

Impact of Service Quality on Customer Satisfaction Towards Banking Services

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Abstract: *In recent years, the banking sector has undergone a significant transformation, moving beyond the traditional brick-and-mortar model to a more technology-driven and customer-centric approach. Continuous advancements in technology, along with a rapidly increasing customer base and the emergence of alternative banking channels such as online and mobile banking, have fundamentally reshaped the way banking services are delivered. As a result, customer expectations have evolved, making customer satisfaction a critical factor in the success of modern banking institutions.*

Banking today is predominantly a service-oriented industry where the focus has shifted toward delivering superior customer experiences. With intense competition among banks, customer satisfaction has become a key determinant of customer retention and loyalty. Banks are now more committed to understanding the needs and preferences of their customers and are striving to provide high-quality, efficient, and reliable services. This shift has encouraged institutions to adopt innovative solutions and personalized services.

To achieve this, banks must adopt effective quality control and quality assurance measures. These include regular assessment of service performance, implementation of feedback mechanisms, and continuous improvement strategies. Additionally, a strong monitoring and evaluation system is essential to ensure that service standards are consistently met and improved over time.

By focusing on service quality and maintaining high standards, banks can enhance customer satisfaction, build long-term relationships, and gain a competitive advantage. Ultimately, the ability to deliver consistent and high-quality services will determine the sustainability and growth of banking institutions in the evolving digital era..

Keywords: *Banking*

I. INTRODUCTION

1.1 INTRODUCTION TO BANKING IN INDIA

The banking section will navigate through all the aspects of the Banking System in India. It will discuss upon the matters with the birth of the banking concept in the country to new players adding their names in the industry in coming few years.

The banker of all banks, Reserve Bank of India (RBI), the Indian Banks Association (IBA) and top 20 banks like IDBI, HSBC, ICICI, ABN AMRO, etc. has been well defined under three separate heads with one page dedicated to each bank.

However, in the introduction part of the entire banking cosmos, the past has been well explained under three different heads namely:

- History of Banking in India
- Nationalization of Banks in India
- Scheduled Commercial Banks in India



HISTORY OF BANKING IN INDIA

Without a sound and effective banking system in India it cannot have a healthy economy. The banking system of India should not only be hassle free but it should be able to meet new challenges posed by the technology and any other external and internal factors.

For the past three decades India's banking system has several outstanding achievements to its credit. The most striking is its extensive reach. It is no longer confined to only metropolitans or cosmopolitans in India. In fact, Indian banking system has reached even to the remote corners of the country. This is one of the main reasons of India's growth process. The first bank in India, though conservative, was established in 1786. From 1786 till today, the journey of Indian Banking System can be segregated into three distinct phases. They are as mentioned below:

- Early phase from 1786 to 1969 of Indian Banks
- Nationalization of Indian Banks and up to 1991 prior to Indian banking sector Reforms.
- New phase of Indian Banking System with the advent of Indian Financial & Banking Sector Reforms after 1991

SCHEDULED COMMERCIAL BANKS IN INDIA

- The commercial banking structure in India consists of:
- Scheduled Commercial Banks in India
- Unscheduled Banks in India

Scheduled Banks in India constitute those banks which have been included in the Second Schedule of Reserve Bank of India (RBI) Act, 1934. RBI in turn includes only those banks in this schedule which satisfy the criteria laid down vide section 42 (6) (a) of the Act.

As on 30th June, 1999, there were 300 scheduled banks in India having a total network of 64,918 branches. The scheduled commercial banks in India comprise of State bank of India and its associates (8), nationalized banks (19), foreign banks (45), private sector banks (32), co-operative banks and regional rural banks.

"Scheduled banks in India" means the State Bank of India constituted under the State Bank of India Act, 1955 (23 of 1955), a subsidiary bank as defined in the State Bank of India (Subsidiary Banks) Act, 1959 (38 of 1959), a corresponding new bank constituted under section 3 of the Banking Companies (Acquisition and Transfer of Undertakings) Act, 1970 (5 of 1970), or under section 3 of the Banking Companies (Acquisition and Transfer of Undertakings) Act, 1980 (40 of 1980), or any other bank being a bank included in the Second Schedule to the Reserve Bank of India Act, 1934 (2 of 1934), but does not include a co-operative bank".

"Non-scheduled bank in India" means a banking company as defined in clause (c) of section 5 of the Banking Regulation Act, 1949 (10 of 1949), which is not a scheduled bank"

THE FOLLOWING ARE THE SCHEDULED BANKS IN INDIA (PUBLIC SECTOR):

- State Bank of India
- State Bank of Bikaner and Jaipur
- State Bank of Hyderabad
- State Bank of Indore
- State Bank of Mysore
- State Bank of Saurashtra
- State Bank of Travancore
- Andhra Bank
- Allahabad Bank
- Bank of Baroda
- Bank of India
- Bank of Maharashtra
- Canara Bank



- Central Bank of India
- Corporation Bank
- Dena Bank

THE FOLLOWING ARE THE SCHEDULED BANKS IN INDIA (PRIVATE SECTOR):

- ING Vysya Bank Ltd
- Axis Bank Ltd
- Indusind Bank Ltd
- ICICI Bank Ltd
- South Indian Bank
- HDFC Bank Ltd
- Centurion Bank Ltd
- Bank of Punjab Ltd
- IDBI Bank Ltd

THE FOLLOWING ARE THE SCHEDULED FOREIGN BANKS IN INDIA:

- American Express Bank Ltd.
- ANZ Gridlays Bank Plc.
- Bank of America NT & SA
- Bank of Tokyo Ltd.
- Banque Nationale de Paris
- Barclays Bank Plc
- Citi Bank N.C.
- Deutsche Bank A.G.
- Hongkong and Shanghai Banking Corporation
- Standard Chartered Bank.

BANKING SERVICES IN INDIA

With years, banks are also adding services to their customers. The Indian banking industry is passing through a phase of customers market.

The customers have more choices in choosing their banks. A competition has been established within the banks operating in India.

With stiff competition and advancement of technology, the services provided by banks have become easier and more convenient.

The past days are witness to an hour wait before withdrawing cash from accounts or a cheque from north of the country being cleared in one month in the south.

This section of banking deals with the latest discovery in the banking instruments along with the polished version of their old systems.

HISTORY OF THE BANK

It and offers products an seDvara kgfs was in corporate in august 2008 by dvara trust, a private trust set up with the mission to ensure that every individual and every enterprise has complete access to financial services. Dvara kgfs works to achieve this goal by setting up network of branches in remote rural areas that offer a range of financial product and service.

Individual customers and enterprises in remote rural areas the organization instills this mission into business by facilitating and originating financial products services on behalf of financial institutions (NBFCS and banks) through



unique branch-based business model called kshetriya Gramin financial service. (KGFS:KGFS translates to regional rural financial services).Dvara KGFS follows a customer-centric modervices through a “Wealth Management” clearly defined geo graphical area spread over a contiguous of 5 million on the distribution front, we partner with banks and other financial institution under the direct origination model, serving as a business correspondent9(BC) are collected to generate a financial report.

Dvara kgfs has achived significant growth in customers, assests under management and profitability.

Out of enrolled customer base of 1.1m customers, served 4.9lakhs customer through a network of 221 branches as at the end of march 2019 as part of our geo graphical diversification strategy event as we continue to add new states outside TamilNadu, the company acquired varam capital and through that foot-print in chattisgarh.

The acquisition also gave as entrepreneurial leaders and a robust technology platform. From a governance perspective our company had applied for a change of name from pudhuarru financial services private limited to dvara kgfs services private limited.registar of companies approved the change on november 1\2018 the same year\the company under took a significant simplification of members of the board\particularly the independent directors\for their guidance and support. Another crucial building block of the growth plan was to infuse capital into the company so that it has a strong balance sheet to deliver is growth plan.

The company embarked on a found raise program and it was good to see active interest accompanied by a program.

The primary right program from marquee investors in the company. It was also very satisfying to see existing investors re-affirm their commitment to the company. The company successfully closed it’s rights issue in September 2018 with participation from all the existing investors including dvara trust. The rights issued was todo a primary raise through external investors. The primary right program.

1.2 INDUSTRY PROFILE

The modern banking industry is a network of financial institutions licensed by the state to supply banking services. The principal services offered relate to storing, transferring, extending credit against, or managing the risks associated with holding various forms of wealth. The digital payments system in India has evolved the most among 25 countries with India’s Immediate Payment Service (IMPS) being the only system at level five in the Faster Payments Innovation Index (FPII). Today the banking industry has become an integral part of any nation’s economic progress and is critical for the financial wellbeing of individuals, businesses, nations, and the entire globe. In this article, we will provide an overview of key industry concepts, main sectors, and key aspects of the banking industry’s business model and trends. Banks are a subset of the financial services industry and play an important role in the global economies. They are a key player in stimulating economic growth. Banking is an important undertaking.

1.3 NEED OF THE STUDY

- The deeper the company understands of consumer’s needs and satisfaction, earlier the product or service is introduced ahead of competition, the greater the expected contribution margin. Hence the study is very important
- This study will help companies to customize the service and product, accordingto the consumer’s need
- This study will also help the companies to understand the experience expectations of the existing customers
- This Study will help us to understand the consumer’s satisfaction about banking services and products.

1.4 SCOPE OF THE STUDY

This study is limited to the consumers with in New Delhi city. The study will be able to reveal the preferences, needs, satisfaction of the customers regarding the banking services, It also help banks to know whether the existing products or services the are offers are really satisfying the customer need



1.5 OBJECTIVE OF THE STUDY:

1.5.1 PRIMARY OBJECTIVE:

A study on customer satisfaction towards banking service

1.5.2 SECONDARY OBJECTIVE:

- To analyze consumer perception about online banking service
- To give findings and suggestion
- To know the satisfaction level of the consumer
- To analyze how many use online banking

IV. REVIEW OF LITERATURE

Ameme, B., & Wireko, J. (2016)

Claimed in his research that in today's competitive world where technology plays a very important role and if we talk about banking sector or industry there is a positive relationship between technology and customer satisfaction. They also found that if the bank wants to become the market leader in the competitive environment it must use the innovation approach in all the aspects like products and services.

Machogu, A. M., & Okiko, L. (2015)

Research brought to light that with e-banking complexities on customer satisfaction. Results shows that there are factors which leads to customer satisfaction particularly in e- banking, which is one of the very important and fast growing way of doing banking.

Factors are accessibility, convenience, security, privacy, content, design, speed, fees and charges have influence on customer satisfaction where the other factors notified have no significant influence.

Kaur, N., & Kiran, R. (2015)

Founded in their research which was on public, private and foreign shows that customer are more satisfied with the services quality of the foreign banks then the private and public banks.

Zeinalizadeh, N., Shojaie, A. A., & Shariatmadari, M. (2015)

Opined that out of the nine customer satisfaction factors fees and loan, prompt service and appearance are the major factors which have more significant impact on customer satisfaction followed by interest rate and accessibility of bank and availability of service which have less impact on the satisfaction on the banking customers.

Rahi, S. (2014)

Research findings show customers are more loyal towards those banks who are facilitating internet banking services. Also good brand image build relationship between banks and customer and enhance the customer loyalty toward bank. He also concluded that those banks that are giving the internet banking services to their customers, loyalty of those customers are more towards the banks.

Pareek, V. (2014)

Research opined with a remark that out of several factors few causal fundamental factors like product attributes, employee characteristics, customer convenience, bank tangibles, cost of transactions and customer communication contributes in customer satisfaction in Indian banks.

Interestingly convenience one of the 4 P.s i.e. marketing mix was found to be an unimportant in deciding customer satisfaction in Indian banks (studied banks).

Suriyamurthi, S., Mahalakshmi, V., & Arivazhagan, M. (2013)

Stated that in the cutthroat competition where every bank is focusing on retaining and attracting new customer, relationship marketing is the key element which should be adopted by the banks. They also found that banking sector is one of the major service sector and the business of banks is more or less dependent on the customer services and satisfaction. Banks should increase their services and make good relationship with the customer.



Gupta, A., & Dev, S. (2012)

Opined satisfaction of customer is dependent on variable then independent variable. These dependent variables largely depend on service quality, ambience, involvement, accessibility and financial factors of the bank. According to the findings of the research. The impact of nearness of bank and financial factors on customer satisfaction is not up to the mark.

Sharma, N. (2012)

Research study used the 17 variables related to quantitative aspects of e-banking. Study on rural customer's satisfaction from e-banking was found to be significant. Research suggests that satisfactions in rural customers are quite satisfied in e-banking services. So, in order to improve the tendency to use e-banking channels in rural areas the use of local languages during dealings should be promoted as well as publicized.

Ganguli, S., & Roy, S. K. (2011)

Research opined that in fast driven technology world banks should adopt the technology which can lead to customer satisfaction and loyalty.

Keeping this in mind they researched on four dimensions like customer service, technology security and information quality, technology convenience, and technology usage easiness and reliability. On the other hand they found the positive relation between technology convenience and customer satisfaction

Singh, J., & Kaur, G. (2011)

Research suggested that customer satisfaction is the outcome of seven determinants namely social responsibility, employee responsiveness, appearance of tangibles, competence, and reliability. services innovation, positive word-of-mouth. They also founded that relationship marketing is the important tool which can significantly increase the customer satisfaction. Other factors like employee behavior, their friendliness, politeness, cooperation, promptness, efficiency, knowledge level.

Munusamy, J., Chelliah, S., & Mun, H. W. (2010)

Claimed of their research shows that service quality is a very important dimension of customer satisfaction in banking industry. All the determinants of service quality like reliability, assurance, tangibility, empathy and responsiveness shows significant relationship with customers. They also state that intangibility intension is very difficult to measure then tangibility particularly in case of service quality. Customer needs, wants, preferences change any point of time without giving some hints to industry

Rod, M., Ashill, N. J., Shao, J., & Carruthers, J. (2009)

Research findings suggests that online banking positively influences customer perception. So bank management focus should be on good customer service quality in terms of reliability, responsibility, tangibility and empathic. This study was also found to be significant that online information system quality is very important predictor of overall banking service quality.

Mishra A. (2008)

stated that customer satisfaction majorly depends on the provision of an approach for the manager so that higher customer satisfaction for the future could be obtained by the bank. Also in his research he used the demographical characteristics of the customers to know about the satisfaction level of the customers.

Lopez, J., Kozloski Hart, L., & Rampersad, A. (2007)

Research claimed that by using the one of the service quality tool in which customer satisfaction was measured on the basis of ten dimensions. Results significantly show that out of ten six dimensions namely reliability, responsiveness, tangibles, access, communication, and credibility shows the positive impact on customer satisfaction.

Molina, A., Martín-Consuegra, D., & Esteban, Á. (2006)

brought to light that it is very important to have good relations with the customers which leads to increase in business. Also in their research they stated that satisfaction of customers is depends on service policy satisfaction, on accessibility and on the front line employee satisfaction.



So positive relationships with the customers always lead to financial success to the bank for long run.

Vyas, V., & Raitani, S. (2002)

Opined that there are many drivers of switching behavior in the banks. Particularly they found nine critical factors which contribute in switching the banks. One very interesting driver is customer satisfaction in all the drivers which contribute in the switching behavior of customers. So again we can't ignore that customer satisfaction of the major factors among.

Mols, N. P. (2000)

stated internet banking with the help of customer feedback that is in no time helps banks to construct and keep secure relationships with their customers and diminish operating and fixed costs makes it is easy for them to utilize electronic fund transfer and foreign exchange transactions (Kam & Riquelme, 2007)

Pont, M., & McQuilken, L. (2005)

Research study was to find out the weather satisfied customers are loyal towards the banks. In the research they concluded that there is no significant relation between customer satisfaction and customer loyalty. They founded that even satisfied customers are not all the time loyal. If banks want to achieve high customer satisfaction they need to adopt the good approach because with the less costly approach banks could not get moderate customer satisfaction.

Aaltonen, P. G. (2004)

brings an awareness of the importance of the impacts of demographic variables and of technology on satisfaction of customers and loyalty in the financial service industry. In past studies they have verified that extremely satisfied customers are, indeed, more loyal customers.

III. RESEARCH METHODOLOGY

A descriptive study tries to discover answers to the questions who, what, when, where, and, sometimes, how. The researcher attempts to describe or define a subject, often by creating a profile of a group of problems, people, or events. Such studies may involve the collection of data and the creation of a distribution of the number of times the researcher observes a single event or Scharacteristic (the research variable), or they may involve relating the interaction of two or more variables. Organizations that maintain databases of their employees, customers, and suppliers already have significant data to conduct descriptive studies using internal information. Yet many firms that have such data files do not mine them regularly for the decision- making insight they might provide.

3.1 RESEARCH DESIGN:

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 SOURCE OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

PRIMARY DATA

Questionnaire given to 150 respondents

SECONDARY DATA:

Websites and online journals, Published reports & Review of study

3.3 STUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the respondent's opinions about customer's experience.

3.4 SAMPLING TECNIQUE:

3.4.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods of study.

A convenience sample is made up people who are easy to reach.



3.5 PERIOD OF STUDY:

The duration of study is from January 2021 to march 2021 which us three months of study.

3.6. ANALYTICAL TOOLS:

Percentage analysis

- Par chart
- Pie chart etc

3.7 LIMITATIONS OF THE STUDY

Although the study was carried out with extreme enthusiasm and careful planning there are several limitations, which handicapped the research viz,

Time Constraints:

The time stipulated for the project to be completed is less and thus there are chances that some information might have been left out, however due care is taken to include all the relevant information needed.

Sample size:

Due to time constraints the sample size was relatively small and would definitely have been more representative if I had collected information from more respondents.

Accuracy:

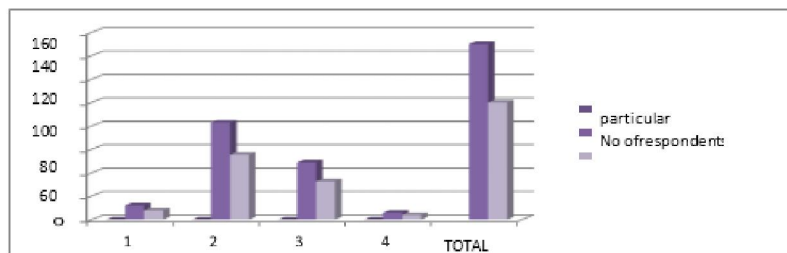
Respondents tend to give misleading information It is difficult to know if all the respondents gave accurate information.

IV. DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

Table 4.1.1 NO OF THE RESPONDENTS

s.no	Particulars	No of respondents	percentage
1	18 to 25	12	8.00
2	25 to 40	83	55.33
3	45 to 60	49	32.67
4	Above 60	6	4.00
Total		150	100



INTERPRETATION

From the above table it is interpreted that 8 % of the respondents are less than 18 years old, 55.33 % of them are 18-25 years old, 32.67 % of them are in the age group of 25-35 years and rest 4% of them are in the age group of 35-50 years and rest 0% respondents are more than 50 years old.



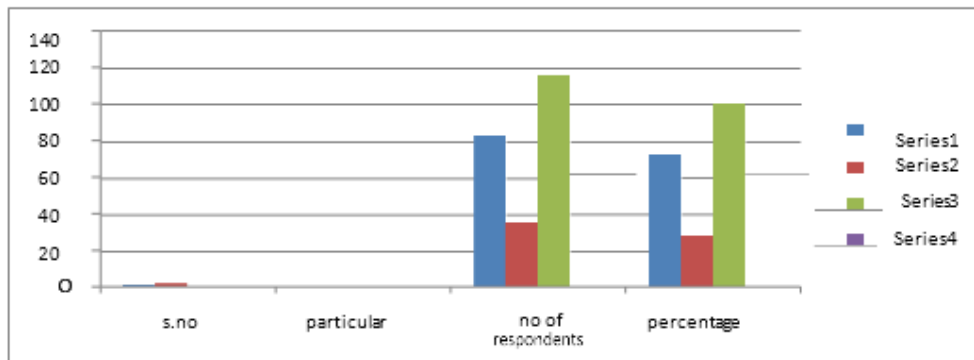
INFERENCE

Majority (55.33%) of the respondents are 18 - 25 years old.

Table 4.1.2 NO OF THE RESPONDENTS BASED ON GENDER

S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	MALE	83	72.4
2	FEMALE	35	27.6
TOTAL		116	100

Chart 4.1.2 NO OF THE RESPONDENTS BASED ON GENDER



INTERPRETATION

From the above table it is interpreted that the number of male respondent is 72.40% and female respondent is 27.60%.

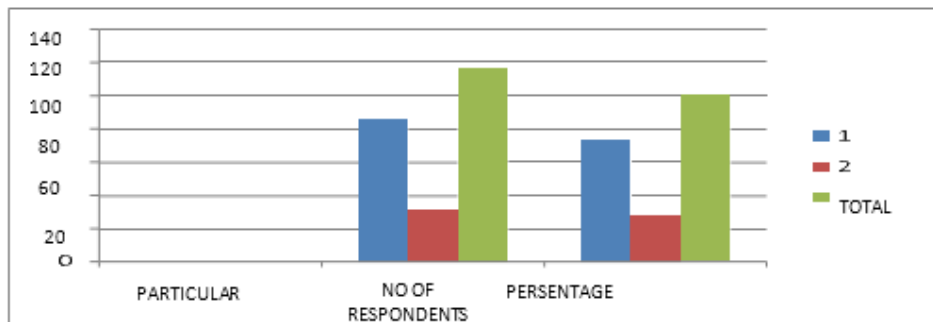
INFERENCE

Majority (72.40%) of the respondents are Male

Table 4.1.3 NO OF THERESPONDENTS

PARTICULAR	S.NO	NO OF RESPONDENTS	PERCENTAGE
MARRIED	1	85	72.67
UNMARRIED	2	31	27.33
TOTAL		116	100

Chart 4.1.3 NO OF THERESPONDENTS



INTERPRETATION

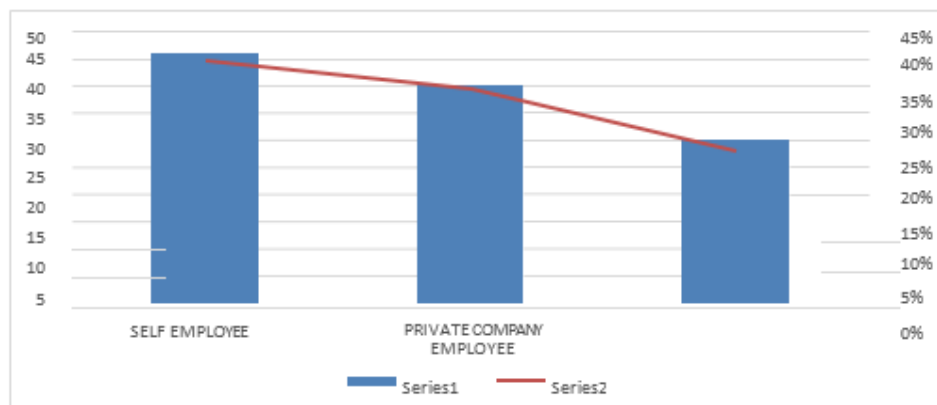
From the above table it is interpreted that the number of respondents were 27.33% in married, 72.67% in married

INFERENCE

Majority (72.67%) of the respondents are Unmarried.

Table 4.1.4 NO OF THE RESPONDENTS BASED ON EMPLOYEMENT

S.NO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	SELF EMPLOYEE	46	40.00
2	PRIVATE COMPANY EMPLOYEE	40	35.37
3	UN EMPLOYEE	30	25.12
	TOTAL	116	100



INTERPRETATION

From the above table it is interpreted that the number of respondents Student is 48.67%, Self Employee is 16.66%, Government Employee is 7%, Private Employee is 19%, Un-Employee is 8.67%

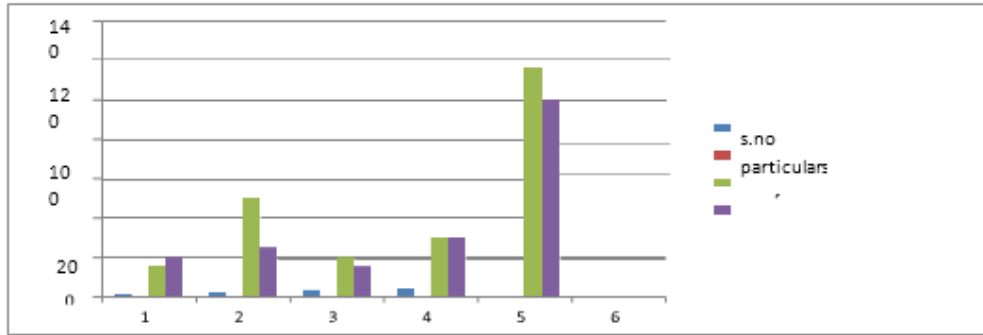
INFERENCE

Majority (48.67%) of the respondents are says Student.

Table 4.1.5 NO OF THE RESPONDENTS BASED ON BANK

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	ICICI BANK	16	20
2	STATE BANK	50	25.33
3	HDFC BANK	20	15.55
4	OTHERS	30	30.37
	TOTAL	116	100





INTERPRETATION

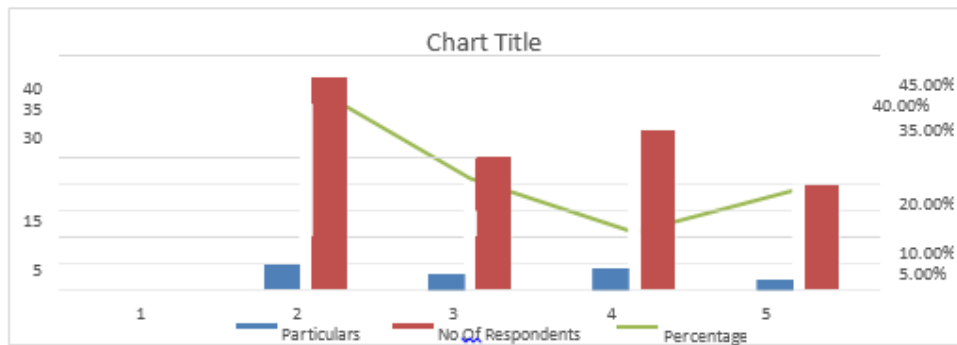
From the above table it is interpreted that the number of respondents ICICI Bank is 20%, SBI Bank is 25.33%, HDFC Bank is 15.55%, Others is 30.37%

INFERENCE

Majority(29.33%) of the respondents are says ING Vysya Bank

Table 4.1.6 NO OF THE RESPONDENTS BASED ON PARTICULARS

S.No	Particulars	No Of Respondents	Percentage
1	5	40	43.10%
2	3	26	23.30%
3	4	30	12.10%
4	2	20	21.10%
	TOTAL	116	100%



INTERPRETATION

From the above table it is interpreted that the number of respondents Loan Facilities is 59.50%,O/D Facilities is 6.0%, ATM Facilities is 34.50.

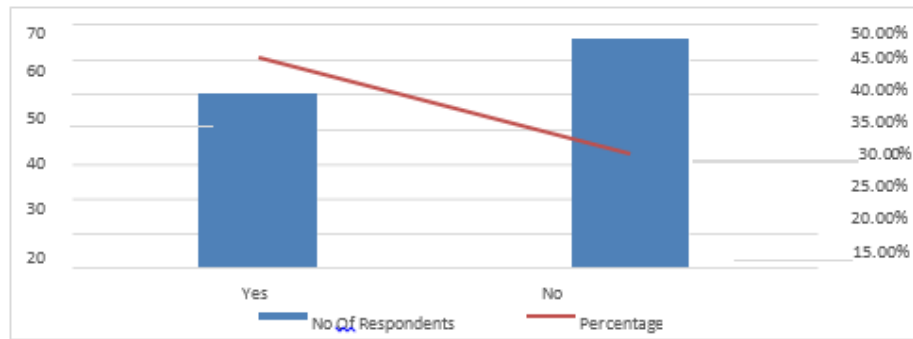
INFERENCE

Majority (59.50%) of the respondents are says Loan Facilities



Table 5.1.7 NO OF THE RESPONDENTS

S.No	Particulars	No Of Respondents	Percentage
1	Yes	50	43.10%
2	No	66	23.30%
	TOTAL	116	100.00%



INTERPRETATION

From the above table it is interpreted that the number of respondents Loan Facilities is 59.50%, O/D Facilities is 6.0%, ATM Facilities is 34.50.

INFERENCE

Majority (59.50%) of the respondents are says Loan Facilities

Table 5.1.8 NO OF THE RESPONDENTS BASED ON SUGESTIONS

S.No	Particulars	No Of Respondents	Percentage
1	Excellent	40	38.80%
2	Very Good	26	18.10%
3	Good	30	29.30%
	Average	20	8.60%
	TOTAL	116	100%

INTERPRETATION

From the above table it is interpreted that the number of respondents Excellent is 38.80%, Very Good is 18.10%, Good is 29.30%, Average is 8.60%,

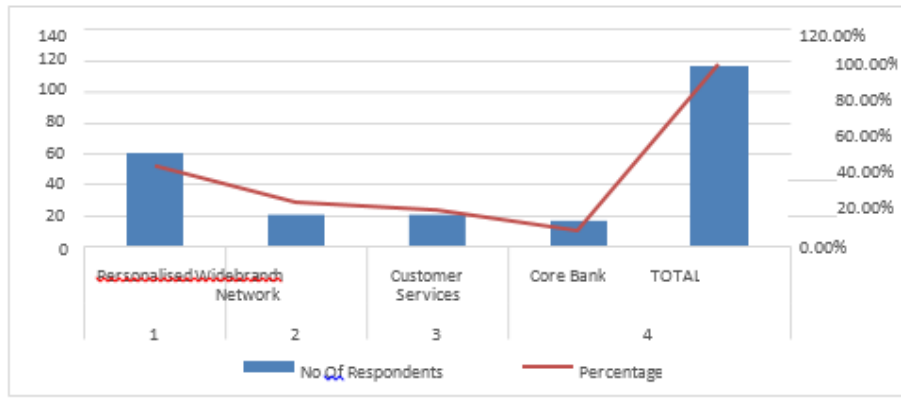
INFERENCE

Majority (38%) of the respondents are says Good.

TABLE 5.1.9 NO OF THE RESPONDENTS BASED ON ACCOUNT TYPE

S.No	Particulars	No Of Respondents	Percentage
1	Personalised	60	44.10%
2	WidebranchNetwork	20	24.10%
3	Customer Services	20	19.80%
4	Core Bank	16	8.60%
	TOTAL	116	100%





INTERPRETATION

From the above table it is interpreted that the number of respondents Personalized service is 44.10%, Wide branch network is 24.10%, Customer service is 19.80 %,Core banking is 8.60 %

INFERENCE

Majority (44%) of the respondents are says Personalised Banking

Table 5.1.10 NO OF THE RESPONDENTS BASED ON RESULTS

S.No	Particulars	No Of Respondents	Percentage
1	Satisfactory	60	69.80%
2	Will Yield Result	26	14.70%
3	Looking For Result	30	15.50%
	TOTAL	116	100%



INTERPRETATION

From the above table it is interpreted that the number of respondents Satisfactory is 69.80%, Will Yield 14.70%, looking for Result is 15.50.

INFERENCE

Majority (69.80%) of the respondents are says Satisfactory



Table 5.1.11 NO OF THE RESPONDENTS BASED ON FACILITIES

S.No	Particulars	No Of Respondents	Percentage
1	Loan Facilities	52	59.50%
2	O/D Facilities	24	6.00%
3	Atm Facilities	30	34.50%
	TOTAL	116	100%



INTERPRETATION

From the above table it is interpreted that the number of respondents Loan Facilities is 59.50%, O/D Facilities is 6.00%, ATM Facilities is 34.50%.

INFERENCE

Majority (59.50%) of the respondents are says Loan Facilities

V. FINDINGS

- Majority (55.33%) of the respondents are 25-40 years old.
- Majority (72.4%) of the respondents are Male
- Majority (72.67%) of the respondents are married.
- Majority (40%) of the respondents are says Self employee.
- Majority (30.37%) of the respondents are says other Bank.
- Majority (43.10%) of the respondents are says 5 years.
- Majority (43.10%) of the respondents are says loan facilities.
- Majority (38.8%) of the respondents are says Excellent.
- Majority (69.8%) of the respondents are says satisfactory.
- Majority (73.3%) of the respondents are says Customer service.

5.1 SUGGESTIONS & RECOMMENDATIONS:

With regard to banking products and services, consumers respond at different rates, depending on the consumer's characteristics. Hence I Dvara KGFS should try to bring their new product and services to the attention of potential early adopters. to the intense competition in the financial market, Dvara KGFS should adopt to attract more customers. Return on investment company reputation and premium outflow are most attributes that are expected by the respondents. Hence greater focus should be given to these attributes. Dvara KGFS should adopt effective promotional strategies to increase the awareness among the consumers.



Dvara KGFS should ask for their consumer feedback to know whether the consumers really satisfied or dissatisfied with the service and product of the bank. If they are dissatisfied, then the reasons for dissatisfaction should be found out and should be corrected in future.

Dvara KGFS brand name has earned a lot of goodwill and enjoys high brand equity. As there is intense competition, Dvara KGFS should work hard to maintain its position and offer better service and products to consumers. Bank should try to increase the Brand image through performance and then, only the customers will be satisfied.

Majority of the people find banking important in their life, so Dvara KGFS should the strategies to convert the want in to need which will enrich their business

5.2 CONCLUSION

After going through the various literatures related to customer satisfaction in banking industry it has been reviewed that there are so many factors which leads to customer satisfaction in banking industry. Customer satisfaction is very crucial aspect for banking industry also a very wide area to be studied. Researchers and academicians are continuously doing research on this topic. Because of the rapid changes in technology, perception of consumer, services, etc it is mandatory for the banking industry to cope up with the change.

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