A Study on Customer Delight in Banking

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Abstract

The banking industry like other industries have its own competition, uncertainties, new technological advancement and changing market conditions. Customer Satisfaction is one of the key area's banks have to focus if it wants to be attained long-term success. In this study we have examined the level of satisfaction of the customers towards the services rendered by public and private sector banks. The main aim of the study is to evaluate the determinants of Customer Satisfaction in Banking Sector. For this a descriptive research was carried out to analyse the data collected from 105 customers of both public and private sector banks. The inferences from the results depict the factors that are crucial for enhancing customer satisfaction. Based on the inference's suggestions are given to help banks improve their service quality.

1. Introduction

Customer satisfaction is now the major focus of all the organizations in the whole world. The Satisfaction of the customer decides whether the organization stays in the market or not. Every bank has been using customer satisfaction to survive the immense competition. To measure the customer satisfaction the banks have been using tools, techniques and even software's so that they can make right decision. Now the banking sector is transforming itself to modern banking from traditional banking. Now the customers are more aware and more knowledgeable than before. So the customer

satisfaction plays a mandatory role to find out the factors that provide customers the satisfaction from the services provided by the banks.

Due to the recent environment in the business the competition in the market has been increasing immensely and is becoming challenging in nature. The demand in the global market has pushed organizations to restructure their products and systems in their companies to improve their service quality and remain competitive. The intangible nature of the services plays a major role because it is very difficult to analyse and evaluate how the customers perceive and how they evaluate the service outcome. The level of satisfaction of the customer by using the service can be evaluated by the service quality. The biggest issue now is the service quality effecting the financial outcomes and profit of the organization.

The increase in the quality of services brings in positive outcomes for the organization. The organization knows that the continuous improvement in the service quality and offerings can affect the customer satisfaction level, so they can provide resources that can reach the customers expectation standard. This research focuses on the attitude of customers and evaluates the relationship between the customer satisfaction and quality of the services.

2. Review of Literature

Lenka, U., Suar, D., & Mohapatra, P. K. (2009)**'s** paper examined about the service quality of the Indian Commercial Banks that cherishes the customer loyalty. Data was collected from 350 customers of commercial banks branches that are located in Orissa. The result suggested from this study is to better human, technical and tangible aspect of services provided by banks branches which increases the customer satisfaction. The aspect of human is the one that is found influencing customers rather than technical and tangible aspects, it also promotes and customer loyalty.

Van Quyet, T., Vinh, N. Q., & Chang, T. (2015)'s paper examined about the service quality effects on customer satisfaction in Banking Industry by testing the quality of deposit in banking industry. The results through this study suggests that the five servqual factors can be used to test services provided by banks in the whole system.

Subashini, R. (2016)'s research paper focuses on the findings of existing literature to identify and explain the dynamics of quality service and satisfaction of the customer. The research suggests that a wide array of suggestions for rural and urban customers, bankers, government and academicians. Through this research they also suggest that the bank managers must extend their

fullest service to their customers to increase the satisfaction of the customers and service quality of the banks.

Kakuoris, A., & Finos, P. (2016)'s paper examined about the perception of customers over the service quality provided by the banks. In this study they have conducted the survey using the Servqual measures. They have also attempted to prove the correlation between the Customers perception regarding the service quality. In their findings they have specified that there is a shortfall in the service quality.

Uddin, M.B., & Akhter, B. (2012)'s paper examined about the Customer Satisfaction of Banking Industry in Bangladesh. The review used factor analysis and structural equation modelling to analyse data. The review suggests that the fair service charges and service quality have direct relationship with the customer satisfaction in Banking Industry. Bank managers are suggested to focus on operations and operating strategies on desires of customers to increase the satisfaction level of customers.

Selvakumar, J.J. (2015)'s paper examines the impact of service quality on customer satisfaction in public sector and private sector banks. The research suggests that realizing the gap between expected and actual service quality, customer satisfaction can be improved immensely.

Mengi, P. (2009)'s paper examined the customer satisfaction towards service quality among the private and public sector banks specially at Jammu. In this study the service quality of banks have been measured by the SERVQUAL Scale. Servqual scale was used for know the different sides of service quality and chi-square was used for to understand the impact of Servqual (service performance) dimensions. Through this study it was suggested that public sector banks customers where more satisfied than the customers of private sector banks.

Singh, S., & Arora, R. (2011)'s paper examines the comparative study on customer satisfaction in public, private and foreign banks in the location of Delhi. The research was took up to assess the services specifically the IT services provided by the banks and to analyse the factors that are effecting the customer satisfaction with the quality of service. The study was conducted among public, private and foreign banks in Delhi and random sampling technique was used for the selection of samples. The study was conducted in Five zones in Delhi (East, West, North, South and Central). One branch from above zones where selected randomly. The sampling was used to do intra bank comparison. The study said that the customers where not satisfied with the behaviour of employees towards customer and where unsatisfied by the high charges, accessibility of foreign and private banks.

Agarwal, J. (2012)'s paper examines on the customer satisfaction in Indian Banking Services. The research used descriptive research design. The data for this study was collected through the questionnaire. The data was collected from the different customers of two banks in Aligarh, Uttar Pradesh (State Bank of India and ICICI bank). A sample size of 50 were contacted personally to get responses on the quality of services in banks. The Service quality model developed by Zeithamal, Parsuraman and Berry (1988) was used in this study. The study showed that there is a major perpetual difference among the public sector banks and private sector banks regarding the service quality. The said perpetual difference in private bank is narrow.

Virk, N., & Mahal, P. K. (2012) 's paper examines about the comparative analysis of level of customer satisfaction on the services provided by the public and private sector banks. The study was specifically conducted at Chandigarh city. Using the Convenient sampling method a sample of 160 customers where selected. The study was taken up based on the questionnaire method. The study suggests that the customers have preferred private sector banks in majority. The private sector banks have emphasized more on building relationship with their clients and are equipped better in technology comparing to public sector banks.

3. Need and Scope

The financial system as a whole basically relies on its clients. Its basic problem is to have a strong customer base by not just bringing in new customer but also to retain the existing customers also. Finding the customer's need is crucial for customer satisfaction and retention, what the customer exactly wants, when they want it and then satisfy them accordingly, these are some of the ways that can make a customer loyal. In today's market, keeping customers happy and loyal is critical to a bank's success.

Customer satisfaction is one of the most important things to consider when determining whether or not to do business with a particular bank. Giving customers what they want and asking for is what customer satisfaction is all about.

This study evaluates the determinants of Customer Satisfaction in Banking Sector and investigates the relationship between the Customer Satisfaction variables and overall satisfaction of the bank. Suggestions were given based on the level of satisfaction of the customers towards various services rendered by public and private sector banks.

4. Objectives of the Study

The prime focus of this study is to examine the level of satisfaction of the customers towards the services rendered by public and private sector banks. This study evaluated the determinants of Customer Satisfaction in Banking Sector. The study also tried to investigate the relationship between the Customer Satisfaction variables and overall satisfaction of the bank. It was designed to assess the impact of various service quality dimensions in banking sector on Customer Satisfaction.

5. Research Methodology

Descriptive research design was adopted for this study. Probability sampling method is used and the samples are selected by simple random sampling technique. The universe of the sample is the potential customer of Commercial banks. Primary data was collected from the selected sample size of 155. After data cleaning and filtration responses from 105 valid respondents were taken for analysis. The data was collected using a structured questionnaire and the personal interview method was adopted in collecting the data.

6. Analysis and Testing of Hypotheses

The questionnaire administered had 16 variables which measure the level of satisfaction of customer towards banking services. Correlation analyses has been carried out for the sixteen factors and the result have been analysed. Spearmen ranked correlation which is a statistical measure of the direction and strength of the monotonic correlation between two continuous or ordinal variables is used as the tool to measure. The results are presented below.

Table 1- Correlation between "Usefulness of Net Banking" and "Simplicity of the Net Banking"

		Usefulness of Net Banking	Simplicity of the Net Banking
Usefulness of Net Banking	Spearman's Correlation	1	0.88
	Sig.(1-tailed)	-	0
Simplicity of the Net Banking	Spearman's Correlation	0.88	1
	Sig.(1-tailed)	0	-

The difference in the significance level between the variables "Usefulness of Net Banking" and "Simplicity of the Net Banking" is said to be 0.000, which is less than the expected P value of 0.05. So, it is statistically significant to conduct correlation test. The result given in the above table indicates that, the Spearman Correlation co-efficient value is 0.88. This indicates there is a positive relationship and closer relationship between the variables. This infers that the variables "Usefulness of Net banking" and "Simplicity of the Net Banking" are impacted unidirectional.

Table 2- Correlation between "Interest Rate of Deposits" and "Interest Rate of Loans"

		Interest rate of Deposits	Interest rate of Loans
Interest rate of Deposits	Spearman's Correlation	1	0.83
	Sig.(1-tailed)	-	0
Interest rate of Loans	Spearman's Correlation	0.83	1
	Sig.(1-tailed)	0	-

The difference in the significance levels between the variables "Interest rate of Deposits" and "Interest rate of Loans" is computed and output is 0.000, which is less than the P value of 0.05. So, it is statistically significant to conduct correlation test. The results shows that the Spearman Correlation co-efficient is 0.83 for the data taken for the study. This output reveals that there is a positive and close relationship between these variables "Interest rate of Deposits" and "Interest rate of Loans" are impacted unidirectional.

In the next stage the impact of demographics of the respondents on their satisfaction towards banking services was analysed. The impact of gender on the satisfaction towards Neatness and Orderliness, Location Convenience of the Branches, Sufficient Staff members to guide the customers, Quick and Friendly Service, Proper Responses to Calls by the Bank, Usefulness of Net Banking Services, Simplicity of Net Banking Services, Transaction Alerts, Safety of Online Transactions, Convenience of obtaining Debit/Credit Cards, interest rate of deposits, interest rate of loans, Collection of Cheques, Account opening/closing procedures, Charges Levied by Banks, ATM Machine Availability, Overall satisfaction using Mann Whitney u Test and Kruskal Wallis test. The results are tabulated below.

Table 3- Gender and Satisfaction towards Neatness and Orderliness (Mean Rank)

Ranks				
	Gender of the Respondent	N	Mean Rank	Sum of Ranks
Neatness and Orderliness	Male	37	48.01	1776.50
	Female	68	55.71	3788.50
	Total	105		

Table 4- Gender and Satisfaction towards Neatness and Orderliness (Test Statistics)

Test Statistics	
	Neatness and Orderliness
Mann-Whitney U	1073.500
Wilcoxon W	1776.500
Z	-1.313
Asymp. Sig. (2-tailed)	.189

From the above table, we can see that P Value is greater than 0.05, hence Null hypothesis is accepted. From this we conclude that there is no statistical difference between male and female in their satisfaction towards Neatness and Orderliness.

Table 5- Gender and Satisfaction towards Location Convenience of the Branches (Mean Rank)

Ranks				
	Gender of the Respondents	N	Mean Rank	Sum of Ranks
Locality convenience of the bank	Male	37	49.04	1814.50
	Female	68	55.15	3750.50
	Total	105		

Table 6- Gender and Satisfaction towards Location Convenience of the Branches (Test Statistics)

Test Statistics[a]	
	Locality convenience of the bank
Mann-Whitney U	1111.500
Wilcoxon W	1814.500
Z	-1.048
Asymp. Sig. (2-tailed)	.295

From the above table, we can see that P Value is greater than 0.05, hence Null hypothesis is accepted. From this we conclude that there is no statistical difference between male and female in their satisfaction towards the Location Convenience of Bank.

Table 7- Gender and Satisfaction towards Sufficient Staff Members to Guide the Customers (Mean Rank)

Ranks				
	Gender of the Respondents	N	Mean Rank	Sum of Ranks
Sufficient staff members to guide the customers	Male	37	47.73	1766.00
	Female	68	55.87	3799.00
	Total	105		

Table 8- Gender and Satisfaction towards Sufficient Staff Members to Guide the Customers (Test Statistics)

Test Statistics[a]	
	Sufficient staff members to guide the customers
Mann-Whitney U	1063.000
Wilcoxon W	1766.000
Z	-1.378
Asymp. Sig. (2-tailed)	.168

From the above table, we can see that P Value is greater than 0.05, hence Null hypothesis is accepted. From this we conclude that there is no statistical difference between male and female in their satisfaction towards the Sufficient Staff members to guide the customers.

Table 9- Gender and Satisfaction towards Quick and Friendly Service (Mean Rank)

Ranks					
	Gender of the respondents	N	Mean Rank	Sum of Ranks
Quick and Friendly Service	Male	37	41.91	1550.50
	Female	68	59.04	4014.50
	Total	105		

Table 10- Gender and Satisfaction towards Quick and Friendly Service (Test Statistics)

Test Statistics[a]	
	Quick and Friendly Service
Mann-Whitney U	847.500
Wilcoxon W	1550.500
Z	-2.870
Asymp. Sig. (2-tailed)	.004

From the above table, we can see that P Value is lesser than 0.05, hence Null hypothesis is rejected. From this we conclude that there is statistical difference between male and female in their satisfaction towards the Quick and Friendly Service.

Table 11- Gender and Satisfaction towards Proper Responses to Calls by the Bank (Mean Rank)

Ranks					
	Gender of the respondents	N	Mean Rank	Sum of Ranks
Proper Responses to Calls by the Bank	Male	37	47.77	1767.50
	Female	68	55.85	3797.50
	Total	105		

Table 12- Gender and Satisfaction towards Proper Responses to Calls by the Bank (Test Statistics)

Test Statistics[a]	
	Proper Responses to Calls by the Bank
Mann-Whitney U	1064.500
Wilcoxon W	1767.500
Z	-1.347
Asymp. Sig. (2-tailed)	.178

From the above table, we can see that P Value is higher than 0.05, hence Null hypothesis is Accepted. From this we conclude that there is no statistical difference between male and female in their satisfaction towards the Proper Responses to Calls by the Bank.

Table 13- Gender and Satisfaction towards Usefulness of Net Banking Services (Mean Rank)

Ranks				
	Gender of the Respondant	N	Mean Rank	Sum of Ranks
Usefulness of Net Banking Services	Male	37	43.96	1626.50
	Female	68	57.92	3938.50
	Total	105		

Table 14- Gender and Satisfaction towards Usefulness of Net Banking Services (Test Statistics)

Test Statistics[a]	
	Usefulness of Net Banking Services
Mann-Whitney U	923.500
Wilcoxon W	1626.500
Z	-2.340
Asymp. Sig. (2-tailed)	.019

From the above table, we can see that P Value is higher than 0.05, hence Null hypothesis is Accepted. From this we conclude that there is no statistical difference between male and female in their satisfaction towards the Usefulness of Net Banking Services.

Table 15- Gender and Satisfaction towards Simplicity of Net Banking Services (Mean Rank)

Ranks				
	Gender of the Respondant	N	Mean Rank	Sum of Ranks
Simplicity of the Net Banking	Male	37	46.74	1729.50
	Female	68	56.40	3835.50
	Total	105		

Table 16- Gender and Satisfaction towards Simplicity of Net Banking Services (Test Statistics)

Test Statistics[a]	
	Simplicity of the Net Banking
Mann-Whitney U	1026.500
Wilcoxon W	1729.500
Z	-1.627
Asymp. Sig. (2-tailed)	.104

From the above table, we can see that P Value is higher than 0.05, hence Null hypothesis is Accepted. From this we conclude that there is no statistical difference between male and female in their satisfaction towards the Simplicity of Net Banking Services.

Table 17- Gender and Satisfaction towards Transaction Alerts (Mean Rank)

Ranks				
	Gender of the Respondent	N	Mean Rank	Sum of Ranks
Transaction Alert (Messages from banks to mobile)	Male	37	44.27	1638.00
	Female	68	57.75	3927.00
	Total	105		

Table 18- Gender and Satisfaction towards Transaction Alerts (Test Statistics)

Test Statistics	
	Transaction Alert (Messages from banks to mobile)
Mann-Whitney U	935.000
Wilcoxon W	1638.000
Z	-2.260
Asymp. Sig. (2-tailed)	.024

From the above table, we can see that P Value is higher than 0.05, hence Null hypothesis is Accepted. From this we conclude that there is no statistical difference between male and female in their satisfaction towards the Transaction Alert.

Table 19- Gender and Satisfaction towards Safety of Online Transactions (Mean Rank)

Ranks				
	Gender of the Respondent	N	Mean Rank	Sum of Ranks
Safety of online transaction	Male	37	42.88	1586.50
	Female	68	58.51	3978.50
	Total	105		

Table 20- Gender and Satisfaction towards Safety of Online Transactions (Test Statistics)

Test Statistics[a]	
	Safety of online transaction
Mann-Whitney U	883.500
Wilcoxon W	1586.500
Z	-2.648
Asymp. Sig. (2-tailed)	.008

From the above table, we can see that P Value is higher than 0.05, hence Null hypothesis is Accepted. From this we conclude that there is no statistical difference between male and female in their satisfaction towards the Safety towards Online Transaction.

Table 21- Gender and Satisfaction towards Convenience of Obtaining Debit/Credit Card (Mean Rank)

Ranks				
	Gender of the Respondents	N	Mean Rank	Sum of Ranks
Convenience of obtaining Debit/Credit card	Male	37	43.42	1606.50
	Female	68	58.21	3958.50
	Total	105		

Table 22- Gender and Satisfaction towards Convenience of Obtaining Debit/Credit Card (Test Statistics)

Test Statistics[a]	
	Convenience of obtaining Debit/Credit card
Mann-Whitney U	903.500
Wilcoxon W	1606.500
Z	-2.485
Asymp. Sig. (2-tailed)	.013

From the above table, we can see that P Value is lesser than 0.05, hence Null hypothesis is rejected. From this we conclude that there is statistical difference between male and female in their satisfaction towards the Satisfaction towards Convenience of obtaining Debit/Credit Card.

Table 23- Gender and Satisfaction towards Interest Rate of Deposits (Mean Rank)

Ranks				
	Gender of the respondents	N	Mean Rank	Sum of Ranks
Interest Rate of Deposits	Male	37	46.57	1723.00
	Female	68	56.50	3842.00
	Total	105		

Table 24- Gender and Satisfaction towards Interest Rate of Deposits (Test Statistics)

Test Statistics[a]	
	Interest Rate of Deposits
Mann-Whitney U	1020.000
Wilcoxon W	1723.000
Z	-1.672
Asymp. Sig. (2-tailed)	.094

From the above table, we can see that P Value is higher than 0.05, hence Null hypothesis is accepted. From this we conclude that there is no statistical difference between male and female in their satisfaction towards the Satisfaction towards interest rate of deposits.

Table 25- Gender and Satisfaction towards Interest Rate of Loans (Mean Rank)

Ranks				
	Gender of the respondents	N	Mean Rank	Sum of Ranks
	Male	37	50.14	1855.00
Interest rate of Loans	Female	68	54.56	3710.00
	Total	105		

Table 26- Gender and Satisfaction towards Interest Rate of Loans (Test Statistics)

Test Statistics[a]	
	Interest rate of Loans
Mann-Whitney U	1152.000
Wilcoxon W	1855.000
Z	-.749
Asymp. Sig. (2-tailed)	.454

From the above table, we can see that P Value is higher than 0.05, hence Null hypothesis is accepted. From this we conclude that there is no statistical difference between male and female in their satisfaction towards the Satisfaction towards interest rate of loans.

Table 27- Gender and Satisfaction towards Collection of Cheques (Mean Rank)

Ranks				
	Gender of the Respondents	N	Mean Rank	Sum of Ranks
	Male	37	45.34	1677.50
Collection of Cheques	Female	68	57.17	3887.50
	Total	105		

Table 28- Gender and Satisfaction towards Collection of Cheques (Test Statistics)

Test Statistics[a]	
	Collection of Cheques
Mann-Whitney U	974.500
Wilcoxon W	1677.500
Z	-2.047
Asymp. Sig. (2-tailed)	.041

From the above table, we can see that P Value is lesser than 0.05, hence Null hypothesis is rejected. From this we conclude that there is statistical difference between male and female in their satisfaction towards the Satisfaction towards Collection of Cheques.

Table 29- Gender and Satisfaction towards Account Opening/Closing Procedures (Mean Rank)

Ranks				
	Gender of the respondents	N	Mean Rank	Sum of Ranks
Account opening / closing Procedures	Male	37	45.47	1682.50
	Female	68	57.10	3882.50
	Total	105		

Table 30- Gender and Satisfaction towards Account Opening/Closing Procedures (Test Statistics)

Test Statistics[a]	
	Account opening / closing Procedures
Mann-Whitney U	979.500
Wilcoxon W	1682.500
Z	-1.969
Asymp. Sig. (2-tailed)	.049

From the above table, we can see that P Value is lesser than 0.05, hence Null hypothesis is rejected. From this we conclude that there is statistical difference between male and female in their satisfaction towards the Satisfaction towards Account opening/closing procedures.

Table 31- Gender and Satisfaction towards Charges Levied by Banks (Mean Rank)

Ranks				
	Gender of the respondents	N	Mean Rank	Sum of Ranks
Charges Levied by Banks	Male	37	49.76	1841.00
	Female	68	54.76	3724.00
	Total	105		

Table 32- Gender and Satisfaction towards Charges Levied by Banks (Test Statistics)

Test Statistics[a]	
	Charges Levied by Banks
Mann-Whitney U	1138.000
Wilcoxon W	1841.000
Z	-.839
Asymp. Sig. (2-tailed)	.401

From the above table, we can see that P Value is higher than 0.05, hence Null hypothesis is accepted. From this we conclude that there is no statistical difference between male and female in their satisfaction towards the Satisfaction towards Charges Levied by Banks.

Table 33- Gender and Satisfaction towards ATM Machine Availability (Mean Rank)

Ranks				
	Gender of the respondents	N	Mean Rank	Sum of Ranks
ATM machines availability	Male	37	45.18	1671.50
	Female	68	57.26	3893.50
	Total	105		

Table 34- Gender and Satisfaction towards ATM Machine Availability (Test Statistics)

Test Statistics[a]	
	ATM machines availability
Mann-Whitney U	968.500
Wilcoxon W	1671.500
Z	-2.049
Asymp. Sig. (2-tailed)	.040

From the above table, we can see that P Value is lesser than 0.05, hence Null hypothesis is rejected. From this we conclude that there is statistical difference between male and female in their satisfaction towards the Satisfaction towards ATM Machine Availability.

Table 35- Gender and overall Satisfaction (Mean Rank)

Ranks				
	Gender of the respondents	N	Mean Rank	Sum of Ranks
Overall Satisfaction of Customers	Male	37	44.51	1647.00
	Female	68	57.62	3918.00
	Total	105		

Table 36- Gender and overall Satisfaction (Test Statistics)

Test Statistics[a]	
	Overall Satisfaction of Customers
Mann-Whitney U	944.000
Wilcoxon W	1647.000
Z	-2.242
Asymp. Sig. (2-tailed)	.025

From the above table, we can see that P Value is lesser than 0.05, hence Null hypothesis is rejected. From this we conclude that there is statistical difference between male and female in their overall satisfaction towards banking services.

Table 37- Overall Satisfaction among different Age Groups (Mean Rank)

Ranks			
	Age of the respondent's	N	Mean Rank
Overall Satisfaction of Customers	Below 24	69	48.77
	25 – 34	26	60.50
	35 – 44	10	62.70
	Total	105	

Table 38- Overall Satisfaction among different Age Groups (Test Statistics)

Test Statistics[a,b]	
	Overall Satisfaction of Customers
Chi-Square	4.446
Df	2
Asymp. Sig.	.108

From the above table, we can see that P value is greater than 0.05, Hence Null Hypothesis is Accepted. From this we conclude that there is no statistical difference in overall satisfaction among different age groups.

Table 39- Overall Satisfaction among different Occupation Categories (Mean Rank)

Ranks			
	Occupation of Respondents	N	Mean Rank
Overall Satisfaction of Customers	Student	53	48.91
	Job Seeker / Not Employed	11	45.05
	Government Job	5	43.50
	Private Job	28	61.89
	Self Employed	8	65.88
	Total	105	

Table 40- Overall Satisfaction among different Occupation Categories (Test Statistics)

Test Statistics[a,b]	
	Overall Satisfaction of Customers
Chi-Square	6.813
Df	4
Asymp. Sig.	.146

From the above table, we can see that P value is greater than 0.05, Hence Null Hypothesis is Accepted. From this we conclude that there is no statistical difference in overall satisfaction among different Occupation categories.

Friedman Test is a non-parametric test which is been used instead of One-way ANOVA with repeated measures. The test was used to rank various elements of banking service that contribute to customer satisfaction.

Table 41- Ranks for various Elements of Banking Service that Contribute to Customer Satisfaction

Locality convenience of the bank	9.79	High
Account opening / closing Procedures	9.7	
ATM machines availability	9.5	
Usefulness of Net Banking Services	9.37	
Safety of online transaction	9.35	
Transaction Alert (Messages from banks to mobile)	9.07	
Neatness and Orderliness	9.05	
Simplicity of the Net Banking	8.92	Medium
Convenience of obtaining Debit/Credit card	8.66	
Sufficient staff members to guide the customers	8.15	
Collection of Cheques	7.93	
Proper Responses to Calls by the Bank	7.74	
Quick and Friendly Service	7.67	
Charges Levied by Banks	7.4	
Interest Rate Of Deposits	7.01	
Interest rate of Loans	6.68	Low

Table 42- Various Elements of Banking Service that Contribute to Customer Satisfaction (Test Statistics)

Test Statistics[a]	
N	105
Chi-Square	107.479
Df	15
Asymp. Sig.	.000
a. Friedman Test	

From the above table, we can see that P value is greater than 0.05, Hence Null Hypothesis is Accepted. From this we conclude that there is no statistical difference in satisfaction level of customers towards various elements of banking service.

- Locality convenience of the bank, Account opening / closing Procedures, ATM machines availability, Usefulness of Net Banking Services, Safety of online transaction, Transaction Alert (Messages from banks to mobile), Neatness and Orderliness are the highest factors that contributes towards customer satisfaction.
- Simplicity of the Net Banking, Convenience of obtaining Debit/Credit card, Sufficient staff members to guide the customers, Collection of Cheques, Proper Responses to Calls by the Bank, Quick and Friendly Service, Charges Levied by Banks, Interest Rate of Deposits are the neutral factors that are important for the contribution towards customer satisfaction.
- Interest rate of Loans is the least important factors that contributes towards customer satisfaction.

7. Discussion of Findings and Suggestions

From the results of correlation we can conclude that simplicity of the net banking service enhances its usefulness. If customers are satisfied with interest rates of deposits, they are also satisfied with interest rate of loans. From the result of Mann-Whitney Test it is obvious that both males and female respondents have similar opinion towards Location Convenience of the Branches, Sufficient Staff members to guide the customers, Quick and Friendly Service, Proper Responses to Calls by the Bank, Usefulness of Net Banking Services, Simplicity of Net Banking Services, Transaction Alerts, Safety towards Online Transaction, Convenience of obtaining Debit/Credit Card, Satisfaction towards interest rate of deposits, towards interest rate of loans. From the result of Mann-Whitney Test it is clear that both male and female respondents have difference in opinion towards the Satisfaction towards Collection of Cheques. From the result of Mann-Whitney Test it is clear that both male and female respondents have difference in their opinion towards the Satisfaction towards Account opening/closing procedures, Charges Levied by Banks, ATM Machine Availability, Overall Satisfaction of Customers.

From the results of Kruskal Wallis we can conclude that age and occupation does not have on effect on satisfaction of customers towards banking services. Locality convenience of the bank is the

highest factor that contributes towards customer satisfaction. Interest rate of Loans is the least important factor that contributes towards customer satisfaction.

The banks should have their branches at customer convenient locations so as to enhance their customer satisfaction. In order to satisfy customers banks have to provide prompt transaction alerts. Account opening and closing procedures should be made easy to enhance customer satisfaction. Increasing the Simplicity of the Net Banking service enhances its usefulness.

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