

A Study on Customer's Satisfaction towards Tamilnad Mercantile Bank in Kovilpatti Town

Dr. R. Selvaraj¹, C. Ramesh², K. Kalaiselvi³

Associate Professor, S. S. Duraisamy Nadar Mariammal Collage, Kovilpatti, India¹

Assistant Professor, Department Commerce, S. S. Duraisamy Nadar Mariammal Collage, Kovilpatti, India²

Student, II M.com, Department of Commerce, S. S. Duraisamy Nadar Mariammal Collage, Kovilpatti, India³

Abstract: *The Financial institution specially banking industry is one of the areas where many public, private & foreign banks are operating their businesses to different customers in every nuke of the country. This study is undertaking the customer service towards Tamilnadu Mercantile bank at kovilpatti. Banking is considered to be nerve center of trade, commerce and business in a country .It plays a vital role in distributing the money for the development of trade, industry and commerce. Therefore we may say that banking is life blood of the modern commerce. A banker is not only dealers money but also leaders in economic development of a country.*

Keywords: Tamilnad Mercantile Bank Customer Services in the Trade Commerce

I. INTRODUCTION

Banks are vital components of the economic developments in any countries development. They are contributing services in mobilizing public saving and channelizing the flow of funds for productive purposes. Government of India and Reserve bank of India to several major initiatives after country attained independence to gear the banking system to serve the national objective. Banking industry is considered as one of the service businesses . The Indian Banking system plays a major role in country's economy. It is one of the catalysts for catapulting India as a major economic force in word. The real GDP growth has averaged 8 per cent over the past 3 years services, and manufacturing exports sectors are booming. In the banking business bans offer both tangible products and intangible products (service). In today's highly competitive. Service Quality of the banks referred as n obligation of all banks to fulfill objectives and needs of customer. The scope of this study is t identify the services quality of TMB in thoothukudi district. This research is based on the primary data and secondary data. This study only focuses on the dimensions of service quality reliability, assurance, tangibility empathy an responsiveness. The primary data was collecting from 120 customers of banks located in thoothukudi district.

Objective of the Study

Primary objectives

- The main object of the study is to assess the customer service of TMB.

Secondary Objectives

- To identify importance attached to different attributes of customer service viz. reliability, responsiveness, empathy, tangibles and assurance the customers.
- To examine the performance of public private and foreign banks on the basis of quality services.
- To find the gap between customers' expectations and perceptions of quality of services for TMB.
- To make suggestions for improvement of customer services in banks.

II. REVIEW OF LITERATURE

Tooraj and Atefeh (2011) Investigated customers' understanding and five dimensions of services quality and their relationship with customers' undertaking of service quality. It was concluded after derminng desirable services from standpoints of the customers (investigating customers' expectations) and ts effectives factors and also the examinations

of the current status of services quality that responses to customers expectations in all of the branches under investigation and the understood services quality have been always more than service quality expected the customers . The method used in the the research is cohesion or cooperation method for which a questionnaire as prepared and distributed among the customers

III. RESEARCH METHODOLOGY

Research is composed of the two syllables prefix and a verb search. Re means again, a new , over again. Search means to examine closely and a carefully, test and try, to probe. The two words from a noun to describe careful and systematic study in some field of knowledge, undertaken establish facts or principles. Applied research is designed with practical outcome in mind and with the assumption that some.

Data collection

Questionnaire design

Data is collected through pre structured questionnaire part –I Questionnaire was set to obtain personal information (gender, age, education level, income, occupation and Customer’s bank) of the respondents. The SERVQUAL model was used for the questions in Part- II consisted of questions to measure the key dimensions of service quality i.e, reliability empathy , responsiveness, assurance and tangibles thought this the get between perception and expectation will be analyzed. The questions were divided into parts the first part evaluated actual quality of service offered (ACCORDING TO PERCEPTION AND EXPERIENE) and second part into expected quality of service i.e what customers expect form all banks to provide.

Sample:

The study limited to customers of public, private, foreign banks which are located in kovilpatti . convenience is random sampling method has been adopted to select customers form bank. Sample constituted total two hundred of customers equally in male and female, aged 18 above, were requested to fill the questionnaire.

Interpretation of the result

Finally result that emerged from the study as analyzed and interpreted and suitable conclusions were drawn from those results.

Statistical tools used

Sample Percentage Analysis

Sample Percentage Analysis

The percentage method is a used for comparing certain feature. The data collected represented n the from of tables and grphs in order to give effective visualization of comparison made.

$$\text{Sample PERCENTAGE} = \text{Acual population} / \text{sample size} \times 100$$

Importance of the study

- Quality in service is very important especially for growth and development of service sector business enterprise
- It words an antecedent of customer’s satisfaction. In the past, quality was measured only for tangible products because of less dominance of service sector the economy..
- Undoubtedly owing to the belief that delivery of high service quality is a must for attainng customers satisfaction and a number of other desirable behavural out comes. Recent years have incensed a flurry of the research exploring inter relationship between service quality, satisfications and behavioral outcomes.

Scope of the study

- The study encompasses customer services quality of TMB banks in kovilpattis branch.
- The study covers respondents both customers of banks and bankers..

- To analyse the various factors influencing the customer to open an account, to study the satisfaction of customer about the services and assess the customer services in TMB.

Limitation of the study

- Completing this research paper was not that easy. There were certain limitations that we had to face. These are discussed below.
- The study was based in thoothukudi district then our results would have been more accurate.
- The sample size for our research was small where only 55% of the customers responded to the questionnaire.
- The study is limited to the study of expectation and perception of customers having an account in TMB

IV. SUGGESTIONS

Bank must give to have motivated all age groups to select cards for their personal use to make payment in the shop. Online transaction net banking must be simplified because lot of procedures led them to confuse. If it is in simplified manner all kinds of people use it without any hesitation.

It is suggested that photo card can be avoid many fraudulent activities and it case of loss of credit cards

Most probably banks will be located in cit or down side. The customers who belongs to rural Side may suffer lot in banking services.

The bank should provide good environment in order to face number of customer like ead branch all sub branch need same facility.

V. CONCLUSION

The present study identified, responsiveness, reliability, and empathy is the most important dimensions of services having stronger impact on service quality. This study identified that customer service quality satisfaction varies with categorical variables like, income, occupation and customer's bank. However customer service quality satisfaction does not vary with age gender and educational level, The tangibility dimension (Location, Employees dressing, Printed materials, Availability of equipment & visually appealing layout) has a least Seroquel gap between the customers' expectations and perceptions on the responsiveness dimension (customer, support, less waiting time, ease of location and quick response) is the highest.

REFERENCES

- [1]. Anderson, Carl and Carl P. Zeithaml " Stage of the product Life Cycle, Business Strategy, and Business Performance ,"Academy of Managemet Journal, Vol.227, (March), (1984) pp.5-24.
- [2]. Gronroos,C. " A service quality model and its marketing implications." European Journal of Marketing, Vol.18, No.4,(1984) pp.36-44