RESEARCH ARTICLE

CUSTOMER SATISFACTION ON THE BANK'S SUPPORT FACILITY SERVICES IN RURAL AREAS

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ARTICLE INFO	ABSTRACT
	This research study examines the support facility service quality of customers of the selected banks in the east Godavari rural areas. In this research work an attempt was made to understand the level satisfaction of a customer on the various factors of support facilities aspects of banking services with respect to selected bank (Public sector banks like SBI, BOB and Private sector banks like HDFC, ICICI). A self-prepared questionnaire was used as a measuring tool and distributed to 480 bank customers in equal sample number located in the rural parts of east Godavari. The statistical measurement was conducted on the level of satisfaction varies with the respect to type of bank, gender, age, type of account, and frequency of visit for the factors of support facilities aspects of banking only. Moreover, comparison between the findings and customer satisfaction surveys was conducted along with an attempt to prove correlation between customers' perceptions regarding support facilities service quality. The Findings of the study revealed there are gaps between expectations and perceptions among customers of selected banks which implied that there are some support facilities quality shortfalls that need to be taken care off. The absence of proper man power and utilisation of resources related to service makes this work regarded as inventive.

INTRODUCTION

Quality of service can be understood as a comprehensive customer evaluation of a particular Service and the extent to which it meets their expectations and provides satisfaction. From the literature it is understood that banks amend, develop and, create effective strategies to determine the Different parameters influencing service quality, in order to increase the number of their customers based on the competitive market situation by evaluating customer satisfaction with respect to the various dimensions that influence service quality. This study attempts to address by investigating customer satisfaction with service quality in rural area banks. Particularly, focusing on customer satisfaction has a relationship with service quality. At this point, there is an important need to lead research in the supporting facilities. Some research has clarified the relationship between customer satisfaction and service quality with service quality dimensions. This indicates that there is a need for further studies in this area. This study aims to identify service quality dimensions, which can be used to measure customer satisfaction, and evaluate the effect of service quality dimensions (communication, courtesy, understanding and responsibility) on customer satisfaction in the rural banking sector.

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Finally, this is the first study to investigate these proposed relationships in Godavari district. Therefore, it contributes to the existing literature by filling these apparent gaps, providing insights for both researchers and practitioners. Banking sector is the driving force for the economic growth of a country. Every commercial bank acts as a financial intermediary whose main aim is to earn profit through borrowing and lending funds in the profitable sectors and issuing diverse types of credit instruments. Therefore, the banking system occupies an important place and plays significant role in a nation's economy building process. Necessarily, banking sector also ensures commendable contribution in the economic development of a country and forms the core of the money market in an advanced country. Commercial banks have significantly expanded their financial services to the customers and governments around the world. The current business environment is very dynamic and fast changing. Furthermore, improving service delivery in the banking business is expected to affect the quality of service and customer satisfaction. On the other hand, the client will use a variety of dimensions or attributes that are important to banks to identify the quality of service through the customer satisfaction. These service dimensions or attributes play a significant role within service measurement, since they serve as indicators of service quality and customer's satisfaction. As described before, service quality was found to influence the customer satisfaction. The aim of this study is to find out the impact of service quality on customer satisfaction.

Customers are the main variable at all of industry also in banking industry. Beside the tendency on profit enhancing, banks also focus on customer satisfaction. Since, service quality impacts directly on customer satisfaction, the banks should focus on service quality or service product, introduce new packages for customers and all researches should focus on customer satisfaction or service quality. This research finds out the effect of service quality on customer satisfaction and will give some recommendation that can be used as strategies for improving the customer satisfaction.

Review of Literature: Providing the quality service to attract and retain customers has been recognized as a strategic requirement in highly competitive business environments (Parasuram *et al.* 1985; and Zeithaml *et al.*, 1990). Customer satisfaction can thus be based on the judgement of customers' experiences with the service delivery process. Research in customer satisfaction literature has conducted in retail environments (Oliver, 1981). Studies that look at the financial services industry are mainly concerned with retail banking (Caruana, 2002). Practitioners and market researchers (Dabholkar *et al.*, 1995) have done theoretical and practical research in the area of customer satisfaction. Therefore, in strategy formulations customer satisfaction and customer retention play an important role. Improved service quality leads to customer satisfaction which results in word of mouth communication (Berry and Parasuraman, 1991). Banks have imperative needs in the competitive market to find methods to improve service quality, and to systematically attain, monitor, and maintain this quality in order to reach optimal customer satisfaction. In order to develop service standards and techniques, managers have to be willing to understand the gap between the perceptions and expectations of customers. Because of their increased awareness, customers are concerned about service quality—should they continue with their current bank or switch to other banks—depending on their level of satisfaction.

Kotler & Keller, 2009 define service as "any intangible act or performance that one party offers to another that does not result in the ownership of anything. Parasuraman *et al.* (1988) have defined service quality as the ability of the organization to meet or exceed customer expectations. It is the difference between customer expectations of service and perceived service (Zeithaml *et al.*, 1990). According to Taylor and Baker (1994), the antecedents of customer satisfaction are the variables underlying satisfaction, which are global rather than specific to a brand. According to Parasuraman *et al.* (1988), service quality can be defined as an overall judgment similar to attitude towards the service and generally accepted as an antecedent of overall customer satisfaction (Zeithaml and Bitner, 1996). Demographic factors affect the general mindset of individuals, with each unique combination of demographic characteristics differentially shaping an individual's perspectives. Such perspectives influence expectations, perceptions, and behavior. The definition of service differs from one person to another. Saini *et al.* (2011) found that many variables of Service Quality determine the selection of banking institution, and that these determinants vary between people with different demographic characteristics (Naser *et al.*, 1999). Demographic subgroups of gender and age have significantly different expectations for many unique dimensions of banking service, indicating that demographic characteristics shape service standards (Stafford, 1996).

Demographic differences in perceptions of banking service, satisfaction, and customer loyalty are evident across age groups and education levels (Caruana, 2002). Balaji and Babbu (2012), customers differ in dimensions of service quality perceptions across income, occupation, education level, age, gender, and marital status.

Research Gap: The need of the hour is service quality on support facilities provided by the bank to sustain in the competition. An important contribution of this study is derived to measure the difference in quality of service in selected private and public sector banks in the rural context. The aim of the proposed study work is to established, the link between dimensions of Support facilities services and customer satisfaction empirically. Since the studies on Support facilities of service dimensions are also related with the demographic factors which otherwise is not studied yet, so it is worthwhile to have new insight between the relations among the dimensions of services and demographic factors.

Objectives

The objectives of this study are: - 1. To determine the level of customer satisfaction on the support facility services provided by the selected commercial banks in rural areas of east Godavari. 2. To measure the customer's expectation and perception in regarding with support facilities provided by the private and public sector banks. 3. To put forward some possible recommendation to improve customer satisfaction.

Research Variables

Independent Variables: - Support facilityService quality includes the dimensions (i.e., Communication, Accessibility, Courtesy, Understanding and Responsibility) that have an influence on customer satisfaction.

Dependent Variable: - Customers' satisfaction that are affected by the service support available after delivery of the service. Delivery of high-quality service helps to build and maintain long-term relationships with bank customers.

METHODOLOGY OF THE STUDY

The study is about measuring the support facilities services of the selected commercial banks. The sample size included mainly customers of selected public sector banks like SBI, BOB and private sector banks ICICI and HDFC which are located in the rural parts of east Godavari. In this study 480 respondents of selected banks have been collected in equal number by using convenience sampling method.

A survey was conducted to collect primary data by using structured questionnaire with closed ended questions. The five-point Likert scale (where 1= strongly disagree to 5 = strongly agree) has been used for the research questions. The collected data was uploaded in SPSS software (21.0 version) to analyse the data and to test the strength of associations between the study variables in this study, the value of Cronbach's alpha is 0.821 so it can be concluded that the measures used in this study are valid and reliable. The demographic data results are shown in table 1.

RESULTS AND ANALYSIS

The sample taken from the selected banks to understand the opinion regarding the Statements on Support facilities are equal to Average level. The average test value 3 was taken to conduct the t test and the results are shown in table-2. Since P value is significant at 1 per cent, indicates that the Statements on Support facilities are not equal to Average level.

Table 1. Demographic profile of the respondents

Factors		Frequency	Per cent
Bank	SBI	120	25
	BOB	120	25
	ICICI	120	25
	HDFC	120	25
Gender	Male	375	78.1
	Female	105	21.9
Age	18-30	76	15.8
	31-40	125	26
	41-50	207	43.1
	51 and above	72	15
Account	Saving	322	67.1
	Current	158	32.9
Bank	Daily	55	11.5
visit	Weekly	155	32.3
	Fortnightly	161	33.5
	Monthly and more	109	22.7

Table 2. T test for Specified value (Average = 3) of Statements on banks service on support facilities

Dimensions	Mean	SD	T value	P value
Communication	16.6	3.841	77.559	<0.001**
Accessibility	15.4	2.934	92.57	<0.001**
Courtesy	15.53	3.373	81.396	<0.001**
Understanding	15.28	3.063	87.843	<0.001**
Responsibility	15.65	3.449	80.332	<0.001**

Note: ** denotes significant at 1% level, * denotes significant at 5% level

Table 3. T test for significant difference between Male and Female with respect to dimension of support facilities

Dimensions	Male	Female	T Value	P Value
Communication	16.31 (3.705)	17.61 (4.154)	2.888	0.004*
Accessibility	15.54 (2.937)	14.89 (2.877)	2.046	0.042*
Courtesy	15.5 (3.397)	15.63 (3.3)	0.34	0.735
Understanding	15.24 (3.053)	15.43 (3.107)	0.56	0.576
Responsibility	15.41 (3.442)	16.5 (3.357)	2.91	< 0.001**

Note: SD values are in parenthesis. ** denotes significant at 1% level, * denotes significant at 5% level

Table 4. ANOVA for significant difference among frequency of visit with respect to Factors of supporting factors

	Daily	Weekly	Fort nightly	Monthly and more	F value	P value
Communication	16.64 a (3.936)	16.76 a (4.023)	16.46 a (3.896)	16.55 a (3.473)	.170	0.917
Accessibility	14.73 a (2.928)	15.84 b (2.757)	15.34 ab (3.141)	15.18 ab (2.806)	2.358	0.041*
Courtesy	15.29 ab (3.521)	16.14 b (3.309)	15.03 a (3.067)	15.53 ab (3.713)	2.967	0.032*
Understanding	15.45 a (2.943)	15.32 a (3.19)	15.55 a (3.053)	14.73 a (2.918)	1.654	0.176
Responsibility	15.07 a (3.114)	16.34 b (3.522)	15.34 ab (3.397)	15.41 ab (3.478)	3.198	0.023*
Overall	77.18 a (8.645)	80.39 b (9.039)	77.73 a (8.575)	77.41 a (7.601)	3.994	0.008*

Note : 1. The value within bracket refers to SD 3. * denotes significant at 5% level

Table 5. Karl Pearson Correlation Coefficient between Factors of Support facility of bank

	F1	F2	F3	F4	F5
F1	1	0.034	0.148**	0.040	0.047
F2		1	0.327**	0.165**	0.087
F3			1	0.016	0.301**
F4				1	0.210**
F5					1

Note: ** denotes significant at 1% level

Table 6 ANOVA for significant difference among Age Group with respect to Factors of Job Description of Employees

Factors	SBI	Andhra Bank	ICICI	Axis Bank	F value	p value
Communication	16.88b (3.346)	15.54a (4.342)	17.08b (3.67)	16.88b (3.787)	4.187	0.006*
Accessibility	15.45a (2.771)	14.96a (2.809)	15.74a (2.943)	15.43a (3.177)	1.470	0.222
Courtesy	15.73a (3.43)	15.09a (3.176)	15.78a (3.577)	15.53a (3.295)	1.020	0.383
Understanding	15.29a (2.988)	15.33a (3.096)	15.37a (3.173)	15.13a (3.024)	.132	0.941
Responsibility	16.01a (3.599)	15.43a (3.105)	15.25a (3.824)	15.91a (3.205)	1.367	0.252
Overall	79.36b (8.792)	76.34a (8.992)	79.22b (8.017)	78.89b (8.353)	3.315	0.020*

Note: 1. The value within bracket refers to SD. * denotes significant at 5% level

Table 7 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.497
Bartlett's Test of Sphericity	Chi-Square	148.489
	P value.	<0.001**

Note: ** Denotes significant at 1% level

The factor " communication" is having highest mean with 16.6 and 3.841 standard deviation value and the factor "understanding" with lowest mean value 15.28 and 3.063 as SD value. The remaining factors are having medium values which indicate need some development to improve satisfaction of customers. To understand the gender opinion on the special services results was shown in table-3. For the dimension Responsibility, since P value is less than 0.01, and found that there is a significance at1 per cent difference between male and female of employees. Based on mean score, the female customers have better opinion toward the support facility dimension responsibility. Whereas, for the dimension communication and accessibility the p value is less than 0.05 which it significant difference between the genders. With the mean value it is understood that male response is more than female. Both the genders are not happy with the courtesy and understanding. From the table 4 to understand the opinion to test the opinion of the customers who are visiting the banks Anova test is used. The customers are not satisfying with dimensions communication understanding which the P value is more than 5 per cent significant level. For the dimension accessibility the customers who visit bank fortnightly and monthly and more have the both the opinions whereas customers who visit weekly have the different opinion compare to customers visit daily. The dimensions accessibility, courtesy, responsible and overall has the significance at 5 per cent so there is a difference in their opinion and positive to the dimensions. On the overall customers who visit weekly has the different opinon compared to other visitors. Since P value is less 0.05 level so there is a significant difference between the visitors. Karl pearson correlation is test to know the coefficient level among the dimensions. F3 is having correlation coefficient of 0.301 with f5 and fl with f4 has the leas correlations the results have shown in table 5.

Table 8. Factor Loading, Eigen value and Percentage of Extraction using Principle Component Method based on Satisfaction of customers

FACTOR		FACTOR LOADING	EIGEN VALUES	% of variance	Cumulative %
I	Courtesy	.737	1.591	31.826	31.826
	Accessibility	.635			
	Responsibility	.642			
II	Communication	.704	1.494	21.890	53.716
	Understanding	.675			

Table 9. Chi-square test for goodness of fit of equality of level of satisfaction of customers

Level	Frequency	Percent	Chi-square value	P value
Low	124	25.8	42.163	<0.001**
Moderate	227	47.3		
High	129	26.9		
Total	480	100.0		

Note: ** denotes significant at 1% level
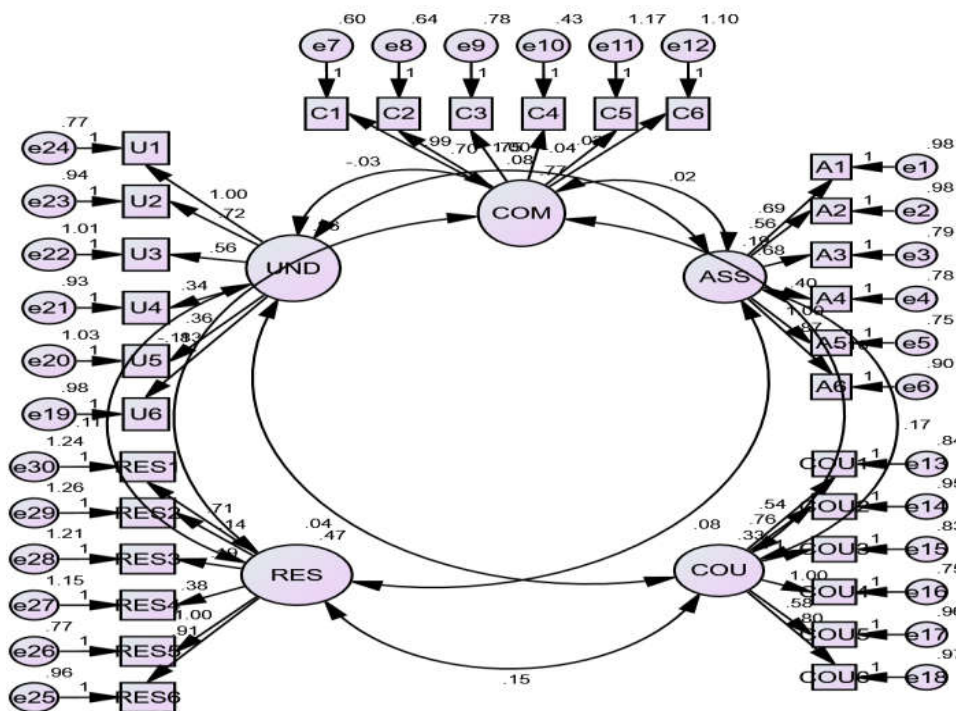
The customers opinion regarding bank with dimensions shown in table 6 understand that the customers having account in banks have the same type of opinion for the dimensions accessibility, courtesy, understanding and responsibility while, for the dimensions communication (the customers of SBI,ICICI and Axis bank have similar opinion), overall (customers of bank axis bank have the different opinion). Since and they are having significant p value at 5 per cent level so, found significant difference among bank visit with respect to Dimensions of support facility but, it was not found in communication and understanding dimensions of support facility. Kaiser-mayer-olkin measure of sampling adequacy shown 0.497 having chi-square value 148.48 with P value is significant at 1 per cent. The test measures sampling adequacy for each variable in the model and for the complete model. The statistic is a measure of the proportion of variance among variables that might be common variance in order to reduce the factors the factor analysis is conducted based on the KMO and Bartlett test. The dimensions are separated as two factors courtesy, accessibility and responsibility are grouped in factor 1 and communication and understanding are grouped into second.

In the first factor 0.737 have highest loading with courtesy followed by accessibility and responsibility with Eigen value 1.591 contributing 31.826. The second factor with 0.704 which have highest value and 53.716 contributing. So overall 85 per cent is observed in exploratory factor analysis. Chi square test was conducted to understand the Level of satisfaction of customers by assuming that is equally distributed table 9 showed the results of chi-square results yields Since P value is less than 0.01, found significant at 1% level of significance. Hence concluded that Level of Satisfaction of customers is not equally distributed. Based on percentage, majority of employees belongs to Moderate level (47.3 Per cent) followed high (26.9) and low (25.8).

Confirmatory factor analysis

The confirmatory factor analysis figure shows the fit statistics use to assess their confirmatory factor analyses and structural equation models. Here the assembled a list of the most popular fit statistics used and recommended cut-offs that indicate a good fit and are shown in table 10.

Recommendation

The Findings from this work could be used in future studies as they highlight some important factors about customer satisfaction in banking sector in selected banks in particular. Customer education on service quality is necessary to teach customers about various products and services so that customers would get knowledge, which affects the quality of service and improve overall customer satisfaction. The survey results suggest carrying out customer awareness programs. Since a lot of respondents do not know about updates in products and services of the bank, it would be a great place to start for banks to develop customer education campaigns so that customers could guide customers about recent changes in products and services. The customer satisfaction of the bank to learn about facts that could motivate customers to communicate with customers more. Support facilities factor Influences Customer Satisfaction in the Banking Sector.

The results reveal that tangibility has a positive and significant effect on customer satisfaction. Support facilities associated with communication and understanding is needed to improve based on the regional language. Customers were satisfied with the Curtesy and responsibility will help in improve the brand value of the bank. The front liners and officer staff must understand the customers in their usage language. Physical facilities like keeping pen and equipment for display with requirement of the customer requirement to avoid their easy usage of the facilities. The results imply that the customers of the rural banking sectors are moderately satisfied with service serviced by the banks. The study has also proved that opinion and perception need to aware with the quality dimensions of the banks quality in their services which are influence the customers rely on it. Thus the banks offered medium quality services in the rural parts my need to improve by special focus on facilities which are particularly need and required.

Conclusion

Banks in the rural areas should focus on services especially on the communication, courtesy, understanding and responsibility which it decides the place in the competition. The customers especially the aged with local language and other factors influence to access the banks services and products. Automated Teller Machines (ATM) should be installed needed assistance with proper understanding with courtesy which are place in vantage points such as stores and post offices. To transform into digital world of banking it is the duty of every banker to keep an assistant to make customer ease the Internet banking usage. In this case of banks are need to make aware with proper communication about the tariffs and charges and availability of requirement. Timely survey on the customer on the satisfaction may suggest transform as per the requirement. Emphasis must be placed on the communication, accessibility, curtsey, understanding and responsibility dimensions which raised the most often as the ones that customers were dissatisfied with.

Limitations and scope for further research: The study was based on the perception of customers of only for selected banks of public and private sector banks. The study concentrates only on specialty factors. The present work is analysis of opinion by the means of finding the gap where the services are low and high.

These specific works have further scope to explore to urban and non-banking financial corporations and regional rural banks.

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