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A Study on Level of Customer Satisfaction for using ATM Services in Thiruvarur District, Tamil Nadu, India

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Abstract

E-Banking is the way by which the customers interact through their computer system and do the entire operations by exercising a secret code. It maintains secrecy of communication. The customer will instruct the banker through the computer with regard to transfer, investment and re-payment of loans or appropriation of different payments. By this, using cheques are very much minimized. The customers contact the banker or his particular branch from any part of the world, even when he is flying or on a sea voyage. The paper analyses customers' satisfaction of ATM service in selected Banks in Thiruvarur district. The survey concludes that the ATM service leads the customers to a benefit at the large extent. For sampling purpose, 280 customers were selected based on convenience sampling from four banks. Percentages & Chi-square test were used for this study.

Key words: Customer Satisfaction, E-banking, ATM Services

Introduction

The growth of technology has changed the payment systems world over during the past two decades. With the introduction and implementation of recent technology in banking, electronic devices are making the job of cash payment as well as non-cash payments easy and efficient. The introduction of Automatic Teller Machines (ATMs) and the plastic cards has given the banking customers the facility of round the clock (24 hours) banking. The Automatic Teller Machines, which were introduced in 1967 by Barclays Bank in England, is due to the development of e-banking. ATM enables the customer to draw cash even during non-banking

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hours with the help of a plastic card provided by the bank. The customers are using automated teller machines (ATM) in place of cashier tellers, and credit cards and electronic cash in place of bank transactions (Alagheband,Parisa ,2006).

Review of Literature

Ms. Varalakshmi Alapati & Ms. Shruthi V Nayak (2015) in their study entitled "A Study on Customer Satisfaction with the ATMs of SBI and ICICI Bank and Role of ATMs for a Greener Environment" examine the level of customer satisfaction associated with various aspects of ICICI Bank and SBI ATM. The study covers sample size of 150 respondents with the structured questionnaire in Manipal, Karnataka. The study reveals that banks should take up various measures to educate customers on the usage of ATMs. Quite a large number of both the bank's ATMs are unaware of the various facilities provided by the ATMs other than just cash withdrawal and balance statement. They should be made aware of the facilities like transfer of funds, biller payments, mobile recharge, donating to charity etc. so that the customers can make better use of the ATMs by deriving all its benefits.

1shah Malav Vineshkumar & Bhavin Bhatt (2018) in their study entitled, "An Empirical Study on Customer Satisfaction of ATM Services in Ahmedabad City" is an attempt to analyse the level of customer satisfaction in ATM service provided by banks in India. For this investigation Primary data was collected from 110 respondents of Bank of Baroda & YES Bank in Ahmedabad city through a structured questionnaire using random sampling method. The study reveals that the most significant problem faced by the customers regarding A.T.Ms. is the out of order and out of cash condition of the machine and the majority of respondents are fulfilling their requirement through using ATM service and they also happy with number of A.T.M. available in their locality, but most of respondents are not happy with transaction cost charged by different banks for ATM service and addressing the grievances of the ATM customers.

Statement of the problem

Now-a-days, the banks are having developed technology in order to maintain its customers as well as to attract more new customers. Providing A.T.M. is one of the technical facilities offered by the banks to its valued customers, as the user of A.T.M. is increasing day by

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day. It is important to make a study of the customer satisfaction level with respect to various aspects of A.T.M. services offered to them. The main purpose of this study is to know the level of satisfaction of various customers having A.T.M. Service facility in Canara Bank, SBI, City Union Bank and ICICI Bank in Thiruvarur District.

Objective of the study

- To assess the satisfaction level of ATM cardholders in Thiruvarur District.

Methodology of the study

This study involves collection of both primary data and secondary data. The primary data were collected through the well-structured interview schedule. The study entitled to customer satisfaction of ATM cardholders in the two leading public sector banks and two private sector banks in Thiruvarur District. 280 customers were selected based on convenience sampling from four banks i.e. Canara Bank, SBI, City Union Bank and ICICI Bank. From each bank 70 sample customers are chosen for the study. The secondary data have been collected from bank records, journals, magazines and websites.

Table – 1

Gender-wise classification

Name of the Bank	Gender			
	Male	**%**	**Female**	**%**
Canara Bank	50	17.9	20	7.1
SBI	58	20.7	12	4.3
City Union Bank	54	19.3	16	5.7
ICICI	52	18.6	18	6.4
Total	**214**	**76.5**	**66**	**23.5**

Source: Primary Data

The above table 1 shows that, Gender group of the plaintiffs. Out of the 280, 214 are male and the rest of that 66 are female according for 76.5% and 23.5% respectively. Mostly the male customers are using the ATM cards.

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Table – 2

Age-wise classification

Name of the Bank	Age							
	18-25	**%**	**26-35**	**%**	**36-45**	**%**	**Above 45 years**	**%**
Canara Bank	4	1.4	30	10.7	20	7.2	16	5.7
SBI	4	1.4	26	9.3	20	7.2	20	7.2
City Union Bank	6	2.1	32	11.4	18	6.4	14	5.0
ICICI	8	2.9	28	10.0	16	5.7	18	6.4
Total	**22**	**7.8**	**116**	**41.4**	**74**	**26.5**	**68**	**24.3**

Source: Primary Data

The above table 2 shows that, age group of the respondents. 7.8% are in the age of 18-25, 41.4% are in the age of 26-35, 26.5% are in the age of 36-45 and remaining 24.3% are age above 45 years. The ICICI bank have 2.9% are in the age of the 18-25, the most of age group 26-35 are 11.4% of CUB, 7.2% are in the age between 36-45 of the Canara Bank and also SBI ATM card holders. Again 7.2% are SBI ATM cardholders in above 45 years. This study found that all the group of people uses the ATM card evenly.

Table - 3

Classification of the respondents on the basis of opinion about the ATM located place

Name of the Bank	Satisfactory level on ATM Located Place			
	Satisfactory		**Not satisfactory**	
	No. of Respondents	**%**	**No. of Respondents**	**%**
Canara Bank	66	23.6	4	1.4
SBI	48	17.1	22	7.9
City Union Bank	70	25.0	-	-
ICICI	68	24.3	2	0.7
Total	**252**	**90.0**	**28**	**10.0**

Source: Primary Data

The above table 3 clearly shows that, opinion about the ATM located place. Majority of 90% are satisfied with the ATM located place and remaining 10% are not satisfied. CUB ATM card

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holders are fully satisfied the AT, located place and nearly 24.3% of the respondents are satisfied by the ICICI ATM centre. 7.9% of the respondents are not satisfied by the SBI ATM centers are not located at convenient place because of it is installed at rush area.

Table – 4

Classification of the respondents on the basis of opinion about withdrawal of money from ATM

Name of the Bank	Satisfactory level about withdrawal of money from ATM					
	Highly Satisfied		Satisfied		Dissatisfied	
	No. of Respondents	%	No. of Respondents	%	No. of Respondents	%
Canara Bank	24	8.6	46	16.4	-	-
SBI	34	12.1	34	12.1	2	0.7
City Union Bank	36	13.0	34	12.1	-	-
ICICI	26	9.3	40	14.3	4	1.4
Total	**120**	**43.0**	**154**	**54.9**	**6**	**2.1**

Source: Primary Data

The above table 5 clearly shows that, respondents' opinion about withdrawal of money under ATM scheme. 54.9% of the respondents are satisfied the ATM process, 43.0% of the respondents are highly satisfied and remaining 2.1% of the respondents are says that the dissatisfied. 13% of the CUB customers are highly satisfied and 16.4% of the Canara Bank cardholders are satisfied with ATM scheme. Mostly the bank customers are satisfied the withdrawal of money under ATM System.

Null Hypothesis:

There is no significant difference between gender of the respondents and place of ATM installed.

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Table 5

Association between gender of the respondents and place of ATM installed - chi-square test

Calculated Value	Table Value	Degrees of Freedom	Level of Significance
0.46	3.84	1	5%

Source: Computed by the researcher

The table 5 shows that the association between gender of the respondents and place of ATM installed for using Chi-square test. The calculated value of Chi-square (i.e. 0.46) is less than the tabulated value of Chi-square (i.e. 3.84). So, the null hypothesis is accepted and concludes that there is no significance difference between gender of the respondents and place of ATM installed. There is no difference of opinion of the respondents was statistically proved by using Chi-square test.

Findings

- A maximum 76.5% of the respondents are male.
- As many as 41.4% of the respondents belongs to age groupbetween26 – 35.
- Most of the respondents i.e., 90% are satisfied with the ATM's installed at convenient place.
- A maximum 54.9% of the respondents having satisfied the withdrawal of money Under ATM system and 43% of the respondents are highly satisfied withdrawal of money under ATM system.

Suggestions

- ❖ Among the number of respondents the gender belongs to the males. The awareness Programmes on ATM should be conducted for the females like, the customers Relations meetings etc.
- ❖ Village people are not aware of the ATM. Since the backbone of the economic is the rural areas, this fact has to be reviewed severely.
- ❖ Majority of the respondents are worried for the long time waiting for receiving ATM card. The concerned bank should take care difficulties faced by the Customers and should take proper measures to solve such problems.
- ❖ Most of the respondents are not satisfied with the service charges. The banks should give a clear way, which the service charges, collected from the respondents.

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- Sometimes when the ATM machine becomes faults and not availability of Cash, so the customers worried about the banking service. So, the bank has to take necessary steps to rectify the problem.
- The bank should create the awareness among account holders about the ATM service.

Conclusion

The information and communication technology has tremendously contributed towards the development of the banking sector. E-banking services like mobile banking, internet banking, EFT, ECS, debit and credit cards have become the trend of the banking field. ATM is the most popular and widely used e-banking services in the Indian banking industry. The ATM has revolutionized the relationship between the bankers and the Customers. It provides facilities to the people. It reduces threats of the business People by carrying the money in hands. The purpose of the ATM is for our Convenience and reduces the working hours in the transactions. In last5 years the numbers of ATM centres are increased. Because of this bank cashier workload has reduced by 50%. After introduced the ATM service, customer-waiting time for withdraws the money can be reduced. ATM centres are offering a big job opportunity for the Ex-service man. There is no face-to-face relationship between the customer and the banker. There is a heavy competition among the multinational banks and they should become more Prudent, vigilant and vibrant in the customer care services and its administrations.

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