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"A Study On The Expectation Of Students From Banking System, Particularly From SBI In Vadodara District."

Reshma Wadhwani

Assistant Professor

ITM Vocational University

Email- reshuwadhwani95@gmail.com

(M)- 8128328270

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Abstract

The present paper is an attempt to state the perception and expectation of students from banking sector. The reason behind selecting SBI bank is that most of the students have their account in SBI, as they have perception in their mind that it is secure bank. The study has incorporated primary data collection method with structured questionnaire filled by the students. In this study ANNOVA test is used, which shows that there is relationship between banking services based on expectation or perception and demographic factors. As a result it was concluded that SBI bank should have more ATM and CDM along with that there should be availability of cash. Care should also be taken for passbook printing machines as due to this work load of employees also increases.

Introduction

Customer is considered as king of the market, so it becomes very necessary to meet the expectation of the customers in any sector. Over the last few years banking is slowly changing. This gradual evolution has started to speed up recently as the awareness in students growing and they are becoming financially independent. The reason for this is not only that students don't like to enter bank branches in general, but also that the age of digitalization has started. State Bank of India (SBI) is India's biggest bank and probably one of the country's most enduring brand names. It has a branch network of 16,801, an ATM network of 53,871 (including those of associate banks), about 200,000 employees and is banker to millions of Indians. Over the years, and especially in the 70s when the government of India strengthened its hold on the banking system, it became a trend-setter among nationalized banks in introducing products and services, and bankrolling some of India's largest industrial projects. The most favored SBI Bank offers different products and services to its customers with different schemes and offers. There are abundant services like mobile banking, internet banking etc. which are specially used by students. State Bank of India is providing such an easy facility to the people of India which are beneficial to them and make their bank process very easy.

Thus, this project topic deals with understanding the expectation of students from banking system, particularly from SBI in Vadodara city. This report can asset to the management in making effective decisions. This research report is used to acquire and analyze information and to make suggestions to management as to how the problems should be solved.

Literature Review

Agathee U. S. (2010)-This study shows huge gap between customers' perception and expectation for the reliability and responsiveness. This study highlights the need for bankers to gear customer service and quality improvements efforts towards components of reliability and responsiveness.

Kumbhar, Vijay (2011)- It examined the relationship between the demographics and customers' satisfaction in internet banking,. It also found out relationship between service quality and customers' satisfaction as well as satisfaction in internet banking service provided by the public sector bank and private sector banks. The study found out that overall satisfaction of employees, businessmen and professionals are higher in internet banking

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service. Also it was found that there is significant difference in the customers' perception in internet banking services provided by the public and privates sector banks.

Ismail A., Bootwala and Gokhru A. (2012)- in their study service quality issue are critically examines from the perspectives of customers with respect to a developing economy India. In addition, it also examined the impact of various demographic variables on selection of banks.

Tazreen S. (2012) highlights the implication of SERVQUAL model for measuring service quality in terms of the differences between the customer expectations and their perceptions regarding the service offered. The finding reveals the gap between expectation and perception of service quality dimensions regarding customer services. Responsiveness shows a highest gap scores while four remaining dimensions shows the comparatively smaller gap scores.

Objective of the study

The main objective of this study is to understand the expectation of students from banking system, particularly from State Bank of India. Other objectives are:-

Objective 1: To know the expectation & perception of students while using banking facilities.

Objective 2: To evaluate the services expected by students, so as to help SBI to find strategies to improve upon.

Research Methodology

No	**Particular**	**Customer's survey**
1	Research Design	Descriptive Research Design
2	Source(s) of data method	Secondary data – literature review, books, research papers, web. Primary data – structured questionnaire
3	Data collection	Personal Survey Method
4	Population	Students of Vadodara City
5	Sample size	50 respondents
6	Data Collection instrument	Structured Questionnaire
7	Research tool	SPSS (Statistical package to social science)

Analysis and Interpretation

TABLE 1: Age Group of respondents

Age group	**Frequency**	**Percent**

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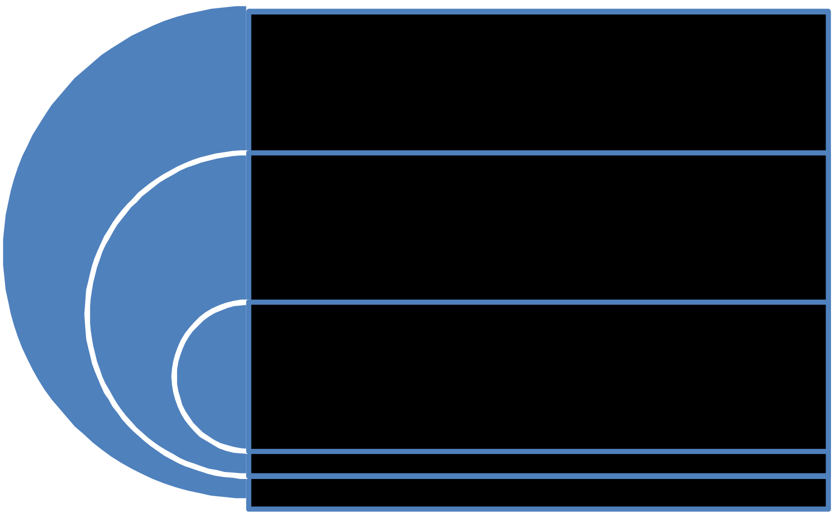
18-21	17	33.3
22-25	28	54.9
26-30	6	11.8
Total	**51**	**100.0**

GRAPH 1: Age Group of respondents



In the above graph, 33.33% students belong from 18-21 age group, 54.9% belong from 22-25 age group, 11.8% belong from 26-30 age group.

TABLE 2: Gender

Gender	**Frequency**	**Percent**
Male	27	52.9
Female	24	47.1
Total	51	100.0

GRAPH 2: Gender

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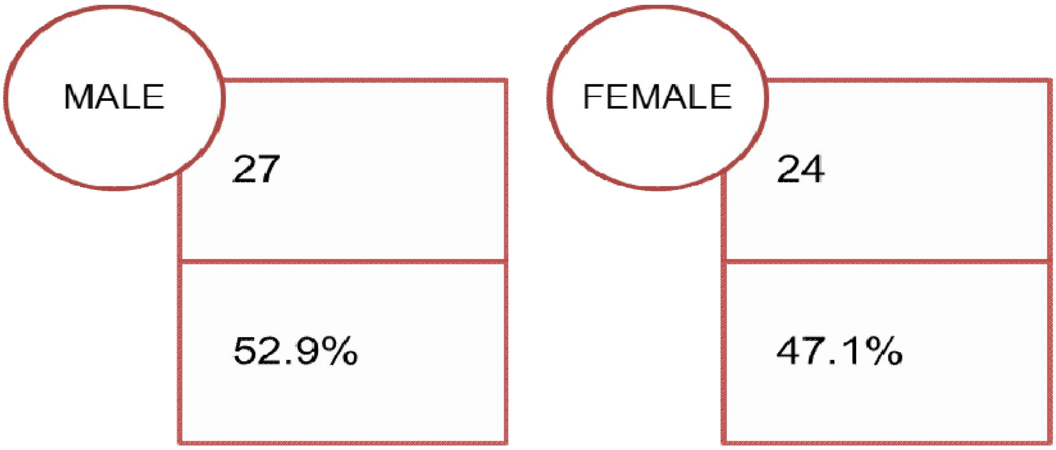

Out of 51 students 27 are male and 24 are female students.

TABLE 3: Banking services based on expectation (%)

Services	Least Important	Not Important	Neutral	Important	Most Important
Net Banking			9.8	43.1	47.1
Mobile Banking			2	37.3	60.8
Offline Statements	3.9	3.9	33.3	37.3	21.6
Cash Deposit Machine (CDM)			7.8	47.1	45.1
Debit/Credit cards				17.6	82.4
Automated Teller machines (ATM)				23.5	76.5
Cheques	2	3.9	17.6	49	27.5
Demand Drafts	5.9	13.7	37.3	33.3	9.8

GRAPH 3: Banking services based on expectation (%)

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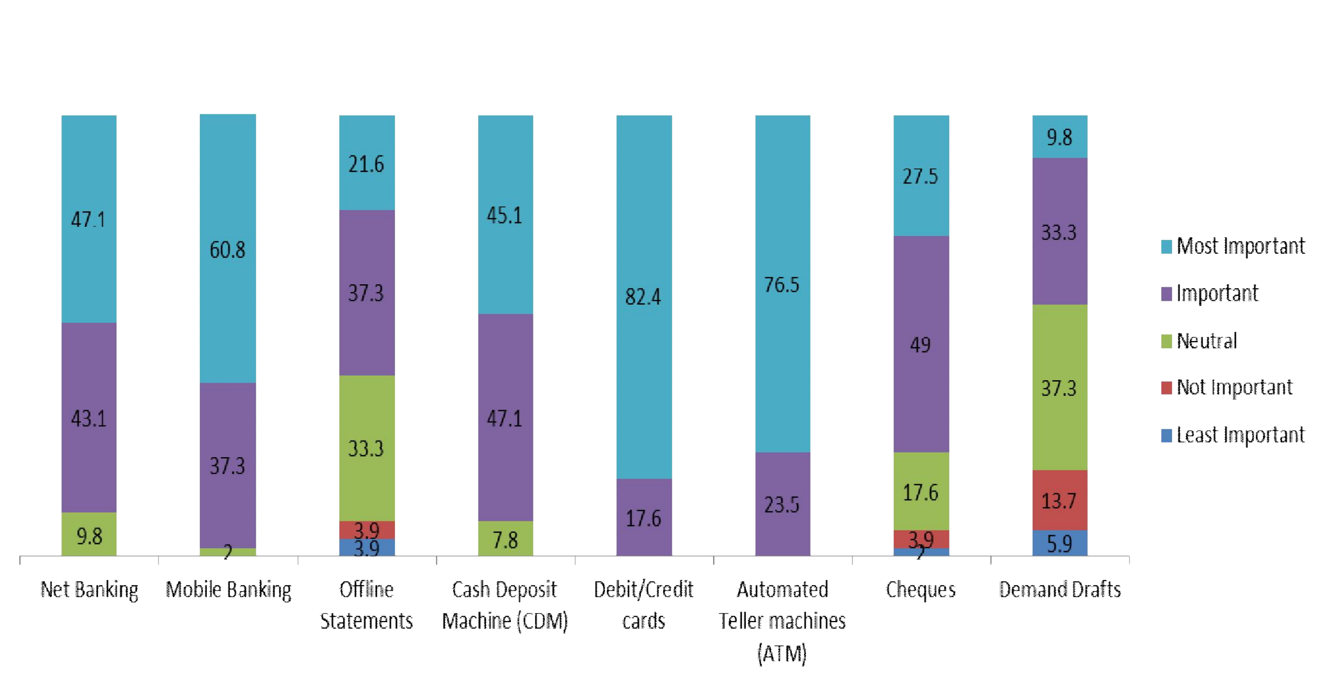

ATM can be used anytime and anywhere so 76.5% students' expectation towards ATM is most important because it is best tool for cash withdrawal.

Debit/Credit card service is most important tool for students i.e. 82.4% the reason behind that is taking a money is risky than taking a card. There is no student who says that this service is neutral or not important.

Time is as important as money, so one of the easy way which customer expect is net and mobile banking which connects customers and bank internally. so approx. 40% students gives importance to net and mobile banking.

More than 90% customers are gives importance to cash deposit machine which save a time of customers for wait in queue.

Offline statements are more powerful as they are considered as physical evidence so, 37.3% students feel that offline statements are important. One of the way for payment is cheques so there are 49% of students who give Importance to this services.

Demand draft is mostly used by students but there are only 9.8% students who say that this service is most important for them as it is now replaced by other services.

TABLE 4: Banking services based on perception (%)

Services	Least Important	Not Important	Neutral	Important	Most Important
Net Banking	2	3.9	7.8	49	37.3
Mobile Banking	2	2	7.8	43.1	45.1
Offline Statements		2	41.2	39.2	17.6
Cash Deposit Machine	2		19.6	45.1	33.3

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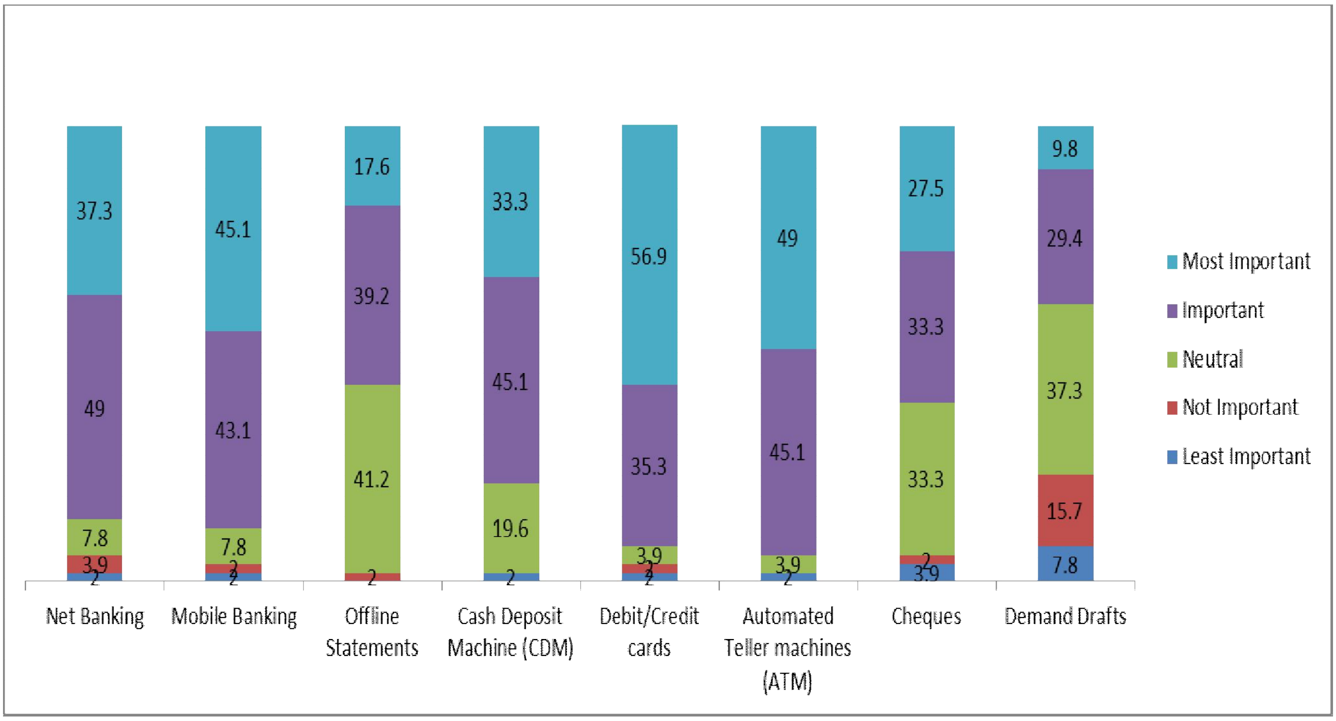
(CDM)					
Debit/Credit cards	2	2	3.9	35.3	56.9
Automated Teller machines (ATM)	2		3.9	45.1	49
Cheques	3.9	2	33.3	33.3	27.5
Demand Drafts	7.8	15.7	37.3	29.4	9.8

GRAPH 4: Banking services based on perception (%)



76.5% Students expect that ATM is most important service which banks provide but only 49% Students perception towards SBI ATM service is most important because one of the reason behind that is non-availability of cash in ATM and sometimes many of the ATM are closed. 82.4% Students expectation towards Debit/credit cards is most important and 56.9% Students perception towards this service from SBI bank is most important so we can say that we are about to reach their expectation level. 43.1% Students expect that net banking is important and 49% Students perception towards this service from SBI bank is important which shows that from SBI bank additional 5.9% Students are satisfied. 37.3% Students expect that mobile banking is important and 43.1% Students perception towards this service from SBI bank is important so we have satisfied their expectation. More than 90% Students expectation towards CDM is important and 78.4% Students are satisfied from SBI CDM service. More than 30% Students feel that cheques service provided from SBI bank is important while there are approx. 50% Students who expect for the same.

One Way Anova

H0: There is no relationship between banking services based on students' expectation and Gender.

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H1: There is relationship between banking services based on students'expectation and Gender.

ANOVA

Banking services based on expectation		Sum of Squares	Df	Mean Square	F	Sig.
Net Banking	Between Groups	0.07	1	0.07	0.156	0.694
	Within Groups	21.852	49	0.446		
	Total	21.922	50			
Mobile Banking	Between Groups	0.353	1	0.353	1.235	0.272
	Within Groups	14	49	0.286		
	Total	14.353	50			
Offline Statements	Between Groups	0.184	1	0.184	0.185	0.669
	Within Groups	48.796	49	0.996		
	Total	48.98	50			
Cash Deposit Machine(CDM)	Between Groups	0.681	1	0.681	1.734	0.194
	Within Groups	19.241	49	0.393		
	Total	19.922	50			
Debit/Credit Cards	Between Groups	0.004	1	0.004	0.029	0.866
	Within Groups	7.407	49	0.151		
	Total	7.412	50			
Automated Teller Machine (ATM)	Between Groups	0.033	1	0.033	0.177	0.676
	Within Groups	9.144	49	0.187		
	Total	9.176	50			
Cheques	Between Groups	0.681	1	0.681	0.85	0.361
	Within Groups	39.241	49	0.801		
	Total	39.922	50			
Demand Draft	Between Groups	0.458	1	0.458	0.434	0.513
	Within Groups	51.699	49	1.055		

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	Total	52.157	50			

*Relationship proved at 5% level of significant

As shown in the above table there is no variable where the Significance value is less than 0.05. Hence null hypothesis is accepted as there is no relationship between banking services based on customer expectation and Age.

H0: There is no relationship between banking services based on students' expectation and Age.

H1: There is relationship between banking services based on students' expectation and Age.

ANOVA

Banking services based on expectation		Sum of Squares	df	Mean Square	F	Sig.
Net Banking	Between Groups	2.647058824	2	1.3235294	3.296032553	**0.04557***
	Within Groups	19.2745098	48	0.4015523		
	Total	21.92156863	50			
Mobile Banking	Between Groups	1.556722689	2	0.7783613	2.919717616	0.063588
	Within Groups	12.79621849	48	0.2665879		
	Total	14.35294118	50			
Offline Statements	Between Groups	3.343837535	2	1.6719188	1.758504811	0.183221
	Within Groups	45.63655462	48	0.9507616		
	Total	48.98039216	50			
Cash Deposit Machine(CDM)	Between Groups	0.042016807	2	0.0210084	0.050725659	0.95059
	Within Groups	19.87955182	48	0.4141573		
	Total	19.92156863	50			
Debit/Credit Cards	Between Groups	0.245798319	2	0.1228992	0.823218997	0.445118
	Within Groups	7.165966387	48	0.149291		
	Total	7.411764706	50			
Automated Teller Machine (ATM)	Between Groups	0.598739496	2	0.2993697	1.675238795	0.198026
	Within Groups	8.577731092	48	0.1787027		
	Total	9.176470588	50			

Cheques	Between Groups	0.016106443	2	0.0080532	0.00968676	0.990362
	Within Groups	39.90546218	48	0.8313638		
	Total	39.92156863	50			
Demand Draft	Between Groups	0.981092437	2	0.4905462	0.460104818	0.633972
	Within Groups	51.17577031	48	1.0661619		
	Total	52.15686275	50			

*Relationship proved at 5% level of significant

As shown in the above table there is only one variable where the Significance value is less than 0.05. Hence for this variable the null hypothesis is failed to reject at 5% level of significance. Hence for this variable we can conclude that there is a relationship between banking services based on customer expectation and Age.

Results/Suggestions

- There are many students who have complained about the pass book printing machines. So, bank should work on this as employees are also affected by this.
- Banks should have more ATM, as there are many ATM where cash is not available and even machines are not working and it is also most important factor for the students according to this study.
- 54.9% of students fall in age group of 22-25 which is highest among all.
- There is only one factor i.e. Net banking which shows that there is relationship between banking services based on expectation and age.

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