

A STUDY ON SERVICE QUALITY ANALYSIS IN THE BANKING SECTOR WITH SPECIAL REFERENCE TO STATE BANK OF INDIA

Dr.M.SivaKoti Reddy

*Associate Professor, Department of Management studies, Vignan's Foundation for Science, Technology and Research,
Guntur*

Ms.P.Divya

Student, Department of Management Studies Vignan's Foundation for Science, Technology and Research, Guntur

Abstract: *Quality in service is an indefinable concept because of the intangibles nature of the service offering and the definition of quality may vary from person to person and from situation to situation. Even though a universally accepted definition of quality does not exist till now, most writers on service quality supports a customer's - centered definition with the reservation that customer expectations are not necessarily consistent or predictable. The origin of the State Bank of India goes back to the first decade of the nineteenth century with the establishment of the Bank of Calcutta in Calcutta on 2 June 1806. and also give some valuable suggestions. But to get there need to know about the 5 Service Quality Dimensions. Many actually think that service is just a little part of the marketing mix. Each of the 5 Service Quality Dimensions makes an extra addition to the level and quality of service which the company offers their customers. It also makes the service far more unique and satisfying.*

Keywords: *Service quality, Customer expectations, Marketing mix.*

1. INTRODUCTION

It clearly defines how far the banks are providing/offering services to the banks. And in the banks it is related to financial aspects like making transactions, investing, withdrawal. And if we see our prime minister implemented the concept of demonetization at that point of time there was problems with the banks in order to provide money to the customers. customers are waiting outside the banks in order to withdraw the money. Banks play a crucial role in offering quality services to the customers and the problem was reduced to some extent by providing some atm's to reduce the effort of the customer. And if we see the employees working in the banks have a lot of security

2. BANKING ACTIVITIES

Banks' activities can be divided into retail banking, dealing directly with individuals; business banking, providing services to mid-size business; corporate banking dealing with large business entities; private banking, providing wealth management services to High Net Worth Individuals; and investment banking, relates to helping customers raise funds in the Capital Markets and advising on mergers and acquisitions. Banks are now moving towards Universal Banking, which is a combination of commercial banking, investment banking and various other activities including insurance.

3. TECHNOLOGICAL DEVELOPMENTS

Technology has brought about strategic transformation in the working of banks. With years, banks are also adding services to their customers. The Indian banking industry is passing through a phase of customers market. The customers have more choices in choosing their banks. With stiff competition and advancement of technology, the service provided by banks has become more easy and convenient.

Internet Banking (E-Banking)

Internet banking (or E-banking) means any user with a personal computer and a browser can get connected to his banks website to perform any of the virtual banking functions. In internet banking system the bank has a centralized database that is web-enabled. All the services that the bank has permitted on the internet are displayed in menu. Any service can be selected and further interaction is dictated by the nature of service. The traditional

branch model of bank is now giving place to an alternative delivery channels with ATM network. Once the branch offices of bank are interconnected through terrestrial or satellite links, there would be no physical identity for any branch.

4. STATEMENT OF THE PROBLEM

Service marketers have really understood the competition can be well managed by differentiating through service quality. Significance of service lies in customer service management. The service quality has play a vital role of banking sector. The bank has differ the one bank with another bank quality of good service. On the basis of above state the researcher has to take necessary step to prove the following questions from the above problem the following questions is arise to the customer of the bank.

1. To what extent SBI satisfies its customers?
2. What strategy should be followed by SBI to provide best service?

5. RESEARCH METHODOLOGY

In the research methodology I have used primary data. I have prepared questionnaire consists of 15 questions and I have collected the total 100 responses

6. FINDINGS

- 23% of them are in between age group 20-25 and 11% are 25-30 age group and 16% are in between 15-20 age group
- Coming to occupation 10% are self employed, 2% are salaried, 8% are house wife, 80% are students
- Coming to educational Qualification 18% are SSC/Diploma, 6% are intermediate, 30% are graduates and 46% are post graduation
- In terms of visually appealing of the physical facilities 58% are moderately agreed and 38% are strongly agreed
- Coming to neat appearance of the employees 50% are strongly agreed and 42% are moderately agreed
- In terms of visually appearance of materials associated with the service 50% of them are strongly agreed and 46% are moderately agreed
- Coming to employees giving prompt services to the customers 40% are strongly agreed and 50% are moderately agreed
- Coming to are employees are understanding the specific need of the customer 60% are strongly agreed and 30% are moderately agreed
- Coming to giving promises to the customers to do the service at a certain time 30% are strongly agreed, 40% are moderately agreed and 30% are strongly disagreed
- Coming to providing the services to the customers at the time the service was promised 40% are strongly agreed, 30% are moderately agreed, 20% are strongly disagreed and 10% are moderately disagreed
- Whether the employees are having the knowledge (or) not to answer the questions posed by the customer 60% of them have answered YES and 40% of them have answered NO
- Whether the employees working are always being willing to help the customers (or) not 70% of them have answered YES and 30% of them have answered NO
- Whether the customers are feeling good (or) bad for the transactions they made 60% of them answered YES and 40% of them have answered NO

7. SUGGESTIONS

- Most of them have not satisfied with giving promises to the customers to do the service at a certain time and this need to be improved

- Providing the service to the customers at the time the service was promised most of them are not satisfied
- The employees should possess some knowledge in order to answer the questions posed by customer who were visiting
- And also the employees should be in a position to help the customers who were visiting
- Also the transactions should be made easy and convenient to the customers

8. CONCLUSION

The main motto is to evaluate the customer satisfaction of service quality in state bank of India. During the analysis, the customers are highly satisfied with bank service. The bank has to improve the all dimension of service to some extended level to retain the customer for future period. The bank overall service customers are highly satisfied.

REFERENCES

- [1] Ahmed, I., Nawaz, M., Usman, A., Shaukat, M., Ahmad, N. and Iqbal, H. (2010) Impact of Service Quality on Customers' Satisfaction: Empirical evidence from telecom sector of Pakistan. *Interdisciplinary Journal of Contemporary Research in Business*. 1(12), 98-113
- [2] Arunkumar. G, & Dr. S.J. Manjunath (2012) service quality impact on customer satisfaction - a study of ICICI bank in mysore city *International Journal of Engineering and Management Research*, Vol. 2, Issue-4, August 2012 ISSN No.: 2250-0758 Pages: 1-4 www.ijemr.net
- [3] 3. IRJBM – (www.irjbm.org) Volume No – VIII, January – 2015, Issue – 2 Page 53 © Global Wisdom Research Publications – All Rights Reserved.
- [4] Arunkumar. G, & Dr. S.J. Manjunath (2012) service quality impact
- [5] www.sbi.co.in
- [6] www.researchandmarkets.com/reports/4020/Indian_banking_industry