



CUSTOMER PREFERENCE AND SATISFACTION TOWARDS SBI ATM SERVICES

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ABSTRACT

The technology plays a major role in the development of Banking Industry. One of the facilities of banking services that are currently provided to facilitate transactions for customers is through an ATM (Automated Teller Machine). In following study is taken to analyze the customer preference and satisfaction towards SBI ATM services.

KEYWORDS

ATM cards, Services offered, Customer Satisfaction, Customer Preference

INTRODUCTION

ATM is a 24-hour customer service for a wide range of banking transactions. ATMs have made hard cash just a door step away from our place throughout the day at any corner of the world and it allow us to do a number of banking functions-such as withdrawing cash from one's account, making balance inquiries and transferring money from one account to another using a plastic, magnetic-stripe card and personal

identification number issued by the financial institution, ATM providing a variety of banking services to customers without having to come directly to the branch of a bank.

STATEMENT OF PROBLEM

The use of ATM is increasing by day-by-day, it is important to study the preferences and satisfaction of customers towards the use of ATM services. The banking sector facing lot of challenges due to competition, technologies developments changing customer's needs and policies of government. In this competitive and fast changing era, it becomes imperative for a bank to satisfy the needs of the customer. The customers are more dynamic. So the banks are spending a lot of the time and energy to frame policies about customer satisfaction.

OBJECTIVES OF THE STUDY

- To know the demographic factors of SBI ATM card holders.
- To know the customers preference on SBI's ATM services.
- To identify the factors influencing the level of satisfaction of customers using SBI ATM cards.
- To study the problems faced by the customers while using SBI ATM cards.
- To offer suggestions to the bank for improving customers satisfaction.

SCOPE OF THE STUDY

This study focuses on one of the bank's delivery channel, namely ATM service. The scope of this study has been restricted to deal with the SBI ATM cardholders in Chinniyampalayam. This research is conducted to examine the preference and level of SBI Bank's ATM cardholders. This study concentrates only on those customers who have SBI ATM card.

RESEARCH METHODOLOGY

INSTRUMENTATION:

For the purpose of the study, a questionnaire was designed with **20** questions.

SAMPLE SIZE:

A sample of 125 respondents was chosen, using random sampling technique.

SAMPLE DESIGN:

The simple random sampling method is used to collect the responses.

DATA COLLECTION:

This study used both primary and secondary data, which was collected using Google forms and through various common sources.

PRIMARY DATA:

The Primary data will be collected by means of preparing a questionnaire and getting it filled by a large sample space. This questionnaire will help in drawing conclusion about the case.

SECONDARY DATA:

Secondary data refers to data that is collected by someone other than the user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research proposes

LIMITATIONS OF THE STUDY:

- The research is limited only to Chinniyampalayam.
- The sample taken for research was concerned only for the customers in particular area i.e. Chinniyampalayam rather than thousands of customers scattered around the city.
- Since the project was completed within a short period of time, the information collected could be biased.

REVIEW OF LITERATURE

- **Dr. Choodambigai (2010)** in the research paper “*Customer satisfaction of credit cards and ATM services of SBI in Coimbatore*” attempts to study customer satisfaction of credit cards and ATM services of State Bank of India in Coimbatore. The objectives of the study in relation to ATM cards were to study the awareness and usage of ATM services, to examine the difficulty faced by the samples using ATM cards, to identify the association between age and purpose of using ATM cards.
- **Moya et al (2010)**, in their paper “*Technological innovations in Bank of Africa (Uganda) : An evaluation of customer’s perception*”, have attempted to ascertain customers perceptions and employees perception on the effect of electronic delivery channels in Bank of Africa. The study indicated that electronic delivery channels have contributed positively for enhancing customer services in Bank of Africa especially due to ATMs and Internet banking. Since, banks need to be competitive; the study recommends that Bank of Africa should make more and more investment in Information technology.

- **Sai Krishna (2009)**, in his study of “*ATM cards in banks*” has attempted to find out why customers are increasingly using ATM cards. The objectives of the study was to draw a profile of a urban ATM cardholders, to identify the factors influencing the people to use ATM cards, to assess the benefits of ATM cards to the cardholders, and to assess how, where and when ATM cards are used. This study certainly helps the banks to concentrate on increasing the volume of the number of ATM card holders by providing various user-friendly schemes.

COMPANY PROFILE

STATE BANK OF INDIA

State Bank of India (SBI) is the country's largest commercial bank, in terms of assets, deposits, and employees. Owned by the Indian government, it offers a range of general banking services from loans and advances to corporate and individuals in India and abroad. Because it is state-owned, SBI is the preferred banker for most public sector corporations.

When India attained freedom, the Imperial Bank with a network of 172 branches and more than 200 sub-offices extending all over the country. The All India Rural Credit Survey Committee recommended the creation of a state-partnered and state-sponsored bank by taking over the Imperial Bank of India. Thus, an act was passed in Parliament in May 1955 and the **State Bank of India** was constituted on **1 July 1955**.

ANALYSIS

TABLE 1

ATM SERVICES WILLING TO USE

SERVICES	NO.OF RESPONDENTS	PERCENTAGE
CHECK ACCOUNT BALANCE	21	16.8
DEPOSITS	19	15.2
WITHDRAWALS	72	57.6
PAY THE BILLS	13	10.4
TOTAL	125	100

INTERPRETATION

From the above table, 16.8% of the respondents are willing to use ATM to check account balance, 15.2% to make deposits; 57.6% to withdrawal cash and 10.4% to pay the bills.

INFERENCE

Majority of respondents are using the SBI ATM for Withdrawals (57.6%).

TABLE 2

PROBLEM FACED WHILE USING SBI ATM

PROBLEMS	NO.OF RESPONDENTS	PERCENTAGE
MACHINE OUT OF ORDER	50	40
CARD GETS BLOCKED	29	23.2
NO PRINTING STATEMENT	30	24
OLD NOTES	16	12.8
TOTAL	125	100

INTERPRETATION

From the above table, 40% of the respondents face machine out of cash while using SBI ATM; 23.2% of respondent's card gets blocked; 24% of respondents state that there is no printing statement and 24% of respondents state that they get old notes.

INFERENCE

Majority of the respondents have the problem of Machine out of cash (40%).

TABLE 3

AGE AND SERVICES WILLING TO USE**HYPOTHESIS**

There is no significant relationship between respondent's age and services willing to use in SBI ATM.

AGE	SERVICES WILLING TO USE				TOTAL
	CHECK ACCOUNT BALANCE	DEPOSITS	WITHDRAWALS	PAY THE BILLS	
18-25	9	8	12	14	43
26-35	13	13	7	9	42
36-45	5	5	5	11	26
45 AND ABOVE	4	5	2	3	14
TOTAL	31	31	26	37	125

TABLE 3.1

FACTOR	CALCULATE D VALUE	D.F	TABLE VALUE	REMARKS
AGE	8.152a	9	16.92	ACCECPTED

INTERPRETATION

The calculated value of chi-square is less than the table value. Hence the hypothesis is accepted stating that there is no significant relationship between the age and the services willing to use in SBI ATM.

FINDINGS

- Majority of respondents are using the SBI ATM for Withdrawals (57.6%).
- Majority of the respondents have the problem of Machine out of cash (40%).
- There is no significant relationship between respondent's age and services willing to use in SBI ATM.

SUGGESTIONS

- The management of the SBI should conduct more service awareness schemes.
- ATM services should be extended to the rural population.
- Machine out of order was the negative remark made by the ATM services.

CONCLUSION

As per the study done, majority of the customers use SBI ATM for cash withdrawal. The customers are looking for better and quality services which would enhance their satisfaction. From the above analysis, it is clear that the SBI bank cares most of the customer needs and it has satisfied majority of its customers. SBI bank has many positive features and satisfies most of the customers' needs by the services offered.