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SERVICE QUALITY ASSESMENT IN PRIVATE BANKS: A STUDY WITH SPECIAL REFERENCE TO KARUR VYSYA BANK LTD

C.SAM STEPHEN

KALASALINGAM BUSINESS SCHOOL

KALASALINGAM ACADEMY OF RESEARCH AND EDUCATION

KRISHNAN KOIL

Dr.S.KARTHIK

KALASALINGAM BUSINESS SCHOOL

KALASALINGAM ACADEMY OF RESEARCH AND EDUCATION

KRISHNAN KOIL

ABSTRACT

The banking scenario in India is the post liberalization and deregulated environment has witnessed sweeping changes. The tremendous advances in technology and the aggressive imbuement of data technology had gotten an outlook change in banking operations. technology has emerged as a strategic resource for achieving higher efficiency. Another strategic challenge confronting banking establishment today is developing and changing needs and expectation of customers in tandem with increased education levels and developing wealth consumers are became increasingly decreasing and have become more involved in their monetary decisions. Thus, they are demanding a worldly range of items and services at more competitive prices through more efficient and convenient channels. the challenging business process in the budgetary service pressurized banks to introduce alternative delivery channel to pull customers and improve customers perception. customer satisfaction and customer retention are increasingly developing in to key success elements in banking. Technology, specifically has been increasingly employed in service association to enhance customer service quality and delivery, reduced cost and standardize core service offerings

Key words: Bank , Expectations, Karur Vysya Bank, Servqual

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SERVICE QUALITY ASSESMENT IN PRIVATE BANKS: A STUDY WITH SPECIAL REFERENCE TO KARUR VYSYA BANK LTD

Introduction:

The banking scenario in India is the post liberalization and deregulated environment has witnessed sweeping changes. The tremendous advances in technology and the aggressive imbue ment of data technology had gotten an outlook change in banking operations. technology has emerged as a strategic resource for achieving higher efficiency.

Another strategic challenge confronting banking establishment to day is developing and changing needs and expectation of customers in tandem with increased education levels and developing wealth consumers are became increasingly decreasing and have become more involved in their monetary decisions. Thus, they are demanding a worldly range of items and services at more competitive prices through more efficient and convenient channels.

the challenging business process in the budgetary service pressurized banks to introduce alternative delivery channel to pull customers and improve customers perception. customer satisfaction and customer retention are increasingly developing in to key success elements in banking. Technology, specifically has been increasingly employed in service association to enhance customer service quality and delivery, reduced cost and standardize core service offerings

Now a days Private sector banks are giving new dimension of the banking chapter. private banks are quickly adopting the technology for its banking operations and customer satisfaction .because the heavy competition in banking industry the private banks are forced to do the technology advancements and customer satisfaction are their inevitable work. since the researcher try to find out the karur vysya bank customers expectation through a well defined interview schedule.

Objectives of the study

- 1.To Know the customer expectation and perception of service quality of KVB in reliability aspect
- 2.To Understand the customer expectation and perception of service quality of KVB Responsiveness aspect
3. To Know the customer expectation and perception of service quality of KVB Empathy aspect
4. To Understand the customer expectation and perception of service quality of KVB Assurance aspect
5. To Know the customer expectation and perception of service quality of KVB Tangibility aspect

Statement of the Problem

Karur vysya bank is having one hundred years of existence and growing bank among old private sector banks. since it is having branches in almost all over India. now a days the banking business more competitive business in India so assessment of service quality of KVB is need of the hour Customer is prime of any organization because with out customer any organization could not survive so that customer perception about the organization plays a vital role in any organization . karur vysya bank is having doing their banking services more than a century year so studying the perception of karu vysya bank customers is more important

Hypothesis

1. There is no significant relationship between the Gender and customers feel safe in their transaction.
2. There is no significant relationship between the Age and Perception on customer Individual attention.

Review of literature

Some studies have been made on this field and are very helpful to this research

- 1.siddharth Mathew(1) studied the satisfaction level of customer of HDFC bank and central bank of India they suggests bank should do some initiatives
- 2.Raj & Radhika (2) encountered the loans, advances and working capital they suggested the bank should concentrate minority people
- 3.Ananth & Arulraj(3) studied the overall banking service quality and their influence on the mediation factor
- 4.saxeena and patwa (4) analyzed the level of customer satisfaction of ICICI bank they suggested the bank may concentrate the ATM section
- 5.Karthigai selvi & Vimalpriyan (5) encountered the perception of customers towards service quality of canara bank towards deposit scheme the found customers of canara bank are so happy.

Methodology:

Descriptive research design has been used for this present study. this is clearly explain the statement of the problem and specific hypothesis and so on. the present study data has been collected from primary and secondary data. the secondary data collected from books ,journals and research findings the primary data has been collected with the help of questionnaire

the study covers a period of six months august 2017 to January 2018 the report was prepared between April and June 18 . In order to study the expectation of customers towards service quality of karur vysya bank in krishnankoil branch 200 samples was collected from KVB customers . the sample was selected on the basis of convenient sampling method

Statistical Design:

the collected data analyzed by using Chi-Square test and percentage

Analysis and Interpretation;

Based on the above said objectives the researcher framed a interview schedule to collect the primary data among the karur vysya bank customers of krishnan kloil branch.the collected data is analyzed here after

Gender Wise Clasification**Table1.1****Gender Wise Clasification**

S.No	Particulars	Number of Respondents	Percentage
1	Male	160	80
2	Female	40	20
	Total	200	100

Source : Primary data

Table1.1 clearly shows that one sixty number of respondents were male and the remaining forty respondents are female

Age Wise Clasification**Table1.2****Age Wise Clasification**

S.No	Particulars	Number of Respondents	Percentage
1.	21-25 Yrs	40	20
2.	26-35Yrs	60	30
3.	36-45 Yrs	60	30
4.	Above 45 Yrs	40	20
	Total	200	100

Source : Primary data

Table 1.2 Clearly Shows that majority of the respondents were in the age category of twenty six to forty five

Table 1.3

Occupation

S.No	Particulars	Number of Respondents	Percentage
1.	Student	40	20
2.	House Wife	40	20
3.	Professional	80	40
4.	Business	20	10
5.	Others	20	10
	Total	200	100

Source : Primary data

Since Bank is surrounded by college so that the above table clearly shows that majority of the respondents are Professional

Table 1.4

Monthly Income

S.No	Particulars	Number of Respondents	Percentage
1.	Less than Rs.5000	20	10
2.	Rs.5000 to Rs.7500	20	10
3.	Rs.7501 to Rs.10000	70	35
4.	Rs.10000 and Above	90	45
	Total	200	100

Source : Primary data

Table 1.4 Shows clearly Majority of the respondents were having rupees ten thousand and above monthly house hold income

Table 1.5**Educational Qualification**

S.No	Particulars	Number of Respondents	Percentage
1.	Illiterate	10	5
2.	Primary School	20	10
3.	High School	20	10
4.	Higher Secondary School	20	10
5.	Graduate	70	35
6.	Post Graduate	40	20
7.	Others	20	10
	Total	200	100

Source : Primary data

Table 1.5 Shows clearly Majority of the respondents were Graduate

Bank with Karur Vysya Bank**Table1.6****Bank with Karur Vysya Bank**

S.No	Particulars	Number of Respondents	Percentage
1	Less Than One year	55	27.5
2	2 to 4 Years	72	36
3	Above 4 years	73	36.5

	Total	200	100
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Source : Primary data

Table 1.1 shows clearly the majority of the respondents are having above 4 years of experience with Karur Vysya Bank ,36 percent people have 2 to 4 years of experience and 27.5 percent people are having less than one year experience with Karur Vysya Bank.

Karur Vysya Bank Product Familiarity

Table1.7

Karur Vysya Bank Product Familiarity

S.No	Particulars	Number of Respondents	Percentage
1	Yes	160	80
2	No	40	20
	Total	200	100

Source: Primary Data

Table 1.2 Clearly depicts that 80percent of the respondents aware of the Karur Vysya Bank products such as ,Savings Bank account ,Current account, Term deposits, Locker facility and so on . Remaining 20 Percent of the respondents alone not aware of the products offered by the bank

Banking with Other Banks

Table1.8

Banking with Other Banks

S.No	Particulars	Number of Respondents	Percentage
1	Yes	120	60

2	No	80	40
	Total	200	100

Source: Primary Data

Table 1.3 clearly shows that majority of the respondents are having other bank accounts 40 percent of the respondents only not having accounts in other banks

Other banking products Knowledge

Table1.9

Other banking products Knowledge

S.No	Particulars	Number of Respondents	Percentage
1	Yes	120	60
2	No	80	40
	Total	200	100

Source: Primary Data

Table 1.4 clearly shows that majority of the respondents are having other bank accounts 40 percent of the respondents only not having accounts in other banks

COUSTOMER EXPECTATION TOWARDS KVB SERVICES

S.No	Customer Expectation	1	2	3	4	5	6	7	Total
1	Providing Service Promised	0	0	10	10	20	40	120	200
2	Dependability in handling customer problem	100	40	20	20	10	10	0	200
3	Performance in first time service	0	0	0	0	20	40	140	200
4	Providing Service promised time	0	0	0	0	20	20	160	200
5	Intimation from the banker	0	0	0	0	40	20	140	200
6	Prompt customer service	0	0	0	0	0	20	180	200

7	Willingness to help customers	0	0	0	0	0	0	200	200
8	Readiness to respond customer request	0	0	0	0	0	0	200	200
9	Confidence among the customers	0	0	20	20	20	20	120	200
10	Safety on their Transaction	0	0	0	20	20	20	140	200
11	Knowledge of the employee	10	20	20	10	20	20	100	200
12	Courtesy of the employees	0	0	10	10	20	40	120	200
13	Customer individual attention	0	0	0	0	0	0	200	200
14	Employee caring fashion about customers	0	0	20	20	20	20	120	200
15	Employee best interest at heat about customers	0	0	0	0	0	0	200	200
16	Understanding the needs of the customer	0	0	20	20	20	20	120	200
17	Convenient business hours	140	20	20	20	0	0	0	200
18	Modern Equipment	140	40	20	0	0	0	0	200
19	Visually appealing facility	80	20	20	20	40	10	10	200
20	Professional appearance of the employee	0	0	0	0	0	100	100	200
21	Visual equipments associated with the service	0	0	20	20	20	20	120	200
Total									200

Hypothesis

There is no significant relationship between the Gender and customers Expectation in feel safe in their transaction

Observed Frequency**Gender and Customer Expectation in feel safe in their transaction**

S.No	Particulars	Male	Female	Total
1	1	0	0	0
2	2	0	0	0
3	3	0	0	0
4	4	10	10	20
5	5	10	10	20
6	6	10	10	20
7	7	130	10	140
	Total	160	40	200

Expected Frequency**Gender and Customer Expectation in feel safe in their transaction**

S.No	Particulars	Male	Female	Total
1	1	0	0	0
2	2	0	0	0
3	3	0	0	0
4	4	16	4	20
5	5	16	4	20
6	6	16	4	20
7	7	112	28	140
	Total	160	40	200

Chi Square test

O	E	O-E	(O-E)²	(O-E)²/E
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
10	16	-6	36	2.25
10	4	6	36	9
10	16	-6	36	2.25
10	4	6	36	9
10	16	-6	36	2.25
10	4	6	36	9
130	112	18	324	2.892
10	28	-18	324	11.571
Total				48.213

$$X^2 = (O-E)^2/E = 48.213$$

Degree of freedom

$$(r-1)(c-1) = (7-1)(2-1) = (6)(1) = 6$$

Table value of 5% level of significance is 12.59

Since the calculated value(48.213) is greater than the table value(12.59) the null hypothesis is rejected that there is a significant relationship between the gender and customer feel in their transaction

COUSTOMER PERCEPTION TOWARDS KVB SERVICES

S.No	Customer Perception	1	2	3	4	5	6	7	Total
1	Providing Service Promised	0	0	10	10	120	40	20	200
2	Dependability in handling customer problem	0	30	10	10	60	40	50	200
3	Performance in first time service	0	0	10	10	120	40	10	200
4	Providing Service promised time	0	0	10	0	160	20	10	200
5	Intimation from the banker	10	70	10	50	10	20	30	200
6	Prompt customer service	20	10	30	10	90	20	20	200
7	Willingness to help customers	30	20	10	20	90	10	20	200
8	Readiness to respond customer request	0	0	20	20	70	50	40	200
9	Confidence among the customers	0	10	20	40	90	20	20	200
10	Safety on their Transaction	0	0	10	20	40	20	110	200
11	Knowledge of the employee	10	20	20	10	30	20	90	200
12	Courtesy of the employees	0	0	10	10	20	140	20	200
13	Customer individual attention	0	0	30	40	30	20	80	200
14	Employee caring fashion about customers	0	0	20	20	30	110	20	200
15	Employee best interest at heart about customers	0	30	0	40	40	30	60	200
16	Understanding the needs of the customer	0	0	10	0	90	20	80	200
17	Convenient business hours	90	20	20	20	10	20	20	200
18	Modern Equipment	90	40	20	10	0	20	20	200
19	Visually appealing facility	40	30	50	20	40	10	10	200
20	Professional appearance of the employee	0	0	0	20	40	50	90	200
21	Visual equipments associated with the service	30	30	20	20	10	50	40	200

Total	200
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Hypothesis

There is no significant relationship between the Age and Perception on customer Individual attention

Observed Frequency

Age and Perception on customer Individual attention

S.No	Particulars	21-25 Yrs	26-35Yrs	36-45 Yrs	Above 45 Yrs	Total
1	1	0	0	0	0	0
2	2	0	0	0	0	0
3	3	0	0	10	20	30
4	4	10	10	10	10	40
5	5	0	10	10	10	30
6	6	10	10	0	0	20
7	7	20	30	30	0	80
	Total	40	60	60	40	200

Expected Frequency**Age and Perception on customer Individual attention**

S.No	Particulars	21-25 Yrs	26-35Yrs	36-45 Yrs	Above 45 Yrs	Total
1	1	0	0	0	0	0
2	2	0	0	0	0	0
3	3	6	9	9	6	30
4	4	8	12	12	8	40
5	5	6	9	9	6	30
6	6	4	6	6	4	20
7	7	16	24	24	16	80
	Total	40	60	60	40	200

Chi Square test

O	E	O-E	(O-E)²	(O-E)²/E
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	6	-6	36	6
0	9	-9	81	9
10	9	1	1	0.111
20	6	14	196	32.666
10	8	2	4	0.5
10	12	-2	4	0.333
10	12	-2	4	0.333
10	8	2	4	0.5
0	6	-6	36	6
10	9	1	1	0.111
10	9	1	1	0.111
10	6	4	16	2.666
10	4	6	36	9
10	6	4	16	2.666
0	6	-6	36	6
0	4	-4	16	4
20	16	4	16	1
30	24	6	36	1.5
30	24	6	36	1.5
0	16	-16	256	16

Total	84.997
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$$X^2 = (O-E)^2/E = 84.997$$

Degree of freedom

$$(r-1)(c-1) = (7-1)(4-1) = (6)(3) = 18$$

Table value of 5% level of significance is 28.87

Since the calculated value(84.997) is greater than the table value(28.87) the null hypotheses is rejected that there is a significant relationship between Age and perception on customer individual attention

SUMMARY OF FINDINGS

Expectation:

60 percent of the respondents are expecting prompt service what they promised .

50 percent of the respondents are willing to do self problem handling

almost all the respondents expects first impression of the service should be excellent

almost all the respondents are expecting the service delivery time should be prompt

almost all the respondents are expecting the banker should intimate the customers when the service will be done

It is very clear from the data almost all the customers are expecting prompt service from the Banker

All the customers are expecting help from the banker

All the customers are concern about readiness of the employees

60 percent of the customers are expecting confidence among the customers

70 percent of the customers were expecting safety on their transactions

All the respondents are expecting the employee of the bank should be able to answer the customer question

60 percent of the employees are expecting courtesy among the customers for those are banking with the bank

All the customers are expecting Individual attention among the customers

60 percent of the customers are expecting the employees care as strongly required

All the customers are expecting the bank employee must have a space in his heart at least they need to remember the customer

60 percent of the customers are expecting the employees must understand the customers needs

70 percent of the customers were satisfied with the present business hours

70 percent of the respondents are not expecting modern equipments they are satisfied with the present equipments

40 percent of the respondents were satisfied with the present visual appealing facilities

almost all the respondents are happy with present employee professionalism

60 percent of the respondents are agreed that the visually associated equipments are helpful to the service

Perception

one twenty respondents are gave 5 th rank that is a good sign of the providing the service promised

sixty ,forty and fifty respondents are gave five, six and seven rank respectively that mean the dependability of the customer problem handling is moderate level only

one twenty responders are gave 5 th rank in the seven point liker scale that means performance in first time is good enough

one sixty respondents gave fifth rank in seven point liker scale that means providing service in the promised time is affordable with customers

seventy respondents gave second rank in seven point liker scale that means the bank should try to intimate the customers when the service will be done

ninth respondents gave fifth rank in seven point liker scale that means almost fifty percent of the respondents satisfied with prompt service

ninety respondents gave fifth rank in seven point linker scale which means the bank employees are shows their willingness to help customer

seventy respondents were gave fifth rank in the seven point liker scale that means the bank people should need to readiness to provide customer request

ninety respondents out of two hundred gave fifth rank in the seven point liker scale which means the confidence level of the customer is comparatively high

one hundred and ten respondents gave seventh rank in the seven point liker scale that clearly means the bank is providing good softy on the transaction

in the case of employee knowledge highest rank is ninety respondents gave seventh rank in the seven point liker scale

one twenty respondents gave sixth rank in seven point liker scale for courtesy of employees it means bank is having very good courtesy

eighty out of two hundred responded gave seventh rank in seven point liker scale of individual attention which means the bank is good in individual attention

one hundred and ten respondents were gave sixth rank out of seven which means employee caring passion is good enough

sixty respondents out of two hundred gave seven out of seven rank in employees best interest in heart about the customers

ninety and eighty respondents gave fifth and seventh rank respectively about understanding the customer needs which means the bank is good enough in understanding the customer needs

ninety respondents were gave least rank about convenient business hours which means the bank may change it business hours

ninety respondents were gave least in modern equipments which means the bank may provide some modern equipments

fifty and forty respondents only gave third and fifth rank respectively which means the bank good increase the visually appealing facility

ninety and fifty respondents were gave seven and six th rank which means the employee professionalism is good enough

fifty respondents were give sixth rank out of seven which means the bank is using the visual equipments to do service

Conclusion

All the organizations are running in the race to find a space in customers heart because customer is the core of any business organization now a days the banking companies also run in the race because of heavy competition and technological advancements since the researcher try to find out the Karur Vysya bank whether got a space in customers heart or not the research findings clearly depicts that almost the Karur vysya bank got good impression among its customers.

Reference:

- 1.Ananth & Arulraj(3) studied the overall banking service quality and their influence on the mediation factor
- 2.Karthigai selvi & Vimalpriyan (5) encountered the perception of customers towards service quality of canara bank towards deposit scheme
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