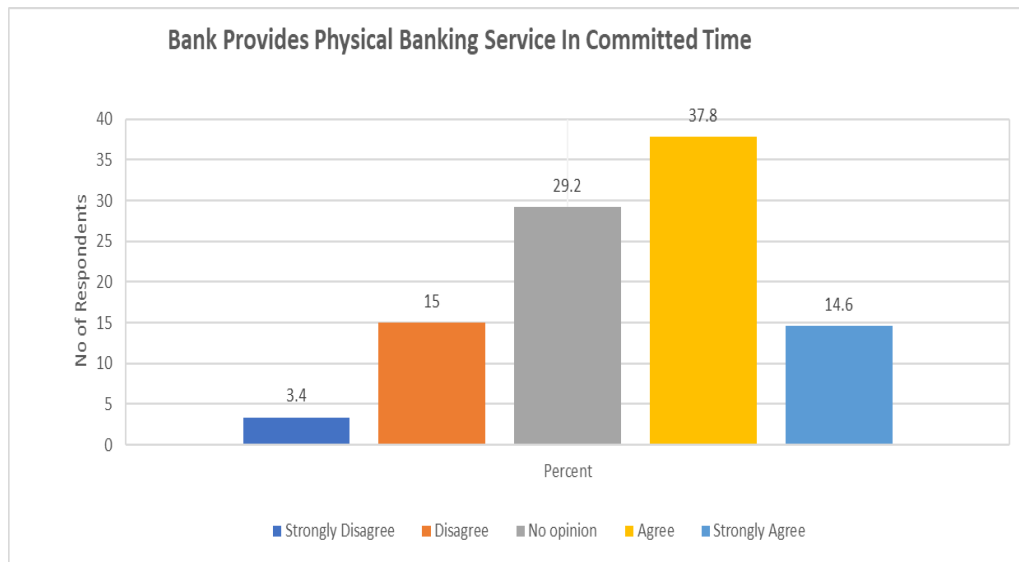
**Interpretation:**

When the respondents were asked about the solution to service complaints within committed timeline, 41% of the respondents agreed to it stating their issues got resolved. 12% strongly agreed to it. Whereas 17% had no opinion for the same and 17% disagreed to it and 12% strongly disagreed to it. Around 45% of the respondents have no opinion or negative opinion towards their complaints and their resolution in committed timeline can be observed. Banks should take necessary steps to resolve the same to improve the service quality.

**Table No. 4.40 Bank Provides Physical Banking Service In Committed Time**

Particulars		Frequency	Percent
Valid	Strongly Disagree	17	3.4
	Disagree	75	15.0
	No opinion	146	29.2
	Agree	189	37.8
	Strongly Agree	73	14.6
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.40 Bank Provides Physical Banking Service In Committed Time**

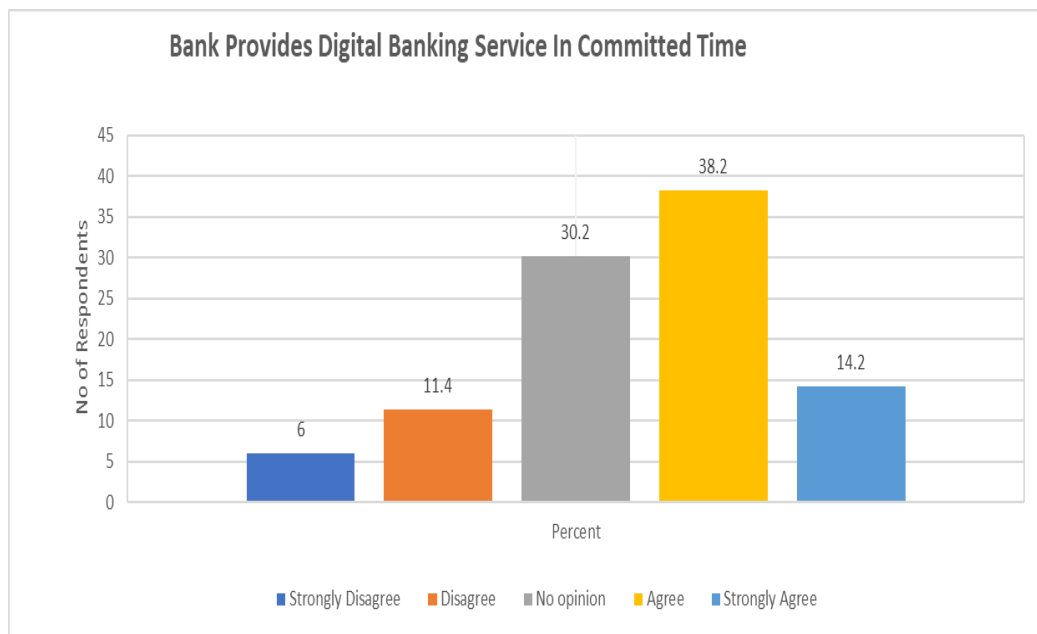
**Interpretation:**

When the respondents were asked about the solution to physical banking service in committed timeline, 38% of the respondents agreed to it stating their issues got resolved. 15% strongly agreed to it. Whereas 29% had no opinion for the same and 15% disagreed to it and 3% strongly disagreed to it. Around 47% of the respondents have no opinion or negative opinion towards their complaints and the physical banking service in committed timeline can be observed. Banks should take necessary steps to resolve the same to improve the service quality.

**Table No. 4.41 Bank Provides Digital Banking Service In Committed Time**

Particulars		Frequency	Percent
Valid	Strongly Disagree	30	6.0
	Disagree	57	11.4
	No opinion	151	30.2
	Agree	191	38.2
	Strongly Agree	71	14.2
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.41 Bank Provides Digital Banking Service In Committed Time**

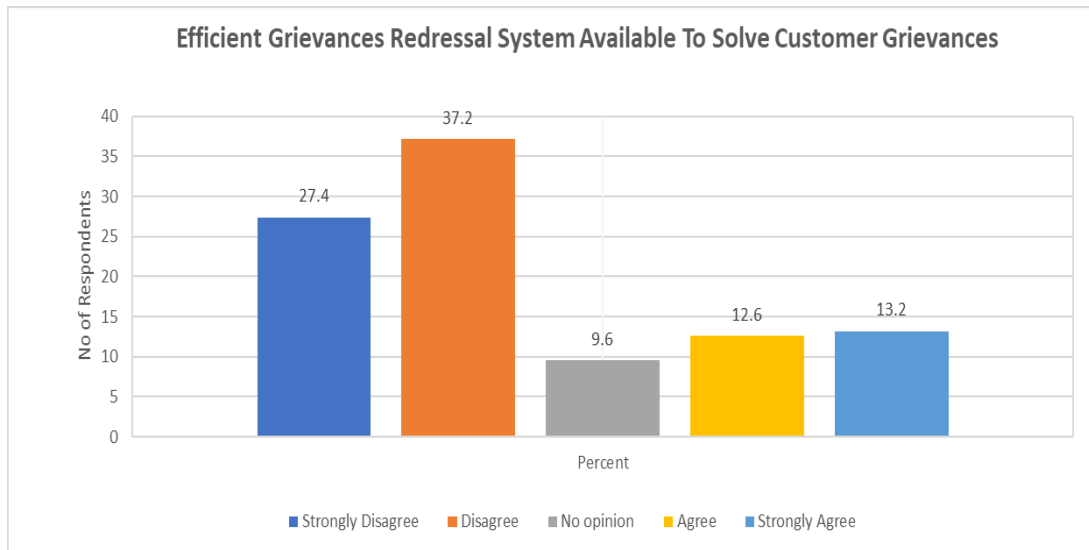
**Interpretation:**

When the respondents were asked about the digital banking service in committed time it was observed that 38% of the respondents agreed to it and 14% strongly agreed to it. Whereas 30% had no opinion of the same and 11% disagreed to it and 6% strongly disagreed to it. Thus, from the above interpretation it can be clearly inferred that bank is efficient in providing digital banking service in committed time.

**Table No. 4.42 Efficient Grievances Redressal System Available To Solve Customer Grievances**

Particulars		Frequency	Percent
Valid	Strongly Disagree	137	27.4
	Disagree	186	37.2
	No opinion	48	9.6
	Agree	63	12.6
	Strongly Agree	66	13.2
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.42 Efficient Grievances Redressal System Available To Solve Customer Grievances**

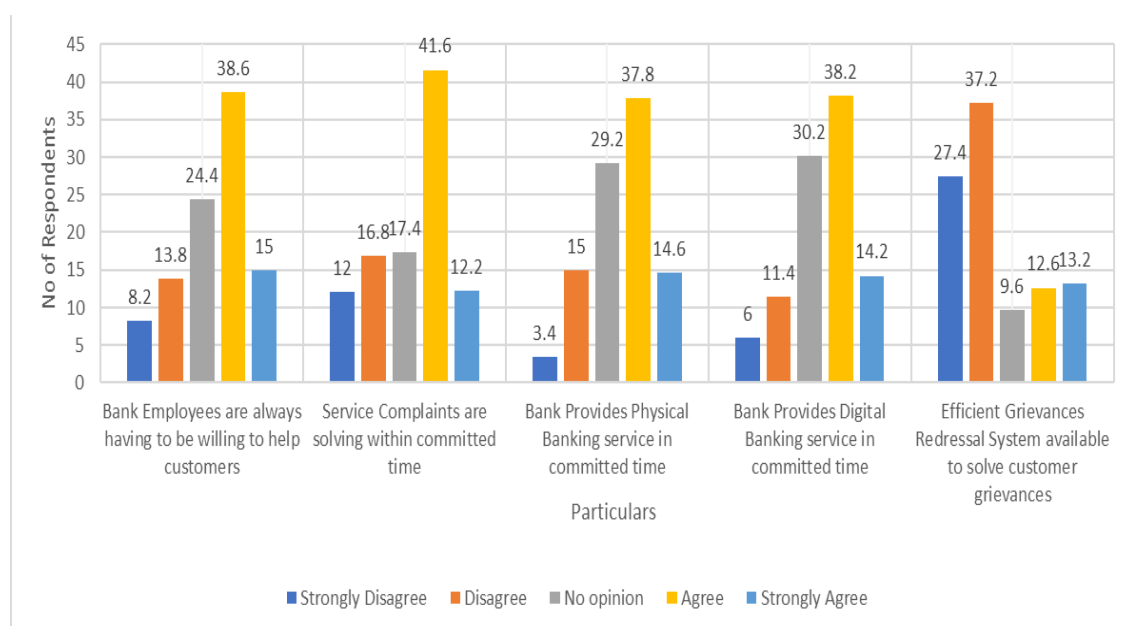
**Interpretation:**

From the above table it can be clearly understood that grievances redressal system is not convenient for the customers as 37% disagreed and 27% strongly disagreed to it. 10% had no opinion for the same and around 13% strongly agreed and 13% agreed to it. Thus, from the interpretation it can be clearly understood that grievances redressal is not up to the mark for providing good service quality.

**Table no. 4.43 Customer's Experience Responsiveness of Services**

Particulars		Strongly Disagree	Disagree	No opinion	Agree	Strongly Agree	Total
<b>Bank Employees Are Always Having To Be Willing To Help Customers</b>	Frequency	41	69	122	193	75	500
	Percent	8.2	13.8	24.4	38.6	15	100
<b>Service Complaints Are Solving Within Committed Time</b>	Frequency	60	84	87	208	61	500
	Percent	12	16.8	17.4	41.6	12.2	100
<b>Bank Provides Physical Banking Service In Committed Time</b>	Frequency	17	75	146	189	73	500
	Percent	3.4	15	29.2	37.8	14.6	100
<b>Bank Provides Digital Banking Service In Committed Time</b>	Frequency	30	57	151	191	71	500
	Percent	6	11.4	30.2	38.2	14.2	100
<b>Efficient Grievances Redressal System Available To Solve Customer Grievances</b>	Frequency	137	186	48	63	66	500
	Percent	27.4	37.2	9.6	12.6	13.2	100

Source: Field Survey



**Chart No. 4.43 Customer's Experience Responsiveness of Services**

## **Interpretation:**

When the respondents were asked about the responsiveness of the banks based on various services provided and how they perceive that. To get more insight about the responsiveness of service five questions were put forth to the respondents. The first question that was asked was Banks employees willingness to help their customers, the second question put forth was Solving service complaints within committed timeline, the third question asked was providing physical banking service, the fourth question put forth was about providing digital banking service in committed timeline, and the last question put forth for understanding responsiveness of service was about grievances redressal system available for solving customers queries. The opinion of the respondents was as follows.

In all the five questions asked the opinion obtained are not good, almost in every question the opinion is ranging from 40% to 50% positive opinion. Bank employee's willingness to help had 39% agree, 15% strongly agree. Likewise, 42% agree and 12% strongly agree for complaints solving mechanism of banks. For physical banking service 38% agreed and 15% strongly agreed rest 29% no opinion and 15% disagree, 3% strongly disagree was observed.

For fourth responsiveness question it was observed that 38% agreed, 14% strongly agreed to it. Likewise for digital banking service 38% and 14% had a positive opinion, whereas 30% had no opinion to put forth, 11% disagreed and 6% strongly disagreed to it.

For fifth question on efficient grievances redressal system to solve customer grievances, it was observed that a majority of 37% of the respondents stated disagree, 27.4% stated strongly disagree to it. Around 13% of the respondents stated strongly agree, around 13% of the respondents stated agree and around 10% had a neutral opinion for the same.

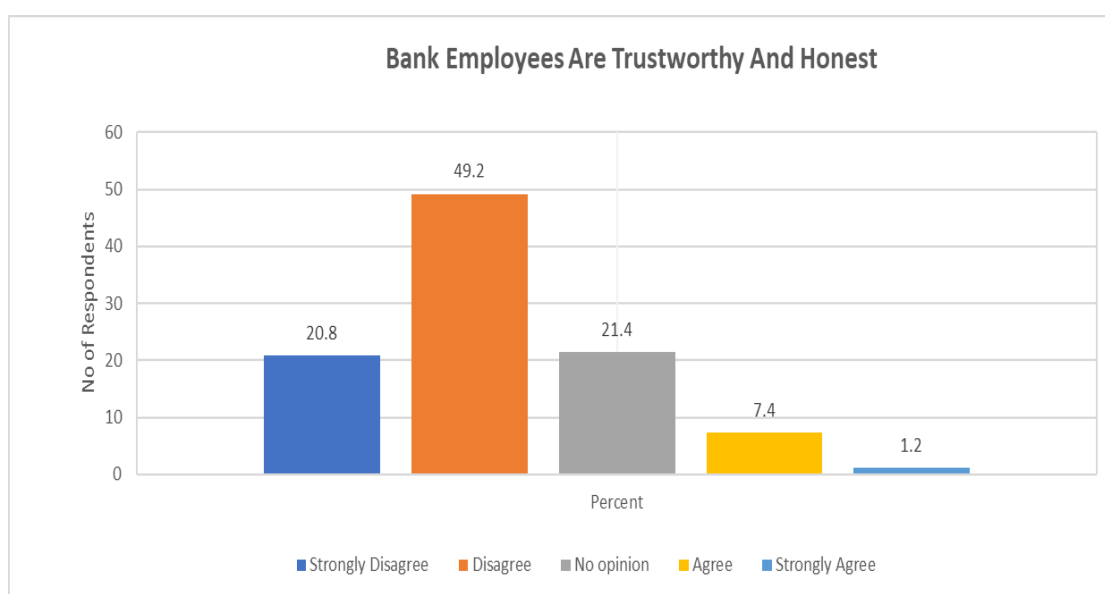
Thus overall, it can be observed that efficient grievances redressal system to solve customer grievances is not up to the mark, as very a smaller number of the respondents have opined strongly agree to responsiveness of service.

### Customer Experience Assurance of Service

**Table No. 4.44 Bank Employees Are Trustworthy And Honest.**

Particulars		Frequency	Percent
Valid	Strongly Disagree	104	20.8
	Disagree	246	49.2
	No opinion	107	21.4
	Agree	37	7.4
	Strongly Agree	6	1.2
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.44 Bank Employees Are Trustworthy And Honest.**

#### **Interpretation:**

When the respondents were asked about the trustworthiness and honesty level of the bank employees, 49% disagreed to it, 21% had no opinion for the same, 21% stated strongly disagreed to it and only 7% stated agree and 1% strongly agree.

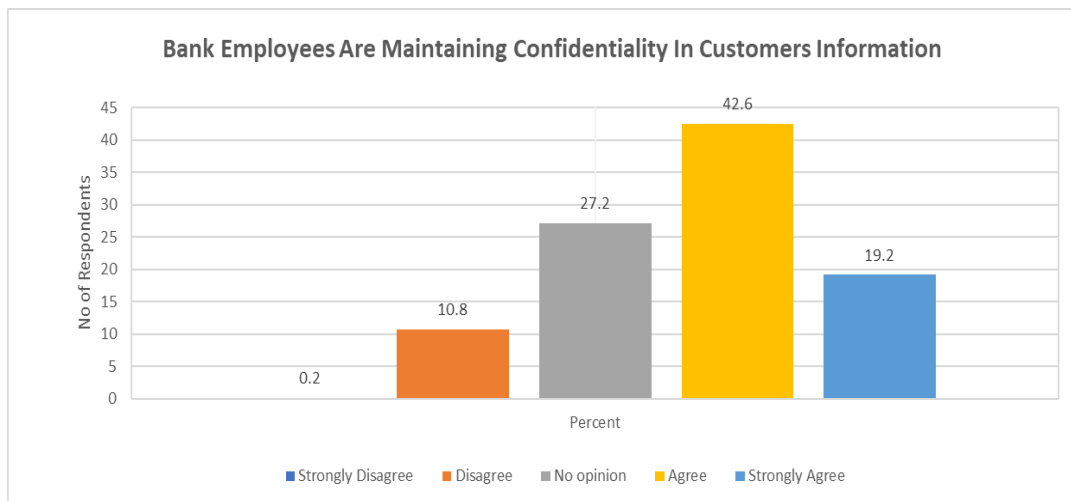
Thus, from the above table it can clearly inferred that respondents don't believe the bank employees completely. There is something that's questioning their trustworthiness part.



**Table No. 4.45 Bank Employees Are Maintaining Confidentiality In Customers Information**

Particulars		Frequency	Percent
Valid	Strongly Disagree	1	.2
	Disagree	54	10.8
	No opinion	136	27.2
	Agree	213	42.6
	Strongly Agree	96	19.2
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.45 Bank Employees Are Maintaining Confidentiality In Customers Information**

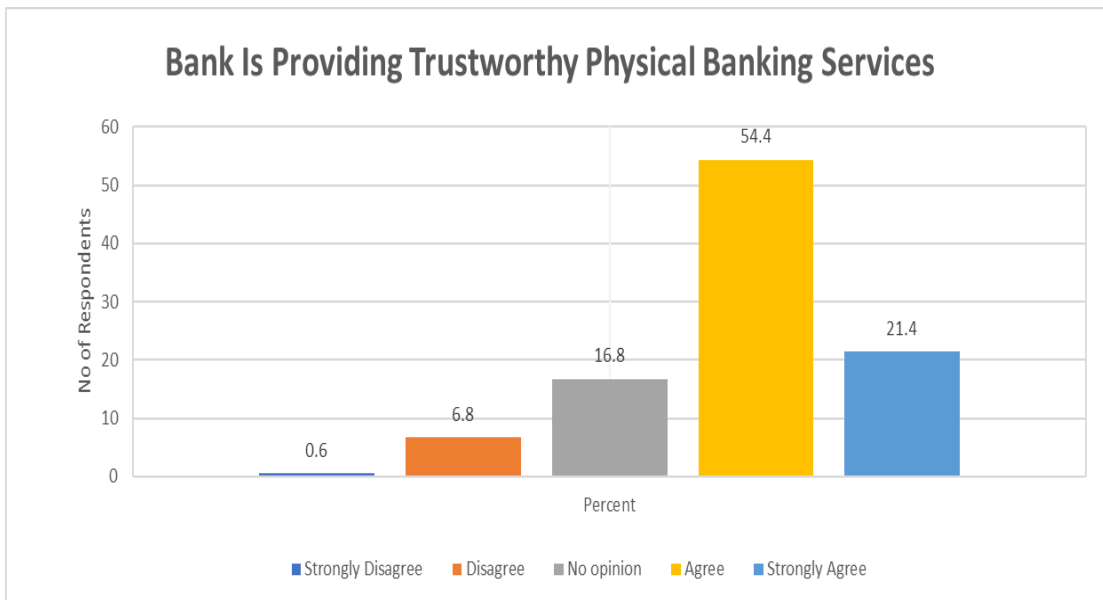
**Interpretation:**

When the respondents were asked about the confidentiality of information by the bank employees 43% agreed, 19% strongly agreed to it, 27% had no opinion for the same and 11% stated disagree to it. Thus, this analysis shows us the respondents experience towards their personal information kept confidential by the bank employees. But around 38% combined no opinion and disagree gives an alarming signal that somewhere banks should do more to improve the confidentiality of customer's information.

**Table No. 4.46 Bank Is Providing Trustworthy Physical Banking Services**

Particulars		Frequency	Percent
Valid	Strongly Disagree	3	.6
	Disagree	34	6.8
	No opinion	84	16.8
	Agree	272	54.4
	Strongly Agree	107	21.4
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.46 Bank Is Providing Trustworthy Physical Banking Services**

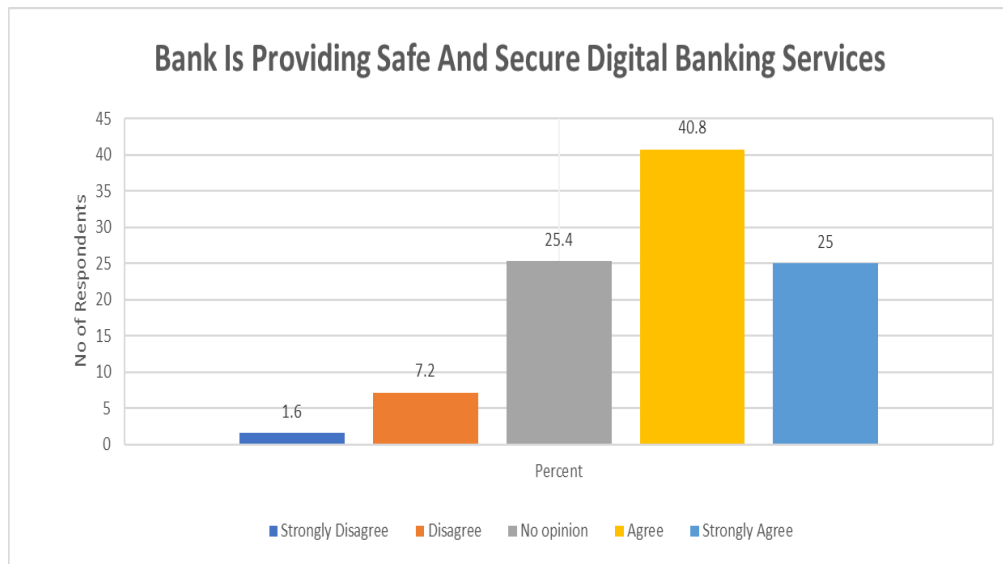
**Interpretation:**

When the opinion was sought regarding the trustworthy physical banking services, it was observed that a majority of 54% agreed to it, 21% strongly agreed to it, 17% had no opinion for the same, 7% disagreed to it. Thus, we can infer from the above table that trustworthiness towards the physical banking service is achieved by the banks for physical banking services.

**Table No. 4.47 Bank Is Providing Safe And Secure Digital Banking Services**

Particulars		Frequency	Percent
Valid	Strongly Disagree	8	1.6
	Disagree	36	7.2
	No opinion	127	25.4
	Agree	204	40.8
	Strongly Agree	125	25.0
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.47 Bank Is Providing Safe And Secure Digital Banking Services**

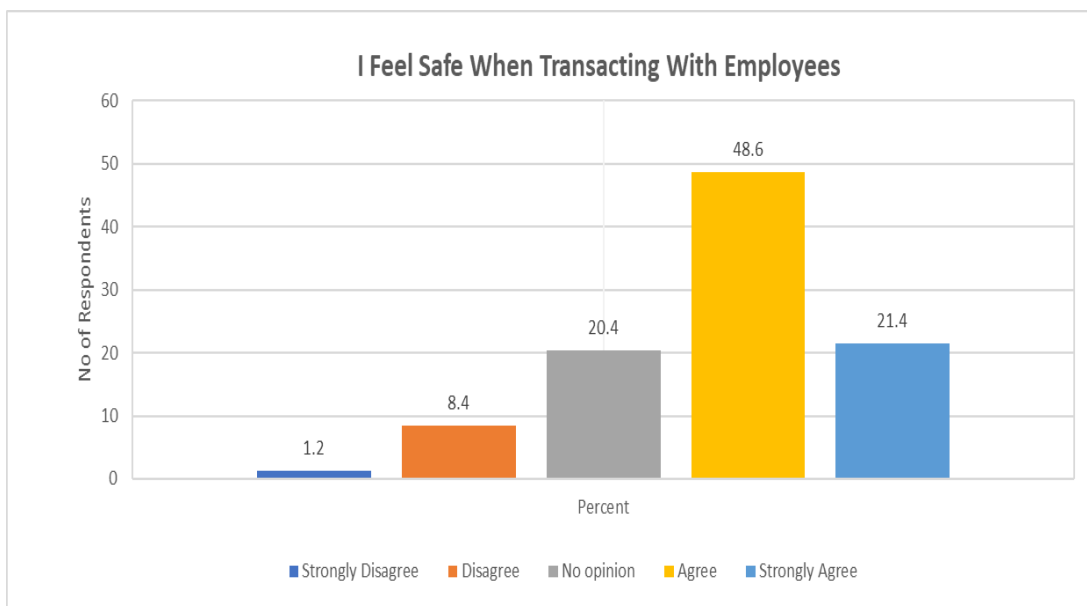
**Interpretation:**

When the respondent’s opinion towards safe and secure banking services was sought, 41% agreed, 25% strongly agreed to it. Around 25% had no opinion for the same and 7% only disagreed to it and 2% strongly disagreed to it. Thus, we can infer from the above table that respondents have trust in banks for keeping their assets safe and secure, when digital banking service is considered.

**Table No. 4.48 I Feel Safe When Transacting With Employees**

Particulars		Frequency	Percent
Valid	Strongly Disagree	6	1.2
	Disagree	42	8.4
	No opinion	102	20.4
	Agree	243	48.6
	Strongly Agree	107	21.4
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.48 I Feel Safe When Transacting With Employees**

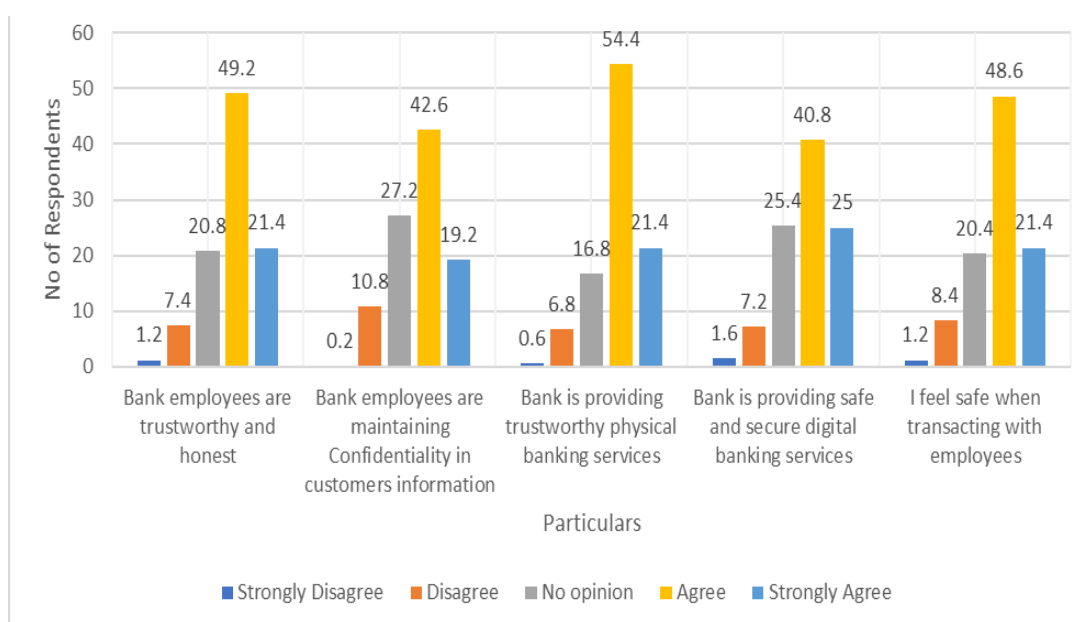
**Interpretation:**

When the safety issues were discussed with the respondents it was observed that 49% of them agreed regarding the safety in transacting with the employees. 21% were strongly agreeing to this. Apart from this 69% who showed safety in transaction rest 20% no opinion, 8% disagree and 1% strongly disagree to the safety issues. Even though majority 69% feel safe with transacting with bank, due care should be taken to make it 100% as feeling safe while transacting with the bank is the prime important factor.

**Table No. 4.49 Customer's Experience Assurance of Services**

Particulars		Strongly Disagree	Disagree	No opinion	Agree	Strongly Agree	Total
<b>Bank Employees Are Trustworthy And Honest</b>	Frequency	6	37	104	246	107	500
	Percent	1.2	7.4	20.8	49.2	21.4	100.0
<b>Bank Employees Are Maintaining Confidentiality In Customers Information</b>	Frequency	1	54	136	213	96	500
	Percent	.2	10.8	27.2	42.6	19.2	100.0
<b>Bank Is Providing Trustworthy Physical Banking Services</b>	Frequency	3	34	84	272	107	500
	Percent	.6	6.8	16.8	54.4	21.4	100.0
<b>Bank Is Providing Safe And Secure Digital Banking Services</b>	Frequency	8	36	127	204	125	500
	Percent	1.6	7.2	25.4	40.8	25.0	100.0
<b>I Feel Safe When Transacting With Employees</b>	Frequency	6	42	102	243	107	500
	Percent	1.2	8.4	20.4	48.6	21.4	100.0

Source: Field Survey



**Chart No. 4.49 Customer's Experience Assurance of Services**

## **Interpretation:**

When the respondents were asked about the assurance of the banks based on various services provided and how they perceive that. To get more insight about the assurance of service five questions were put forth to the respondents. The first question that was asked was trustworthiness of the employees, the second question put forth was for maintaining confidentiality of customer information, the third question asked was trustworthy physical banking services, the fourth question put forth was about safe and secure digital banking service, and the last question put forth safety feeling while transacting with banks. The opinion of the respondents was as follows.

In all the five questions asked the opinion obtained are not good, almost in every question the opinion is ranging from 50% to 60% positive opinion. Trustworthiness of employees was opined as 49% agree, 21% strongly agree. 20% had no opinion 7% disagree and 1% strongly disagree was observed.

Likewise for maintaining confidentiality 43% and 19% had a positive opinion. But 27% had no opinion and 11% disagreed to the confidentiality aspect. Regarding the trustworthiness 54% agreed and 21% strongly agreed to it. 17% had no opinion, 7% had a negative opinion. Regarding secure digital banking service 41% and 25% had a positive opinion and 25% had no opinion, 7% disagreed to this factor. For the fifth question too feeling the safety while transacting 49% and 21% had the safety in banks transaction but 20% had no opinion and 8% disagreed and 1 % completely disagreed to it.

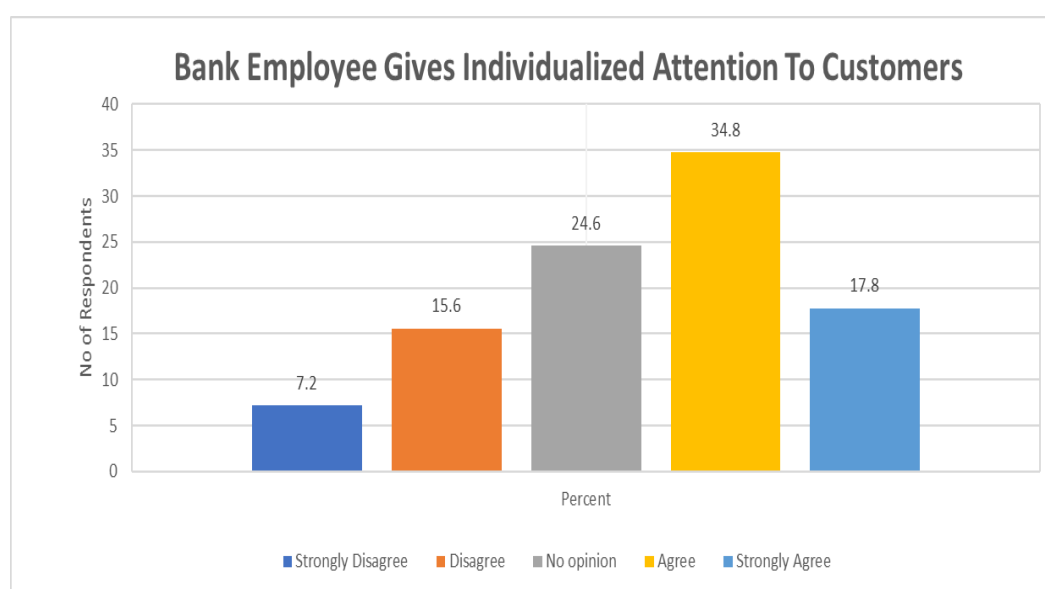
Thus, we can clearly understand that there is very considerable positive opinion recorded for assurance of service. Serious decisions are to be taken to improve assurance of service to improve the service quality of the banks.

### Customer Experience Empathy of Service

**Table No. 4.50 Bank Employee Gives Individualized Attention To Customers**

Particulars		Frequency	Percent
Valid	Strongly Disagree	36	7.2
	Disagree	78	15.6
	No opinion	123	24.6
	Agree	174	34.8
	Strongly Agree	89	17.8
	<b>Total</b>		<b>500</b>

Source: Field Survey



**Chart No. 4.50 Bank Employee Gives Individualized Attention To Customers**

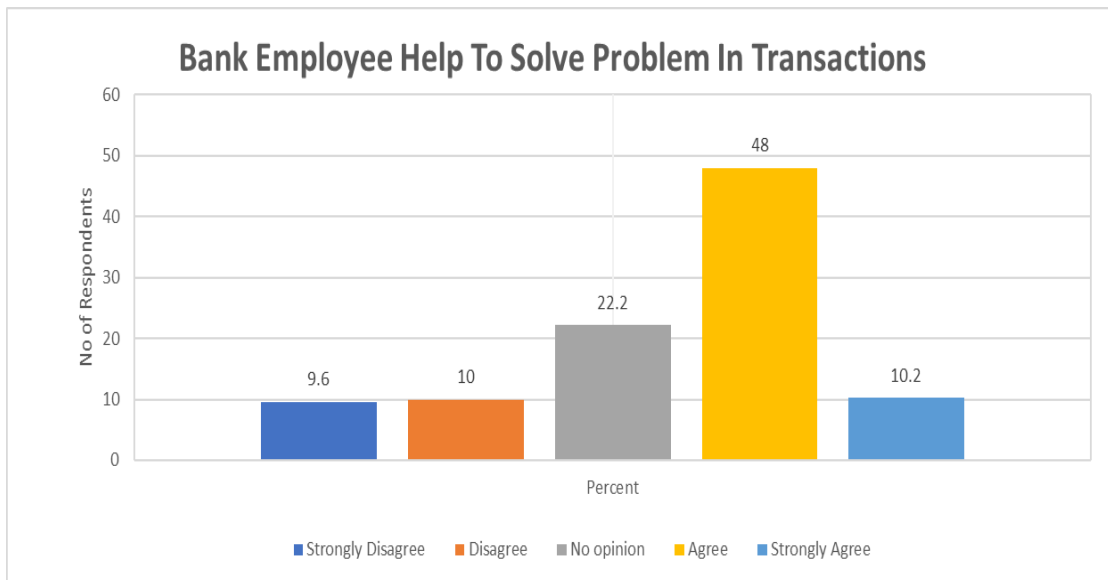
#### **Interpretation:**

When the respondents were asked about getting individual attention from the bank employees, it was observed that around 35% of the respondents agreed to it, 18% strongly agreed to it. Around 25% of the respondents had no opinion for the same, 16% of the respondents stated disagree and 7% strongly disagreed to it. Majority of the respondents stated that they have received individual attention to customers.

**Table No. 4.51 Bank Employee Help to Solve Problem In Transactions**

Particulars		Frequency	Percent
Valid	Strongly Disagree	48	9.6
	Disagree	50	10.0
	No opinion	111	22.2
	Agree	240	48.0
	Strongly Agree	51	10.2
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.51 Bank Employee Help to Solve Problem In Transactions**

**Interpretation:**

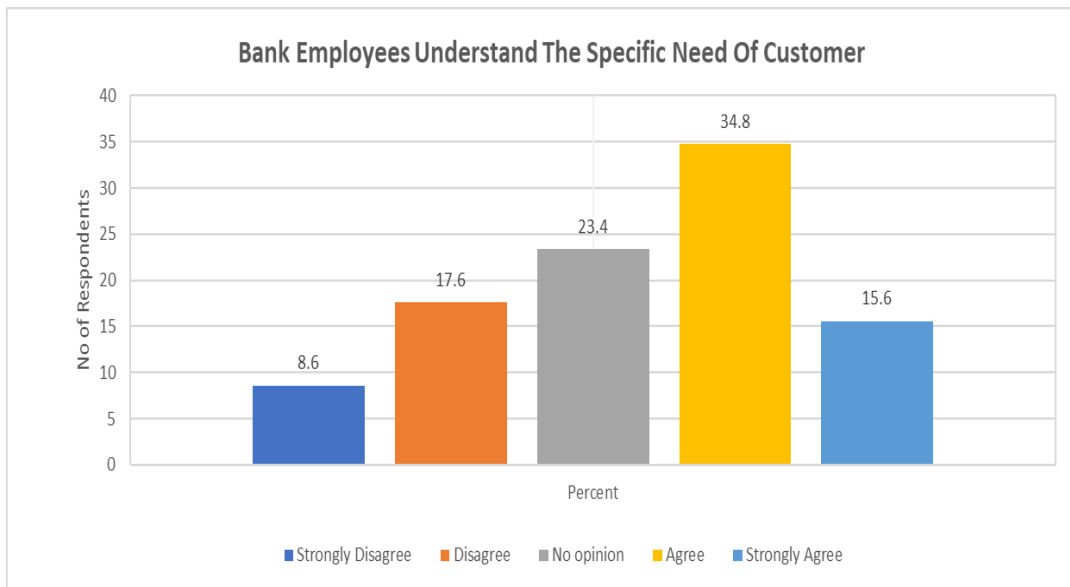
When the respondents were asked about bank employees helping solve problem in transaction, it was observed that 48% agreed and 10% strongly agreed to it. 22% had no opinion and 10% disagreed, 10% strongly disagreed to it. Thus, from the above analysis it can be clearly inspired that around 50% have a positive opinion and rest has to work on how to change this experience of bank employee help to solve problems in transactions.



**Table No. 4.52 Bank Employees Understand The Specific Need Of Customer**

Particulars		Frequency	Percent
Valid	Strongly Disagree	43	8.6
	Disagree	88	17.6
	No opinion	117	23.4
	Agree	174	34.8
	Strongly Agree	78	15.6
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.52 Bank Employees Understand The Specific Need Of Customer**

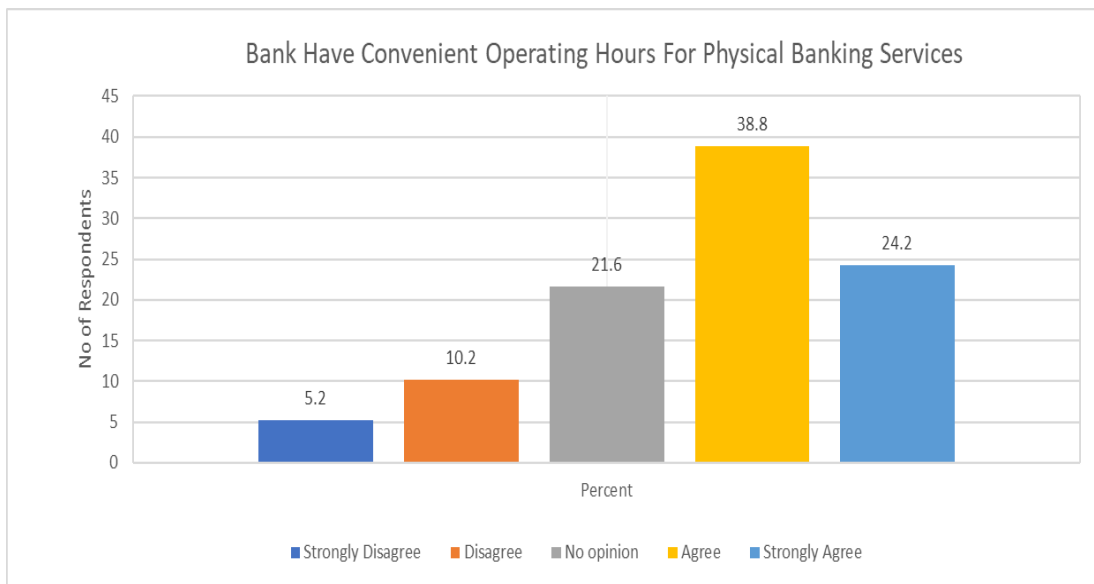
**Interpretation:**

When the respondents were asked about the banks employees understanding the needs of customers, it was opined that 35% agreed to it, 16% strongly agreed to it. 23% of them stated no opinion, 18% disagreed and 9% strongly disagreed to it. Thus, from the above tabular analysis it can be identified that around half the sample respondents were agreeing to things and rest were not. So, a strong step has to be taken to tackle this problem.

**Table No. 4.53 Bank Have Convenient Operating Hours For Physical Banking Services**

Particulars		Frequency	Percent
Valid	Strongly Disagree	26	5.2
	Disagree	51	10.2
	No opinion	108	21.6
	Agree	194	38.8
	Strongly Agree	121	24.2
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.53 Bank Have Convenient Operating Hours For Physical Banking Services**

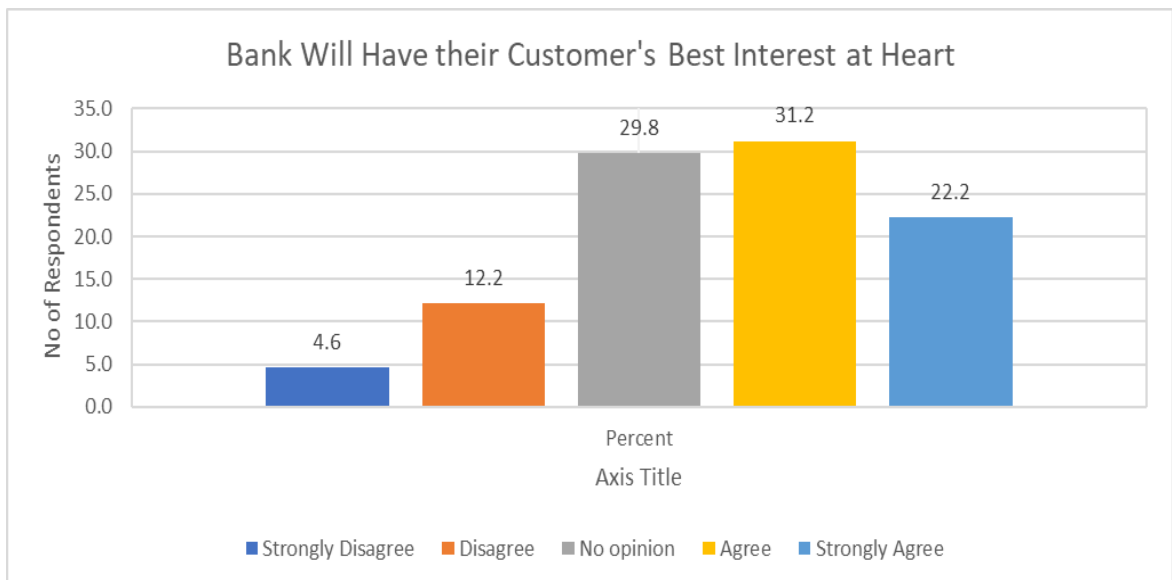
**Interpretation:**

From the above table it can be clearly observed that 39% of the respondents feel banking hours convenient for physical banking services. 24% strongly agreed to it and 22% were having no opinion for the same; 11% disagreed and 5% strongly disagreed to it. Majority of the respondents are satisfied with the timings of the banks.

**Table No. 4.54 Bank Will Have their Customer's Best Interest at Heart**

Particulars		Frequency	Percent
Valid	Strongly Disagree	23	4.6
	Disagree	61	12.2
	No opinion	149	29.8
	Agree	156	31.2
	Strongly Agree	111	22.2
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.54 Bank Will Have their Customer's Best Interest at Heart**

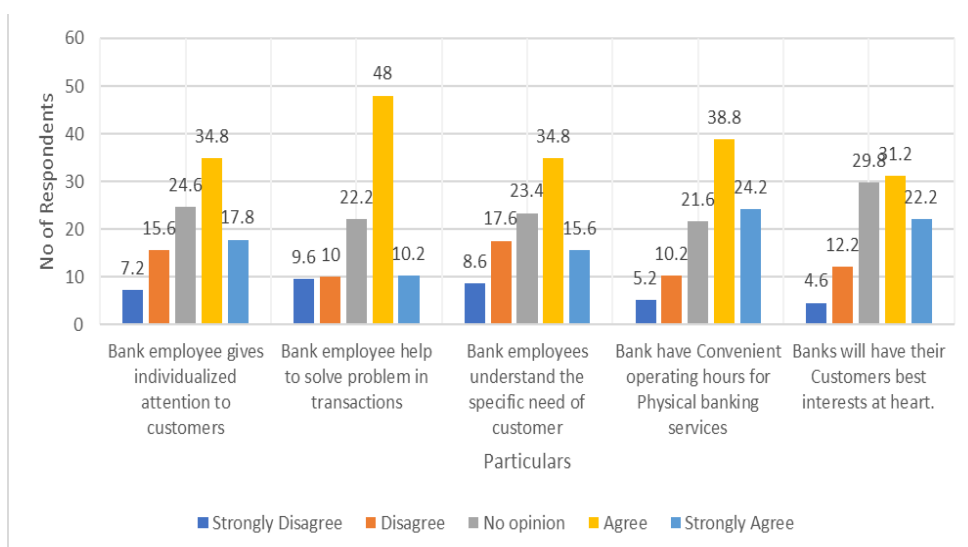
**Interpretation:**

From the above table it can be clearly observed that 31% of the respondents feel bank will have their customer's best interest at heart. 29.8% no opinion to it and 22.2% were having strongly agree for the same; 12.2% disagreed and 4.6% strongly disagreed to it. Majority of the respondents are satisfied with the timings of the banks.

**Table No. 4.55 Customer’s Experience Empathy of Services**

Particulars		Strongly Disagree	Disagree	No opinion	Agree	Strongly Agree	Total
<b>Bank Employee Gives Individualized Attention To Customers</b>	Frequency	36	78	123	174	89	500
	Percent	7.2	15.6	24.6	34.8	17.8	100.0
<b>Bank Employee Help To Solve Problem In Transactions</b>	Frequency	48	50	111	240	51	500
	Percent	9.6	10.0	22.2	48.0	10.2	100.0
<b>Bank Employees Understand The Specific Need Of Customer</b>	Frequency	43	88	117	174	78	500
	Percent	8.6	17.6	23.4	34.8	15.6	100.0
<b>Banks Have Convenient Operating Hours For Physical Banking Services</b>	Frequency	26	51	108	194	121	500
	Percent	5.2	10.2	21.6	38.8	24.2	100.0
<b>Banks Will Have Their Customers Best Interests At Heart.</b>	Frequency	23	61	149	156	111	500
	Percent	4.6	12.2	29.8	31.2	22.2	100.0

Source: Field Survey



**Chart No. 4.55 Customer’s Experience Empathy of Services**

## **Interpretation:**

When the respondents were asked about the empathy aspect of the banks based on various services provided and how they perceive that. To get more insight about the empathy of service five questions were put forth to the respondents. The first question that was asked was individual attention to customers, the second question put forth was help provided to solve problems in transaction, the third question asked was understanding the specific needs of the customers, the fourth question put forth was about convenient operating hours for physical banking, and the last question put forth banks best interest towards customers. The opinion of the respondents were as follows.

In all the five questions asked the opinion obtained are not good, almost in every question the opinion is ranging from 40% to 50% positive opinion. Only 35% opined agree and 18% opined strongly agree. Around 25% had no opinion, 16% had disagreed and 7% strongly disagreed to it. Likewise for support for solving employee problems 48% had positive 10% had strongly agreed. 22% had no opinion and 11% disagreed 10% strongly disagreed to it.

Likewise, around 35% and 16% had a positive opinion, 23% had no opinion, 18% disagreed and 9% strongly disagreed to lack of understanding of specific needs of the customer's factor. For the last question of empathy measurement with banks best interest for their customers point the opinion was very low with 31% and 22% positive opinion, 30% had no opinion, 12% and 5% completely dissatisfied tells us about the negligence from the banks towards empathy aspect for customers.

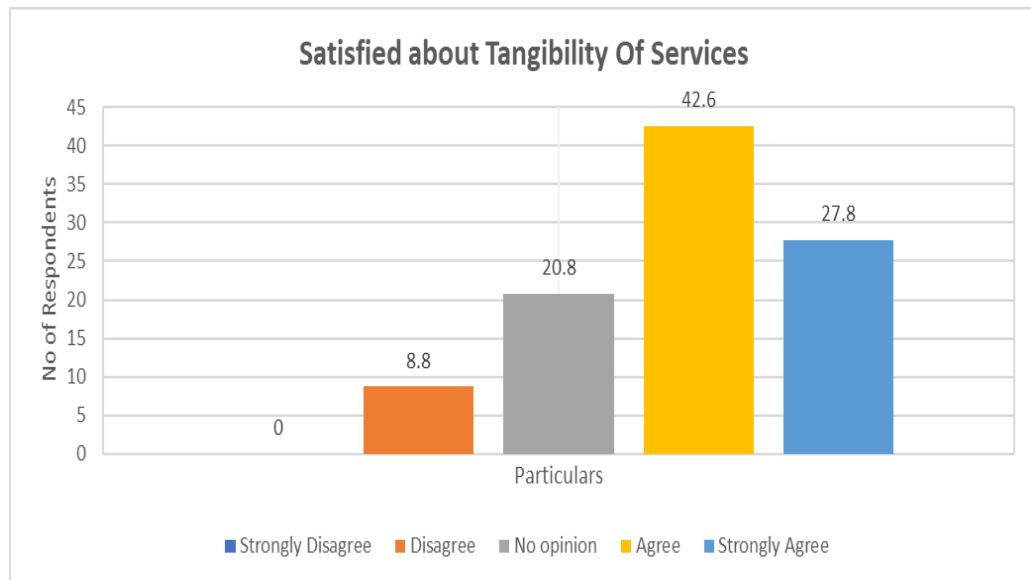
Thus, we can clearly understand that there is very less considerable positive opinion recorded for empathy of service. Serious decisions are to be taken to improve empathy of service to improve the service quality of the banks.

**Customer experience Overall Satisfaction about Service**

**Table No. 4.56 Satisfied about Tangibility Of Services**

Particulars		Frequency	Percent
Valid	Strongly Disagree	0	0
	Disagree	44	8.8
	No opinion	104	20.8
	Agree	213	42.6
	Strongly Agree	139	27.8
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.56 Satisfied about Tangibility Of Services**

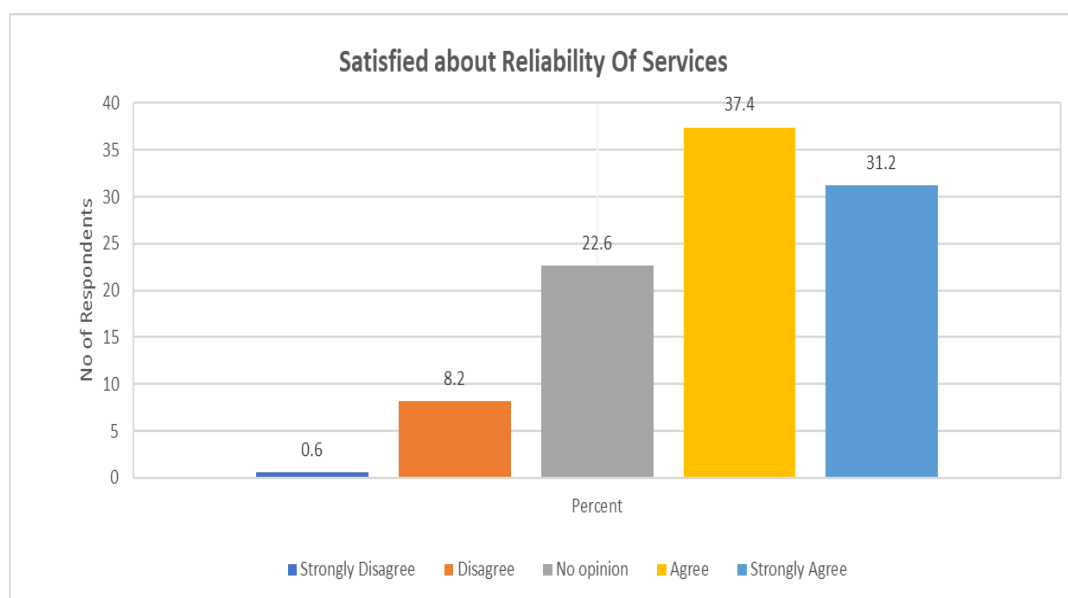
**Interpretation:**

When the respondents were asked about the overall satisfaction level of the respondents after utilising the services of bank, it was observed that 28% strongly agree, 43% agreed towards satisfaction of tangibility of services. 21% had no opinion and 9% disagreed to it. Thus, from the above interpretation it can be clearly observed that majority of the respondents are happy with the tangibility of services.

**Table No. 4.57 Satisfied about Reliability Of Services**

Particulars		Frequency	Percent
Valid	Strongly Disagree	3	.6
	Disagree	41	8.2
	No opinion	113	22.6
	Agree	187	37.4
	Strongly Agree	156	31.2
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.57 Satisfied about Reliability Of Services**

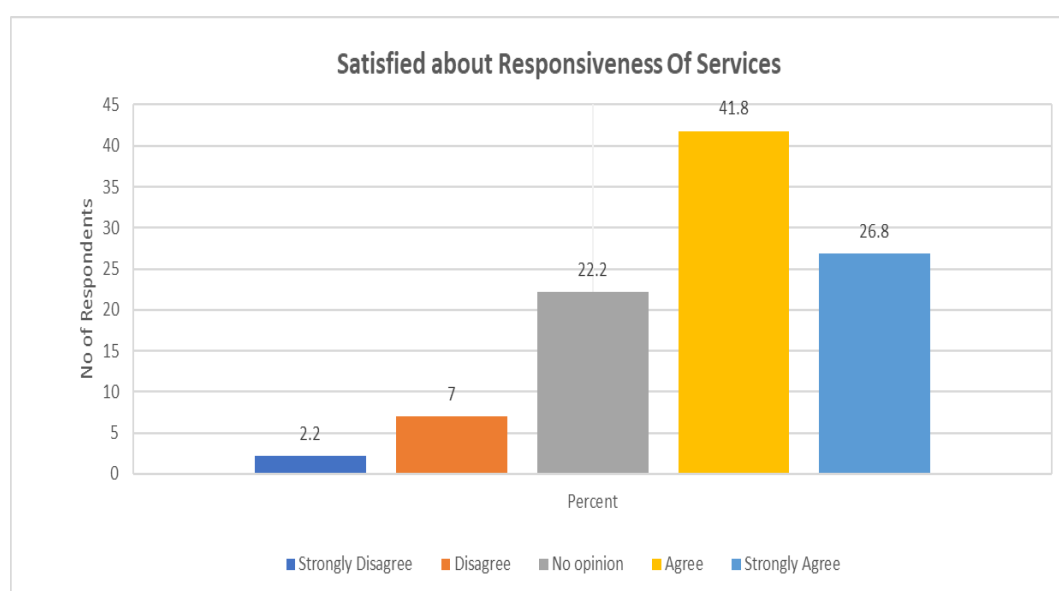
**Interpretation:**

When the respondents were asked about the overall satisfaction level of the reliability of service of the respondents after utilising the services of bank, it was observed that 37% agreed to it and 31% strongly agreed to it. 23% had no opinion for the same; 8% disagreed. Overall satisfaction level of the respondents for reliability of service is found to be good.

**Table No. 4.58 Satisfied about Responsiveness Of Services**

Particulars		Frequency	Percent
Valid	Strongly Disagree	11	2.2
	Disagree	35	7.0
	No opinion	111	22.2
	Agree	209	41.8
	Strongly Agree	134	26.8
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.58 Satisfied about Responsiveness Of Services**

**Interpretation:**

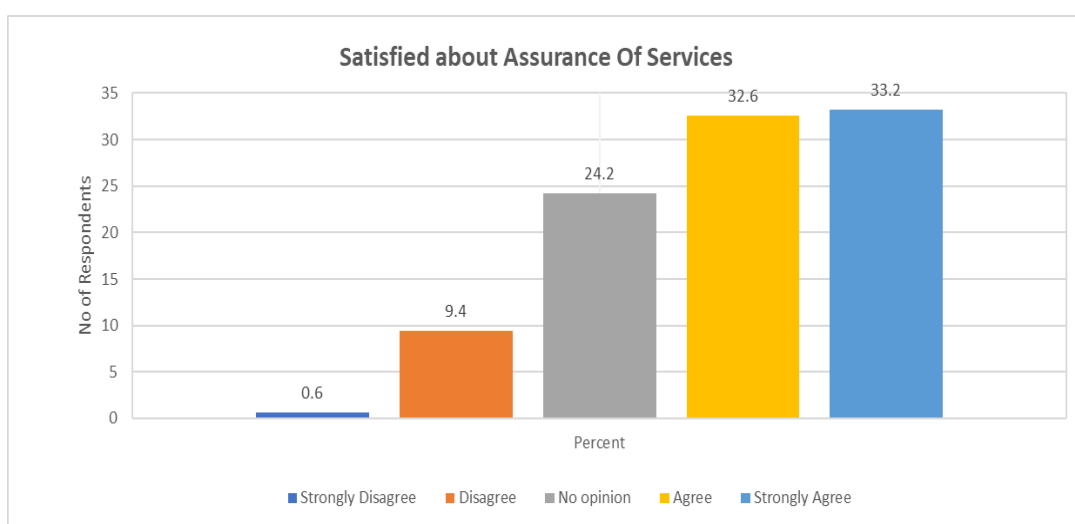
When the respondents were asked about the overall satisfaction level of the responsiveness of service of the respondents after utilising the services of bank, it was observed that 42% agreed to it and 27% strongly agreed to it. 22% had no opinion for the same; 7% disagreed. Overall satisfaction level of the respondents for responsiveness of service is found to be good.



**Table No. 4.59 Satisfied about Assurance Of Services**

Particulars		Frequency	Percent
Valid	Strongly Disagree	3	.6
	Disagree	47	9.4
	No opinion	121	24.2
	Agree	163	32.6
	Strongly Agree	166	33.2
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.59 Satisfied about Assurance Of Services**

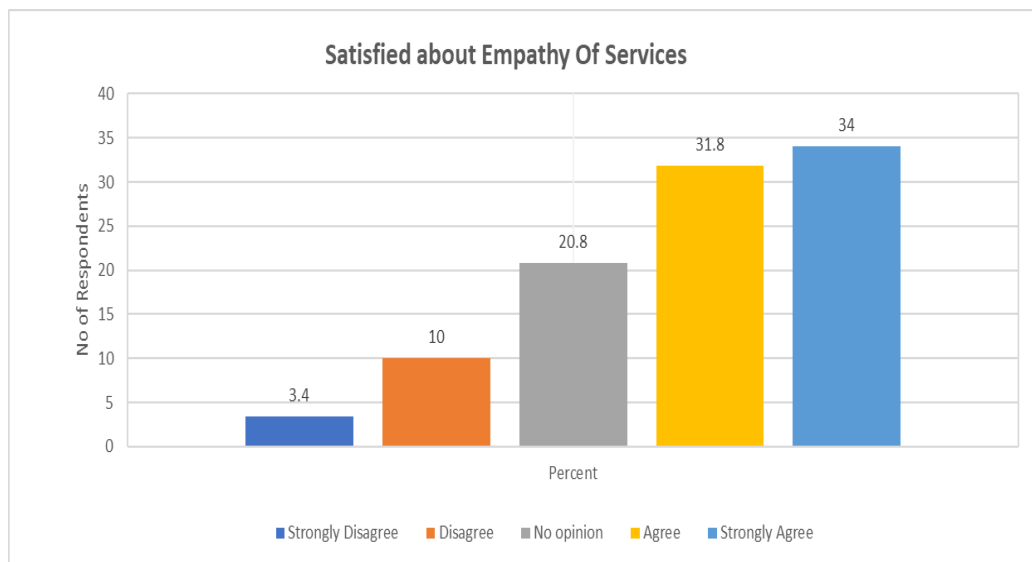
**Interpretation:**

When the respondents were asked about the overall satisfaction level of the assurance of service of the respondents after utilising the services of bank, it was observed that 33% agreed to it and 33% strongly agreed to it. 24% had no opinion for the same; 9% disagreed. Overall satisfaction level of the respondents for assurance of service is found to be good.

**Table No. 4.60 Satisfied about Empathy Of Services**

Particulars		Frequency	Percent
Valid	Strongly Disagree	17	3.4
	Disagree	50	10.0
	No opinion	104	20.8
	Agree	159	31.8
	Strongly Agree	170	34.0
	<b>Total</b>	<b>500</b>	<b>100.0</b>

Source: Field Survey



**Chart No. 4.60 Satisfied about Empathy Of Services**

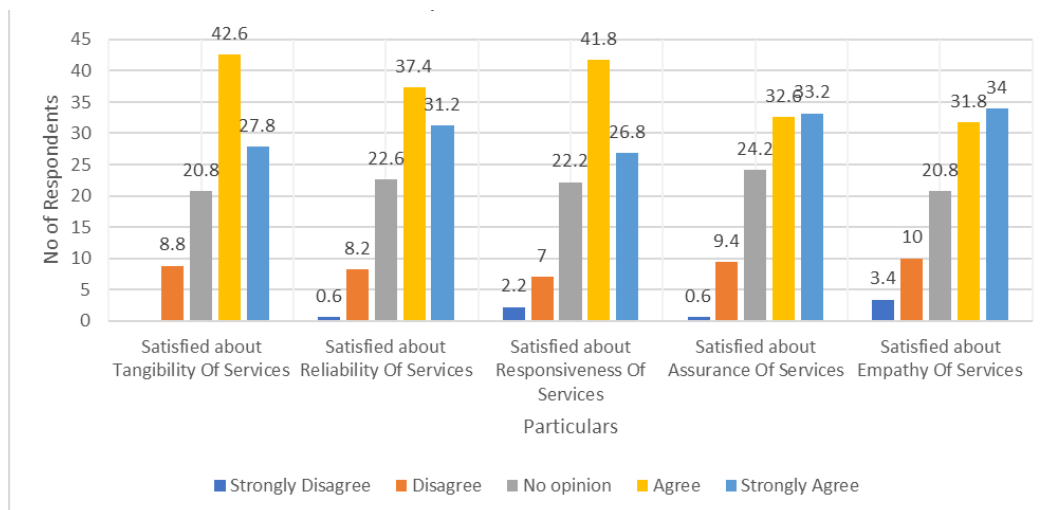
**Interpretation:**

When the respondents were asked about the overall satisfaction level of the empathy of service of the respondents after utilising the services of bank, it was observed that 32% agreed to it and 34% strongly agreed to it. 21% had no opinion for the same; 10% disagreed and 3% strongly disagreed to it. Overall satisfaction level of the respondents for reliability of service is found to be good.

**Table No. 4.61 Customer’s Experience Overall Satisfaction about Services**

Particulars		Strongly Disagree	Disagree	No opinion	Agree	Strongly Agree	Total
Satisfied about Tangibility Of Services	Frequency	0	44	104	213	139	500
	Percent	0	8.8	20.8	42.6	27.8	100.0
Satisfied about Reliability Of Services	Frequency	3	41	113	187	156	500
	Percent	.6	8.2	22.6	37.4	31.2	100.0
Satisfied about Responsiveness Of Services	Frequency	11	35	111	209	134	500
	Percent	2.2	7.0	22.2	41.8	26.8	100.0
Satisfied about Assurance Of Services	Frequency	3	47	121	163	166	500
	Percent	.6	9.4	24.2	32.6	33.2	100.0
Satisfied about Empathy Of Services	Frequency	17	50	104	159	170	500
	Percent	3.4	10.0	20.8	31.8	34.0	100.0

Source: Field Survey



**Chart No. 4.61 Customer’s experience Overall Satisfaction about Services**

### **Interpretation:**

When the respondents were asked about the overall satisfaction about the services it was observed that positive opinion percentage ranging from 60% to 70%. Overall tangibility of services was 43% agree and 28% strongly agree, 21% had no opinion and 9% disagreed to it.

Likewise for reliability of service 37% agreed and 31% strongly agreed to it, 23% had no opinion for the same and 8% disagreed to it. Whereas for responsiveness of service 42% had agreed 27% strongly agreed to it. 23% had no opinion, 8% disagreed to it. When opinion regarding assurance of service was opined, it was observed 42% agreed, 27% strongly agreed to it, 22% had no opinion for the same, 7% disagree and 2% strongly disagreed to it. When empathy of service was opined it was observed that 32% agreed, 34% strongly agreed, 21% had no opinion and 10% disagreed and 3% strongly disagreed to it.

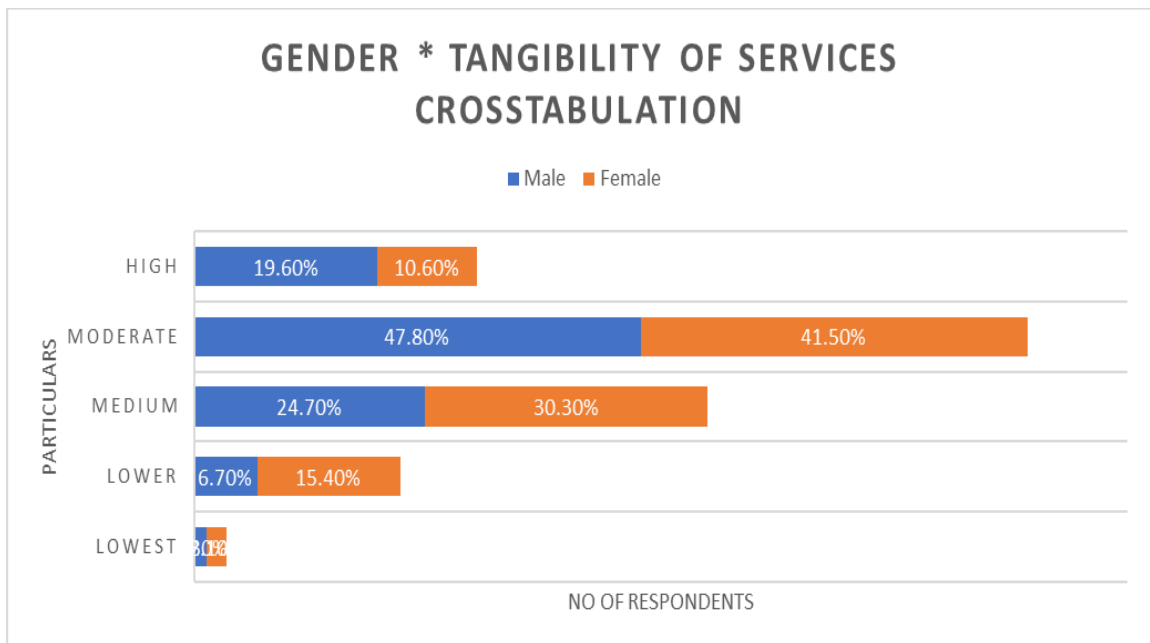
Thus, we can observe that overall service even though it is good still bank has to work a lot to achieve maximum satisfaction towards their customers.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.62 - Gender \* Tangibility Of Services Crosstabulation**

Particulars			Tangibility Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Gender	Male	Count	4	21	77	149	61	312
		%	1.3%	6.7%	24.7%	47.8%	19.6%	100.0%
	Female	Count	4	29	57	78	20	188
		%	2.1%	15.4%	30.3%	41.5%	10.6%	100.0%
Total		Count	8	50	134	227	81	500
		%	1.6%	10.0%	26.8%	45.4%	16.2%	100.0%

Source: Field Survey



**Chart No 4.62 - Gender \* Tangibility Of Services Crosstabulation**

**Interpretation:**

To understand the relationship between the Gender and Tangibility of service, a cross table was formed as gender wise requirements of banking service and tangibility expectations. From the above table it can be clearly identified that 48% of male had a moderate opinion and 42% of female have a moderate opinion. Likewise, 20% male have high opinion about tangibility of service and 11% of female have high

tangibility opinion. It can also be observing that 25% Male have no strong opinion for the same and 30% female likewise had no opinion for the same. 15% female had lower opinion and 7% male had lower opinion.

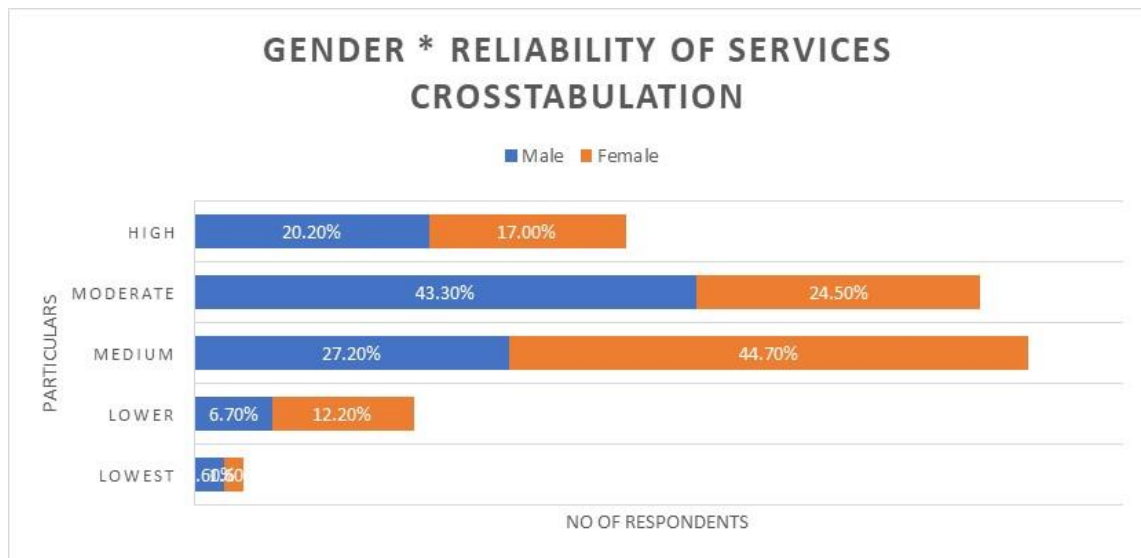
Thus, from the above table it can be clearly observed that male compared to female have more expectation towards satisfaction related to tangibility of service in banks.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.63 - Gender \* Reliability Of Services Crosstabulation**

Particulars			Reliability Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Gender	Male	Count	8	21	85	135	63	312
		%	2.6%	6.7%	27.2%	43.3%	20.2%	100.0%
	Female	Count	3	23	84	46	32	188
		%	1.6%	12.2%	44.7%	24.5%	17.0%	100.0%
<b>Total</b>		<b>Count</b>	<b>11</b>	<b>44</b>	<b>169</b>	<b>181</b>	<b>95</b>	<b>500</b>
		<b>%</b>	<b>2.2%</b>	<b>8.8%</b>	<b>33.8%</b>	<b>36.2%</b>	<b>19.0%</b>	<b>100.0%</b>

Source: Field Survey



**Chart No 4.63 - Gender \* Reliability Of Services Crosstabulation**

**Interpretation:**

To understand the relationship between the Gender and Reliability of service cross table was formed as gender wise requirements of banking service and expectations. Thus, from the above table it can be clearly identified that 43% of male had a moderate opinion and only 25% of female have a moderate opinion. Likewise,

20% male have high opinion about reliability of service and 17% of female have high reliability opinion. It can also be observing that 27% Male have no strong opinion for the same and 45% female likewise had no opinion for the same. 12% female had lower opinion and 7% male had lower opinion.

Thus, from the above table it can be clearly observed that male compared to female have more expectation towards satisfaction about the reliability of service. Banks should work on doing some measures to keep up the expectation level of the customers towards reliability of service as females with no expectation or negative opinion is comparatively more.

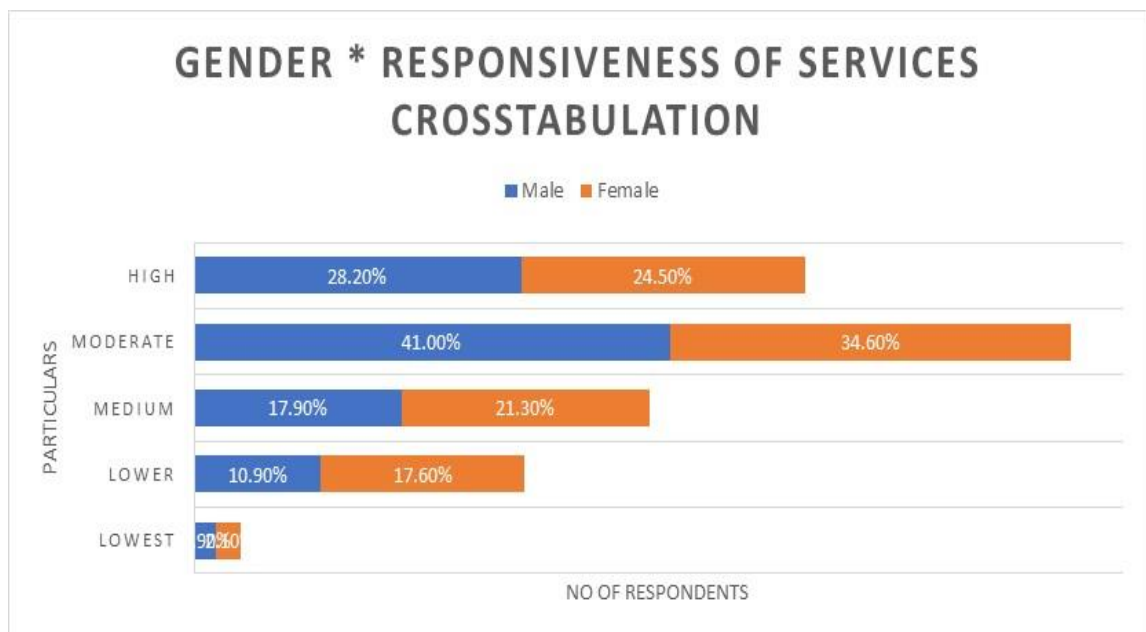


**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.64 - Gender \* Responsiveness Of Services Crosstabulation**

Particulars		Responsiveness Of Services					Total	
		Lowest	Lower	Medium	Moderate	High		
Gender	Male	Count	10	34	56	128	88	312
		%	2.0%	10.9%	17.9%	41.0%	28.2%	100.0%
	Female	Count	4	33	40	65	46	188
		%	2.1%	17.6%	21.3%	34.6%	24.5%	100.0%
<b>Total</b>		<b>Count</b>	<b>10</b>	<b>67</b>	<b>96</b>	<b>193</b>	<b>134</b>	<b>500</b>
		<b>%</b>	<b>2.0%</b>	<b>13.4%</b>	<b>19.2%</b>	<b>38.6%</b>	<b>26.8%</b>	<b>100.0%</b>

Source: Field Survey



**Chart No 4.64 - Gender \* Responsiveness Of Services Crosstabulation**

**Interpretation:**

To understand the relationship between the Gender and Responsiveness of service cross table was formed as gender wise requirements of banking service and expectations. Thus, from the above table it can be clearly identified that 41% of male had a moderate opinion and only 35% of female have a moderate opinion. Likewise,

28% male have high opinion about Responsiveness of service and 25% of female have high Responsiveness opinion. It can also be observing that only 18% Male have no strong opinion for the same and 35% female likewise had no opinion for the same. 18% female had lower opinion and 11% male had lower opinion.

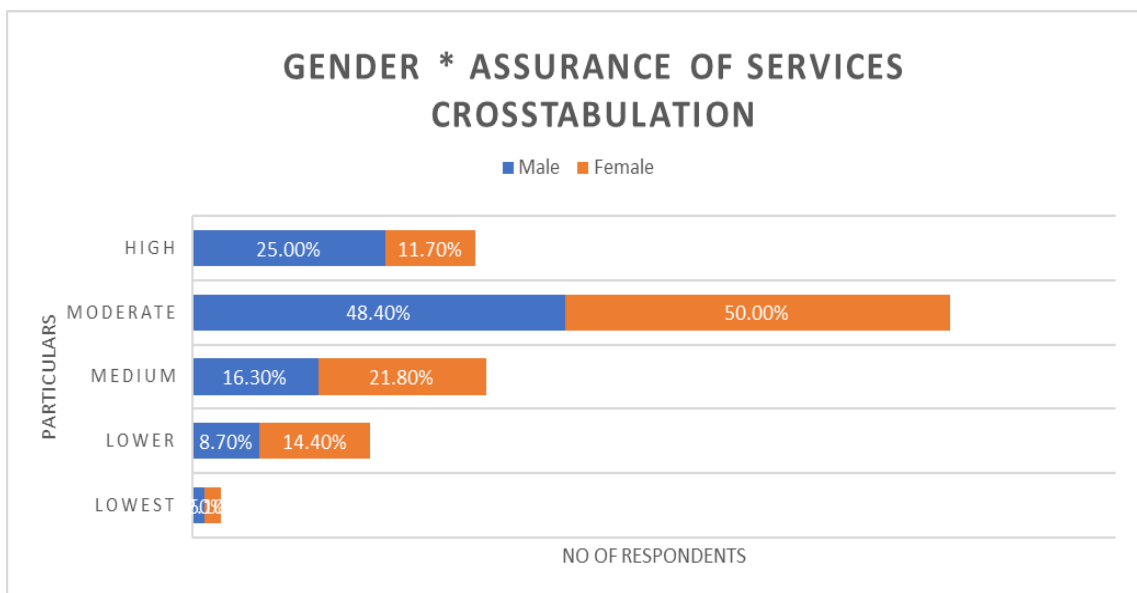
Thus, from the above table it can be clearly inferred that female member's expectation in comparison to the tangibility and reliability had a better opinion about the responsiveness of service aspect. Which is good sign that somewhere there is a good expectation put forth about the responsiveness of service provided by banks in the minds of the respondents.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.65 - Gender \* Assurance Of Services Crosstabulation**

Particulars			Assurance Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Gender	Male	Count	5	27	51	151	78	312
		%	1.6%	8.7%	16.3%	48.4%	25.0%	100.0%
	Female	Count	4	27	41	94	22	188
		%	2.1%	14.4%	21.8%	50.0%	11.7%	100.0%
Total		Count	9	54	92	245	100	500
		%	1.8%	10.8%	18.4%	49.0%	20.0%	100.0%

Source: Field Survey



**Chart No 4.65 - Gender \* Assurance Of Services Crosstabulation**

**Interpretation:**

To understand the relationship between the Gender and Assurance of service cross table was formed as gender wise requirements of banking service and expectations. Thus, from the above table it can be clearly identified that 48% of male had a moderate opinion and only 50% of female have a moderate opinion. Likewise, 25% male have high opinion about assurance of service and 12% of female have high assurance opinion. It can also be observing that only 16% Male have no strong

opinion for the same and 22% female likewise had no opinion for the same. 9% female had lower opinion and 14% male had lower opinion.

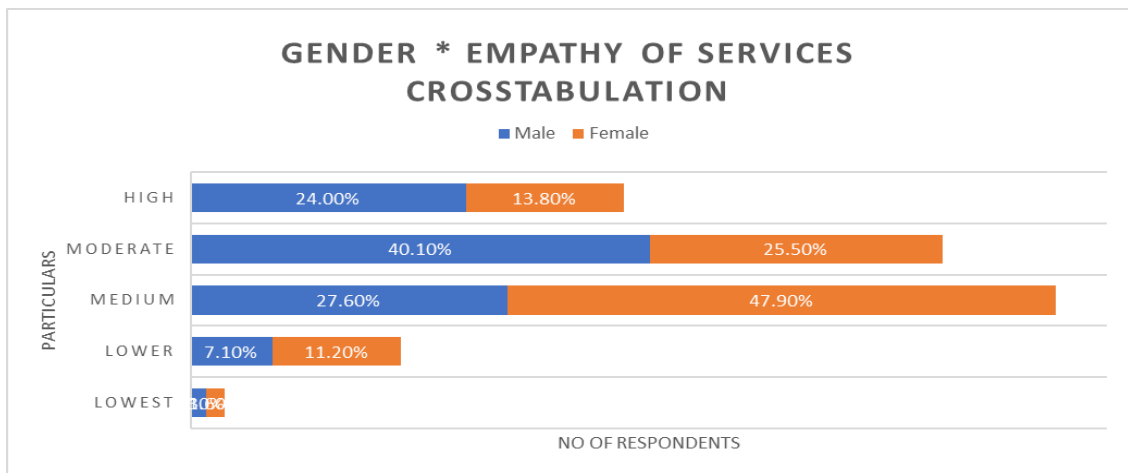
Thus, from the above table it can be clearly inferred that respondent's expectation are high about the assurance of service. Both male and female had opined positive expectations towards assurance of service.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.66 - Gender \* Empathy Of Services Crosstabulation**

Particulars			Empathy Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Gender	Male	Count	4	22	86	125	75	312
		%	1.3%	7.1%	27.6%	40.1%	24.0%	100.0%
	Female	Count	3	21	90	48	26	188
		%	1.6%	11.2%	47.9%	25.5%	13.8%	100.0%
Total		Count	7	43	176	173	101	500
		%	1.4%	8.6%	35.2%	34.6%	20.2%	100.0%

Source: Field Survey



**Chart No 4.66 - Gender \* Empathy Of Services Crosstabulation**

**Interpretation:**

To understand the expectation of the respondents on the basis of relationship between the Gender and Empathy of service cross table was formed as gender wise requirements of banking service and expectations. Thus, from the above table it can be clearly identified that 48% of male had a moderate expectation and only 50% of female have a moderate expectation. Likewise, 25% male have high expectation about empathy of service and 12% of female have high empathy-based expectations. It can

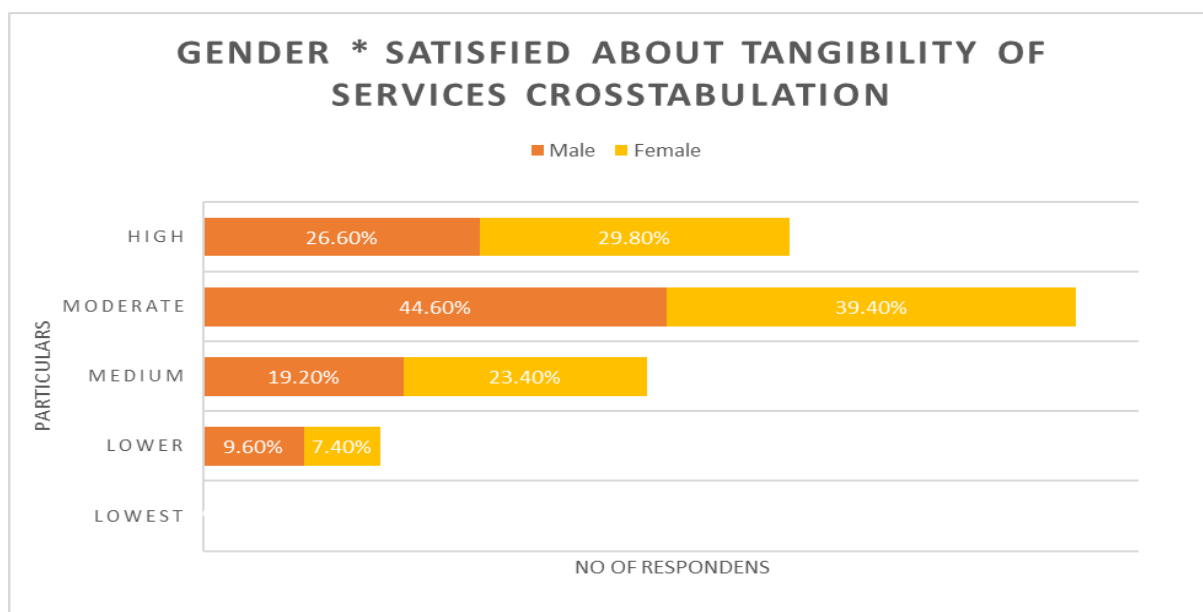
also be observing that only 16% Male have no strong expectation for the same and 22% female likewise had no expectation for the same. 9% female had lower expectation and 14% male had lower expectations towards empathy of services.

**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.67 - Gender \* Satisfied about Tangibility Of Services Crosstabulation**

Particulars			Satisfied about Tangibility Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Gender	Male	Count	0	30	60	139	83	312
		%	0%	9.6%	19.2%	44.6%	26.6%	100.0%
	Female	Count	0	14	44	74	56	188
		%	0%	7.4%	23.4%	39.4%	29.8%	100.0%
Total		Count	0	44	104	213	139	500
		%	0%	8.8%	20.8%	42.6%	27.8%	100.0%

Source: Field Survey



**Chart No 4.67 - Gender \* Satisfied about Tangibility Of Services Crosstabulation**

**Interpretation:**

To understand the relationship between the Gender and customer overall satisfaction about tangibility of service cross table was formed as gender wise requirements of banking service and expectations change. Thus, from the above table

it can be clearly identified that 44.60% of male had a moderate opinion and 39.40% of female have a moderate opinion. Likewise, 26.60% male have high opinion about tangibility of service and 29.80% of female have high tangibility opinion. It can also be observing that 19.20% Male have no strong opinion for the same and 23.40% female likewise had no opinion for the same. 9.60% female had lower opinion and 7.40% male had lower opinion.

Thus, from the above table it can be clearly observed that male compared to female are more satisfied about the tangibility of service. Moderate opinion can be observed more in the gender in comparison to the other opinion.

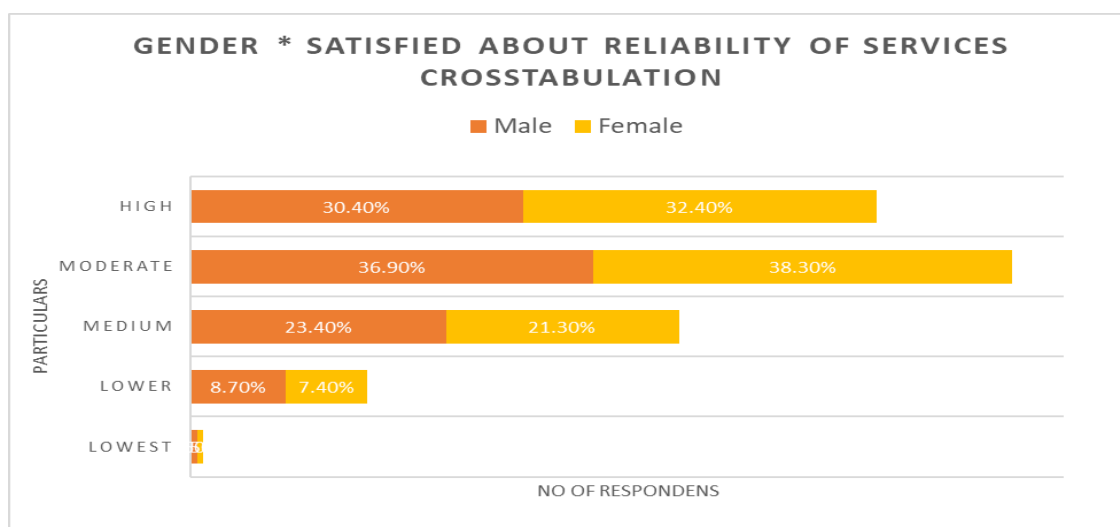


**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.68 - Gender \* Satisfied about Reliability Of Services Crosstabulation**

Particulars			Satisfied about Reliability Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Gender	Male	Count	2	27	73	115	95	312
		%	0.6%	8.7%	23.4%	36.9%	30.4%	100.0%
	Female	Count	1	14	40	72	61	188
		%	0.5%	7.4%	21.3%	38.3%	32.4%	100.0%
Total		Count	3	41	113	187	156	500
		%	0.6%	8.2%	22.6%	37.4%	31.2%	100.0%

Source: Field Survey



**Chart No 4.68 - Gender \* Satisfied about Reliability Of Services Crosstabulation**

**Interpretation:**

To understand the relationship between the Gender and customer overall satisfaction about reliability of service cross table was formed as gender wise requirements of banking service and expectations change. Thus, from the above table it can be clearly identified that 36.90% of male had a moderate opinion and 38.30% of

female have a moderate opinion. Likewise, 30.40% male have high opinion about reliability of service and 32.40% of female have high reliability opinion. It can also be observing that 23.40% Male have medium opinion for the same and 21.30% female likewise had medium for the same. 8.70% female had lower opinion and 7.40% male had lower opinion.

Thus, from the above table it can be clearly observed that male compared to female have more satisfied about the reliability of service. Banks should work on doing some measures to increase the reliability of service as females with no opinion or negative opinion is comparatively more.

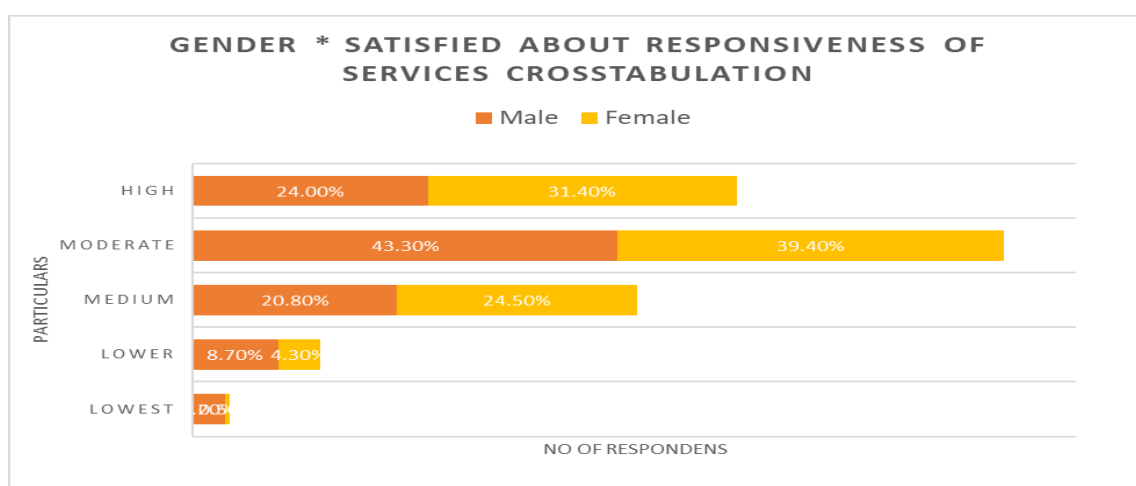
**Demographic Factor \* Customer Over All Sanctification – Cross Table**

**Table No 4.69 - Gender \* Satisfied about Responsiveness Of Services**

**Crosstabulation**

Particulars			Satisfied about Responsiveness Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Gender	Male	Count	10	27	65	135	75	312
		%	3.2%	8.7%	20.8%	43.3%	24.0%	100.0%
	Female	Count	1	8	46	74	59	188
		%	0.5%	4.3%	24.5%	39.4%	31.4%	100.0%
<b>Total</b>		<b>Count</b>	<b>11</b>	<b>35</b>	<b>111</b>	<b>209</b>	<b>134</b>	<b>500</b>
		<b>%</b>	<b>2.2%</b>	<b>7.0%</b>	<b>22.2%</b>	<b>41.8%</b>	<b>26.8%</b>	<b>100.0%</b>

Source: Field Survey



**Chart No 4.69 - Gender \* Satisfied about Responsiveness Of Services**

**Crosstabulation**

**Interpretation:**

To understand the relationship between the Gender and customer overall satisfaction about Responsiveness of service cross table was formed as gender wise requirements of banking service and expectations change. Thus, from the above table it can be clearly identified that 4.30% of male had a moderate opinion and only 39.40% of female have a moderate opinion. Likewise, 24% male have high opinion

about Responsiveness of service and 31.40% of female have high Responsiveness opinion. It can also be observing that only 20.80% Male have no strong opinion for the same and 24.50% female likewise had no opinion for the same. 8.70% female had lower opinion and 4.30% male had lower opinion.

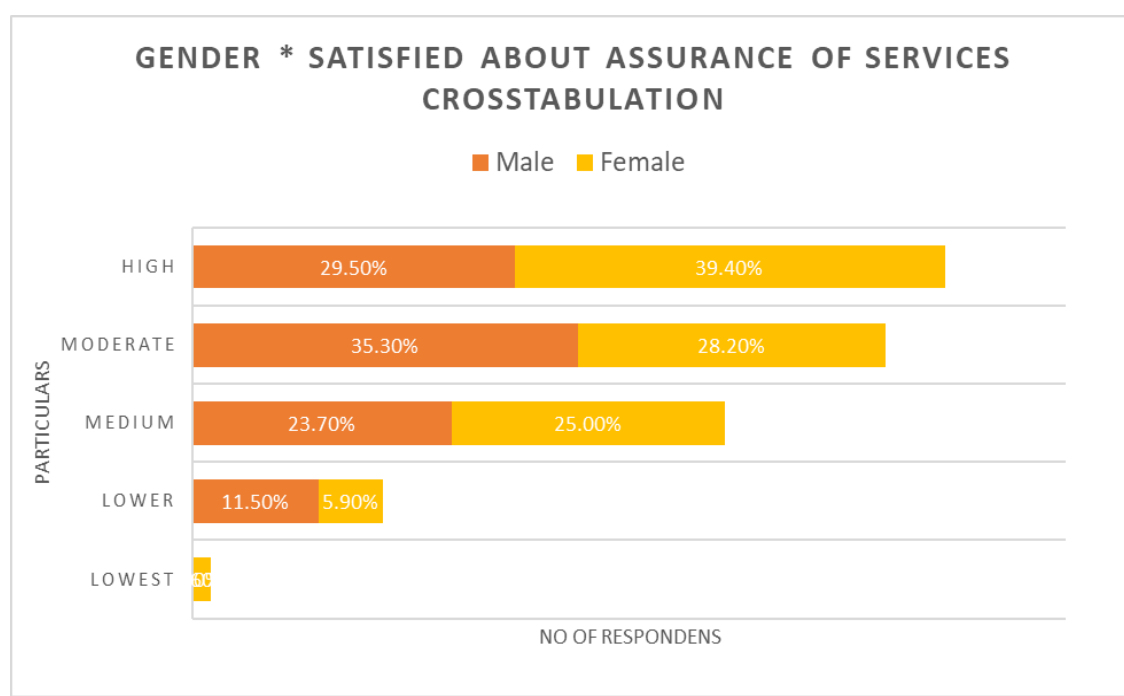
Thus, from the above table it can be clearly inferred that female in comparison to the tangibility and reliability had a better opinion about the responsiveness of service aspect. Which is good sign that somewhere there is a good opinion about the banks in the minds of the respondents.

**Demographic Factor \* Customer Over All Sanctification – Cross Table**

**Table No 4.70 - Gender \* Satisfied about Assurance Of Services Crosstabulation**

Particulars			Satisfied about Assurance Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Gender	Male	Count	0	36	74	110	92	312
		%	0.0%	11.5%	23.7%	35.3%	29.5%	100.0%
	Female	Count	3	11	47	53	74	188
		%	1.6%	5.9%	25.0%	28.2%	39.4%	100.0%
Total		Count	3	47	121	163	166	500
		%	0.6%	9.4%	24.2%	32.6%	33.2%	100.0%

Source: Field Survey



**Chart No 4.70 - Gender \* Satisfied about Assurance Of Services Crosstabulation**

**Interpretation:**

To understand the relationship between the Gender and customer overall satisfaction about Assurance of service cross table was formed as gender wise requirements of banking service and expectations change. Thus, from the above table

it can be clearly identified that 35% of male had a moderate opinion and only 28.20% of female have a moderate opinion. Likewise, 29.50% male have high opinion about assurance of service and 39.40% of female have high assurance opinion. It can also be observing that only 23.70% Male have medium opinion for the same and 25% female likewise had medium for the same. 11.50% female had lower opinion and 5.30% male had lower opinion.

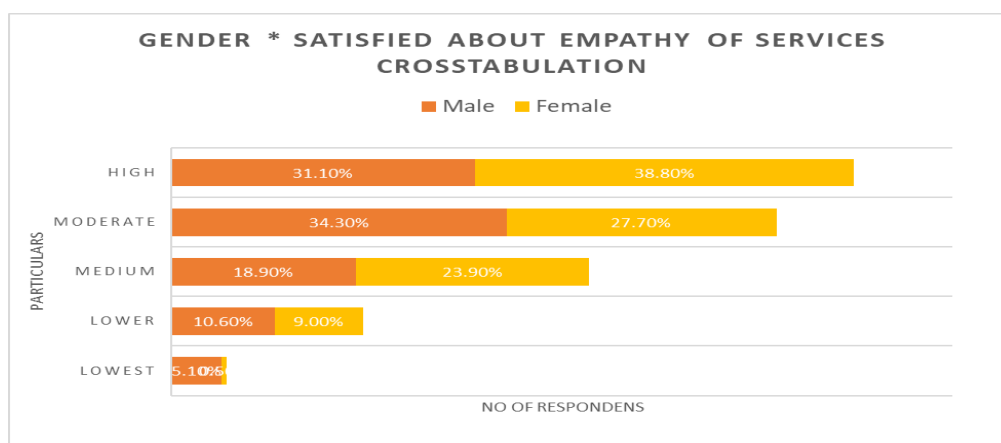
Thus, from the above table it can be clearly inferred that respondents have a good about the assurance of service. Both male and female had opined positive for the assurance of service.

**Demographic Factor \* Customer Over All Sanctification – Cross Table**

**Table No 4.71 - Gender \* Satisfied about Empathy Of Services Crosstabulation**

Particulars			Satisfied about Empathy Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Gender	Male	Count	16	33	59	107	97	312
		%	5.1%	10.6%	18.9%	34.3%	31.1%	100.0%
	Female	Count	1	17	45	52	73	188
		%	0.5%	9.0%	23.9%	27.7%	38.8%	100.0%
<b>Total</b>		<b>Count</b>	<b>17</b>	<b>50</b>	<b>104</b>	<b>159</b>	<b>170</b>	<b>500</b>
		<b>%</b>	<b>3.4%</b>	<b>10.0%</b>	<b>20.8%</b>	<b>31.8%</b>	<b>34.0%</b>	<b>100.0%</b>

Source: Field Survey



**Chart No 4.71 - Gender \* Satisfied about Empathy Of Services Crosstabulation**

**Interpretation:**

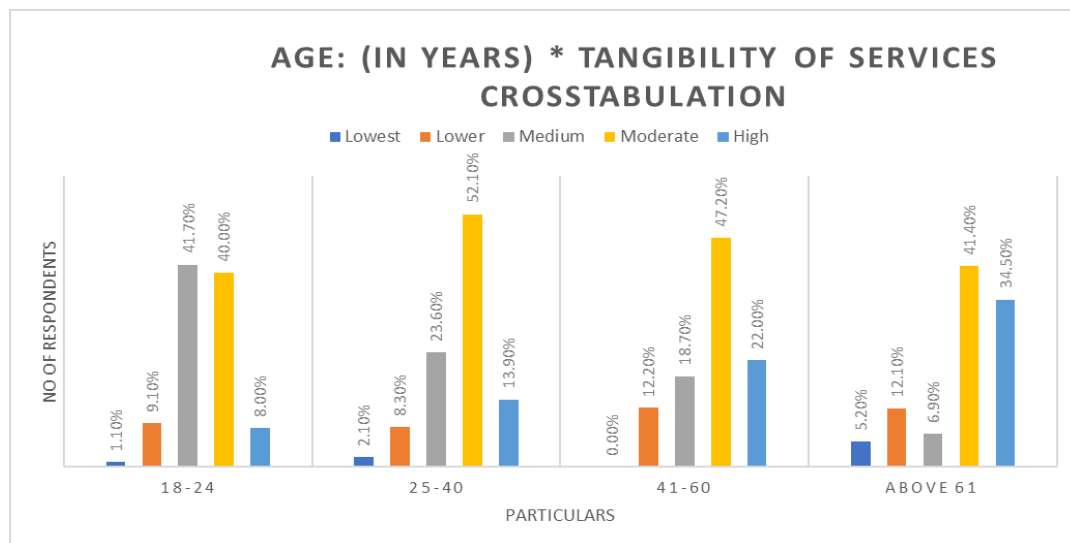
To understand the relationship between the Gender and customer overall satisfaction about Empathy of service cross table was formed as gender wise requirements of banking service and expectations change. Thus, from the above table it can be clearly identified that 34.30% of male had a moderate opinion and 27.70% of female have a moderate opinion. Likewise, 31.10% male have high opinion about empathy of service and 38.80% of female have high empathy opinion. It can also be observing that only 18.90% Male have medium opinion for the same and 23.90% female likewise had medium for the same. 10.60% female had lower opinion and 9% male had lower opinion.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.72 - Age: (in Years) \* Tangibility Of Services Crosstabulation**

Particulars			Tangibility Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Age: (in Years)	18-24	Count	2	16	73	70	14	175
		%	1.1%	9.1%	41.7%	40.0%	8.0%	100.0%
	25-40	Count	3	12	34	75	20	144
		%	2.1%	8.3%	23.6%	52.1%	13.9%	100.0%
	41-60	Count	0	15	23	58	27	123
		%	0.0%	12.2%	18.7%	47.2%	22.0%	100.0%
	Above 60	Count	3	7	4	24	20	58
		%	5.2%	12.1%	6.9%	41.4%	34.5%	100.0%
<b>Total</b>		<b>Count</b>	<b>8</b>	<b>50</b>	<b>134</b>	<b>227</b>	<b>81</b>	<b>500</b>
		<b>%</b>	<b>1.6%</b>	<b>10.0%</b>	<b>26.8%</b>	<b>45.4%</b>	<b>16.2%</b>	<b>100.0%</b>

Source: Field Survey



**Chart 4.72 - Age: (in Years) \* Tangibility Of Services Crosstabulation**

**Interpretation:**

To obtain more insight about Tangibility of services cross table formed with age of the respondents. This table helps us in getting more insight about the age wise opinion with that of expected tangibility of services. It is observed that in the age group of 18-24 40% had moderate opinion, 8% had high opinion, 42% had medium



opinion, 9% had lower and 1% had lowest opinion for the same. Likewise, in the age group of 25 to 40 it can be observed that 52% had a moderate opinion for the same. Around 14% had high opinion, 24% had medium, 8% had owner and only 2% had lowest opinion for the same. In the age group of 41-60 around 47% had a moderate opinion, 22% had high opinion, 19% had a medium opinion, 12% had lower opinion and only 0% had the lowest opinion for the same. When Above 60 age was opined it was 41% had moderate opinion, 35% had high opinion, 27% had medium opinion, 7% had lower and only 2% had lowest opinion for the same.

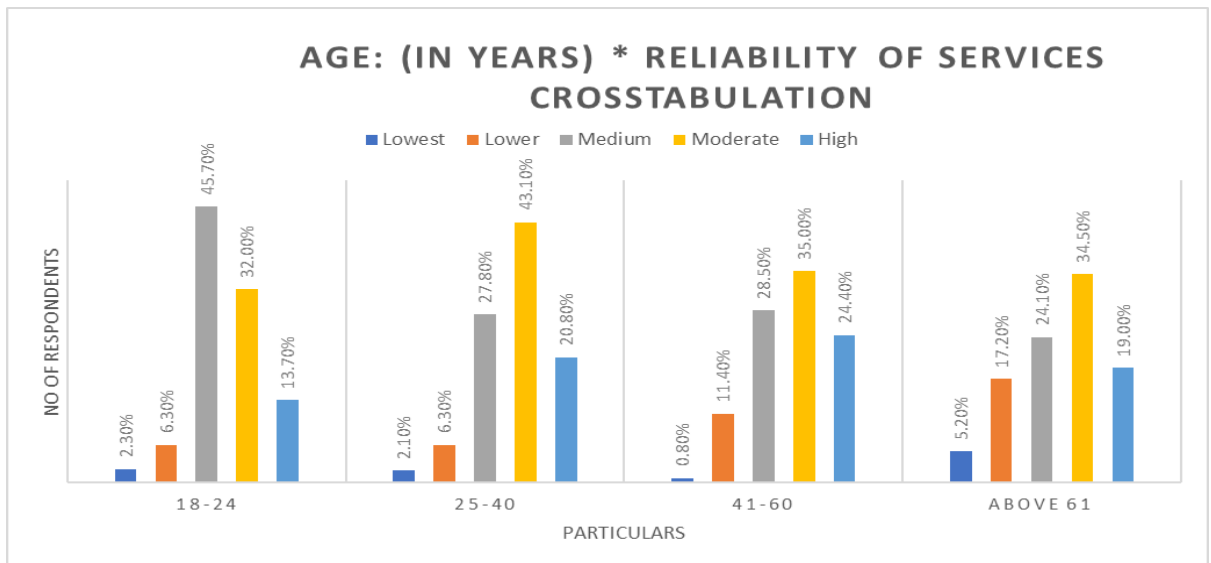
Thus, from the above table it can be inferred that as the age increases the expectation towards tangibility of service is also increasing.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.73 - Age: (in Years) \* Reliability Of Services Crosstabulation**

Particulars			Reliability Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Age: (in Years)	18-24	Count	4	11	80	56	24	175
		%	2.3%	6.3%	45.7%	32.0%	13.7%	100.0%
	25-40	Count	3	9	40	62	30	144
		%	2.1%	6.3%	27.8%	43.1%	20.8%	100.0%
	41-60	Count	1	14	35	43	30	123
		%	0.8%	11.4%	28.5%	35.0%	24.4%	100.0%
	Above 60	Count	3	10	14	20	11	58
		%	5.2%	17.2%	24.1%	34.5%	19.0%	100.0%
<b>Total</b>		Count	11	44	169	181	95	500
		%	2.2%	8.8%	33.8%	36.2%	19.0%	100.0%

Source: Field Survey



**Chart No 4.73 - Age: (in Years) \* Reliability Of Services Crosstabulation**

**Interpretation:**

To obtain more insight about the expectations towards Reliability of services across table formed with age of the respondents. This table helps us in getting more insight about the age wise expectations of the respondents. Its observed that in the age

group of 18-24 32% had moderate opinion, 14% had high opinion, 46% had medium opinion, 6% had lower and 2% had lowest opinion for the same. Likewise, in the age group of 25 to 40 it can be observed that 43% had a moderate opinion for the same. Around 21% had high opinion, 28% had medium, 6% had owner and only 2% had lowest opinion for the same. In the age group of 41-60 around 35% had a moderate opinion, 24% had high opinion, 29% had a medium opinion, 11% had lower opinion and only less than 1% had the lowest opinion for the same. When Above 60 age was opined it was 35% had moderate opinion, 19% had high opinion, 24% had medium opinion, 17% had lower and only 5% had lowest opinion for the same.

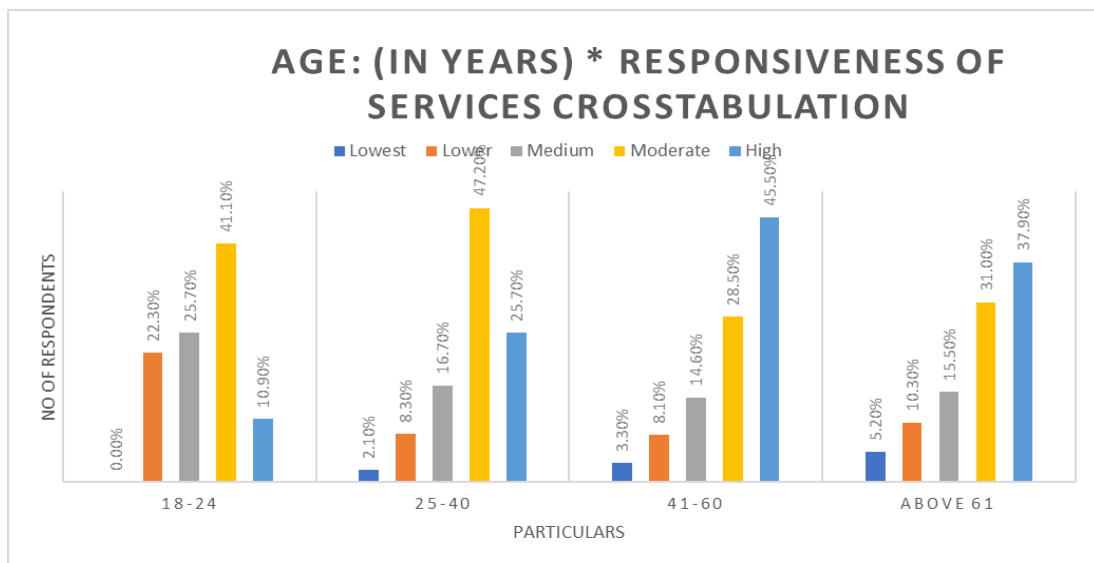
Reliability of service expectation is more in the age group between 25 to 40 and 41 to 60. Whereas it is less in age group of 18-24 and above 60 age group respondents. It can also be observed from the above the above table that in age group 18 to 24 and above 60 categories have no opinion opined, which helps in understanding that this age group respondents are not aware of or not expecting any things related to reliability of service.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.74 - Age: (in Years) \* Responsiveness Of Services Crosstabulation**

Particulars			Responsiveness Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Age: (in Years)	18-24	Count	0	39	45	72	19	175	
		%	0.0%	22.3%	25.7%	41.1%	10.9%	100.0%	
	25-40	Count	3	12	24	68	37	144	
		%	2.1%	8.3%	16.7%	47.2%	25.7%	100.0%	
	41-60	Count	4	10	18	35	56	123	
		%	3.3%	8.1%	14.6%	28.5%	45.5%	100.0%	
	Above 60	Count	3	6	9	18	22	58	
		%	5.2%	10.3%	15.5%	31.0%	37.9%	100.0%	
	<b>Total</b>		Count	10	67	96	193	134	500
			%	2.0%	13.4%	19.2%	38.6%	26.8%	100.0%

Source: Field Survey



**Chart No 4.74 - Age: (in Years) \* Responsiveness Of Services Crosstabulation**

**Interpretation:**

To obtain more insight about expectations related to responsiveness of services cross table formed with age of the respondents. This table helps us in getting more insight about the age wise opinion. Its observed that in the age group of 18-24,

41% had moderate opinion, 11% had high opinion, 26% had medium opinion, 22% had lower and 0% had lowest opinion for the same. Likewise, in the age group of 25 to 40 it can be observed that 47% had a moderate opinion for the same. Around 26% had high opinion, 17% had medium, 8% had low and only 2% had lowest opinion for the same. In the age group of 41-60 around 46% had a moderate opinion, 29% had high opinion, 15% had a medium opinion, 8% had lower opinion and only less than 3% had the lowest opinion for the same. When Above 60 age was opined it was 31% had moderate opinion, 38% had high opinion, 15% had medium opinion, 10% had lower and only 5% had lowest opinion for the same.

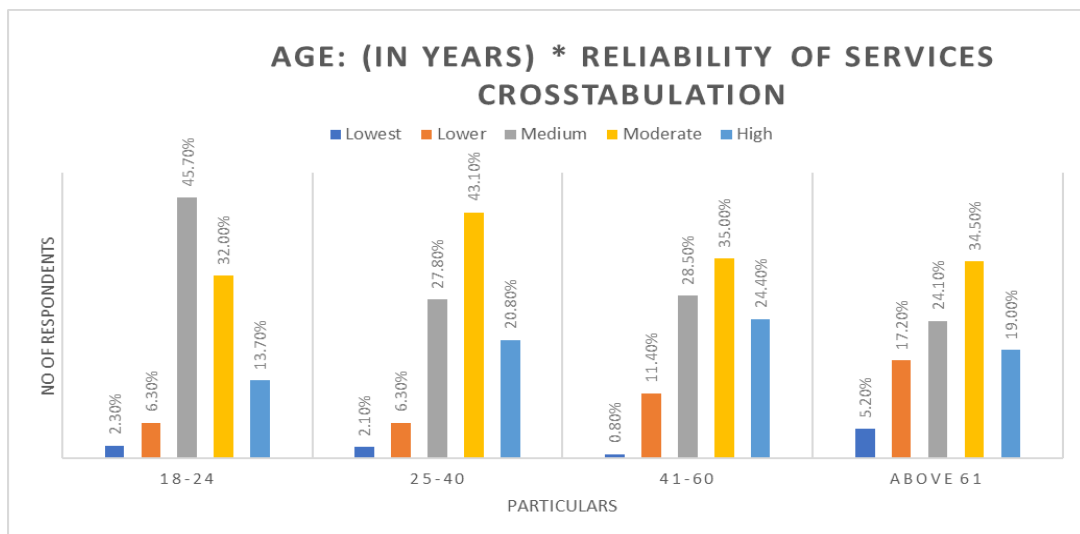
With the expectations towards responsiveness opinion given by the respondents, it can be clearly understood that majority of the respondents from all the group have a good expectation towards responsiveness of service.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.75 - Age: (in Years) \* Assurance Of Services Crosstabulation**

Particulars			Assurance Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Age: (in Years)	18-24	Count	1	35	30	86	23	175	
		%	4	20.0%	17.1%	49.1%	13.1%	100.0%	
	25-40	Count	7	3	28	80	26	144	
		%	4.9%	2.1%	19.4%	55.6%	18.1%	100.0%	
	41-60	Count	1	9	21	54	38	123	
		%	0.8%	7.3%	17.1%	43.9%	30.9%	100.0%	
	Above 60	Count	0	7	13	25	13	58	
		%	0.0%	12.1%	22.4%	43.1%	22.4%	100.0%	
	Total		Count	9	54	92	245	100	500
			%	1.8%	10.8%	18.4%	49.0%	20.0%	100.0%

Source: Field Survey



**Chart No 4.75 - Age: (in Years) \* Assurance Of Services Crosstabulation**

**Interpretation:**

To obtain more insight about the expectations towards Assurance of services, a cross table was formed with age of the respondents. This table helps us in getting more insight about the age wise expectations. Its observed that in the age group of 18-

24, 49% had moderate opinion, 13% had high opinion, 17% had medium opinion, 20% had lower and 0% had lowest opinion for the same. Likewise, in the age group of 25 to 40 it can be observed that 57% had a moderate opinion for the same. Around 18% had high opinion, 19% had medium, 2% had owner and only 5% had lowest opinion for the same. In the age group of 41-60 around 44% had a moderate opinion, 31% had high opinion, 17% had a medium opinion, 7% had lower opinion and only less than 1% had the lowest opinion for the same. When Above 60 age was opined it was 49% had moderate opinion, 20% had high opinion, 18% had medium opinion, 11% had lower and only 2% had lowest opinion for the same.

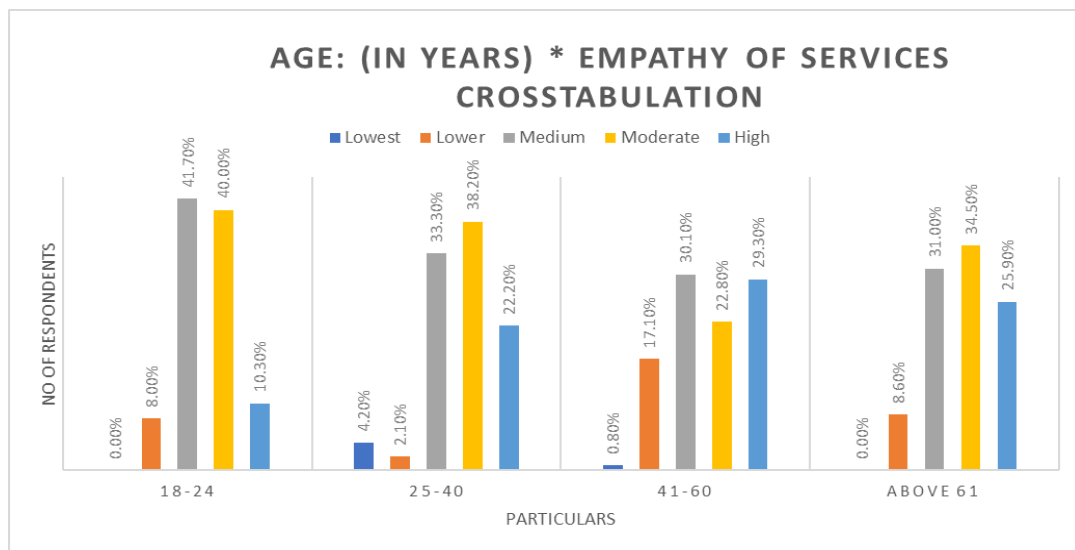
From expectations towards assurance of service table, it can be clearly understood that majority of the respondents are having high expectations with the service. Whereas a slight negative opinion can be sensed in the age group of 18 to 24 also.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.76 - Age: (in Years) \* Empathy Of Services Crosstabulation**

Particulars			Empathy Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Age: (in Years)	18-24	Count	0	14	73	70	18	175
		%	0.0%	8.0%	41.7%	40.0%	10.3%	100.0%
	25-40	Count	6	3	48	55	32	144
		%	4.2%	2.1%	33.3%	38.2%	22.2%	100.0%
	41-60	Count	1	21	37	28	36	123
		%	0.8%	17.1%	30.1%	22.8%	29.3%	100.0%
	Above 60	Count	0	5	18	20	15	58
		%	0.0%	8.6%	31.0%	34.5%	25.9%	100.0%
Total		Count	7	43	176	173	101	500
		%	1.4%	8.6%	35.2%	34.6%	20.2%	100.0%

Source: Field Survey



**Chart No 4.76 Age: (in Years) \* Empathy Of Services Crosstabulation**

**Interpretation:**

To obtain more insight about the expectation of empathy of services, a cross table was formed with age of the respondents. This table helps us in getting more insight about the age wise expectations of the respondents in empathy point of view.



It is observed that in the age group of 18-24 40% had moderate opinion, 10% had high opinion, 42% had medium opinion, 8% had lower and 0% had lowest opinion for the same. Likewise, in the age group of 25 to 40 it can be observed that 38% had a moderate opinion for the same. Around 22% had high opinion, 33% had medium, 2% had owner and only 4% had lowest opinion for the same. In the age group of 41-60 around 23% had a moderate opinion, 39% had high opinion, 30% had a medium opinion, 17% had lower opinion and only less than 1% had the lowest opinion for the same. When Above 60 age was opined it was 35% had moderate opinion, 26% had high opinion, 35% had medium opinion, 9% had lower and only 1% had lowest opinion for the same.

Regarding expectation towards empathy of service, a considerable number of respondents had no opinion or negative opinion towards empathy aspect.

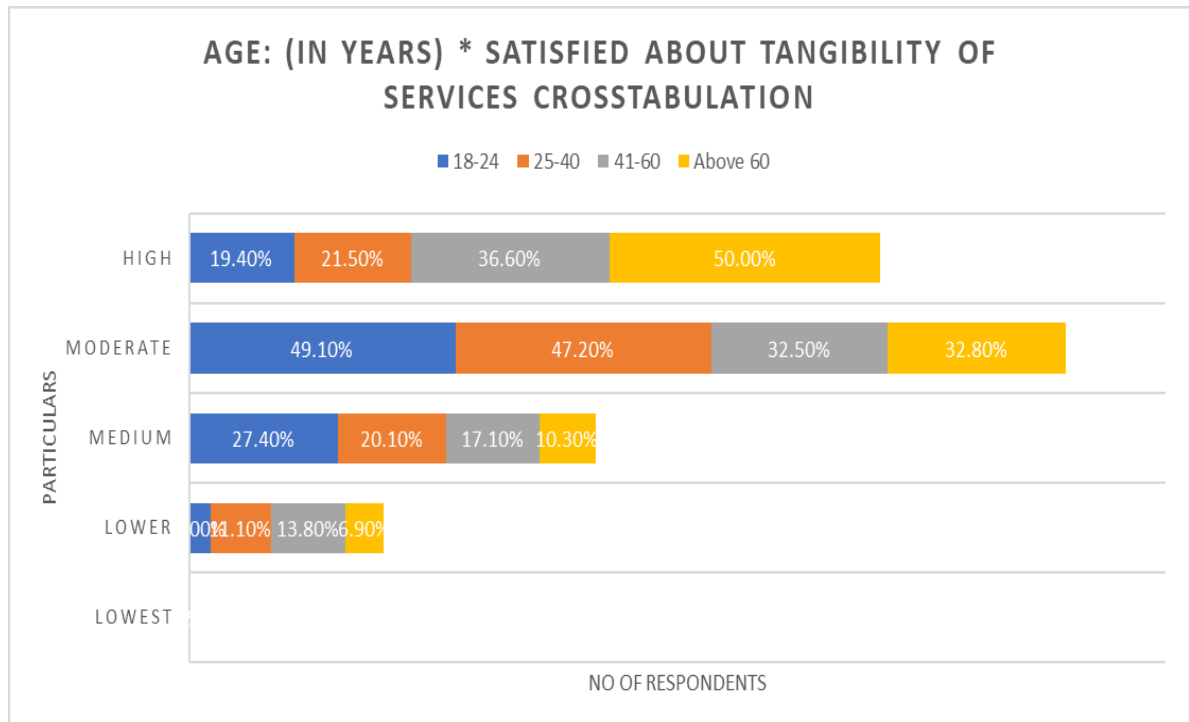
**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.77 - Age: (in Years) \* Satisfied about Tangibility Of Services**

**Crosstabulation**

Particulars			Satisfied about Tangibility Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Age: (in Years)	18-24	Count	0	7	48	86	34	175	
		%	0%	4.0%	27.4%	49.1%	19.4%	100.0%	
	25-40	Count	0	16	29	68	31	144	
		%	0%	11.1%	20.1%	47.2%	21.5%	100.0%	
	41-60	Count	0	17	21	40	45	123	
		%	0%	13.8%	17.1%	32.5%	36.6%	100.0%	
	Above 60	Count	0	4	6	19	29	58	
		%	0%	6.9%	10.3%	32.8%	50.0%	100.0%	
	Total		Count	0	44	104	213	139	500
			%	0%	8.8%	20.8%	42.6%	27.8%	100.0%

Source: Field Survey



**Chart No 4.77 - Age: (in Years) \* Satisfied about Tangibility Of Services**

**Crosstabulation**

**Interpretation:**

To obtain more insight about the customers overall service experience for tangibility of services, a cross table formed with age of the respondents. This table helps us in getting more insight about the age wise opinion its observed that in the age group of 18-24 49% had moderate opinion, 19% had high opinion, 27% had medium opinion, 4% had lower and none of them had lowest opinion for the same. Likewise, in the age group of 25 to 40 it can be observed that 47% had a moderate opinion for the same. Around 22% had high opinion, 20% had medium, 11% had owner and none of them had lowest opinion for the same. In the age group of 41-60 around 33% had a moderate opinion, 37% had high opinion, 17% had a medium opinion, 14% had lower opinion and none of them had the lowest opinion for the same. When Above 60 age was opined it was 50% had moderate opinion, 33% had high opinion, 10% had medium opinion, 7% had lower and none had lowest opinion for the same.

Thus, from the above table it can be inferred that Majority of the customers had moderate opinion for the tangibility of the service.

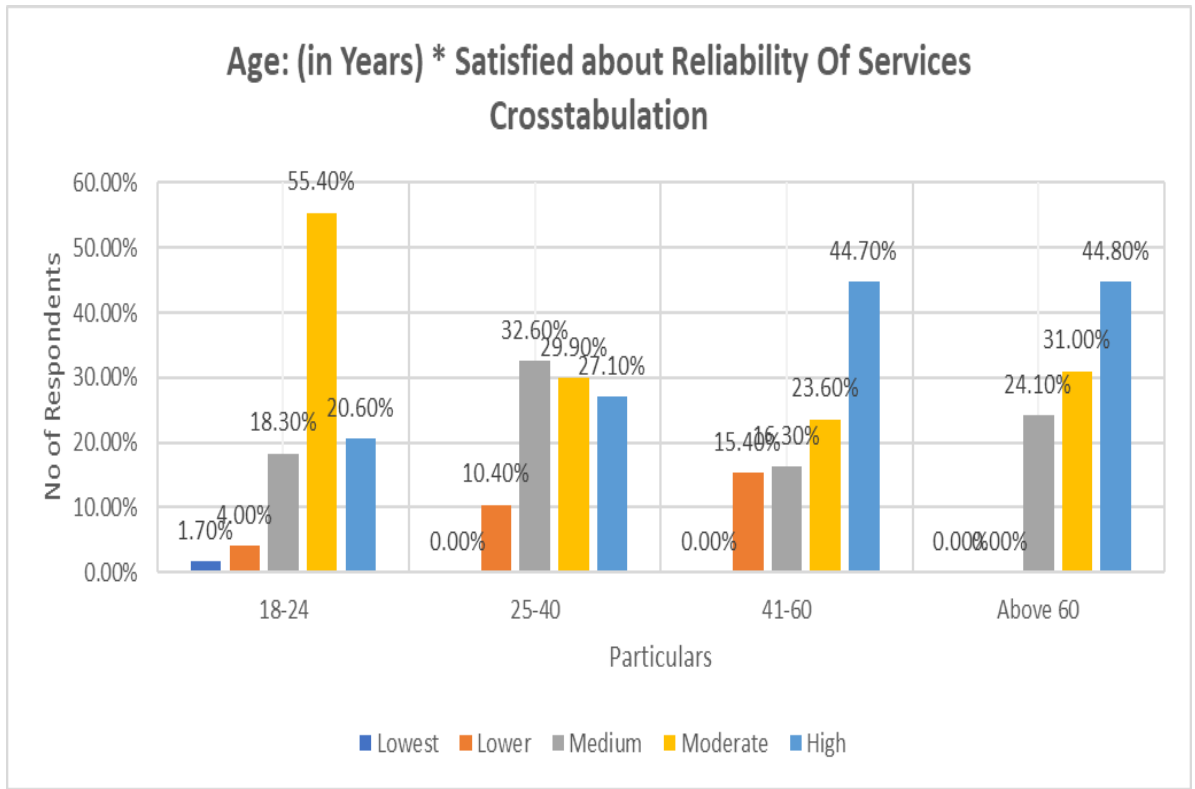
**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.78 - Age: (in Years) \* Satisfied about Reliability Of Services**

**Crosstabulation**

Particulars			Satisfied about Reliability Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Age: (in Years)	18-24	Count	3	7	32	97	36	175	
		%	1.7%	4.0%	18.3%	55.4%	20.6%	100.0%	
	25-40	Count	0	15	47	43	39	144	
		%	0.0%	10.4%	32.6%	29.9%	27.1%	100.0%	
	41-60	Count	0	19	20	29	55	123	
		%	0.0%	15.4%	16.3%	23.6%	44.7%	100.0%	
	Above 60	Count	0	0	14	18	26	58	
		%	0.0%	0.0%	24.1%	31.0%	44.8%	100.0%	
	Total		Count	3	41	113	187	156	500
			%	0.6%	8.2%	22.6%	37.4%	31.2%	100.0%

Source: Field Survey



**Chart No 4.78 - Age: (in Years) \* Satisfied about Reliability Of Services**

**Crosstabulation**

### **Interpretation:**

To obtain more insight about the customer overall customer experience for service for reliability of services, a cross table was formed with age of the respondents. This table helps us in getting more insight about the age wise opinion. Its observed that in the age group of 18-24, 55% had moderate opinion, 21% had high opinion, 18% had medium opinion, 4% had lower and 2% had lowest opinion for the same. Likewise, in the age group of 25 to 40 it can be observed that 30% had a moderate opinion for the same. Around 27% had high opinion, 33% had medium, 10% had owner and none of them had lowest opinion for the same. In the age group of 41-60 around 24% had a moderate opinion, 45% had high opinion, 33% had a medium opinion, 10% had lower opinion and only less than none of them had the lowest opinion for the same. When Above 60 age was opined it was 31% had moderate opinion, 45% had high opinion, 24% had medium opinion, none of them had lower and lowest opinion for the reliability of service.

Reliability of service is moderate in 18 to 24 age group. Whereas, in other age group the reliability factor is having a mixed opinion ranging from lower to high.

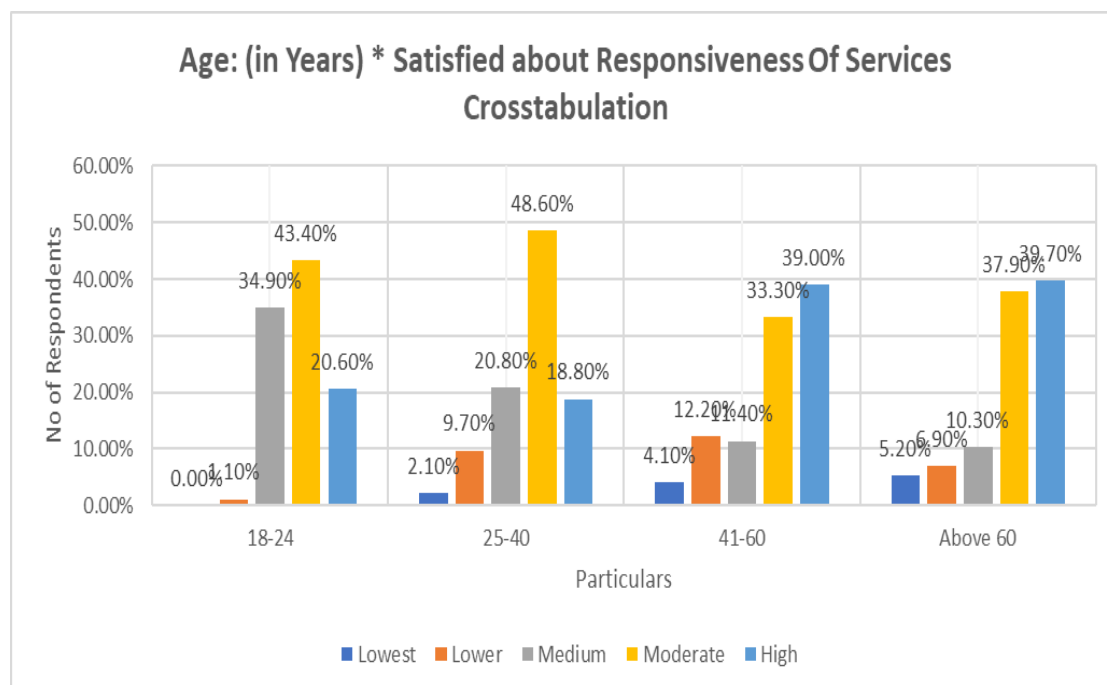
**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.79 - Age: (in Years) \* Satisfied about Responsiveness Of Services**

**Crosstabulation.**

Particulars			Satisfied about Responsiveness Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Age: (in Years)	18-24	Count	0	2	61	76	36	175	
		%	0.0%	1.1%	34.9%	43.4%	20.6%	100.0%	
	25-40	Count	3	14	30	70	27	144	
		%	2.1%	9.7%	20.8%	48.6%	18.8%	100.0%	
	41-60	Count	5	15	14	41	48	123	
		%	4.1%	12.2%	11.4%	33.3%	39.0%	100.0%	
	Above 60	Count	3	4	6	22	23	58	
		%	5.2%	6.9%	10.3%	37.9%	39.7%	100.0%	
	<b>Total</b>		<b>Count</b>	<b>11</b>	<b>35</b>	<b>111</b>	<b>209</b>	<b>134</b>	<b>500</b>
			<b>%</b>	<b>2.2%</b>	<b>7.0%</b>	<b>22.2%</b>	<b>41.8%</b>	<b>26.8%</b>	<b>100.0%</b>

Source: Field Survey



**Chart No 4.79 - Age: (in Years) \* Satisfied about Responsiveness Of Services**

**Crosstabulation.**

**Interpretation:**

To obtain more insight about the customers overall experience towards responsiveness of services, a cross table formed with age of the respondents. This table helps us in getting more insight about the age wise opinion. Its observed that in the age group of 18-24 43% had moderate opinion, 21% had high opinion, 35% had medium opinion, 1% had lower none of them had the lowest opinion for the same. Likewise, in the age group of 25 to 40 it can be observed that 49% had a moderate opinion for the same. Around 19% had high opinion, 21% had medium, 10% had lower and only 2% had lowest opinion for the same. In the age group of 41-60 around 33% had a moderate opinion, 39% had high opinion, 11% had a medium opinion, 12% had lower opinion and only 4% had the lowest opinion for the same. When Above 60 age was opined it was 38% had moderate opinion, 40% had high opinion, 10% had medium opinion, 7% had lower and only 5% had lowest opinion for the same.

With this responsiveness opinion given by the respondents it can be clearly understood that majority of the respondents from all the group have a moderate opinion towards responsiveness of service.

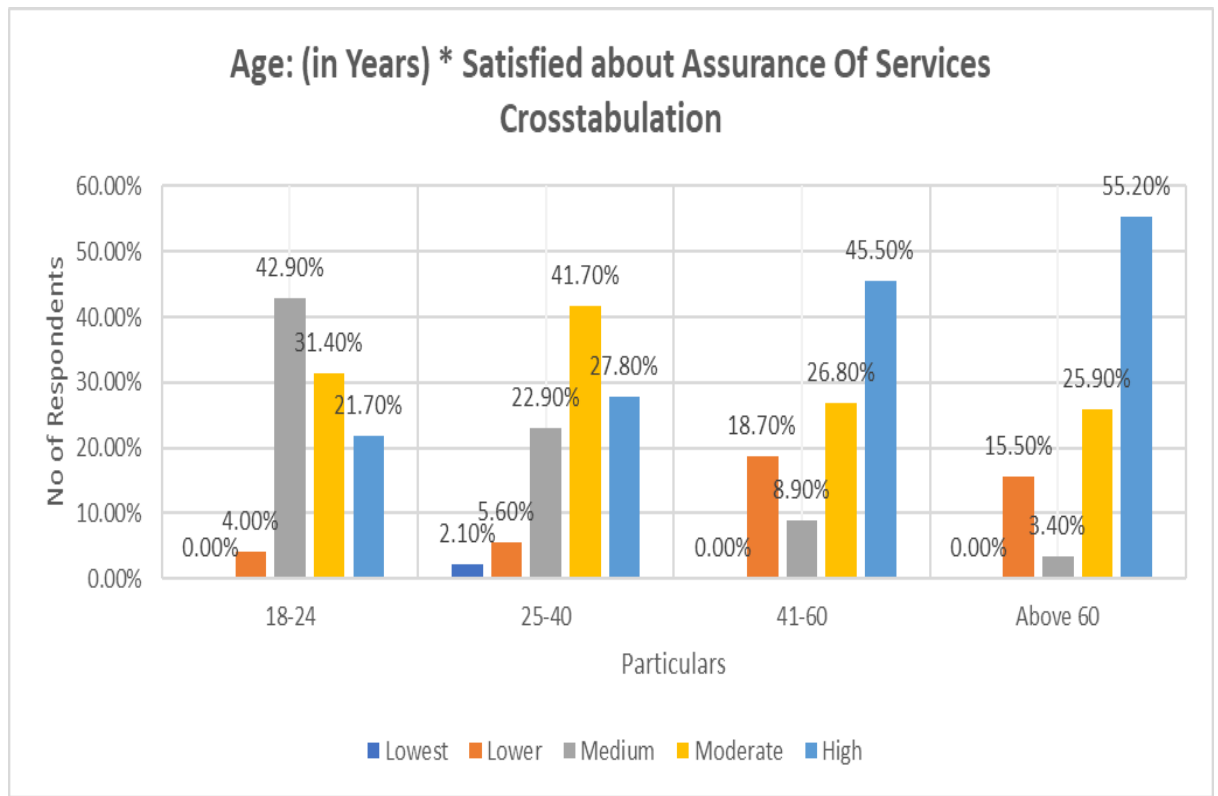
**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.80 - Age: (in Years) \* Satisfied about Assurance Of Services**

**Crosstabulation**

Particulars			Satisfied about Assurance of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Age: (in Years)	18-24	Count	0	7	75	55	38	175	
		%	0.0%	4.0%	42.9%	31.4%	21.7%	100.0%	
	25-40	Count	3	8	33	60	40	144	
		%	2.1%	5.6%	22.9%	41.7%	27.8%	100.0%	
	41-60	Count	0	23	11	33	56	123	
		%	0.0%	18.7%	8.9%	26.8%	45.5%	100.0%	
	Above 60	Count	0	9	2	15	32	58	
		%	0.0%	15.5%	3.4%	25.9%	55.2%	100.0%	
	<b>Total</b>		<b>Count</b>	<b>3</b>	<b>47</b>	<b>121</b>	<b>163</b>	<b>166</b>	<b>500</b>
			<b>%</b>	<b>0.6%</b>	<b>9.4%</b>	<b>24.2%</b>	<b>32.6%</b>	<b>33.2%</b>	<b>100.0%</b>

Source: Field Survey



**Chart No 4.80 - Age: (in Years) \* Satisfied about Assurance Of Services**

**Crosstabulation**



### **Interpretation:**

To obtain more insight about Assurance of services cross table formed with age of the respondents. This table helps us in getting more insight about the age wise opinion. Its observed that in the age group of 18-24 31% had moderate opinion, 22% had high opinion, 43% had medium opinion, 4% had lower and none of them had lowest opinion for the same. Likewise, in the age group of 25 to 40 it can be observed that 42% had a moderate opinion for the same. Around 28% had high opinion, 23% had medium, 6% had owner and only 2% had lowest opinion for the same. In the age group of 41-60 around 27% had a moderate opinion, 46% had high opinion, 9% had a medium opinion, 19% had lower opinion and none had the lowest opinion for the same. When Above 60 age was opined it was 26% had moderate opinion, 55% had high opinion, 3% had medium opinion, 16% had lower and none of them had lowest opinion for the same.

From assurance of service table, it can be clearly understood that majority of the respondents had a mixed opinion ranging from lower to high for assurance of services.

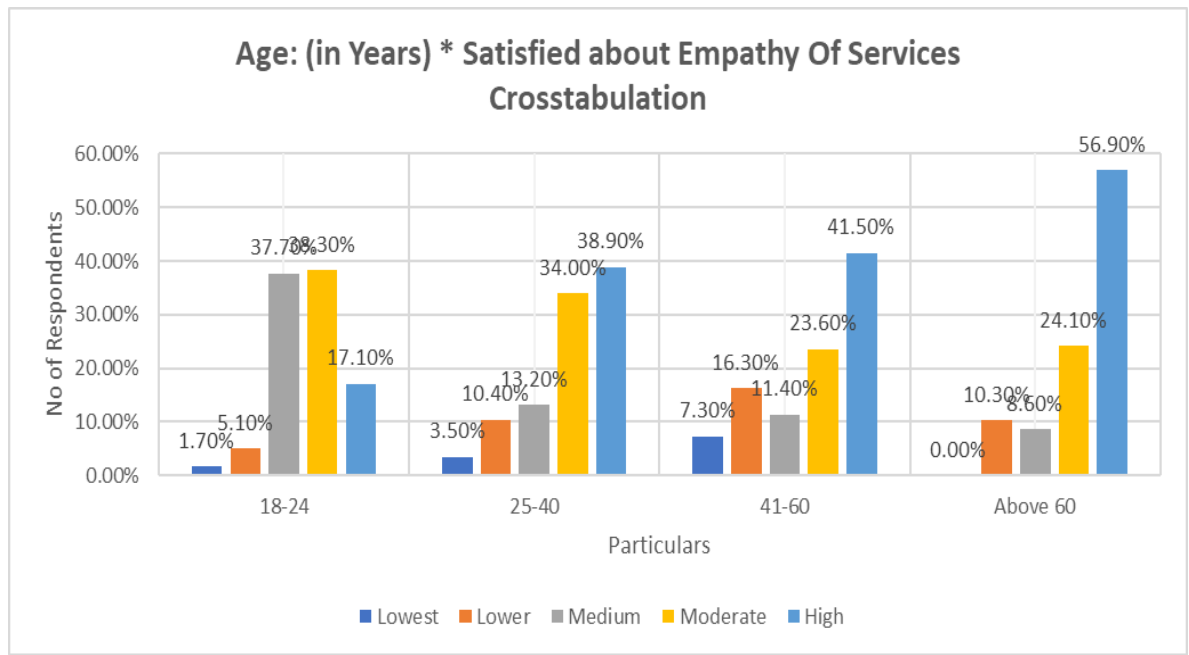
**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.81 - Age: (in Years) \* Satisfied about Empathy of Services**

**Crosstabulation.**

Particulars			Satisfied about Empathy of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Age: (in Years)	18-24	Count	3	9	66	67	30	175	
		%	1.7%	5.1%	37.7%	38.3%	17.1%	100.0%	
	25-40	Count	5	15	19	49	56	144	
		%	3.5%	10.4%	13.2%	34.0%	38.9%	100.0%	
	41-60	Count	9	20	14	29	51	123	
		%	7.3%	16.3%	11.4%	23.6%	41.5%	100.0%	
	Above 60	Count	0	6	5	14	33	58	
		%	0.0%	10.3%	8.6%	24.1%	56.9%	100.0%	
	<b>Total</b>		<b>Count</b>	<b>17</b>	<b>50</b>	<b>104</b>	<b>159</b>	<b>170</b>	<b>500</b>
			<b>%</b>	<b>3.4%</b>	<b>10.0%</b>	<b>20.8%</b>	<b>31.8%</b>	<b>34.0%</b>	<b>100.0%</b>

Source: Field Survey



**Chart No 4.81 - Age: (in Years) \* Satisfied about Empathy of Services**

**Crosstabulation.**

### **Interpretation:**

To obtain more insight about the customers overall experience of the empathy of services cross table formed with age of the respondents. This table helps us in getting more insight about the age wise opinion. Its observed that in the age group of 18-24 38% had moderate opinion, 17% had high opinion, 38% had medium opinion, 5% had lower and 2% had lowest opinion for the same. Likewise, in the age group of 25 to 40 it can be observed that 34% had a moderate opinion for the same. Around 39% had high opinion, 13% had medium, 10% had owner and only 4% had lowest opinion for the same. In the age group of 41-60 around 24% had a moderate opinion, 42% had high opinion, 11% had a medium opinion, 16% had lower opinion and around 4% had the lowest opinion for the same. When Above 60 age was opined it was 24% had moderate opinion, 57% had high opinion, 9% had medium opinion, 10% had lower and none of them had lowest opinion for the same.

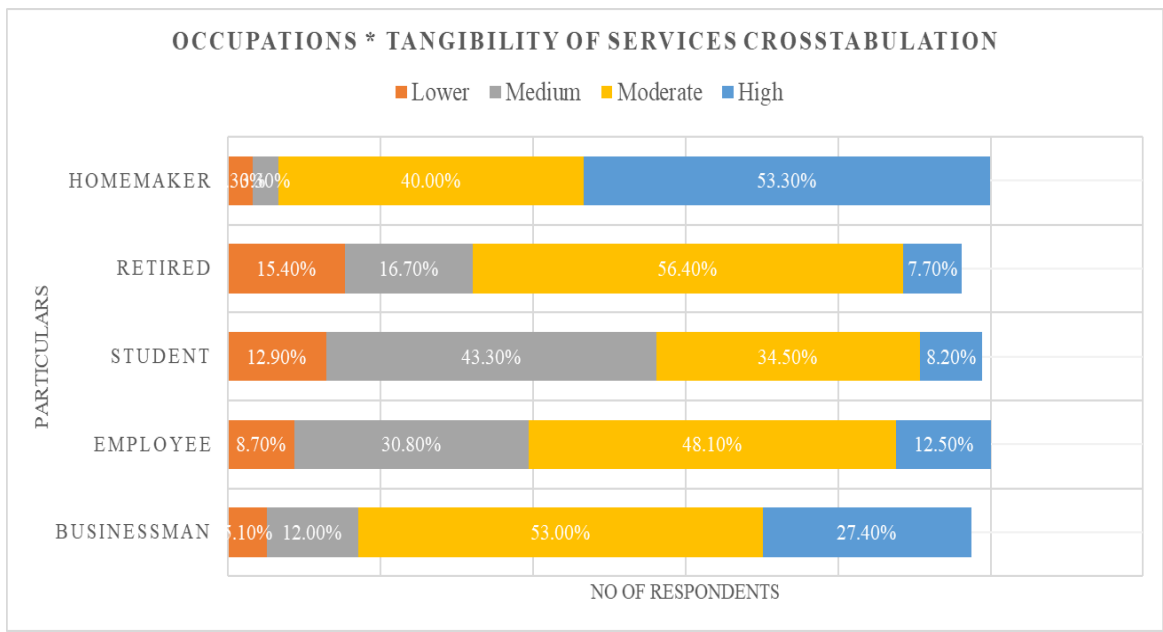
Regarding empathy of service a considerable number of respondents of 41 to 60 and above 60 had a good opinion for empathy of service.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.82 - Occupations \* Tangibility Of Services Crosstabulation**

Particulars			Tangibility Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Occupations	Businessman	Count	3	6	14	62	32	117	
		%	2.6%	5.1%	12.0%	53.0%	27.4%	100.0%	
	Employee	Count	0	9	32	50	13	104	
		%	0.0%	8.7%	30.8%	48.1%	12.5%	100.0%	
	Student	Count	2	22	74	59	14	171	
		%	1.2%	12.9%	43.3%	34.5%	8.2%	100.0%	
	Retired	Count	3	12	13	44	6	78	
		%	3.8%	15.4%	16.7%	56.4%	7.7%	100.0%	
	Homemaker	Count	0	1	1	12	16	30	
		%	0.0%	3.3%	3.3%	40.0%	53.3%	100.0%	
	Total		Count	8	50	134	227	81	500
			%	1.6%	10.0%	26.8%	45.4%	16.2%	100.0%

Source: Field Survey



**Chart No 4.82 - Occupations \* Tangibility Of Services Crosstabulation**

### **Interpretation:**

To obtain more insight about the customers expectation about the tangibility of services, a cross table formed with type of occupation the respondents were into. It was observed that 53% of the respondents who were businessman had moderate opinion, 27% had high opinion for the same, 12% had medium opinion, 5% had low and only 3% had the lowest opinion for the same. Likewise, for respondents who were employees out of which 48% had moderate opinion, 13% had high opinion, 31% had medium opinion, 9% had lower and none of them had lowest opinion was observed. For the respondents who were students, it was observed that 35% had moderate opinion, 8% had high opinion. 43% with medium opinion, 13% had low and only 1% had lowest opinion. When retired customers were asked to opinion it was observed that 56% had moderate opinion, 8% had high opinion, 17% had medium opinion, 15% had lower opinion and around 4% had the lowest opinion towards tangibility of service. When the home makers were asked to opine around 40% of them had moderate opinion, 53% had high opinion, 3% had medium and low opinion and none of the homemaker had lowest opinion for the same.

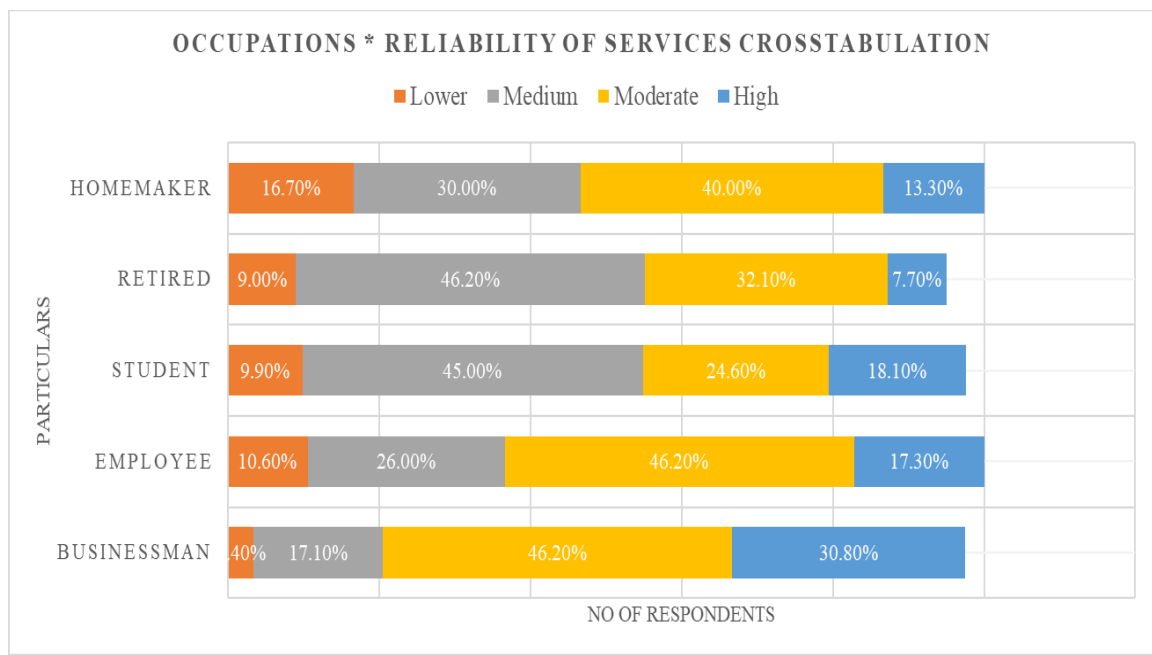
It can be observed that apart from homemaker, no other professionals had a high expectation about the tangibility of services provided by the banks.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.83 - Occupations \* Reliability Of Services Crosstabulation**

Particulars			Reliability Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Occupations	Businessman	Count	3	4	20	54	36	117	
		%	2.6%	3.4%	17.1%	46.2%	30.8%	100.0%	
	Employee	Count	0	11	27	48	18	104	
		%	0.0%	10.6%	26.0%	46.2%	17.3%	100.0%	
	Student	Count	4	17	77	42	31	171	
		%	2.3%	9.9%	45.0%	24.6%	18.1%	100.0%	
	Retired	Count	4	7	36	25	6	78	
		%	5.1%	9.0%	46.2%	32.1%	7.7%	100.0%	
	Homemaker	Count	0	5	9	12	4	30	
		%	0.0%	16.7%	30.0%	40.0%	13.3%	100.0%	
	Total		Count	11	44	169	181	95	500
			%	2.2%	8.8%	33.8%	36.2%	19.0%	100.0%

Source: Field Survey



**Chart No 4.83 - Occupations \* Reliability Of Services Crosstabulation**

### **Interpretation:**

To obtain more insight about the customers expectation about the reliability of services, a cross table formed with type of occupation the respondents were into. It was observed that 46% of the respondents who were businessman had moderate opinion, 31% had high opinion for the same, 17% had medium opinion, 3% had low and less than 3% had the lowest opinion for the same. Likewise, for respondents who were employees out of which 46% had moderate opinion, 17% had high opinion, 26% had medium opinion, 11% had lower and none of them had lowest opinion was observed. For the respondents who were students, it was observed that 25% had moderate opinion, 18% had high opinion. 45% with medium opinion, 10% had low and around 2% had lowest opinion. When retired customers were asked to opinion it was observed that 32% had moderate opinion, 8% had high opinion, 46% had medium opinion, 9% had lower opinion and around 5% had the lowest opinion towards reliability of service. When the home makers were asked to opine around 40% of them had moderate opinion, 13% had high opinion, 30% had medium and 17% had low opinion and none of the homemaker had lowest opinion for the same.

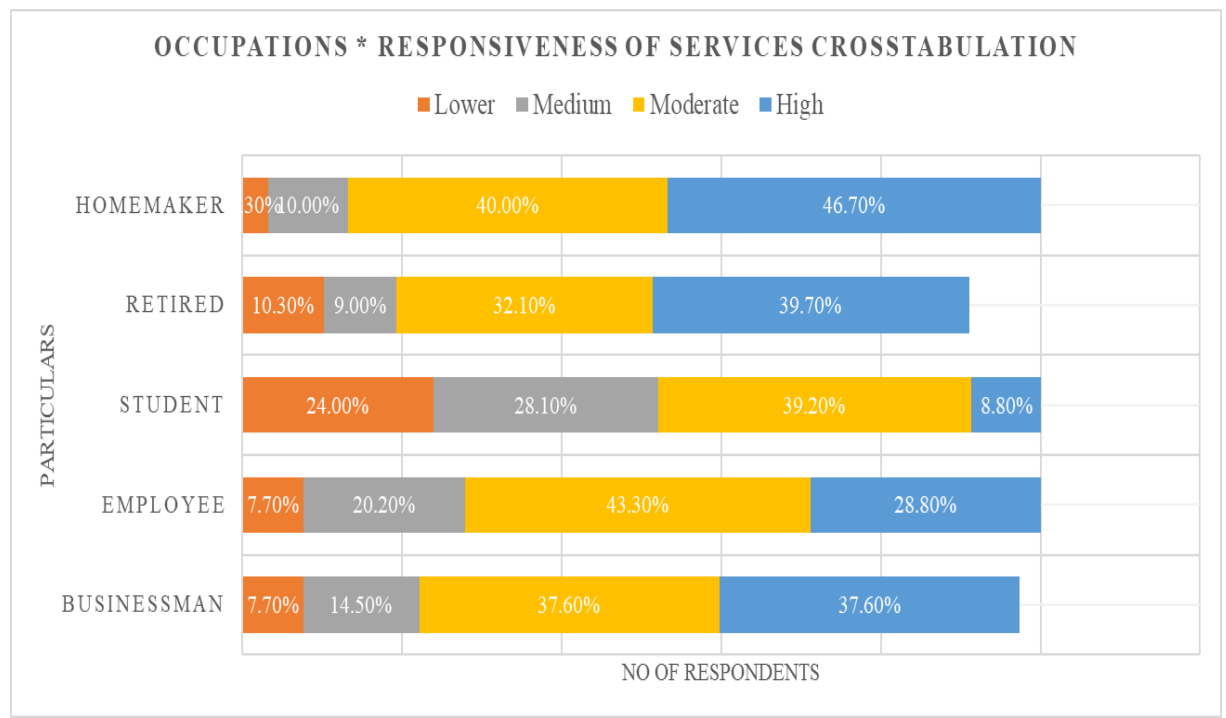
It can be observed that there is moderate and medium kind of expectation opined by the all the professionals regarding the reliability of services.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.84 - Occupations \* Responsiveness Of Services Crosstabulation**

Particulars			Responsiveness Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Occupations	Businessman	Count	3	9	17	44	44	117	
		%	2.6%	7.7%	14.5%	37.6%	37.6%	100.0%	
	Employee	Count	0	8	21	45	30	104	
		%	0.0%	7.7%	20.2%	43.3%	28.8%	100.0%	
	Student	Count	0	41	48	67	15	171	
		%	0.0%	24.0%	28.1%	39.2%	8.8%	100.0%	
	Retired	Count	7	8	7	25	31	78	
		%	9.0%	10.3%	9.0%	32.1%	39.7%	100.0%	
	Homemaker	Count	0	1	3	12	14	30	
		%	0.0%	3.3%	10.0%	40.0%	46.7%	100.0%	
	Total		Count	10	67	96	193	134	500
			%	2.0%	13.4%	19.2%	38.6%	26.8%	100.0%

Source: Field Survey



**Chart No 4.84 - Occupations \* Responsiveness Of Services Crosstabulation**



### **Interpretation:**

To obtain more insight about the customers expectation about the responsiveness of services, a cross table formed with type of occupation the respondents were into. It was observed that 38% of the respondents who were businessman had moderate opinion, 38% had high opinion for the same, 15% had medium opinion, 8% had low and less than 3% had the lowest opinion for the same. Likewise, for respondents who were employees out of which 43% had moderate opinion, 29% had high opinion, 20% had medium opinion, 8% had lower and none of them had lowest opinion was observed. For the respondents who were students, it was observed that 39% had moderate opinion, 9% had high opinion. 28% with medium opinion, 24% had low and none of them had lowest opinion. When retired customers were asked to opinion it was observed that 32% had moderate opinion, 40% had high opinion, 9% had medium opinion, 10% had lower opinion and around 9% had the lowest opinion towards responsiveness of service. When the home makers were asked to opine around 40% of them had moderate opinion, 47% had high opinion, 10% had medium and 3% had low opinion and none of the homemaker had lowest opinion for the same.

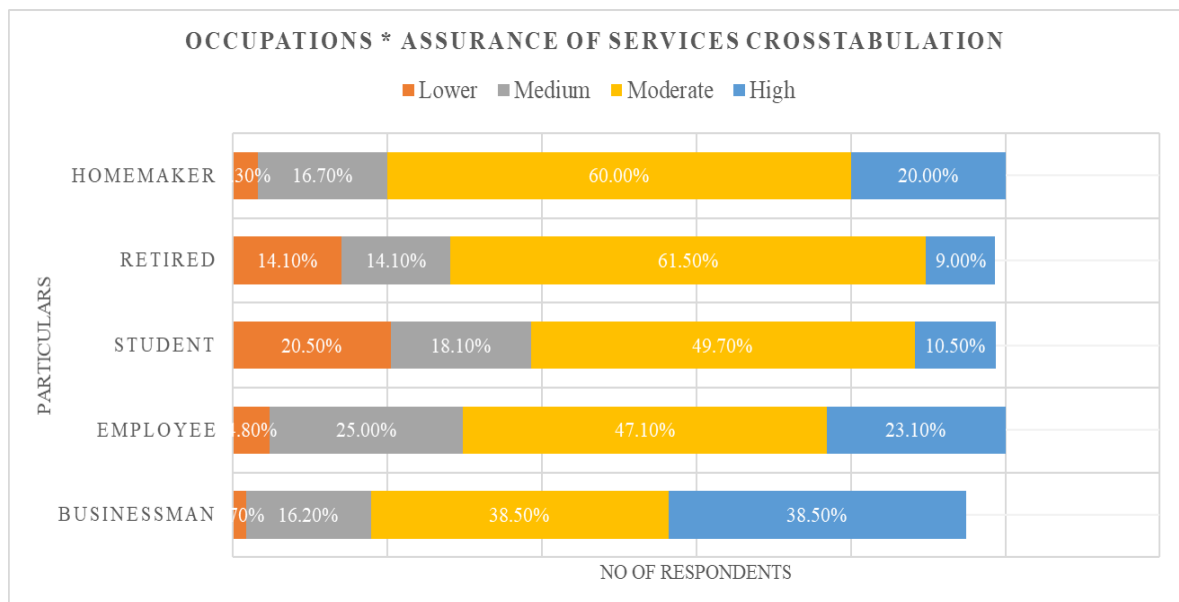
It can be observed that there is moderate expectation towards responsiveness of the services.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.85 - Occupations \* Assurance of Services Crosstabulation**

Particulars		Assurance Of Services					Total		
		Lowest	Lower	Medium	Moderate	High			
Occupations	Businessman	Count	6	2	19	45	45	117	
		%	5.1%	1.7%	16.2%	38.5%	38.5%	100.0%	
	Employee	Count	0	5	26	49	24	104	
		%	0.0%	4.8%	25.0%	47.1%	23.1%	100.0%	
	Student	Count	2	35	31	85	18	171	
		%	1.2%	20.5%	18.1%	49.7%	10.5%	100.0%	
	Retired	Count	1	11	11	48	7	78	
		%	1.3%	14.1%	14.1%	61.5%	9.0%	100.0%	
	Homemaker	Count	0	1	5	18	6	30	
		%	0.0%	3.3%	16.7%	60.0%	20.0%	100.0%	
	Total		Count	9	54	92	245	100	500
			%	1.8%	10.8%	18.4%	49.0%	20.0%	100.0%

Source: Field Survey



**Chart No 4.85 - Occupations \* Assurance of Services Crosstabulation**

### **Interpretation:**

To obtain more insight about the customers expectation about the assurance of services, a cross table formed with type of occupation the respondents were into. It was observed that 39% of the respondents who were businessman had moderate opinion, 39% had high opinion for the same, 16% had medium opinion, 2% had low and less than 5% had the lowest opinion for the same. Likewise, for respondents who were employees out of which 47% had moderate opinion, 23% had high opinion, 25% had medium opinion, 5% had lower and none of them had lowest opinion was observed. For the respondents who were students, it was observed that 50% had moderate opinion, 11% had high opinion. 18% with medium opinion, 21% had low and 1% had lowest opinion. When retired customers were asked to opinion it was observed that 62% had moderate opinion, 9% had high opinion, 14% had medium opinion, 14% had lower opinion and around 1% had the lowest opinion towards assurance of service. When the home makers were asked to opine around 60% of them had moderate opinion, 20% had high opinion, 17% had medium and 3% had low opinion and none of the homemaker had lowest opinion for the same.

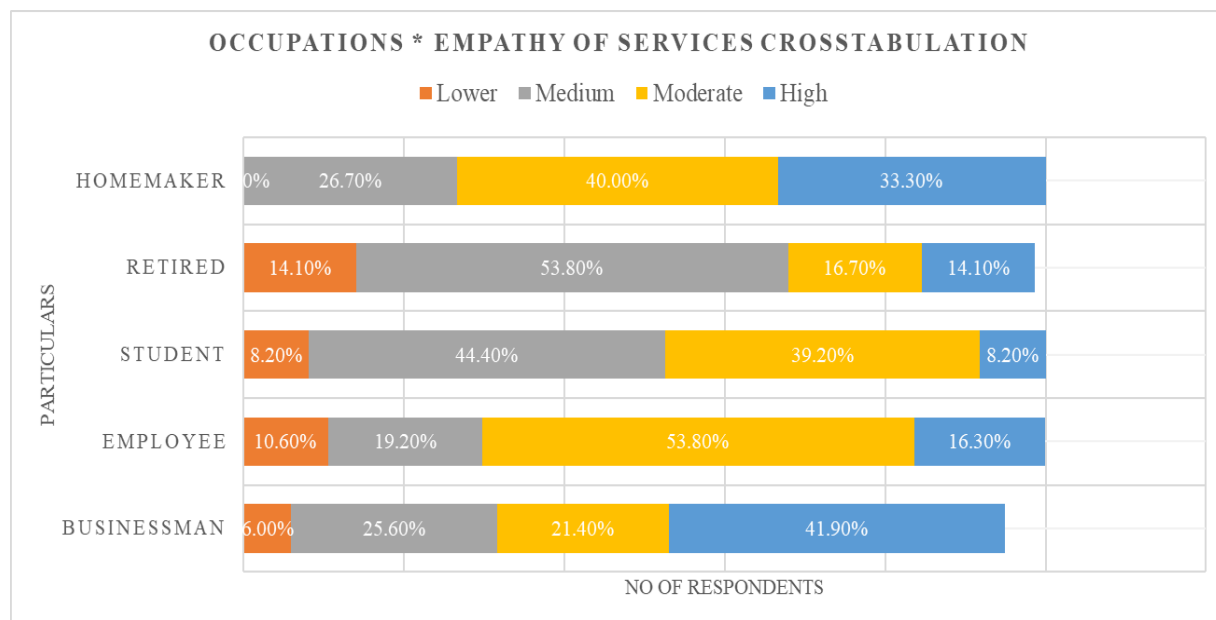
It can be observed that there is moderate expectation towards assurance of the services.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.86 - Occupations \* Empathy Of Services Crosstabulation**

Particulars			Empathy Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Occupations	Businessman	Count	6	7	30	25	49	117	
		%	5.1%	6.0%	25.6%	21.4%	41.9%	100.0%	
	Employee	Count	0	11	20	56	17	104	
		%	0.0%	10.6%	19.2%	53.8%	16.3%	100.0%	
	Student	Count	0	14	76	67	14	171	
		%	0.0%	8.2%	44.4%	39.2%	8.2%	100.0%	
	Retired	Count	1	11	42	13	11	78	
		%	1.3%	14.1%	53.8%	16.7%	14.1%	100.0%	
	Homemaker	Count	0	0	8	12	10	30	
		%	0.0%	0.0%	26.7%	40.0%	33.3%	100.0%	
	Total		Count	7	43	176	173	101	500
			%	1.4%	8.6%	35.2%	34.6%	20.2%	100.0%

Source: Field Survey



**Chart No 4.86 - Occupations \* Empathy Of Services Crosstabulation**

### **Interpretation:**

To obtain more insight about the customers expectation about the empathy of services, a cross table formed with type of occupation the respondents were into. It was observed that 21% of the respondents who were businessman had moderate opinion, 42% had high opinion for the same, 26% had medium opinion, 6% had low and less than 5% had the lowest opinion for the same. Likewise, for respondents who were employees out of which 54% had moderate opinion, 16% had high opinion, 19% had medium opinion, 11% had lower and none of them had lowest opinion was observed. For the respondents who were students, it was observed that 39% had moderate opinion, 8% had high opinion. 44% with medium opinion, 8% had low and none had the lowest opinion. When retired customers were asked to opinion it was observed that 17% had moderate opinion, 14% had high opinion, 54% had medium opinion, 14% had lower opinion and around 1% had the lowest opinion towards empathy of service. When the home makers were asked to opine around 40% of them had moderate opinion, 33% had high opinion, 27% had medium and none had low and Lowest opinion for empathy of services.

It can be observed that there is moderate expectation towards empathy of the services. In which students had the lowest expectations towards empathy of services can be observed.

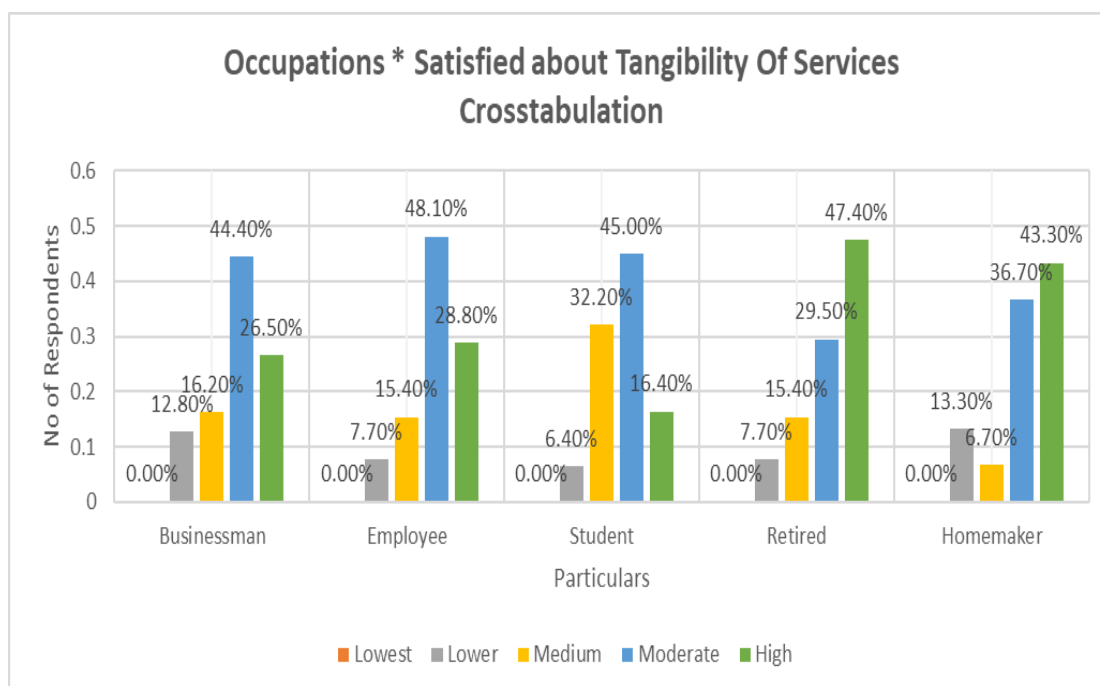
**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.87 - Occupations \* Satisfied about Tangibility Of Services**

**Crosstabulation**

Particulars		Satisfied about Tangibility Of Services					Total	
		Lowest	Lower	Medium	Moderate	High		
Occupations	Businessman	Count	0	15	19	52	31	117
		%	0.0%	12.8%	16.2%	44.4%	26.5%	100.0%
	Employee	Count	0	8	16	50	30	104
		%	0.0%	7.7%	15.4%	48.1%	28.8%	100.0%
	Student	Count	0	11	55	77	28	171
		%	0.0%	6.4%	32.2%	45.0%	16.4%	100.0%
	Retired	Count	0	6	12	23	37	78
		%	0.0%	7.7%	15.4%	29.5%	47.4%	100.0%
	Homemaker	Count	0	4	2	11	13	30
		%	0.0%	13.3%	6.7%	36.7%	43.3%	100.0%
	Total	Count	0	44	104	213	139	500
		%	0.0%	8.8%	20.8%	42.6%	27.8%	100.0%

Source: Field Survey



**Chart No 4.87 - Occupations \* Satisfied about Tangibility Of Services**

**Crosstabulation**

### **Interpretation:**

To obtain more insight about the customers overall service experience for tangibility of services, a cross table formed with type of occupation the respondents were into. It was observed that 44% of the respondents who were businessman had moderate opinion, 27% had high opinion for the same, 16% had medium opinion, 13% had low and none had the lowest opinion for the same. Likewise, for respondents who were employees out of which 48% had moderate opinion, 29% had high opinion, 15% had medium opinion, 8% had lower and none of them had lowest opinion was observed. For the respondents who were students, it was observed that 45% had moderate opinion, 16% had high opinion. 32% with medium opinion, 6% had low and none had lowest opinion. When retired customers were asked to opinion it was observed that 30% had moderate opinion, 47% had high opinion, 15% had medium opinion, 8% had lower opinion and none had the lowest opinion towards tangibility of service. When the home makers were asked to opine around 37% of them had moderate opinion, 43% had high opinion, 7% had medium and 13% had low opinion and none of the homemaker had lowest opinion for the same.

It can be observed that regarding tangibility of services there is moderate opinion overall. It can be observed that retired and home maker have some high opinion about the tangibility of service.

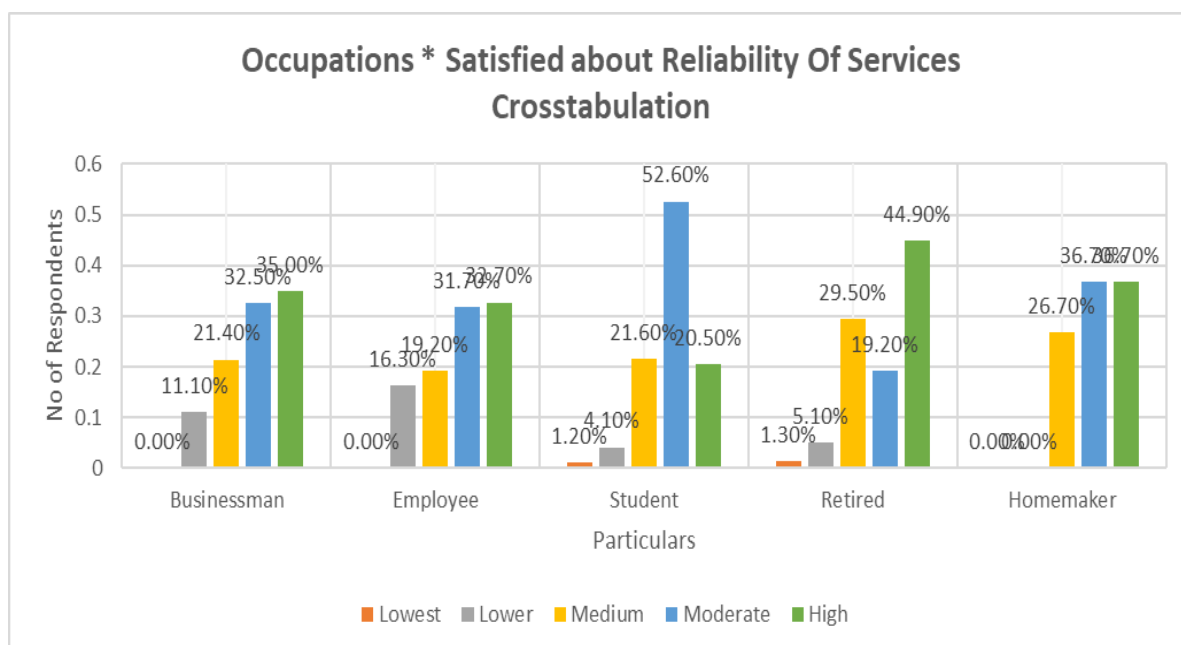
**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.88 - Occupations \* Satisfied about Reliability Of Services**

**Crosstabulation**

Particulars			Satisfied about Reliability Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Occupations	Businessman	Count	0	13	25	38	41	117	
		%	0.0%	11.1%	21.4%	32.5%	35.0%	100.0%	
	Employee	Count	0	17	20	33	34	104	
		%	0.0%	16.3%	19.2%	31.7%	32.7%	100.0%	
	Student	Count	2	7	37	90	35	171	
		%	1.2%	4.1%	21.6%	52.6%	20.5%	100.0%	
	Retired	Count	1	4	23	15	35	78	
		%	1.3%	5.1%	29.5%	19.2%	44.9%	100.0%	
	Homemaker	Count	0	0	8	11	11	30	
		%	0.0%	0.0%	26.7%	36.7%	36.7%	100.0%	
	Total		Count	3	41	113	187	156	500
			%	0.6%	8.2%	22.6%	37.4%	31.2%	100.0%

Source: Field Survey



**Chart No 4.88 - Occupations \* Satisfied about Reliability Of Services**

**Crosstabulation**



### **Interpretation:**

To obtain more insight about the customers overall service experience for reliability of services, a cross table formed with type of occupation the respondents were into. It was observed that 33% of the respondents who were businessman had moderate opinion, 35% had high opinion for the same, 21% had medium opinion, 11% had low and none of them had the lowest opinion for the same. Likewise, for respondents who were employees out of which 32% had moderate opinion, 33% had high opinion, 19% had medium opinion, 16% had lower and none of them had lowest opinion was observed. For the respondents who were students, it was observed that 53% had moderate opinion, 21% had high opinion. 22% with medium opinion, 4% had low and around 1% had lowest opinion. When retired customers were asked to opinion it was observed that 19% had moderate opinion, 45% had high opinion, 30% had medium opinion, 5% had lower opinion and around 1% had the lowest opinion towards reliability of service. When the home makers were asked to opine around 37% of them had moderate opinion, 45% had high opinion, 30% had medium and 5% had low opinion and 1% of the homemaker had lowest opinion for the same.

It can be observed that there is mixed kind of opinion opined by the all the professionals regarding the reliability of services.

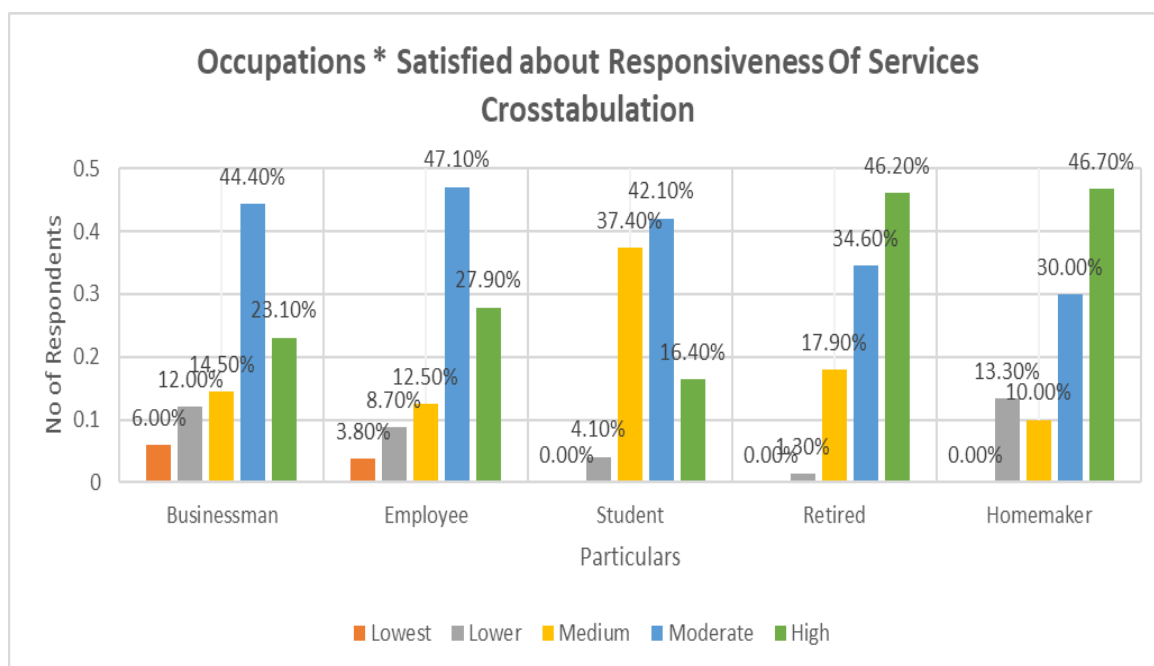
**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.89 - Occupations \* Satisfied about Responsiveness Of Services**

**Crosstabulation**

Particulars			Satisfied about Responsiveness Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Occupations	Businessman	Count	7	14	17	52	27	117	
		%	6.0%	12.0%	14.5%	44.4%	23.1%	100.0%	
	Employee	Count	4	9	13	49	29	104	
		%	3.8%	8.7%	12.5%	47.1%	27.9%	100.0%	
	Student	Count	0	7	64	72	28	171	
		%	0.0%	4.1%	37.4%	42.1%	16.4%	100.0%	
	Retired	Count	0	1	14	27	36	78	
		%	0.0%	1.3%	17.9%	34.6%	46.2%	100.0%	
	Homemaker	Count	0	4	3	9	14	30	
		%	0.0%	13.3%	10.0%	30.0%	46.7%	100.0%	
	Total		Count	11	35	111	209	134	500
			%	2.2%	7.0%	22.2%	41.8%	26.8%	100.0%

Source: Field Survey



**Chart No 4.89 - Occupations \* Satisfied about Responsiveness Of Services**

**Crosstabulation**

### **Interpretation:**

To obtain more insight about the customers overall service experience for responsiveness of services, a cross table formed with type of occupation the respondents were into. It was observed that 44% of the respondents who were businessman had moderate opinion, 23% had high opinion for the same, 15% had medium opinion, 12% had low and less than 6% had the lowest opinion for the same. Likewise, for respondents who were employees out of which 47% had moderate opinion, 28% had high opinion, 13% had medium opinion, 9% had lower and 4% of them had lowest opinion was observed. For the respondents who were students, it was observed that 42% had moderate opinion, 16% had high opinion, 37% with medium opinion, 4% had low and none of them had lowest opinion. When retired customers were asked to opinion it was observed that 35% had moderate opinion, 46% had high opinion, 18% had medium opinion, 1% had lower opinion and none of them had the lowest opinion towards responsiveness of service. When the home makers were asked to opine around 30% of them had moderate opinion, 47% had high opinion, 10% had medium and 13% had low opinion and none of the homemaker had lowest opinion for the same.

It can be observed that medium and high opinion can be observed regarding responsiveness of service.

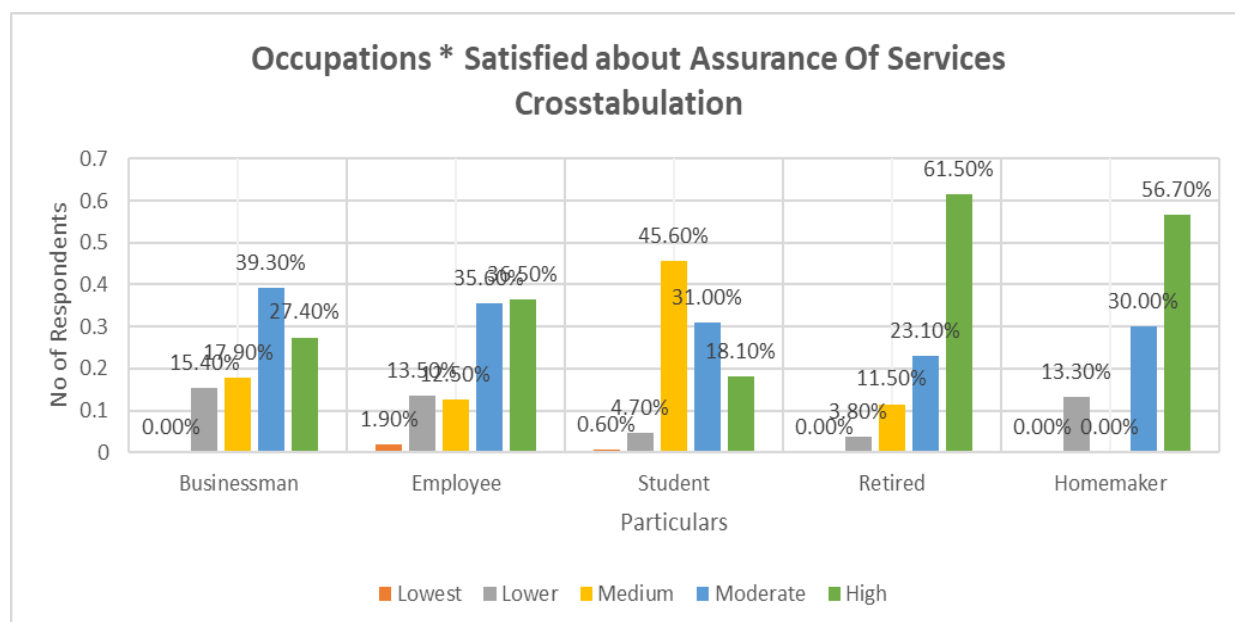
**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.90 - Occupations \* Satisfied about Assurance Of Services**

**Crosstabulation**

Particulars			Satisfied about Assurance Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Occupations	Businessman	Count	0	18	21	46	32	117	
		%	0.0%	15.4%	17.9%	39.3%	27.4%	100.0%	
	Employee	Count	2	14	13	37	38	104	
		%	1.9%	13.5%	12.5%	35.6%	36.5%	100.0%	
	Student	Count	1	8	78	53	31	171	
		%	0.6%	4.7%	45.6%	31.0%	18.1%	100.0%	
	Retired	Count	0	3	9	18	48	78	
		%	0.0%	3.8%	11.5%	23.1%	61.5%	100.0%	
	Homemaker	Count	0	4	0	9	17	30	
		%	0.0%	13.3%	0.0%	30.0%	56.7%	100.0%	
	Total		Count	3	47	121	163	166	500
			%	0.6%	9.4%	24.2%	32.6%	33.2%	100.0%

Source: Field Survey



**Chart No 4.90 - Occupations \* Satisfied about Assurance Of Services**

**Crosstabulation**

### **Interpretation:**

To obtain more insight about the customers overall service experience for assurance of services, a cross table formed with type of occupation the respondents were into. It was observed that 39% of the respondents who were businessman had moderate opinion, 27% had high opinion for the same, 18% had medium opinion, 15% had low and none of them had the lowest opinion for the same. Likewise, for respondents who were employees out of which 36% had moderate opinion, 37% had high opinion, 13% had medium opinion, 14% had lower and 2% had lowest opinion was observed. For the respondents who were students, it was observed that 31% had moderate opinion, 18% had high opinion, 46% with medium opinion, 5% had low and less than 1% had lowest opinion. When retired customers were asked to opinion it was observed that 23% had moderate opinion, 62% had high opinion, 12% had medium opinion, 4% had lower opinion and none of them had the lowest opinion towards assurance of service. When the home makers were asked to opine around 30% of them had moderate opinion, 57% had high opinion, none of them had medium and 4% had low opinion and none of the homemaker had lowest opinion for the same.

It can be observed that apart from retired and home makers other peoples of different occupation are not happy with the services provided towards assurance of the services.

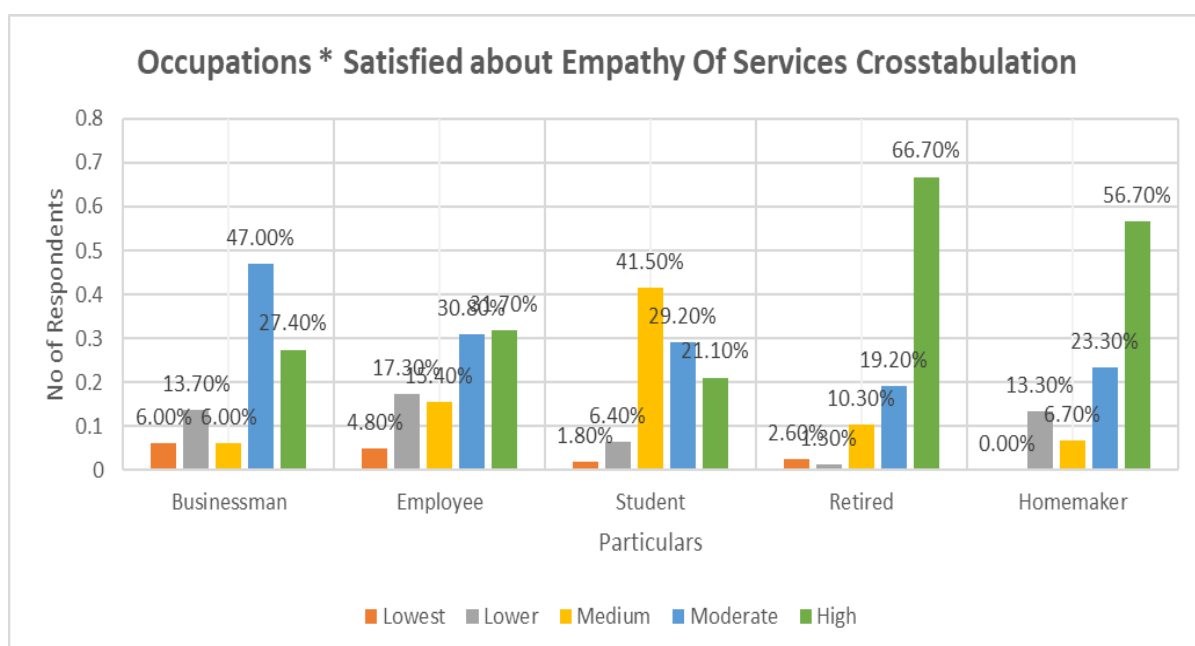
**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.91 - Occupations \* Satisfied about Empathy Of Services**

**Crosstabulation**

Particulars			Satisfied about Empathy Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Occupations	Businessman	Count	7	16	7	55	32	117
		%	6.0%	13.7%	6.0%	47.0%	27.4%	100.0%
	Employee	Count	5	18	16	32	33	104
		%	4.8%	17.3%	15.4%	30.8%	31.7%	100.0%
	Student	Count	3	11	71	50	36	171
		%	1.8%	6.4%	41.5%	29.2%	21.1%	100.0%
	Retired	Count	2	1	8	15	52	78
		%	2.6%	1.3%	10.3%	19.2%	66.7%	100.0%
	Homemaker	Count	0	4	2	7	17	30
		%	0.0%	13.3%	6.7%	23.3%	56.7%	100.0%
	Total	Count	17	50	104	159	170	500
		%	3.4%	10.0%	20.8%	31.8%	34.0%	100.0%

Source: Field Survey



## **Chart No 4.91 - Occupations \* Satisfied about Empathy Of Services**

### **Crosstabulation**

#### **Interpretation:**

To obtain more insight about the customers overall service experience for empathy of services, a cross table formed with type of occupation the respondents were into. It was observed that 47% of the respondents who were businessman had moderate opinion, 27% had high opinion for the same, 6% had medium opinion, 14% had low and less than 6% had the lowest opinion for the same. Likewise, for respondents who were employees out of which 29% had moderate opinion, 21% had high opinion, 42% had medium opinion, 6% had lower and around 2% had lowest opinion was observed. For the respondents who were students, it was observed that 19% had moderate opinion, 67% had high opinion, 10% with medium opinion, 1% had low and 3% had the lowest opinion. When retired customers were asked to opinion it was observed that 19% had moderate opinion, 67% had high opinion, 10% had medium opinion, 1% had lower opinion and 3% had the lowest opinion towards empathy of service. When the home makers were asked to opine around 23% of them had moderate opinion, 57% had high opinion, 7% had medium and 13% had low and none of them had lowest opinion for empathy of services.

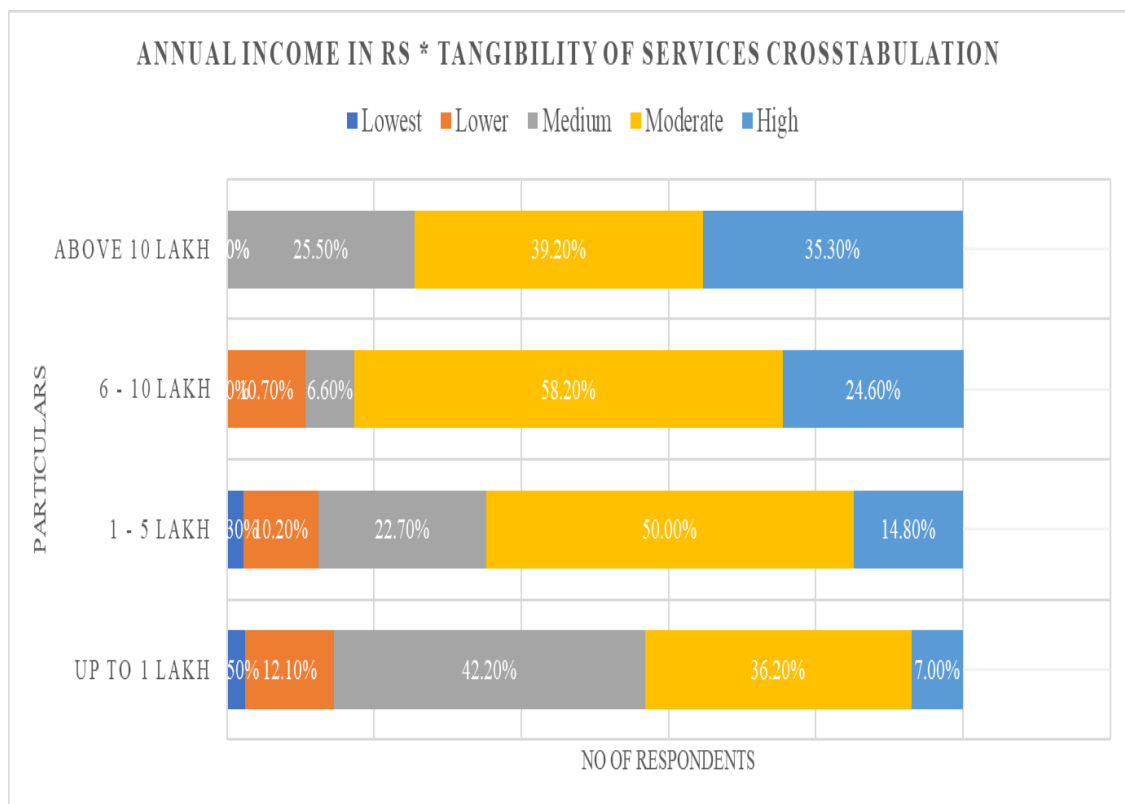
It can be observed that there is moderate opinion towards empathy of the services. In which retired and home makers had fair opinion about empathy of service than the people with other occupation.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.92 - Annual income in Rs \* Tangibility Of Services Crosstabulation**

Particulars			Tangibility Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Annual income in Rs	UP to 1 Lakh	Count	5	24	84	72	14	199
		%	2.5%	12.1%	42.2%	36.2%	7.0%	100.0%
	1 - 5 Lakh	Count	3	13	29	64	19	128
		%	2.3%	10.2%	22.7%	50.0%	14.8%	100.0%
	5 - 10 Lakh	Count	0	13	8	71	30	122
		%	0.0%	10.7%	6.6%	58.2%	24.6%	100.0%
Above 10 Lakh	Count	0	0	13	20	18	51	
	%	0.0%	0.0%	25.5%	39.2%	35.3%	100.0%	
Total		Count	8	50	134	227	81	500
		%	1.6%	10.0%	26.8%	45.4%	16.2%	100.0%

Source: Field Survey



**Chart No 4.92 - Annual income in Rs \* Tangibility Of Services Crosstabulation**



**Interpretation:**

To understand the expectation of the customer towards tangibility of service a cross table was formed with annual income of the respondents. Where it was observed that respondents with up to 1 lakh income, 36% of them had moderate opinion, 7% had high opinion, 42% had medium opinion, 12% had low and 3% had the lowest opinion towards tangibility of services. Likewise, it was observed that the respondents with 1 to 5 lakh income, 50% had moderate opinion, 15% had high opinion, 23% had medium, 10% had low and 2% had lowest opinion. When income level of 5 to 10 lakh income slab was analysed, it was observed that 58% had moderate opinion, 25% had high opinion, 7% had medium opinion, 11% had lower opinion and none of them had the lowest opinion for tangibility of service. When above 10 lakh income slab was analysed, it was observed that 39% had moderate opinion, 35% had high opinion, 26% had medium opinion, and none had low and lowest opinion.

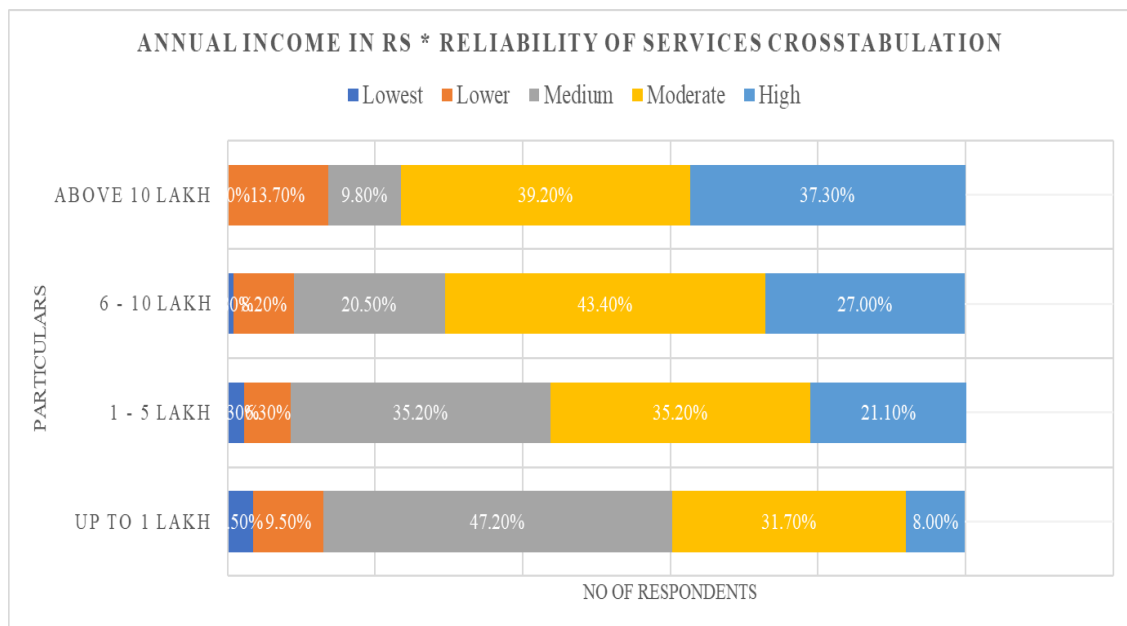
Thus, we can interpret from the above table that medium and moderate expectation is more in comparison to other expectation for tangibility of service.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.93 - Annual income in Rs \* Reliability Of Services Crosstabulation**

Particulars			Reliability Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Annual income in Rs	UP to 1 Lakh	Count	7	19	94	63	16	199	
		%	3.5%	9.5%	47.2%	31.7%	8.0%	100.0%	
	1 - 5 Lakh	Count	3	8	45	45	27	128	
		%	2.3%	6.3%	35.2%	35.2%	21.1%	100.0%	
	5 - 10 Lakh	Count	1	10	25	53	33	122	
		%	0.8%	8.2%	20.5%	43.4%	27.0%	100.0%	
	Above 10 Lakh	Count	0	7	5	20	19	51	
		%	0.0%	13.7%	9.8%	39.2%	37.3%	100.0%	
	Total		Count	11	44	169	181	95	500
			%	2.2%	8.8%	33.8%	36.2%	19.0%	100.0%

Source: Field Survey



**Chart No 4.93 - Annual income in Rs \* Reliability Of Services Crosstabulation**

### **Interpretation:**

To understand the expectation of the customer towards reliability of service a cross table was formed with annual income of the respondents. Where it was observed that respondents with up to 1 lakh income, 32% of them had moderate opinion, 8% had high opinion, 47% had medium opinion, 10% had low and 4% had the lowest opinion towards reliability of services. Likewise, it was observed that the respondents with 1 to 5 lakh income, 35% had moderate opinion, 21% had high opinion, 35% had medium, 6% had low and 2% had lowest opinion. When income level of 5 to 10 lakh income slab was analysed, it was observed that 43% had moderate opinion, 27% had high opinion, 21% had medium opinion, 8% had lower opinion and none of them had the lowest opinion for reliability of service. When above 10 lakh income slab was analysed it was observed that 39% had moderate opinion, 37% had high opinion, 10% had medium opinion, and 14% had low and none had the lowest opinion.

Thus, we can interpret from the above table that medium and moderate expectation is more in comparison to other expectation for reliability of service.

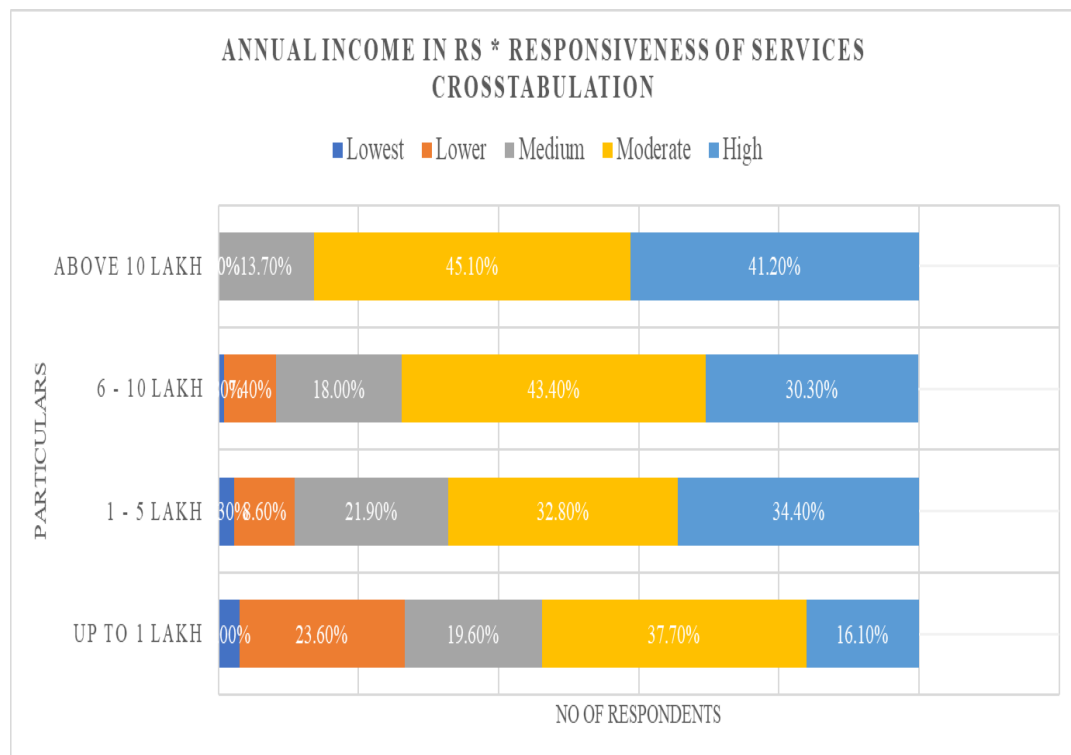
**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.94 - Annual income in Rs \* Responsiveness Of Services**

**Crosstabulation**

Particulars			Responsiveness Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Annual income in Rs	UP to 1 Lakh	Count	6	47	39	75	32	199	
		%	3.0%	23.6%	19.6%	37.7%	16.1%	100.0%	
	1 - 5 Lakh	Count	3	11	28	42	44	128	
		%	2.3%	8.6%	21.9%	32.8%	34.4%	100.0%	
	5 - 10 Lakh	Count	1	9	22	53	37	122	
		%	0.8%	7.4%	18.0%	43.4%	30.3%	100.0%	
	Above 10 Lakh	Count	0	0	7	23	21	51	
		%	0.0%	0.0%	13.7%	45.1%	41.2%	100.0%	
	Total		Count	10	67	96	193	134	500
			%	2.0%	13.4%	19.2%	38.6%	26.8%	100.0%

Source: Field Survey



**Chart No 4.94 - Annual income in Rs \* Responsiveness Of Services**

**Crosstabulation**

**Interpretation:**

To understand the expectation of the customer towards responsiveness of service a cross table was formed with annual income of the respondents. Where it was observed that respondents with up to 1 lakh income, 38% of them had moderate opinion, 16% had high opinion, 20% had medium opinion, 24% had low and 3% had the lowest opinion towards responsiveness of services. Likewise, it was observed that the respondents with 1 to 5 lakh income, 33% had moderate opinion, 34% had high opinion, 22% had medium, 9% had low and 3% had lowest opinion. When income level of 5 to 10 lakh income slab was analysed, it was observed that 43% had moderate opinion, 30% had high opinion, 18% had medium opinion, 7% had lower opinion and less than 1% had the lowest opinion for responsiveness of service. When above 10 lakh income slab was analysed it was observed that 45% had moderate opinion, 41% had high opinion, 14% had medium opinion, and none had low and none had the lowest opinion.

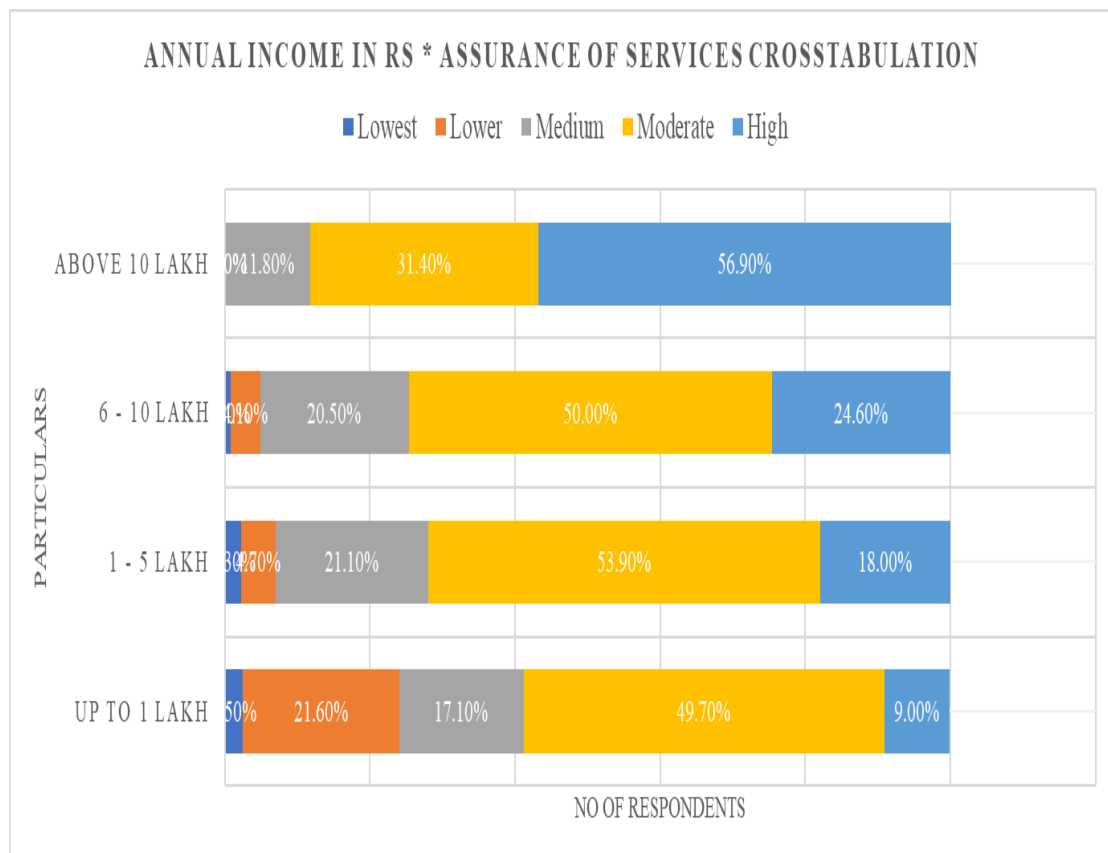
Thus, we can interpret from the above table that moderate and high opinion is more in comparison to other expectation for responsiveness of service.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.95 - Annual income in Rs \* Assurance Of Services Crosstabulation**

Particulars			Assurance Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Annual income in Rs	UP to 1 Lakh	Count	5	43	34	99	18	199
		%	2.5%	21.6%	17.1%	49.7%	9.0%	100.0%
	1 - 5 Lakh	Count	3	6	27	69	23	128
		%	2.3%	4.7%	21.1%	53.9%	18.0%	100.0%
	5 - 10 Lakh	Count	1	5	25	61	30	122
		%	0.8%	4.1%	20.5%	50.0%	24.6%	100.0%
	Above 10 Lakh	Count	0	0	6	16	29	51
		%	0.0%	0.0%	11.8%	31.4%	56.9%	100.0%
Total		Count	9	54	92	245	100	500
		%	1.8%	10.8%	18.4%	49.0%	20.0%	100.0%

Source: Field Survey



**Chart No 4.95 - Annual income in Rs \* Assurance Of Services Crosstabulation**

**Interpretation:**

To understand the expectation of the customer towards assurance of service a cross table was formed with annual income of the respondents. Where it was observed that respondents with up to 1 lakh income, 50% of them had moderate opinion, 9% had high opinion, 17% had medium opinion, 22% had low and 3% had the lowest opinion towards assurance of services. Likewise, it was observed that the respondents with 1 to 5 lakh income, 54% had moderate opinion, 18% had high opinion, 21% had medium, 5% had low and 2% had lowest opinion. When income level of 5 to 10 lakh income slab was analysed, it was observed that 50% had moderate opinion, 25% had high opinion, 21% had medium opinion, 4% had lower opinion and less than 1% had the lowest opinion for assurance of service. When above 10 lakh income slab was analysed it was observed that 31% had moderate opinion, 57% had high opinion, 12% had medium opinion, and none had low and none had the lowest opinion.

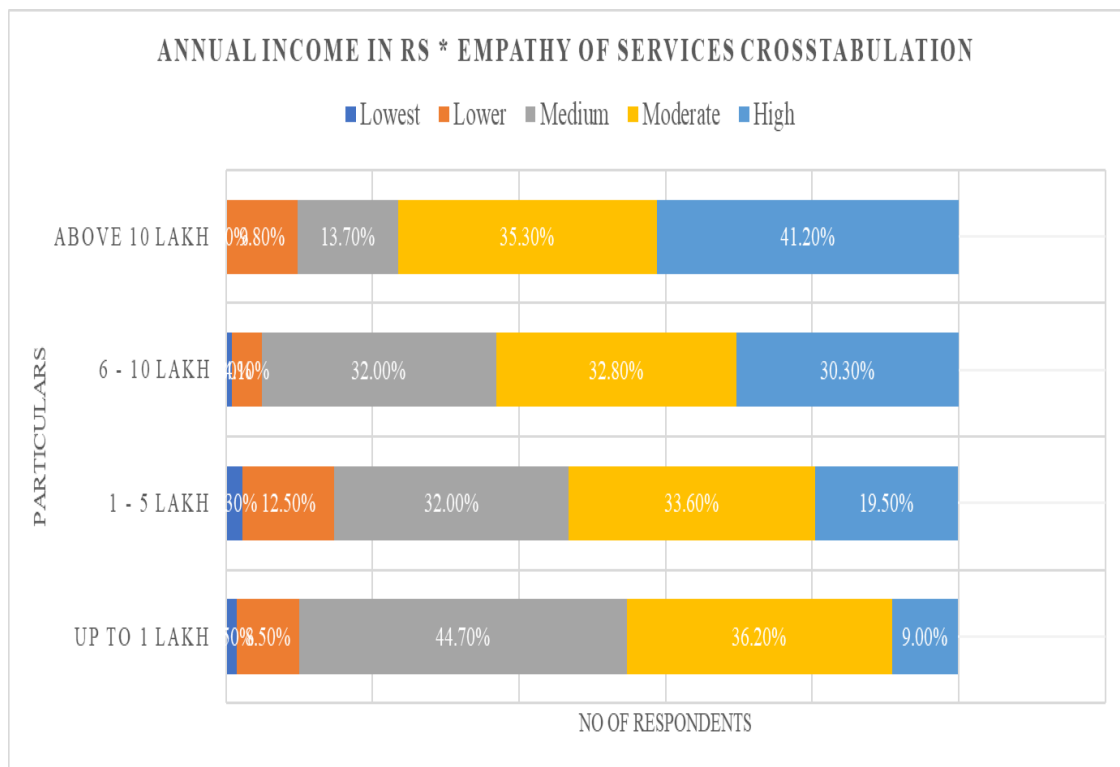
Thus, we can interpret from the above table that moderate and high opinion is more in comparison to other expectation for assurance of service.

**Demographic Factor \* Customer Expectations – Cross Table**

**Table No 4.96 - Annual income in Rs \* Empathy Of Services Crosstabulation**

Particulars			Empathy Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Annual income in Rs	UP to 1 Lakh	Count	3	17	89	72	18	199	
		%	1.5%	8.5%	44.7%	36.2%	9.0%	100.0%	
	1 - 5 Lakh	Count	3	16	41	43	25	128	
		%	2.3%	12.5%	32.0%	33.6%	19.5%	100.0%	
	5 - 10 Lakh	Count	1	5	39	40	37	122	
		%	0.8%	4.1%	32.0%	32.8%	30.3%	100.0%	
	Above 10 Lakh	Count	0	5	7	18	21	51	
		%	0.0%	9.8%	13.7%	35.3%	41.2%	100.0%	
	Total		Count	7	43	176	173	101	500
			%	1.4%	8.6%	35.2%	34.6%	20.2%	100.0%

Source: Field Survey



**Chart No 4.96 - Annual income in Rs \* Empathy Of Services Crosstabulation**



**Interpretation:**

To understand the expectation of the customer towards empathy of service a cross table was formed with annual income of the respondents. Where it was observed that respondents with up to 1 lakh income, 36% of them had moderate opinion, 9% had high opinion, 45% had medium opinion, 9% had low and 2% had the lowest opinion towards empathy of services. Likewise, it was observed that the respondents with 1 to 5 lakh income, 34% had moderate opinion, 20% had high opinion, 32% had medium, 13% had low and 2% had lowest opinion. When income level of 5 to 10 lakh income slab was analysed, it was observed that 33% had moderate opinion, 30% had high opinion, 32% had medium opinion, 4% had lower opinion and less than 1% had the lowest opinion for assurance of service. When above 10 lakh income slab was analysed it was observed that 35% had moderate opinion, 41% had high opinion, 14% had medium opinion, and 10% had low and none had the lowest opinion.

Thus, we can interpret from the above table that medium and moderate opinion is more in comparison to other expectation for empathy of service.

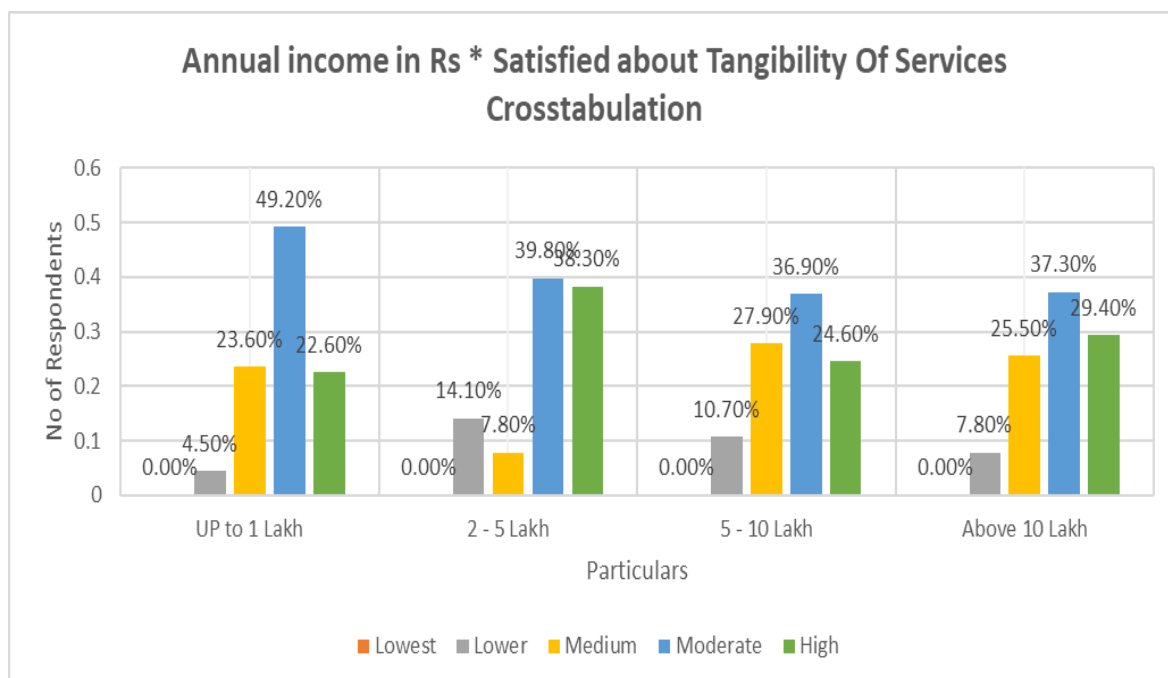
**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.97 - Annual income in Rs \* Satisfied about Tangibility Of Services**

**Crosstabulation**

Particulars			Satisfied about Tangibility Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Annual income in Rs	UP to 1 Lakh	Count	0	9	47	98	45	199
		%	0.0%	4.5%	23.6%	49.2%	22.6%	100.0%
	1 - 5 Lakh	Count	0	18	10	51	49	128
		%	0.0%	14.1%	7.8%	39.8%	38.3%	100.0%
	5 - 10 Lakh	Count	0	13	34	45	30	122
		%	0.0%	10.7%	27.9%	36.9%	24.6%	100.0%
Above 10 Lakh	Count	0	4	13	19	15	51	
	%	0.0%	7.8%	25.5%	37.3%	29.4%	100.0%	
Total		Count	0	44	104	213	139	500
		%	0.0%	8.8%	20.8%	42.6%	27.8%	100.0%

Source: Field Survey



**Chart No 4.97 - Annual income in Rs \* Satisfied about Tangibility Of Services**

**Crosstabulation**

**Interpretation:**

To obtain more insight about the customers overall service experience for tangibility of services, a cross table formed with income of the respondents. Where it was observed that respondents with up to 1 lakh income, 49% of them had moderate opinion, 23% had high opinion, 24% had medium opinion, 5% had low and none had the lowest opinion towards tangibility of services. Likewise, it was observed that the respondents with 1 to 5 lakh income, 40% had moderate opinion, 38% had high opinion, 8% had medium, 14% had low and none had the lowest opinion. When income level of 5 to 10 lakh income slab was analysed, it was observed that 37% had moderate opinion, 25% had high opinion, 28% had medium opinion, 11% had lower opinion and none of them had the lowest opinion for tangibility of service. When above 10 lakh income slab was analysed it was observed that 37% had moderate opinion, 29% had high opinion, 26% had medium opinion, and 8% had low and none had lowest opinion.

Thus, we can interpret from the above table that there is a mixed opinion for tangibility of service after availing the service.

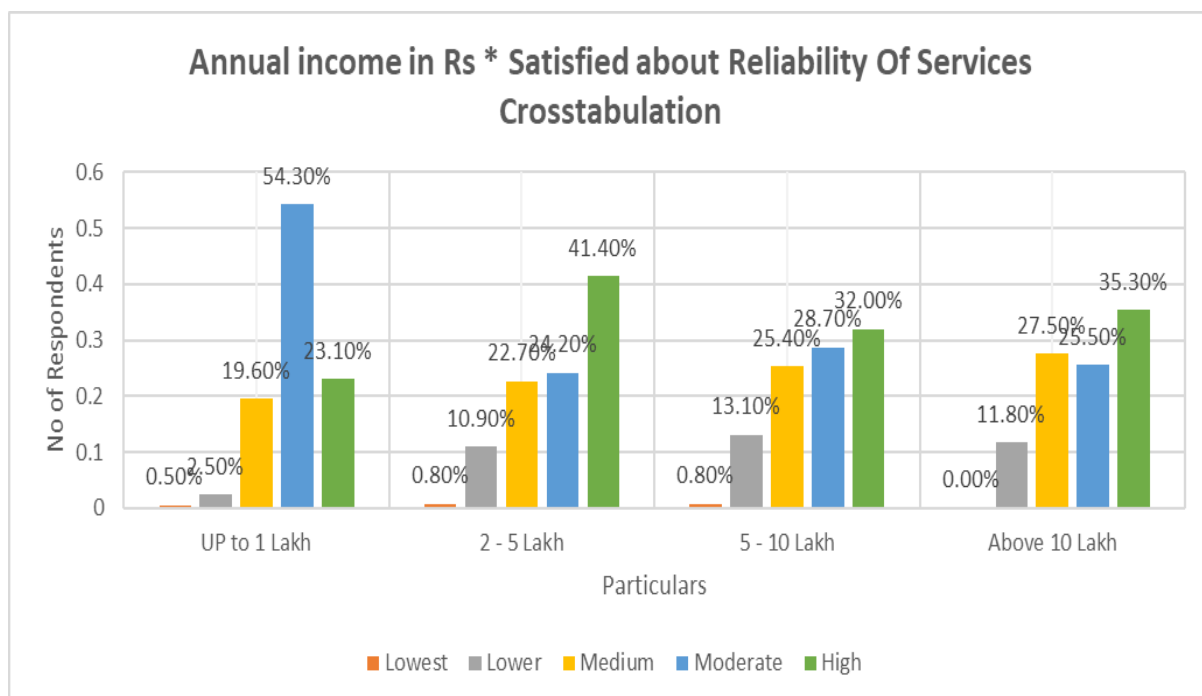
**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.98 - Annual income in Rs \* Satisfied about Reliability Of Services**

**Crosstabulation**

Particulars			Satisfied about Reliability Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Annual income in Rs	UP to 1 Lakh	Count	1	5	39	108	46	199	
		%	0.5%	2.5%	19.6%	54.3%	23.1%	100.0%	
	1 - 5 Lakh	Count	1	14	29	31	53	128	
		%	0.8%	10.9%	22.7%	24.2%	41.4%	100.0%	
	5 - 10 Lakh	Count	1	16	31	35	39	122	
		%	0.8%	13.1%	25.4%	28.7%	32.0%	100.0%	
	Above 10 Lakh	Count	0	6	14	13	18	51	
		%	0.0%	11.8%	27.5%	25.5%	35.3%	100.0%	
	Total		Count	3	41	113	187	156	500
			%	0.6%	8.2%	22.6%	37.4%	31.2%	100.0%

Source: Field Survey



**Chart No 4.98 - Annual income in Rs \* Satisfied about Reliability Of Services**

**Crosstabulation**

**Interpretation:**

To obtain more insight about the customers overall service experience for reliability of services, a cross table formed with income of the respondents. Where it was observed that respondents with up to 1 lakh income, 54% of them had moderate opinion, 23% had high opinion, 20% had medium opinion, 3% had low and less than 1% had the lowest opinion towards reliability of services. Likewise, it was observed that the respondents with 1 to 5 lakh income, 24% had moderate opinion, 41% had high opinion, 23% had medium, 11% had low and less than 1% had lowest opinion. When income level of 5 to 10 lakh income slab was analysed, it was observed that 29% had moderate opinion, 32% had high opinion, 25% had medium opinion, 13% had lower opinion and less than 1% had the lowest opinion for reliability of service. When above 10 lakh income slab was analysed it was observed that 26% had moderate opinion, 35% had high opinion, 28% had medium opinion, and 12% had low and none had the lowest opinion.

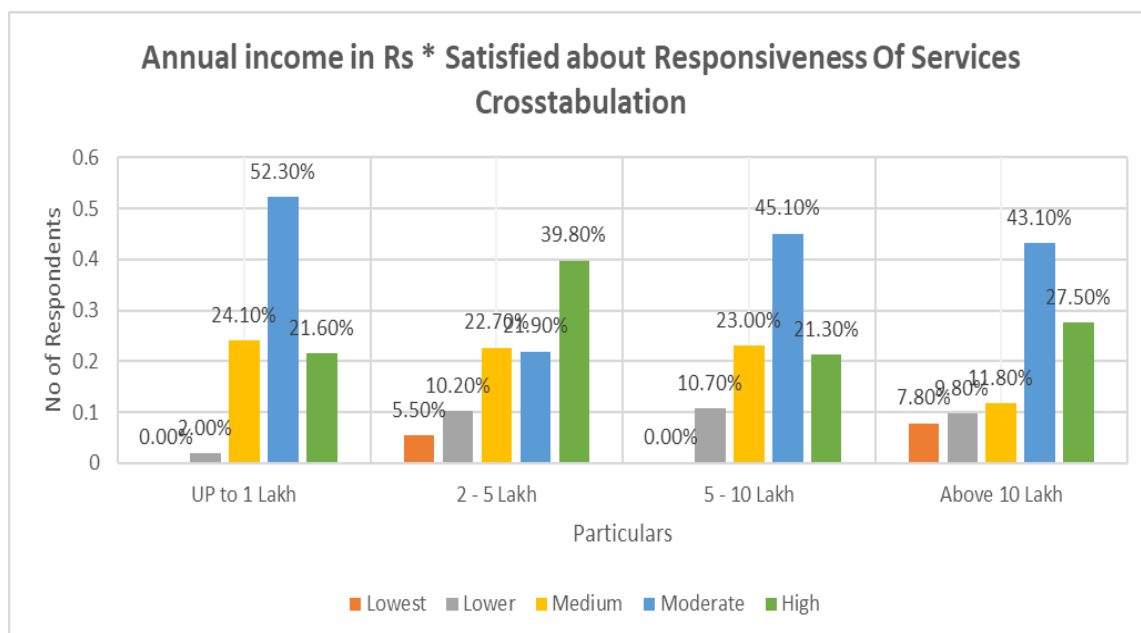
Thus, we can interpret from the above table that a mixed opinion can be observed for reliability of service.

**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.99 - Annual income in Rs \* Satisfied about Responsiveness Of Services Crosstabulation**

Particulars			Satisfied about Responsiveness Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Annual income in Rs	UP to 1 Lakh	Count	0	4	48	104	43	199
		%	0.0%	2.0%	24.1%	52.3%	21.6%	100.0%
	1 - 5 Lakh	Count	7	13	29	28	51	128
		%	5.5%	10.2%	22.7%	21.9%	39.8%	100.0%
	5 - 10 Lakh	Count	0	13	28	55	26	122
		%	0.0%	10.7%	23.0%	45.1%	21.3%	100.0%
Above 10 Lakh	Count	4	5	6	22	14	51	
	%	7.8%	9.8%	11.8%	43.1%	27.5%	100.0%	
Total		Count	11	35	111	209	134	500
		%	2.2%	7.0%	22.2%	41.8%	26.8%	100.0%

Source: Field Survey



**Chart No 4.99 - Annual income in Rs \* Satisfied about Responsiveness Of Services Crosstabulation**

**Interpretation:**

To obtain more insight about the customers overall service experience for responsiveness of services, a cross table formed with income of the respondents. Where it was observed that respondents with up to 1 lakh income, 52% of them had moderate opinion, 22% had high opinion, 24% had medium opinion, 2% had low and none of them had the lowest opinion towards responsiveness of services. Likewise, it was observed that the respondents with 1 to 5 lakh income, 22% had moderate opinion, 40% had high opinion, 23% had medium, 10% had low and 6% had lowest opinion. When income level of 5 to 10 lakh income slab was analysed, it was observed that 45% had moderate opinion, 21% had high opinion, 23% had medium opinion, 11% had lower opinion and none of them had the lowest opinion for responsiveness of service. When above 10 lakh income slab was analysed it was observed that 43% had moderate opinion, 28% had high opinion, 12% had medium opinion, and 10% had low and 8% had the lowest opinion.

Thus, we can interpret from the above table that responsiveness of service is not upto the mark when income level of above 10 lakh is considered.

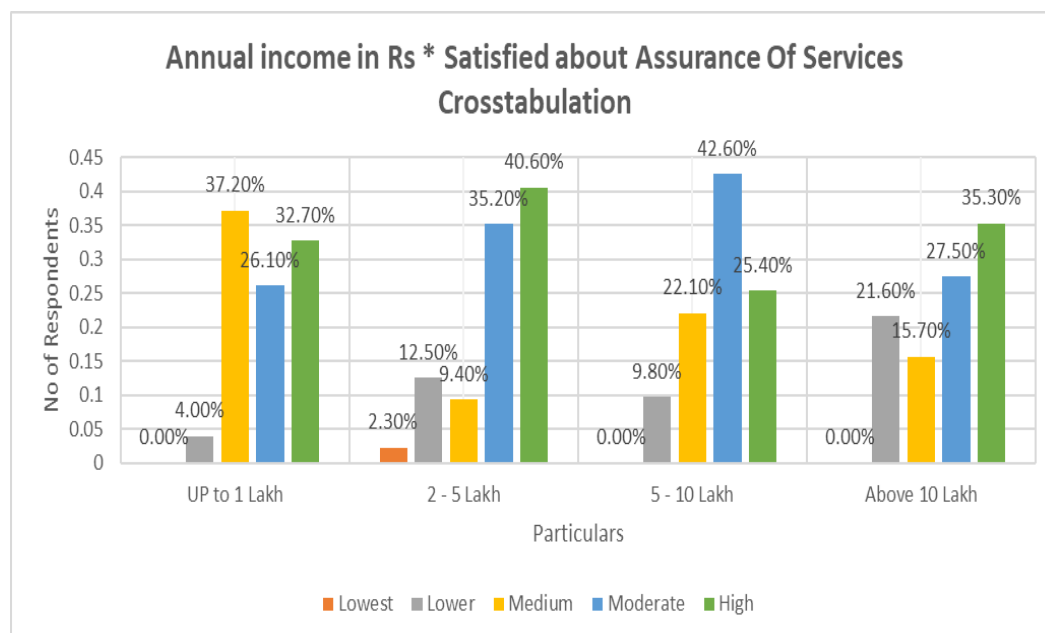
**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.100 - Annual income in Rs \* Satisfied about Assurance Of Services**

**Crosstabulation**

Particulars			Satisfied about Assurance Of Services					Total	
			Lowest	Lower	Medium	Moderate	High		
Annual income in Rs	UP to 1 Lakh	Count	0	8	74	52	65	199	
		%	0.0%	4.0%	37.2%	26.1%	32.7%	100.0%	
	1 - 5 Lakh	Count	3	16	12	45	52	128	
		%	2.3%	12.5%	9.4%	35.2%	40.6%	100.0%	
	5 - 10 Lakh	Count	0	12	27	52	31	122	
		%	0.0%	9.8%	22.1%	42.6%	25.4%	100.0%	
	Above 10 Lakh	Count	0	11	8	14	18	51	
		%	0.0%	21.6%	15.7%	27.5%	35.3%	100.0%	
	Total		Count	3	47	121	163	166	500
			%	0.6%	9.4%	24.2%	32.6%	33.2%	100.0%

Source: Field Survey



**Chart No 4.100 - Annual income in Rs \* Satisfied about Assurance Of Services Crosstabulation**



**Interpretation:**

To obtain more insight about the customers overall service experience for assurance of services, a cross table formed with income of the respondents. Where it was observed that respondents with up to 1 lakh income, 26% of them had moderate opinion, 33% had high opinion, 37% had medium opinion, 4% had low and none of them had the lowest opinion towards assurance of services. Likewise, it was observed that the respondents with 1 to 5 lakh income, 35% had moderate opinion, 41% had high opinion, 9% had medium, 13% had low and 2% had lowest opinion. When income level of 5 to 10 lakh income slab was analysed, it was observed that 43% had moderate opinion, 25% had high opinion, 22% had medium opinion, 10% had lower opinion and none of them had the lowest opinion for assurance of service. When above 10 lakh income slab was analysed it was observed that 28% had moderate opinion, 35% had high opinion, 16% had medium opinion, and 21% had low and none of them had the lowest opinion.

Thus, we can interpret from the above table that assurance of service is positive in comparison to the service opinion.

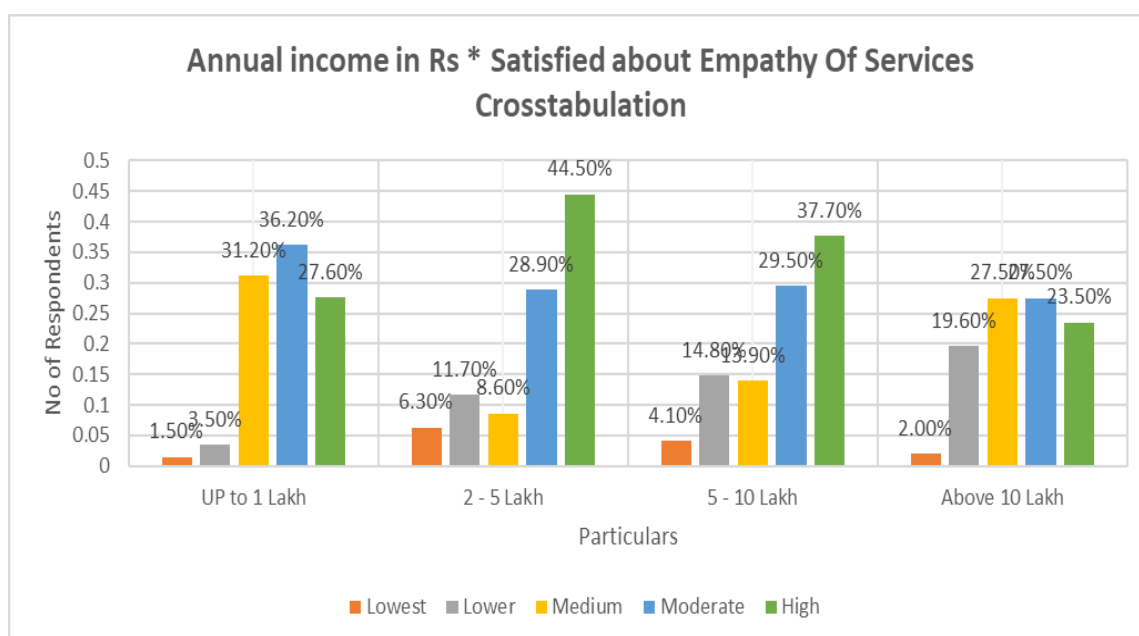
**Demographic Factor \* Customer Over All Satisfaction – Cross Table**

**Table No 4.101 - Annual income in Rs \* Satisfied about Empathy Of Services**

**Crosstabulation**

Particulars			Satisfied about Empathy Of Services					Total
			Lowest	Lower	Medium	Moderate	High	
Annual income in Rs	UP to 1 Lakh	Count	3	7	62	72	55	199
		%	1.5%	3.5%	31.2%	36.2%	27.6%	100.0%
	1 - 5 Lakh	Count	8	15	11	37	57	128
		%	6.3%	11.7%	8.6%	28.9%	44.5%	100.0%
	5 - 10 Lakh	Count	5	18	17	36	46	122
		%	4.1%	14.8%	13.9%	29.5%	37.7%	100.0%
	Above 10 Lakh	Count	1	10	14	14	12	51
		%	2.0%	19.6%	27.5%	27.5%	23.5%	100.0%
	Total	Count	17	50	104	159	170	500
		%	3.4%	10.0%	20.8%	31.8%	34.0%	100.0%

Source: Field Survey



**Chart No 4.101 - Annual income in Rs \* Satisfied about Empathy Of Services**

**Crosstabulation**

**Interpretation:**

To obtain more insight about the customers overall service experience for empathy of services, a cross table formed with income of the respondents. Where it was observed that respondents with up to 1 lakh income, 36% of them had moderate opinion, 28% had high opinion, 31% had medium opinion, 4% had low and around 2% had the lowest opinion towards empathy of services. Likewise, it was observed that the respondents with 1 to 5 lakh income, 29% had moderate opinion, 45% had high opinion, 9% had medium, 12% had low and 6% had lowest opinion. When income level of 5 to 10 lakh income slab was analysed, it was observed that 30% had moderate opinion, 38% had high opinion, 14% had medium opinion, 15% had lower opinion and 4% had the lowest opinion for empathy of service. When above 10 lakh income slab was analysed it was observed that 28% had moderate opinion, 24% had high opinion, 28% had medium opinion, and 20% had low and 2% had the lowest opinion.

Thus, we can interpret from the above table that a mixed opinion can be observed for empathy of service.

### Section-III - Hypothesis Testing

The hypothesis is a speculative statement which is used to test for better understanding the relation between two or more variables. The researcher's statement of prognosis is referred to as an alternative hypothesis. Any other outcome is referred to as the null hypothesis. It helps in identifying the relationship between the two variables.

#### Hypothesis No -1

**H0:** There is no significant difference between the experience of tangibility of services provided by banks based on occupation of respondents.

**H1:** There is significant difference between the experience of tangibility of services provided by banks based on occupation of respondents.

**One Way Analysis of Variance (ANOVA):** In order to test the significant difference, occupation of respondents and Overall Satisfaction of tangibility of service quality provided by banks among different categories is considered. For which one-way analysis of variance (ANOVA) is performed. The results are discussed below. Level of Significance ( $\alpha$ ) = 0.05

**Table No 4.102 - Descriptives**

Particulars		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
Satisfied about Tangibility Of Services	Businessman	117	3.85	.961	.089	3.67	4.02	2	5
	Employee	104	3.98	.870	.085	3.81	4.15	2	5
	Student	171	3.71	.815	.062	3.59	3.84	2	5
	Retired	78	4.17	.959	.109	3.95	4.38	2	5
	Homemaker	30	4.10	1.029	.188	3.72	4.48	2	5
	Total	500	3.89	.910	.041	3.81	3.97	2	5

**Table No 4.103 - ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Satisfied about Tangibility Of Services	Between Groups	13.697	4	3.424	4.241	.002
	Within Groups	399.685	495	.807		
	Total	413.382	499			

The above ANOVA table shows that the significant p-value is 0.02 which is less than 0.005, Since the p values are less than 0.05 so the Null hypothesis “There is no significant difference between occupation of respondents and the tangibility of services provided by the bank.” is **rejected**.

The alternative hypothesis “There is significant difference between the experience of tangibility of services provided by banks based on occupation of respondents.” is **accepted**.

## Hypothesis No -2

**Ho** - There is no significance difference between pair of defined service quality parameters.

**H1** - There is significance difference between pair of defined service quality parameters.

To prove the above hypothesis about analysing the significant difference between pair of defined service quality was tested based on the following assumptions. The opinions given by the respondents for various service quality related questions were taken as a part of this hypothesis testing. Apart from that customer overall experience towards the various service quality was also considered. Based on the five separate questions and one overall service experience Wilcoxon signed rank test was applied to understand the distribution of the paired data. This test is often used to compare the distribution of the paired data or when the assumptions of parametric test like t-test are violated. The output of the Wilcoxon is as follows.

In the first all the service related five questions of each tangibility, reliability, assurance, responsibility and empathy are combined to obtain the average based on which overall satisfaction of that particular service opined by the respondents was tested for understanding the distribution. Likewise for all the five service parameters this step was performed based on which the following data is obtained.

**Table No 4.104 - Wilcoxon Signed Ranks Test**

<b>Ranks</b>				
		<b>N</b>	<b>Mean Rank</b>	<b>Sum of Ranks</b>
Satisfied about Tangibility Of Services - Average Tangibility	Negative Ranks	181 <sup>a</sup>	209.45	37911.00
	Positive Ranks	273 <sup>b</sup>	239.47	65374.00
	Ties	46 <sup>c</sup>		
	Total	500		
Satisfied about Reliability Of Services - Average Reliability	Negative Ranks	174 <sup>d</sup>	243.46	42362.00
	Positive Ranks	286 <sup>e</sup>	222.62	63668.00
	Ties	40 <sup>f</sup>		
	Total	500		
Satisfied about Responsiveness Of Services - Average Responsiveness	Negative Ranks	89 <sup>g</sup>	189.35	16852.50
	Positive Ranks	395 <sup>h</sup>	254.47	100517.50
	Ties	16 <sup>i</sup>		
	Total	500		

Satisfied about Assurance Of Services - Average Assurance	Negative Ranks	122 <sup>j</sup>	229.55	28005.50
	Positive Ranks	362 <sup>k</sup>	246.86	89364.50
	Ties	16 <sup>l</sup>		
	Total	500		
Satisfied about Empathy Of Services - Average Empathy	Negative Ranks	136 <sup>m</sup>	165.30	22481.00
	Positive Ranks	268 <sup>n</sup>	221.38	59329.00
	Ties	96 <sup>o</sup>		
	Total	500		
a. Satisfied about Tangibility Of Services < Average Tangibility				
b. Satisfied about Tangibility Of Services > Average Tangibility				
c. Satisfied about Tangibility Of Services = Average Tangibility				
d. Satisfied about Reliability Of Services < Average Reliability				
e. Satisfied about Reliability Of Services > Average Reliability				
f. Satisfied about Reliability Of Services = Average Reliability				
g. Satisfied about Responsiveness Of Services < Average Responsiveness				
h. Satisfied about Responsiveness Of Services > Average Responsiveness				
i. Satisfied about Responsiveness Of Services = Average Responsiveness				
j. Satisfied about Assurance Of Services < Average Assurance				
k. Satisfied about Assurance Of Services > Average Assurance				
l. Satisfied about Assurance Of Services = Average Assurance				
m. Satisfied about Empathy Of Services < Average Empathy				
n. Satisfied about Empathy Of Services > Average Empathy				
o. Satisfied about Empathy Of Services = Average Empathy				

**Table No 4.105 - Test Statistics**

	Satisfied about Tangibility Of Services - Average Tangibility	Satisfied about Reliability Of Services - Average Reliability	Satisfied about Responsiveness Of Services - Average Responsiveness	Satisfied about Assurance Of Services - Average Assurance	Satisfied about Empathy Of Services - Average Empathy
Z	-4.919 <sup>b</sup>	-3.747 <sup>b</sup>	-13.630 <sup>b</sup>	-9.995 <sup>b</sup>	-7.864 <sup>b</sup>
Asymp. Sig. (2-tailed)	.000	.000	.000	.000	.000

a. Wilcoxon Signed Ranks Test

b. Based on negative ranks.

It can be clearly inferred from the above table that for all the five service quality dimensions tangibility, reliability, assurance, responsibility, and empathy is calculated based on the differences between paired observations and their respective ranks for identifying the observed differences are consistent with the stated hypothesis. The p-value obtained for the above five service quality dimension is less than 0.05, so it suggests that there is a significance difference between the pair of defined service quality. Null Rejected.



### Hypothesis No -3

**H0:** There is no significant difference between age of respondents and responsiveness of services.

**H1:** There is significant difference between age of respondents and responsiveness of services.

To understand the responsiveness of service five questions were put forth to respondents like, whether bank employees are always have to be willing to help customers; the second question put forth was service complaints are solving within committed time; bank provides physical banking service in committed time; bank provides digital banking service in committed time; efficient grievances redressal system available to solve customer grievances were asked to the respondents. Based on the opinion given by 500 respondents following cross table is prepared to understand the trend of opinions.

The Chi-Square test estimates the size of inconsistency between the expected results and the actual results when the size of the sample and the number of variables in the relationship is mentioned. In table 4.109 initially the cross tabulation was made between the age and willingness of the bank employees to help the customers was opined.

**Table No 4.106 Crosstab for Bank Employees are always having to be willing to help customers.**

Particulars			Bank Employees are always having to be willing to help customers					Total	
			Strongly Disagree	Disagree	No opinion	Agree	Strongly Agree		
Age: (in Years)	18-24	Count	5	10	82	61	17	175	
		%	2.9%	5.7%	46.9%	34.9%	9.7%	100.0%	
	25-40	Count	20	35	13	57	19	144	
		%	13.9%	24.3%	9.0%	39.6%	13.2%	100.0%	
	41-60	Count	13	18	18	53	21	123	
		%	10.6%	14.6%	14.6%	43.1%	17.1%	100.0%	
	Above 60	Count	3	6	9	22	18	58	
		%	5.2%	10.3%	15.5%	37.9%	31.0%	100.0%	
	Total		Count	41	69	122	193	75	500
			%	8.2%	13.8%	24.4%	38.6%	15.0%	100.0%

**Table No 4.107- Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	105.623 <sup>a</sup>	12	.000
Likelihood Ratio	102.907	12	.000
Linear-by-Linear Association	2.765	1	.096
N of Valid Cases	500		
a. 1 cells (5.0%) have expected count less than 5. The minimum expected count is 4.76.			

Form the above test results it can be observed that the alpha level is .000 for age and weather bank employees are always having to be willing to help customers, which is lesser than the standard p-value 0.05, i.e. ( $p < 0.05$ ) so we reject the null hypothesis. Which means there is a significant difference between the age of the respondents and opinion towards willingness of bank employees towards helping customers.

Likewise, in Table no 4.110 wherein based on the age with solving service complaints within committed time was observed as shown below.

**Table No 4.108 Crosstab for Service Complaints are solving within committed time.**

Particulars		Service Complaints are solving within committed time					Total		
		Strongly Disagree	Disagree	No opinion	Agree	Strongly Agree			
Age: (in Years)	18-24	Count	1	19	34	118	3	175	
		%	.6%	10.9%	19.4%	67.4%	1.7%	100.0%	
	25-40	Count	26	34	20	41	23	144	
		%	18.1%	23.6%	13.9%	28.5%	16.0%	100.0%	
	41-60	Count	27	23	20	36	17	123	
		%	22.0%	18.7%	16.3%	29.3%	13.8%	100.0%	
	Above 60	Count	6	8	13	13	18	58	
		%	10.3%	13.8%	22.4%	22.4%	31.0%	100.0%	
	Total		Count	60	84	87	208	61	500
			%	12.0%	16.8%	17.4%	41.6%	12.2%	100.0%

**Table No 4.109- Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	122.565 <sup>a</sup>	12	.000
Likelihood Ratio	136.635	12	.000
Linear-by-Linear Association	5.964	1	.015
N of Valid Cases	500		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.96.			

Form the above test results it can be observed that the alpha level is .000 for age with that of service complaints are solving within committed time. The observed values are smaller than the standard p-value 0.05, i.e. ( $p < 0.05$ ) so we reject the null hypothesis. Which means there is a significant difference between age and solving service complaints with in committed time was observed.

Likewise, in Table no 4.111 wherein based on the age with banks physical banking service in committed time was observed as shown below.

**Table No 4.110 Bank Provides Physical Banking service in committed time.**

Particulars			Bank Provides Physical Banking service in committed time					Total	
			Strongly Disagree	Disagree	No opinion	Agree	Strongly Agree		
Age: (in Years)	18-24	Count	0	11	83	68	13	175	
		%	0.0%	6.3%	47.4%	38.9%	7.4%	100.0%	
	25-40	Count	7	32	33	57	15	144	
		%	4.9%	22.2%	22.9%	39.6%	10.4%	100.0%	
	41-60	Count	10	19	22	44	28	123	
		%	8.1%	15.4%	17.9%	35.8%	22.8%	100.0%	
	Above 60	Count	0	13	8	20	17	58	
		%	0.0%	22.4%	13.8%	34.5%	29.3%	100.0%	
	Total		Count	17	75	146	189	73	500
			%	3.4%	15.0%	29.2%	37.8%	14.6%	100.0%

**Table No 4.111- Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	87.475 <sup>a</sup>	12	.000
Likelihood Ratio	92.333	12	.000
Linear-by-Linear Association	1.769	1	.183
N of Valid Cases	500		
a. 3 cells (15.0%) have expected count less than 5. The minimum expected count is 1.97.			

Form the above test results it can be observed that the alpha level is .000 for age with that of banks physical banking service in committed time. The observed values are smaller than the standard p-value 0.05, i.e. ( $p < 0.05$ ) so we reject the null hypothesis. Which means there is a significant difference between age and banks physical banking service in committed time was observed.

Likewise, in Table no 4.112 wherein based on the age with providing digital banking service in committed time was observed as shown below.

**Table No 4.112 Bank Provides Digital Banking service in committed time.**

Particulars			Bank Provides Digital Banking service in committed time					Total	
			Strongly Disagree	Disagree	No opinion	Agree	Strongly Agree		
Age: (in Years)	18-24	Count	3	5	73	77	17	175	
		%	1.7%	2.9%	41.7%	44.0%	9.7%	100.0%	
	25-40	Count	11	22	38	53	20	144	
		%	7.6%	15.3%	26.4%	36.8%	13.9%	100.0%	
	41-60	Count	14	23	27	45	14	123	
		%	11.4%	18.7%	22.0%	36.6%	11.4%	100.0%	
	Above 60	Count	2	7	13	16	20	58	
		%	3.4%	12.1%	22.4%	27.6%	34.5%	100.0%	
	Total		Count	30	57	151	191	71	500
			%	6.0%	11.4%	30.2%	38.2%	14.2%	100.0%

**Table No 4.113- Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	67.143 <sup>a</sup>	12	.000
Likelihood Ratio	67.067	12	.000
Linear-by-Linear Association	.419	1	.517
N of Valid Cases	500		
a. 1 cells (5.0%) have expected count less than 5. The minimum expected count is 3.48.			

Form the above test results it can be observed that the alpha level is .000 for age with that of providing the digital banking service in committed time. The observed values are smaller than the standard p-value 0.05, i.e. ( $p < 0.05$ ) so we reject the null hypothesis. Which means there is a significant difference between age and providing the digital banking service in committed time was observed.

Likewise, in Table no 4.113 wherein based on the age with that of providing grievances redressal system available to solve customer grievances was observed as shown below.

**Table No 4.114 Efficient Grievances Redressal System available to solve customer grievances.**

Particulars			Efficient Grievances Redressal System available to solve customer grievances					Total	
			Strongly Disagree	Disagree	No opinion	Agree	Strongly Agree		
Age: (in Years)	18-24	Count	56	59	6	6	48	175	
		%	32.0%	33.7%	3.4%	3.4%	27.4%	100.0%	
	25-40	Count	28	66	14	31	5	144	
		%	19.4%	45.8%	9.7%	21.5%	3.5%	100.0%	
	41-60	Count	41	39	14	20	9	123	
		%	33.3%	31.7%	11.4%	16.3%	7.3%	100.0%	
	Above 60	Count	12	22	14	6	4	58	
		%	20.7%	37.9%	24.1%	10.3%	6.9%	100.0%	
	Total		Count	137	186	48	63	66	500
			%	27.4%	37.2%	9.6%	12.6%	13.2%	100.0%

**Table No 4.115 - Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	96.263 <sup>a</sup>	12	.000
Likelihood Ratio	96.893	12	.000
Linear-by-Linear Association	2.018	1	.155
N of Valid Cases	500		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.57.			

Form the above test results it can be observed that the alpha level is .000 for age with that of providing grievances redressal system available to solve customer grievances in committed time. The observed values are smaller than the standard p-value 0.05, i.e. ( $p < 0.05$ ) so we reject the null hypothesis. Which means there is a significant difference between age and providing grievances redressal system available to solve customer grievances was observed.

**Table No 4.116 Overview of results of Hypothesis**

S.no	Hypothesis	Accept/Reject	Overall
1	There is no significant difference between age and Bank Employees are always having to be willing to help customers.	Reject	Reject
2	There is no significant difference between age and Service Complaints are solving within committed time.	Reject	
3	There is no significant difference between age and Bank Provides Physical Banking service in committed time.	Reject	
4	There is no significant difference between age and Bank Provides Digital Banking service in committed time.	Reject	
5	There is no significant difference between age and Efficient Grievances Redressal System available to solve customer grievances.	Reject	

Overall, the hypothesis- There is significant difference between age of respondents and responsiveness of services based on the five different parameters of responsiveness is found to be accepted based on the overall analysis. Null Rejected.

## **CHAPTER - V – FINDINGS, SUGGESTIONS & CONCLUSIONS**

### **5.1 Findings**

The study on the effect of Service Quality on Customer Satisfaction pertaining to Public & Private Sector banks in terms of tangibility, reliability, responsiveness, empathy, and assurance. To understand the real time scenario of banks in Sangli various tests were applied for which the following observations were obtained.

Banks are important agency for all human beings, in that people doing revenue generation in the form of various occupation can be vital factor to get exactly understand the aspects of banks through occupation survey. Thus, occupation is indeed an important factor to consider when studying banks or conducting surveys related to the banking industry. The occupation of individuals can provide valuable insights into their financial behaviours. The income of individuals influences the banking behaviour. Which includes types of accounts held, the investment choices, and the borrowing patterns. Understanding income distribution across various occupations helps financial institutions to tailor their offerings to various customer segments. The term tangibility refers to the physical aspects or tangible elements associated with the banking services. While banking services themselves are primarily intangible, there are tangible components that accompany and support the overall service delivery. Components like physical branches, ATM services, debit card services, chequebook facility, Mobile-Internet banking, security devices, physical documents provided by banks etc.

1. It can be clearly observed that occupation has a great influence on tangibility of service. Based on the occupation, requirements of substantial services also change and thus occupation has a dominance on tangibility of service aspect of banks.
2. As per occupation the physical banking needs changes like the need for the ATM, cheques books, deposits, fund transfer, credit /debit cards, account statements, and account enquires, mobile banking, internet banking and many such physical banking facilities differ as per the needs of the occupation the customer is pursuing.
3. Homemaker and retired persons have a lot of time for physical banking. So they occurs more tangibility related issues. Due to this variance in needs the customer wishes, it gets mandate that the bank cater to the needs of the tangibility of service



more wisely. This will help in satisfying all kinds of customers' needs such as customer service, trust, convenience, and the efficiency of digital channels.

4. For all the service quality parameters, i.e., tangibility, reliability, assurance, responsiveness, empathy aspect the hypothesis got rejected stating that there is a significant difference between the pair of defined service quality parameters.
5. Responsiveness of services like promptness, accessibility, effective communication, customer's problem resolution and proactive assistance in banks service is crucial for building trust, retaining customers and essential for maintaining a positive reputation in the market.
6. Age plays a major role in understanding the experience and expectation towards banks was studied. The study revealed that, as there is a change in age factor, the experience towards responsiveness of service also changed.
7. Acknowledging and addressing age-specific requirements involves customizing services to cater to the unique needs of customers in different age groups. This could involve offering specific products, services, or communication channels that align with the expectations of customers at different life stages.
8. Most people disagree that bank did not solve complaints within the committed time. Majority of the customers from 25-40, 41-60 age group were not satisfied with the available banks digital banking service. Majority of the respondents from age group between 18 to 24 were disagreed or strongly disagree towards grievance redressal system.

## **5.2 Suggestion**

1. Based on the occupation of the respondents, tangibility of service differs and so the banks should take necessary steps to cater to the needs of the customers with occupation in mind.
2. Bank must avoid tangible problem of customers and available service requirements according to customer's occupation.
3. This kind of partition of the customers will furnish the banks with ample of data needed to cater to the satisfaction of the customers.
4. There is a significant difference between the paired service quality which has to be catered by the banks for overall satisfaction of the customers.
5. Every aged people have some or the other connect with banks and so the banks should take due care to cater to the needs of the people based on the age factor.

6. Banks must try to resolve customer's complaints within time and should try to work for minimizing the complaints.
7. Banks must develop their digital services considering solution towards current issues.
8. Since the age group 18 to 24 is the most prospective group for long term relationship with banks. Special care should be taken for formulating an efficient grievance redressal system.

### 5.3 Conclusion

The study on the effect of service quality on customer satisfaction amongst public and private sector banks revealed valuable insights into customer experience and expectations. Through rigorous data analysis and examination of the hypotheses, several key findings emerged in which the gap between customer expectation and experience is identified. A significant gap between what customers expect from the banks' services and how they consider the actual quality provided is studied based on the five service parameters as tangibility, reliability, assurance, responsiveness, and empathy. This disconnect indicates the need for banks to align their services more closely with customer expectations to improve overall satisfaction.

Customers demonstrated a varying experience regarding the tangibility of service based on the difference in occupation of the customers. Similarly, notable variations in customer expectations regarding responsiveness emerged when considering the respondents' age. While certain individuals conveyed assurance and faith in the services provided by banks, others indicated a desire for enhancements to bolster trustworthiness and reliability.

### 5.4 Scope of Further Study

- ❖ The initial study on the effect of service quality on customer satisfaction amongst public and private sector banks provides valuable insights into customer experience and expectations. However, there are several areas that could be explored in further studies to deepen our understanding of the subject and address potential limitations of the initial study.
- ❖ **Comparative analysis of service grade between different banks:** Further studies could compare service quality and customer satisfaction across various banks within the same sector (public or private) or even between banks from different

sectors. This analysis can shed light on specific strengths and weaknesses of individual banks and identify best practices that lead to higher customer satisfaction.

- ❖ **Longitudinal studies:** Conducting longitudinal studies over an extended period allows researchers to observe changes in customer experience and service quality over time. This approach helps in assessing the impact of any improvements or changes implemented by banks based on previous study findings.
- ❖ **Employee perspectives:** Incorporate the views of bank employees to gain insights into their understanding of customer expectations and their role in delivering quality services. Employee satisfaction and engagement can significantly impact the overall customer experience.
- ❖ **Technology-driven service improvements:** Investigate the impact of emerging technologies (e.g., artificial intelligence, chatbots, mobile apps) on grading quality and customer contentment in the banking industry. Understanding customers' attitudes towards these innovations can guide banks in strategic technology adoption.
- ❖ **Impact of service quality on customer loyalty and retention:** Explore the link between service quality, loyalty and long-term customer retention. Loyal customers are more likely to recommend the bank to others and become advocates for the brand.
- ❖ **Service quality during crisis situations:** Examine how banks handle customer service during crisis situations, such as economic downturns, cybersecurity breaches, or natural disasters. Assessing how banks manage customer expectations and communicate during challenging times can impact customer loyalty and trust.
- ❖ **Benchmarking against other industries:** Compare service quality and customer satisfaction in the banking industry with other service-oriented sectors (e.g., healthcare, hospitality). Identifying best practices from successful industries may offer valuable insights for improving banking services.
- ❖ **Qualitative research:** Supplement quantitative data with qualitative research methods, such as focus groups or in-depth interviews, to gain deeper insights into customer experiences, emotions, and attitudes towards service quality.

These areas of further study can provide a more comprehensive understanding of the relationship between service quality and customer satisfaction in the banking sector.

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## “To Study the Effect of Service Quality on Customer Satisfaction Amongst Public & Private Sector Banks”

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Research Scholar -Anagha Kulkarni

### INTERVIEW SCHEDULE Demographics of the Respondents

नाव			Gender लिंग	<input type="checkbox"/> Male पुरुष	<input type="checkbox"/> Female स्त्री
Age in Year वयोगट	18 to 24 <input type="checkbox"/>	25 to 40 <input type="checkbox"/>	41 to 60 <input type="checkbox"/>	Above 60 <input type="checkbox"/>	
Education शिक्षण	Illiterate अशिक्षित <input type="checkbox"/>	Up to HSC १२ वी पर्यंत <input type="checkbox"/>	Graduate पदवी <input type="checkbox"/>	Post Graduate पदव्युत्तर <input type="checkbox"/>	
Technical Knowledge तांत्रिक ज्ञान	Average सामान्य <input type="checkbox"/>	Good चांगले <input type="checkbox"/>	Better उत्कृष्ट <input type="checkbox"/>	Best सर्वोत्तम <input type="checkbox"/>	
Occupation व्यवसाय	Businessman व्यावसायिक <input type="checkbox"/>	Employee नोकरदार <input type="checkbox"/>	Student विद्यार्थी <input type="checkbox"/>	Homemaker गृहिणी <input type="checkbox"/>	
	Retired सेवानिवृत्त <input type="checkbox"/>				
Annual Income वार्षिक उत्पन्न	Up to 1 Lakh <input type="checkbox"/>	1 to 5 Lakh <input type="checkbox"/>	5 to 10 Lakh <input type="checkbox"/>	Above 10 Lakh <input type="checkbox"/>	
Your Preferred Bank तुमच्या पसंतीची बँक	Nationalized राष्ट्रीयकृत <input type="checkbox"/>	Private खाजगी <input type="checkbox"/>	Both दोन्हीही <input type="checkbox"/>	-	
Association with bank खात्याचा कालावधी	Up to 1 Year <input type="checkbox"/>	Up to 5 Year <input type="checkbox"/>	Up to 10 Year <input type="checkbox"/>	Above 10 Year <input type="checkbox"/>	
Residential Location पत्ता	Rural ग्रामीण <input type="checkbox"/>	Urban शहरी <input type="checkbox"/>	Semi- Urban निमशहरी <input type="checkbox"/>	-	

### Customers' Expectations बँकिंग सेवांबाबत ग्राहकांच्या अपेक्षा

Parameters परीमाण	Rank Service Quality dimensions In order of Importance to you ? दर्जेदार सेवांच्या विविध परीमाणांचे तुमच्या दृष्टीने असणारे महत्व				
	Lowest सर्वात कमी	Lower कमी	Medium मध्यम	Moderate थोडे जास्त	High जास्त
Tangibility of Service उपलब्ध असणाऱ्या सेवा	Lowest	Lower	Medium	Moderate	High
Reliability of Service सांगितलेल्या प्रमाणे मिळणाऱ्या सेवा	Lowest	Lower	Medium	Moderate	High
Responsiveness about Services उत्कृष्ट सेवा देणे, अडचणी सोडवण्यासाठी असणारी मानसिकता	Lowest	Lower	Medium	Moderate	High
Assurance in Service सेवेची हमी	Lowest	Lower	Medium	Moderate	High
Empathy of Services ग्राहकांना महत्व देवून त्यांच्याकडे लक्ष देणे	Lowest	Lower	Medium	Moderate	High

Overall Quality of Service एकूण सेवेचा दर्जा	Lowest	Lower	Medium	Moderate	High
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Customer's Experience Tangibility of Service बँकेत उपलब्ध असणाऱ्या सेवांबाबत ग्राहकांचे मत						
Sr	Items	पूर्णतः असहमत	असहमत	तटस्थ	सहमत	पूर्णतः सहमत
1	Bank have appropriate employees at branch बँकेच्या शाखेत पुरेसे कर्मचारी आहेत.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2	Bank has sufficient ATM centers बँकेची पुरेशी व नेहमी सुरू असणारी ATM centers आहेत.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3	Bank have efficient user friendly Internet banking portal . बँकेची Internet banking सुविधा सोपी व चांगली आहे.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4	Bank have efficient user friendly mobile banking application बँकेचे मोबाईल बँकिंग ॲप सुलभ व वापरण्यासाठी सोपे आहेत.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5	Bank have sufficient physical banking facilities बँकेकडे सर्व सुविधा पुरेश्या आहे.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Customer's Experience Reliability of Services ठरलेल्या निकषानुसार सेवा मिळते का, याबाबत ग्राहकांचे मत						
Sr	Items	पूर्णतः असहमत	असहमत	तटस्थ	सहमत	पूर्णतः सहमत
1	Bank provides promised internet banking services बँकेची इंटरनेट बँकिंग सुविधा विनाअडथळा मिळते.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2	Bank provides promised mobile banking services बँक सोपी व सुरक्षित मोबाईल बँकिंग सेवा पुरवते.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3	Bank provides promised ATM services बँक नेहमी सुरू असणारी व विनाअडथळा ATM सेवा पुरवते	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4	Bank provides promised branch banking services सर्व वचनबद्ध सेवा बँकेच्या शाखेमधे मिळतात.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5	Bank employees are ready to help customers बँकेचे कर्मचारी ग्राहकांना मदत करण्यासाठी तत्पर असतात.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Customer's Experience Responsiveness of Services ग्राहकांना कर्मचाऱ्यांचा मिळणारा प्रतिसाद याबाबतचे मत						
Sr	Items	पूर्णतः असहमत	असहमत	तटस्थ	सहमत	पूर्णतः सहमत
1	Bank Employees are always willing to help customers बँकेच्या कर्मचाऱ्यांना ग्राहकांना मदत करण्याची इच्छा असते.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

2	Service Complaints are solving within committed time ग्राहकांच्या तक्रारी सांगितलेल्या वेळेत सोडवल्या जातात.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3	Bank Provides Physical Banking service in committed time ठरवून दिलेल्या वेळेत सर्व (Physical Banking) सेवा बँक प्रदान करते.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4	Bank Provides Digital Banking service in committed time बँक ठरलेल्या वेळेत डिजिटल बँकिंग सेवा प्रदान करते.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5	Efficient Grievances Redressal System available to solve customer grievances ग्राहकांच्या तक्रारी सोडवण्यासाठी कार्यक्षम तक्रार निवारण कक्ष व्यवस्था उपलब्ध आहे.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Customer's Experience Assurance of Services सेवांच्या विश्वासनियतेबाबत ग्राहकांचे मत						
Sr	Items	पूर्णतः असहमत	असहमत	तटस्थ	सहमत	पूर्णतः सहमत
1	Bank employees are trustworthy and honest बँकेचे कर्मचारी प्रामाणिक व विश्वासू आहेत.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2	Bank employees are maintaining Confidentiality in customers information ग्राहकांच्या माहितीची गोपनीयता बँक कर्मचारी ठेवतात.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3	Bank is providing trustworthy physical banking services. बँकेकडून पुरवल्या जाणाऱ्या सर्व सेवा विश्वासार्ह आहेत.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4	Bank is providing safe and secure digital banking services बँकेतर्फे सुरक्षित digital banking सेवा पुरवल्या जातात.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5	I feel safe when transacting with employees बँक कर्मचाऱ्यांसोबत व्यवहार करताना मला सुरक्षित वाटते.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Customer's Experience Empathy of Services ग्राहकांकडे लक्ष देवून पुरवल्या जाणाऱ्या सेवांबाबतचे मत						
Sr	Items	पूर्णतः असहमत	असहमत	तटस्थ	सहमत	पूर्णतः सहमत
1	Bank employee gives individualized attention to customers बँकेचे कर्मचारी ग्राहकांकडे वैयक्तिक लक्ष देतात.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2	Bank employee help to solve problem in transactions व्यवहारातील अडचणीबाबत बँकेचे कर्मचारी मदत करतात.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3	Bank employees understand the specific need of customer बँकेचे कर्मचारी ग्राहकांची नेमकी गरज लक्षात घेवून सेवा देतात.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4	Bank have Convenient operating hours for	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

	Physical banking services बँकेच्या कामकाजाची वेळ सोयीची आहे.					
5	Banks will have their customer's best interest at heart. बँक ग्राहकांचे सर्वोत्तम हित जपते.					

Customer's Experience Overall Satisfaction about Services सर्व सेवांबाबत ग्राहकांचे एकूण समाधान						
Sr	Items	पूर्णतः असहमत	असहमत	तटस्थ	सहमत	पूर्णतः सहमत
1	I am satisfied about Tangibility of the Service बँकेतर्फे उपलब्ध असणाऱ्या सर्व सेवांबाबत मी समाधानी आहे.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2	I am satisfied about Reliability of the Service ठरलेल्या निकषानुसार मिळणाऱ्या सर्व सेवांबाबत मी समाधानी आहे.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3	I am satisfied about Responsiveness of the Services बँक कर्मचाऱ्यांकडून विविध सेवा व अडचणी सोडवण्याकरीता मिळणाऱ्या प्रतिसादाबाबत मी समाधानी आहे.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4	I am satisfied about Assurance in the Service आश्वासित सेवांबद्दल मी समाधानी आहे.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5	I am satisfied about Empathy of the Services ग्राहकांकडे लक्ष देवून दिल्या जाणाऱ्या सेवांबाबत मी समाधानी आहे.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Sr	Your Comments and Suggestions Regarding Service Quality Improvement सेवांचा दर्जा सुधारण्याबाबत आपली मते व सूचना
1	
2	
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Signature  
(Mobile No. - \_\_\_\_\_)

**TO STUDY THE EFFECT OF SERVICE QUALITY ON  
CUSTOMER SATISFACTION AMONGST PUBLIC & PRIVATE  
SECTOR BANKS**

**A THESIS**

**SUBMITTED TO THE**

**TILAK MAHARASHTRA VIDYAPEETH PUNE**

**FOR THE DEGREE OF**

**DOCTOR OF PHILOSOPHY**

**IN MANAGEMENT**

**Under the Board of Management Studies**



**Estd. 1921**

**By**

**Mrs. Anagha Mahesh Kulkarni  
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**UNDER THE GUIDANCE OF**

**Dr. Pranati Rohit Tilak**

**DEPARTMENT OF MANAGEMENT**

**November 2023**

## **80\_Recommendation**

### **Findings**

The study on the effect of Service Quality on Customer Satisfaction pertaining to Public & Private Sector banks in terms of tangibility, reliability, responsiveness, empathy, and assurance. To understand the real time scenario of banks in Sangli various tests were applied for which the following observations were obtained.

Banks are important agency for all human beings, in that people doing revenue generation in the form of various occupation can be vital factor to get exactly understand the aspects of banks through occupation survey. Thus, occupation is indeed an important factor to consider when studying banks or conducting surveys related to the banking industry. The occupation of individuals can provide valuable insights into their financial behaviours. The income of individuals influences the banking behaviour. Which includes types of accounts held, the investment choices, and the borrowing patterns. Understanding income distribution across various occupations helps financial institutions to tailor their offerings to various customer segments. The term tangibility refers to the physical aspects or tangible elements associated with the banking services. While banking services themselves are primarily intangible, there are tangible components that accompany and support the overall service delivery. Components like physical branches, ATM services, debit card services, chequebook facility, Mobile-Internet banking, security devices, physical documents provided by banks etc.

1. It can be clearly observed that occupation has a great influence on tangibility of service. Based on the occupation, requirements of substantial services also change and thus occupation has a dominance on tangibility of service aspect of banks.
2. As per occupation the physical banking needs changes like the need for the ATM, cheques books, deposits, fund transfer, credit /debit cards, account statements, and account enquires, mobile banking, internet banking and many such physical banking facilities differ as per the needs of the occupation the customer is pursuing.
3. Homemaker and retired persons have a lot of time for physical banking. So they occurs more tangibility related issues. Due to this variance in needs the customer wishes, it gets mandate that the bank cater to the needs of the tangibility of service more wisely. This will help in satisfying all kinds of customers' needs such as customer service, trust, convenience, and the efficiency of digital channels.

4. For all the service quality parameters, i.e., tangibility, reliability, assurance, responsiveness, empathy aspect the hypothesis got rejected stating that there is a significant difference between the pair of defined service quality parameters.
5. Responsiveness of services like promptness, accessibility, effective communication, customer's problem resolution and proactive assistance in banks service is crucial for building trust, retaining customers and essential for maintaining a positive reputation in the market.
6. Age plays a major role in understanding the experience and expectation towards banks was studied. The study revealed that, as there is a change in age factor, the experience towards responsiveness of service also changed.
7. Acknowledging and addressing age-specific requirements involves customizing services to cater to the unique needs of customers in different age groups. This could involve offering specific products, services, or communication channels that align with the expectations of customers at different life stages.
8. Most people disagree that bank did not solve complaints within the committed time. Majority of the customers from 25-40, 41-60 age group were not satisfied with the available banks digital banking service. Majority of the respondents from age group between 18 to 24 were disagreed or strongly disagree towards grievance redressal system.

### **Suggestion**

1. Based on the occupation of the respondents, tangibility of service differs and so the banks should take necessary steps to cater to the needs of the customers with occupation in mind.
2. Bank must avoid tangible problem of customers and available service requirements according to customer's occupation.
3. This kind of partition of the customers will furnish the banks with ample of data needed to cater to the satisfaction of the customers.
4. There is a significant difference between the paired service quality which has to be catered by the banks for overall satisfaction of the customers.
5. Every aged people have some or the other connect with banks and so the banks should take due care to cater to the needs of the people based on the age factor.
6. Banks must try to resolve customer's complaints within time and should try to work for minimizing the complaints.



7. Banks must develop their digital services considering solution towards current issues.
8. Since the age group 18 to 24 is the most prospective group for long term relationship with banks. Special care should be taken for formulating an efficient grievance redressal system.

## **Conclusion**

The study on the effect of service quality on customer satisfaction amongst public and private sector banks revealed valuable insights into customer experience and expectations. Through rigorous data analysis and examination of the hypotheses, several key findings emerged in which the gap between customer expectation and experience is identified. A significant gap between what customers expect from the banks' services and how they consider the actual quality provided is studied based on the five service parameters as tangibility, reliability, assurance, responsiveness, and empathy. This disconnect indicates the need for banks to align their services more closely with customer expectations to improve overall satisfaction.

Customers demonstrated a varying experience regarding the tangibility of service based on the difference in occupation of the customers. Similarly, notable variations in customer expectations regarding responsiveness emerged when considering the respondents' age. While certain individuals conveyed assurance and faith in the services provided by banks, others indicated a desire for enhancements to bolster trustworthiness and reliability.

## **Scope of Further Study**

- ❖ The initial study on the effect of service quality on customer satisfaction amongst public and private sector banks provides valuable insights into customer experience and expectations. However, there are several areas that could be explored in further studies to deepen our understanding of the subject and address potential limitations of the initial study.
- ❖ **Comparative analysis of service grade between different banks:** Further studies could compare service quality and customer satisfaction across various banks within the same sector (public or private) or even between banks from different sectors. This analysis can shed light on specific strengths and weaknesses of individual banks and identify best practices that lead to higher customer satisfaction.

- ❖ **Longitudinal studies:** Conducting longitudinal studies over an extended period allows researchers to observe changes in customer experience and service quality over time. This approach helps in assessing the impact of any improvements or changes implemented by banks based on previous study findings.
- ❖ **Employee perspectives:** Incorporate the views of bank employees to gain insights into their understanding of customer expectations and their role in delivering quality services. Employee satisfaction and engagement can significantly impact the overall customer experience.
- ❖ **Technology-driven service improvements:** Investigate the impact of emerging technologies (e.g., artificial intelligence, chatbots, mobile apps) on grading quality and customer contentment in the banking industry. Understanding customers' attitudes towards these innovations can guide banks in strategic technology adoption.
- ❖ **Impact of service quality on customer loyalty and retention:** Explore the link between service quality, loyalty and long-term customer retention. Loyal customers are more likely to recommend the bank to others and become advocates for the brand.
- ❖ **Service quality during crisis situations:** Examine how banks handle customer service during crisis situations, such as economic downturns, cybersecurity breaches, or natural disasters. Assessing how banks manage customer expectations and communicate during challenging times can impact customer loyalty and trust.
- ❖ **Benchmarking against other industries:** Compare service quality and customer satisfaction in the banking industry with other service-oriented sectors (e.g., healthcare, hospitality). Identifying best practices from successful industries may offer valuable insights for improving banking services.
- ❖ **Qualitative research:** Supplement quantitative data with qualitative research methods, such as focus groups or in-depth interviews, to gain deeper insights into customer experiences, emotions, and attitudes towards service quality.

These areas of further study can provide a more comprehensive understanding of the relationship between service quality and customer satisfaction in the banking sector.