



Impact of ATMs on Customer Satisfaction

(A Case Study of SBI in Kalaburagi District of Karnataka)

Dr. Bhagyashree Krishna Sindagi

Assistant Professor of Commerce

Govt. Womens First Grade College Jewargi Colony, Kalaburagi

Abstract:

The forces of globalization and technology have led to the consolidation of the global economy. Today, banks compete in the global market rather than the local market. As Karen Kaiser Clark puts it, banks need to adapt to this new environment: "Life is change, change is change." Growth is optional, choose wisely. Banks with a strong company focus on various delivery methods to meet the growing needs of customers. This allows them to reach customers all over the world. In addition, the one-size-fits-all approach has been replaced by an approach based on reform and innovation. In the words of Charles Darwin, "It is not the strongest of creatures, nor the most intelligent, but the most adaptable to change." Therefore, banks need to provide more services to survive in the changing environment. Technology becomes necessary if banks are to meet the needs of their customers, when they need them and what they want. Technology has changed the banking sector forever and banks must use technology to become their customers in order to provide good products to customers, especially the business world. This is due to many factors such as the opening up of the market, competition, internal and external problems in terms of size and scope, the variety of financial services needed, the rapid advancement of information technology, and the changing business environment.

Keywords: *Technology, Information, Financial, Banking, Changes*

Introduction:

Banks are creating new ways to serve customers, especially business customers, to eliminate the cumbersome, unnecessary and expensive paperbased process standard. Provide customers with online banking, telephone banking and other services to save customers time and money. Customers can get their bank account information sitting at home and even do business from there. An ATM machine or automated teller machine is a device that allows CAERD owners to perform daily banking transactions without interacting with a teller. ATMs provide a variety of banking services. The mission of ATM is to provide 24/7, 365 days electronic banking services to Indian customers with consistent services at all locations, anytime, anywhere. A well-known and well-known ATM network can be a good asset for the

bank's image. In order to remain competitive in the banking sector, banks need to provide a convenient ATM environment to their customers. . Information on financial services can generally be found in the fields of insurance, banking, capital markets, loans, payments, mortgages, banking, stock business, security, etc. The major studies related to this research are as follows. Part A explains the financial system in India (including primary, secondary and SEBI) and the depository system. Part B briefly covers all financial services (fund-based and fee based), derivatives and credit ratings, and hedging markets. Medium Loyalty briefly explains the importance of customer satisfaction and presents 20 ways to increase and expand customer loyalty. This topic is discussed in detail in the book Customer Satisfaction in Business Marketing and the concept of customer satisfaction is explored. We believe that business services are not for everyone. -yeh bo nagma hai jo har saaz pe haya nein jata– (This is a song that cannot be played on all instruments). So, before we dive in, make a commitment and ask and answer 4 questions. Tools to monetize the channel.

Objectives of the Study

The following are the objectives set for present study:

1. To know the historical development of ATMs.
2. To study the working process of ATMs.
3. To examine the extent of customer satisfaction or dissatisfaction with ATM service given by banks.
4. To identify critical areas where customer dissatisfaction is very high.
5. To identify dissatisfier and to suggest remedial measures.

Research Methodology

The present research involved and organized sequence of activities as mentioned below.

1. Designing the Questionnaire
2. Collecting the data through
 - Primary Source
 - Secondary Source
3. Analyzing data and drawing inference

'Case Study' technique has been adopted as the methodology for in-depth study . The researcher has collected the information from 100 respondents. The respondents are selected on random sampling method.

Sources of Data:

To meet the objectives of the study, the data has been collected from both primary and secondary sources.

Responses of cardholders collected through structured questionnaire were the source of primary data in addition, information collected from the bank officials through personal interview method.

Pertaining to secondary data, the published books on banking services, magazines like Bank Quest and information collected from various websites are the main sources.

Techniques used in the Study:

The plan of analysis and interpretation for analyzing data includes adoption of different techniques like percentages, ratio's etc 'Case study Technique is used to understand the study in a better way

ATM (History)

Many inventors have contributed to the history of the ATM. Don Wetzel invented the first ATM machine in the United States. He was a corporate lawyer and the lead designer of the ATM machine; he had the idea while waiting in line at a Dallas bank. At the time (1968), he was the vice president of product planning for Docutel Corporation, a manufacturer of handheld devices. The other two people named on the patent are chief engineer "Tom Barnes" and electrical engineer "George Chastain". The working model was created in 1969 and Docutel was patented in 1973.

Kalaburagi is considered as a backward city in Karnataka. Although Kalaburagi is not yet developed, its banks are not lagging behind in providing new services like single window, ATM etc. "AMANAT" has a total account holder of 4,000 out of which 1,000 have ATM cards. Corporation Bank is another bank which provides ATM services. It has a total of 9,000 cashiers out of which 2,500 have ATM cards. Canara Bank also provides ATM services. It installed the ATM in April 2003. Out of 10,000 depositors, 1200 depositors have ATMs

Customer Satisfaction:

The banking sector is a service sector and banks must prioritize customer satisfaction. Service is the end product of a bank's work and its success depends on efficiency and service quality. Customer satisfaction can be defined as:

The level of happiness created by use. Postconsumption behavior is mediated by previous behaviors towards the service, knowledge about food consumption as positive or negative expectations, and subsequent feelings of satisfaction or indifference.

Analysis of Primary data

Age wise classification of respondents

From our survey responses, it is clear that customers of all ages are users of ATM facilities. The majority of ATM users are in the middle age group, i.e. between the ages of 25-35 (46%) and now the younger generation is accepting new ATMs and most of the ATM users are in the age group below 25 years. Senior citizens (i.e. below 45 years) are reluctant to use ATM facilities. Only 12% of the sample fell into this category. This shows that students are the major users of ATM machines.

Education wise classification of respondents

Respondents with low or no education level still follow the traditional banking rules. The second largest user of ATMs (28%) are students/unemployed. Assistant and senior executives constitute 30% of all ATM users. And only 6% of users are adults. Data shows that businessmen,

Dr. Bhagyashree Krishna Sindagi

workers and students are heavy ATM users, but only retired employees/salesmen and housewives are not keen on using ATM machines. 75,000 each. This shows that most of the ATM users are middle class or upper class people, but people with an annual household income of less than Rs 15,000 also use ATM services. This shows that income is not a standard in the use of new technologies. 49% of users are motivated (or influenced) by bank employees using ATM facilities. 33% of users are self-promotional. They are happy people who always look for new things and adopt them easily. 18% of users are influenced by their friends getting an ATM card. This shows that ATM facilities are a new development in banking services and still new for a city like Kalaburagi. Therefore, most of the users belong to the 1-6 months category. Therefore, the demand for ATMs is more during holidays than other days. Most of the civil servants and students fall into this category. 12% of the users visit ATM every month. 9% of users visit ATMs every day and they are businessmen. and time cards etc.). They do not face any problem while using ATM machine. 15% of users do not know the limitations of ATM usage and therefore face many problems while using the facility. Anyone who knows this PIN (if entered in the card) can withdraw money. So people need to understand the importance of PIN. 97% of users know the importance of PIN, only 3% do not know.

Whether the customer checked this ATM from the passport:

55% of users find it necessary to check ATM transactions from the passport, while 45% of users are satisfied with the balance sheet given after the transaction. They believe that transfers should not be stated in passports. Some money was withdrawn from their accounts without such an incident, but 6% of users said that some of the money was deducted from their accounts due to uninformed ATM use. The main reason for this is the service fees charged for using ATM machines. These users know a lot about ATM use. 9% of users have encountered a situation where the ATM stopped its transactions. The main reason for this is due to lack of understanding of ATM use/transactions.

Problems faced by customers due to ATM function:

76% of users do not face any problems due to ATM malfunction. However, 24% of users face problems such as malfunction, mechanical problem, no money in ATM, power outage, etc. while using ATM. Users believe that ATM security personnel have sufficient training and can teach them how to use ATM. They think that equipment is more 39% of users think that equipment is less than expected, 6% are not satisfied with ATM machines in the city They believe that ATM machines should be located in all important places such as stores, shopping malls, bus stations and train stations.

Satisfaction of Customers with the Availability of Parking Space at ATM:

64% of the users are satisfied with the availability of parking space at ATMs. 27% of the users feel that the parking space available at ATMs is not enough and there should be some more space required for parking purpose where as 9% of the users are dissatisfied with the parking space at ATM

Rating of Users about ATM Usage:

58% of the users felt that the ATM service is good service. These users are satisfied with the ATM service. 36% of the users felt that the ATM is excellent service. There users are delighted with the usage of ATMs 6% of the users felt that the ATM is a fair service.

Findings:

1) General awareness about ATM machines in Kalaburagi City is very low. Most people have air conditioning in the bank but they do not use the ATM machine. Especially female customers are reluctant to adopt new banking technologies. ATM cards have become a popular topic now. All the customers are middle class

5) Many customers face many problems because they do not know how to use the ATM. Special instructions like collect the money/card within 15 seconds and return to the machine that captures the card for security if no money is collected. ATM points are already sufficient to meet the current demand, so there is enough supply. Therefore, bank employees need to inform their current ATM customers about tips that will reduce problems and enable them to benefit from ATM services. (group), education status, employment and annual household income) are satisfied with the ATM service and evaluate this service as very good.

Suggestions:

- 1) Create the Awareness about the ATMs among the customers/general public by adopting some promotional activities like giving free pamphlets, sticking colorful wall posters in banks, giving an advertisement in the local cable network, conducting of work shop to account holders etc.
- 2) Each ATM should be provided with a contact phone number with which customer can contact the bank staff at any time when he/she encountered with a problem in the ATM transaction.
- 3) The amount withdrawn per day should be increase. As the more number of users of ATMs are business people they feel that the amount withdrawn per transaction or per day is too less.
- 4) A special consideration should be given to the heavy users of ATM services like some offerings or benefits or any discount coupons, so that they feel motivated to use the services more and more. And also a sense of belongingness with the bank will emerge in their mind.

References:

1. Prof.Ravi Shankar, "Services Marketing"the Indian Perspective-EXCEL Books, New Delhi-110002.
2. Atul Bhatt, "Banking Marketing –Marketing Research and Indian Banks" EXCEL Books ,New Delhi-2002.
3. Nalini Prava Tripathy "Financial Instruments and Services" PHI Pvt., New Delhi-2004.
4. M.Y.Khan "Financial Services ", IInd edition Tata McGraw Hill Publishing Company Limited, New Delhi-2001
5. Dr. V Gopalkrishnan,Head , Dept of Commerce, Tiruchendor 628216,Indian Journal of Marketing, May2005.

Dr. Bhagyashree Krishna Sindagi

6. Vimal Sukumar, “ Customer Satisfaction (20 Ways) to increase customer loyalty),Indian Journal of Commerce,June-2005.
7. Nataraj and Gordon , “ Financial Markets and Services” Himalaya Publishing House , New Delhi-2004.
8. Parimal Uyas ,“ Customer Satisfaction – As a Core Competence ,Indian Journal of Marketing ,June-2005.
9. Dr. D.K.Agrawal “Service Marketing” Stop, Observe and Go,Indian Journal of Marketing ,June-2005 pp –12-28.
10. C.M.Chaudary , “A Banking and Finance” Malik and Company , Jipur-2003.
11. “Service Marketing” by M.K. Ranpal and S.L. Gupta.
12. “Service Marketing” by P.K. Sinha.
13. “Computers in Business” by Larry Long.
14. Financial Institutions and Market by Meir Kohn.
15. The Hindu-Survey of Indian Industry, 2004.
16. Dataquest - Jan. 2001.
17. Business standard Oct. 2003.
18. District Annual Credit Plan - Kalaburagi District, 2001-200

Annexure

Table No: 1 :Age of Respondents

Age in year	Less than 25	25-35	35-45	45-55	More than 55	Total
No. of Respondents	24	46	18	6	6	100

Table No: 2: Education of Respondents

Education level	Middle	10+2	Graduate	Post graduate	Total
No.of Respondents	9	12	67	12	100

Table No: 3: Profession of respondents

Occupation	Business	Senior Officer	Junior Officer	Clerk/Sales person	Student/ Unemployment	Retired	House -wife	Total
No.of Respondents	30	12	18	6	28	6	--	100

Table No:4: Annual Family Income of Respondents

Income In Rs.	Less than 1500	15000-19999	20000-29999	30000-49999	50000-75000	More than 75000	Total
No.of Respondents	15	--	3	15	6	61	100

Table No: 5: Motivated Factor of Respondents

Motivator	Bank-employee	Friends	College	Self-Influenced	Total
No.of Respondents	49	18	--	33	100

Table No: 6: Period of Using the ATM Facility

Period	Less than Month	1-6 Month	6Month-1 Year	More than 1 Year	Total
No.of Respondents	--	67	9	24	100

Table No: 7: Average Visit to ATM

Frequency of ATM visit	1 st Visit	Daily	Weekly	Monthly	Total
No.of Respondents	--	9	79	12	100

Table No: 8: Awareness about ATM Functioning or Usage

Response	Yes	No	Total
No.of Respondents	85	15	100

Table No: 9: Awareness about PIN

Persons	Yes	No	Total
No.of Respondents	97	3	100

Table No: 10: Checking the ATM Transitions in Passbook

Response	Yes	No	Total
No.of Respondents	55	45	100

Table No: 11: Amount Debited to Customers A/C without his Knowledge due to use of ATM

Response	Yes	No	Total
No.of Respondents	6%	94%	100

Table No: 12: Incidents wherein ATM restricted from transacting

Response	Yes	No	Total
No.of Respondents	9	91	100

Table No14whether the guard is trained enough to guide the customer

Response	Yes	No	Total
No.of Respondents	97	3	100

Table No: 15: Satisfaction with the availability of ATMs

	Satisfied	Somewhat satisfied	Some what dissatisfied	Dissatisfied	Total
No.of Respondents	55	39	--	6	100

Table No.16: Satisfaction with the availability of parking space at ATM

	Satisfied	Somewhat satisfied	Some what dissatisfied	Dissatisfied	Total
No.of Respondents	64	27	3	6	100

Table No.17: Rating of respondents about ATM usage

Rating	Excellent	Good	Fair	Poor	Total
No.of Respondents	36	58	6	--	100