

# **A STUDY WITH SPECIAL REFERENCE TO KVB :SERVICE QUALITY PERCEPTION IN PRIVATE BANKS**

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## **ABSTRACT**

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. 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 The banking scenario in India is the post liberalization and deregulated environment has witnessed sweeping changes. The tremendous advances in technology and the aggressive imbuelement 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.



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

### **Introduction:**

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.

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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.

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

## **Statement of the Problem**

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 Karur Vysya bank product knowledge perception of providing the service promised .
2. There is no significant relationship between the Other banks Product Knowledge and perception on Modern equipments.

## **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

quality of canara bank towards deposit scheme the found customers of canara bank are so happy.

### **Methodology:**

The descriptive research must explain the problem statement hypothesis and sampling technique and so on since this is a descriptive research it have all the above said elements. 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 perception 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;**

Present study is 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 from here

**Table1.1****Bank with Karur Vysya Bank**

<b>S.No</b>	<b>Particulars</b>	<b>Number of Respondents</b>	<b>Percentage</b>
1	Less Than One year	50	25
2	2 to 4 Years	100	50
3	Above 4 years	50	25
	<b>Total</b>	<b>200</b>	<b>100</b>

Source : Primary data

Table 1.1 shows clearly the majority of the respondents are having 2- 4 years of experience with Karur Vysya Bank ,25 percent people have above 4 years of experience and 25 percent people are having less than one year experience with Karur Vysya Bank.

**Karur Vysya Bank Product Familiarity****Table1.2****Karur Vysya Bank Product Familiarity**

<b>S.No</b>	<b>Particulars</b>	<b>Number of Respondents</b>	<b>Percentage</b>
1	Yes	180	90
2	No	20	10
	<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary Data

Table 1.2 Clearly depicts that 90percent 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 10 Percent of the respondents alone not aware of the products offered by the bank

### Banking with Other Banks

**Table1.3**

#### Banking with Other Banks

<b>S.No</b>	<b>Particulars</b>	<b>Number of Respondents</b>	<b>Percentage</b>
1	Yes	90	45
2	No	110	55
	<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary Data

Table 1.3clearly shows that majority of the respondents are not having other bank accounts 45 percent of the respondents only having accounts in other banks

### Other banking products Knowledge

**Table1.4**

#### Other banking products Knowledge

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

Source: Primary Data

Table 1.4 clearly shows that majority of the respondents are not having other bank products knowledge 40 percent of the respondents only not having other bank products knowledge.

### 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



**Hypothesis**

1. There is no significant relationship between the Karur Vysya bank product knowledge and perception of providing the service promised

**Observed Frequency****KVB Product Knowledge and Perception of Providing the service promised**

S.No	Particulars	Yes	No	Total
1	1	0	0	0
2	2	0	0	0
3	3	5	5	10
4	4	5	5	10
5	5	70	50	12
6	6	0	40	040
7	7	0	20	20
	Total	80	120	200

**Expected Frequency****KVB Product Knowledge and Perception of Providing the service promised**

S.No	Particulars	Yes	No	Total
1	1	0	0	0
2	2	0	0	0

3	3	4	6	10
4	4	4	6	10
5	5	48	72	120
6	6	16	24	40
7	7	8	12	20
	Total	80	120	200

**Chi Square test**

<b>O</b>	<b>E</b>	<b>O-E</b>	<b>(O-E)<sup>2</sup></b>	<b>(O-E)<sup>2</sup>/E</b>
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
5	4	1	1	0.25
5	6	-1	1	0.1666
5	4	1	1	1
5	6	-1	1	0.1666
70	48	22	484	10.083

50	72	22	484	6.722
0	16	-16	256	16
40	24	16	256	10.666
0	8	-8	64	8
20	12	8	64	5.333
<b>Total</b>				<b>58.387</b>

$$X^2 = (O-E)^2/E = 58.387$$

### 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(58.387) is greater than the table value(12.59) the null hypotheses is rejected that there is a significant relationship between KVB Product Knowledge and Perception of Providing the service promised

### Hypothesis

2. There is no significant relationship between the Other banks Product Knowledge and perception on Modern equipments

### Observed frequency

#### Other Bank Product knowledge and Perception on Modern Equipments

S.No	Particulars	Yes	No	Total
1	1	40	50	90
2	2	20	20	40
3	3	10	10	20
4	4	0	10	10

5	5	0	0	0
6	6	10	10	20
7	7	0	20	20
	Total	80	120	200

### Expected Frequency

#### Other Bank Product knowledge and Perception on Modern Equipments

S.No	Particulars	Yes	No	Total
1	1	36	54	90
2	2	16	24	40
3	3	8	12	20
4	4	4	6	10
5	5	0	0	0
6	6	8	12	20
7	7	8	12	20
	Total	80	120	200

**Chi Square test**

<b>O</b>	<b>E</b>	<b>O-E</b>	<b>(O-E)<sup>2</sup></b>	<b>(O-E)<sup>2</sup>/E</b>
40	36	4	16	0.444
50	54	-4	16	0.296
20	16	4	16	1
20	24	-4	16	0.666
10	8	2	4	0.5
10	12	-2	4	0.333
0	4	-4	16	4
10	6	4	16	2.666
0	0	0	0	0
0	0	0	0	0
10	8	2	4	0.5
10	12	-2	4	0.333
0	8	-8	64	8
20	12	8	64	5.333
<b>Total</b>				<b>24.071</b>

$$X^2 = (O-E)^2/E = 24.071$$

### Degree of freedom

$$(r-1)(c-1) = (7-1)(2-1) = 6 = 24.071$$

**Table value of 5% level of significance is** since the calculated value is greater than the table value the null hypothesis is rejected there is significant relationship between the other banking products knowledge and perception of modern equipments

### SUMMARY OF FINDINGS

It is clearly Understood the majority of the respondents are having 2- 4 years of experience with Karur Vysya Bank ,25 percent people have above 4 years of experience and 25 percent people are having less than one year experience with Karur Vysya Bank.

It is clearly Understood that t 90percent 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 10 Percent of the respondents alone not aware of the products offered by the bank

Majority of the respondents are not having other bank accounts 45 percent of the respondents only having accounts in other banks

Majority of the respondents are not having other bank products knowledge 40 percent of the respondents only not having other bank products knowledge.

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 bak 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
3. Raj & Radhika (2) encountered the loans, advances and working capital
4. Siddharth Mathew(1) studied the satisfaction level of customer of HDFC bank and central bank of India
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6. [www.wikipedia.com](http://www.wikipedia.com)
7. [www.google.com](http://www.google.com)