



THE IMPACT ATM SERVICES ON CUSTOMER SATISFACTION IN PUBLIC AND PRIVATE SECTOR BANKS IN INDIA

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ABSTRACT:

At present there are 238000 ATMs in India. Banks cannot afford to provide ATM services as the cost of an ATM machine has increased by 40 per cent over a year. Customers take advantage of ATMs which means customers have time but are not satisfied with the service. The first official use of an ATM machine was in London in 1967. The United States invented the ATM machine in 1939, naming it Bank Matic. With the advent of mobile banking, consumers are now reducing their use of ATMs. There are 107 ATMs per 100,000 in Brazil, 81 in China and 68 in South Africa. In India, the number is 22. Transaction charges have an effect on the number of ATMs. The need for ATMs increased as the funds of the schemes were deposited directly in the bank accounts.

Key Words: *Customer Satisfaction, Awareness, Banks, Impact, ATM Services etc.*

INTRODUCTION:

In order to strengthen the Indian economy, it is imperative that consumers produce and sell good quality goods. Although the relationship between the Indian economy and the consumer is very different, it has an indirect effect on the consumer economy. Because the consumer is the king of the market. Customers can inspect the item based on a total of six points. The rights and responsibilities of the consumer regarding the goods or services in the market should be made known to the following. It requires that every customer be aware of their rights and that they should be treated medically when purchasing goods or services, taking care not to be deceived. According to the Consumer Protection Act 1986, every consumer should be aware of the law. Consumers need to be aware that manufacturers must provide full security

guarantees when purchasing goods or services. It is important to inquire about the quality and expected quality of the goods before purchasing them. Before purchasing an item, it is expected to find out if the right ingredients have been used to make the item. It is the duty of the customer to inquire whether the use of the goods will cause any physical or financial harm and whether the loss will be compensated. The customer should get all the information from making the product to consuming it. The customer should know all the information about the quality, quantity, quantity, purity and price of the goods. Today is the age of competition so in the age of competition a consumer can buy a low quality item and type it in the future. If there is no security regarding the goods, the customer should lodge a complaint with the grievance redressed center. Consumers should always try to know their rights. While producing goods, manufacturers should take responsibility for the fact that they will benefit the consumers in every way. Banks were set up in India to exchange money. A few years later, the person started going to the bank. There was a method of getting money after going to the bank. In the current scenario, the bank has issued a plastic card to customers. Based on the plastic card, the customer can go to the ATM center and withdraw the required amount of money as well as make a payment to the bank through the ATM. In the current scenario, many banks in India provide services to customers through credit union ATMs. But not all the customers are satisfied with the facilities of the banks so the banks should provide services to the customers in a very efficient manner. This is because the customer can get the required services from the bank. The customer will be satisfied with the bank's service in the future only if the service provided by the bank to the customer is of good quality.

CUSTOMER SATISFACTION AND ATM SERVICES:

Sometimes these machines are closed for many days. ATM out of Service a small cardboard panel hangs on the shutter of an ATM machine. The closure of this facility, which was started for the convenience of the people, was a huge inconvenience to the customers of any bank who are accustomed to it and dependent on it. With the facility of instant and anytime withdrawal of money

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from your own account, the bank customer's visit to the bank has almost stopped. Once or twice a year, some do not even go once a year. International banks like SBI have set up ATMs with CDM machines. So the same crowd that used to be there to withdraw money is now going to pay. Even at eleven to twelve o'clock at night it is crowded. But banks are neglecting the maintenance and repair of these machines. If these machines shut down, they do not shut down for two to three days. Also, the security guards assigned to these machines are not trained. He must have liked to sleep in the aisle at night. At eleven-twelve o'clock they are fast asleep. They have nothing to do with who came and who went. In the meantime, hackers from abroad had laundered the money of many, including the police, by spamming ATM machines. In 2021, the number of ATMs in the country increased by 3%, while in 2020, the number of ATMs increased by 14% to 24195. The growing demand for ATMs in rural areas has given a boost to the rural economy. We can see that banks have expanded to a large extent even in rural areas due to the facilities provided by banks. Demand for ATMs in rural areas has increased significantly due to the increase in the use of cash.

Customer Satisfaction and ATM Services:



PROBLEMS OF THE STUDY:

Customers have to deal with a variety of issues while taking ATM. Customer Satisfaction If ATM Center Cleanliness | Customer Satisfaction Even

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Without Proper Guidelines. ATM customers need convenience in their place. If the ATM facility is related to the bank account of the customer then if ATM service is not available properly, there should be a grievance redressed center. Customers are satisfied if they do not get the facilities of banks like Phone Pay, Google Pay, paytm properly. The Reserve Bank of India (RBI) has received a number of complaints that the amount was deducted from the account even though the cash was not received from the ATM machine. It is also experienced that banks take a long time to resolve such grievances. The time limit given to the bank for redressed of such grievances has been reduced to 12 working days. This period is to be calculated from the time the customer's complaint is received by the bank. Hence the present researcher has selected the topic on "The Impact ATM Services on Customer Satisfaction in Public and Private Sector Banks in India".

OBJECTIVES OF THE STUDY:

The main objective of the research paper is to study the facilities and customer satisfaction of ATMs in India.

1. To study the customer satisfaction and ATM services in India.
2. To study the impact of banking services on Customer satisfaction.
3. To study the analysis of customer services.
4. To suggest the remedies.

SIGNIFICANCE OF THE STUDY:

An ATM device is a device that allows customers to deposit money in their bank account on demand and deposit money in their bank account 24 hours a day, 365 days a year. We see that fast and accurate services are obtained as banking transactions are carried out on a large scale through computer systems. With cash withdrawals available all the time, there is no need to carry cash with you, you can withdraw money anywhere, anytime. You can find out the amount deposited in your bank account by looking at the bank account of the bank ATM. With the help of ATMs, cash was being deposited in the bank account, so there was no need to wait for the number to fill up various forms in the bank; it was

very easy, accurate and quick process. We can see that there is a sense of security among the people concerned due to the situation where small plastic cards are like cash. ATM service facilities in every urban area Main Road Railway Department ST Stand They are in a central location making it convenient for customers to use to withdraw money. This research will be used by the banks to make the ATM facility accessible to the customers in a proper manner and also to the customers for redressed of their grievances. Research students, schools, colleges, colleges, research institutes, etc. will benefit from this research.

SCOPE OF THE STUDY:

Since the scope of this research is all over India, the researcher has prepared a research paper in a descriptive manner. Researchers have written research papers by studying the ATM services in different places such as central universities, state level universities and cities in India.

PERIOD OF THE STUDY:

Researchers have chosen April 1, 2021 to March 31, 2022 to write the research paper. Over a period of one year, the researcher has studied the ATM services and banking facilities provided to the customers in India.

RESEARCH METHODOLOGY:

The researcher has used all kinds of secondary resources to write the research paper. Secondary research is collected and analyzed in detail.

Data Collection:

The tools used by the researcher to write a research paper are described in detail below.

Secondary Data:

To write this research paper, researchers have used serial books, reference books, research journals, research papers, magazines, internet, government reports, newspapers, articles, customer satisfaction, etc.

RESEARCH METHOD:

Researchers have used descriptive analysis methods to do this research.

LIMITATION OF THE STUDY:

One of the limitations of this research paper is that the bank offers various types of facilities to the customers in whom the researcher discusses ATM facility and customer satisfaction among the many facilities for writing a research paper.

RESULTS AND DISCUSSION:

The researcher has used the type to write this research paper. The researcher has used chart graph table ration percentage tools and technique tools to write the research paper.

Table No. 1: ATM Services and Customer Satisfaction

Factors	Public Sector Banks		Private Sector Banks	
	Mean	SD	Mean	SD
Maintenance Facility	3.01	1.33	3.76	1.65
Customer Services	3.46	1.25	3.85	1.36
Feedback	2.82	1.36	3.20	1.85
Notification	2.77	1.66	2.92	1.22
CCTV Camera	3.15	1.88	3.57	1.15
Security Services	2.50	1.25	2.70	1.25
Proper Location	2.36	1.24	2.86	1.12
Machine Handlings	2.83	1.20	3.42	1.34
Printed Receipts	2.79	1.35	3.19	1.65
Total Reliability	23.33	11.28	26.61	11.47
5% Significant Level				

Table No. 1 categorizes according to ATM service and customer satisfaction. Private banks and public sector banks provide ATM services to a large number of customers but the customers are not satisfied with the cost of ATM service as well as the facilities provided by the bank including camera notifications, security services, proper location printing etc. The cost of the ATM

machine, the convenience of using the machine, the service provided to the print customers by the machine, including the camera. The customer is completely satisfied with the services of private and public banks for a total of five such services. According to the researchers, most of the services are provided by private and public banks but it cannot be said that the customer is satisfied with all the services.

Table No. 2:ATM Services and Customer Awareness

Customer Categories	No. of Customer Awareness about ATM services	Percentage of awareness About ATM Services
Saving Account Holders	35	35
Current Account Holders	30	30
Senior Citizen account holders	15	15
Recurring Account holders	20	20
Total	100	100

Source: Survey Method

Chart No. 2: Customer Awareness

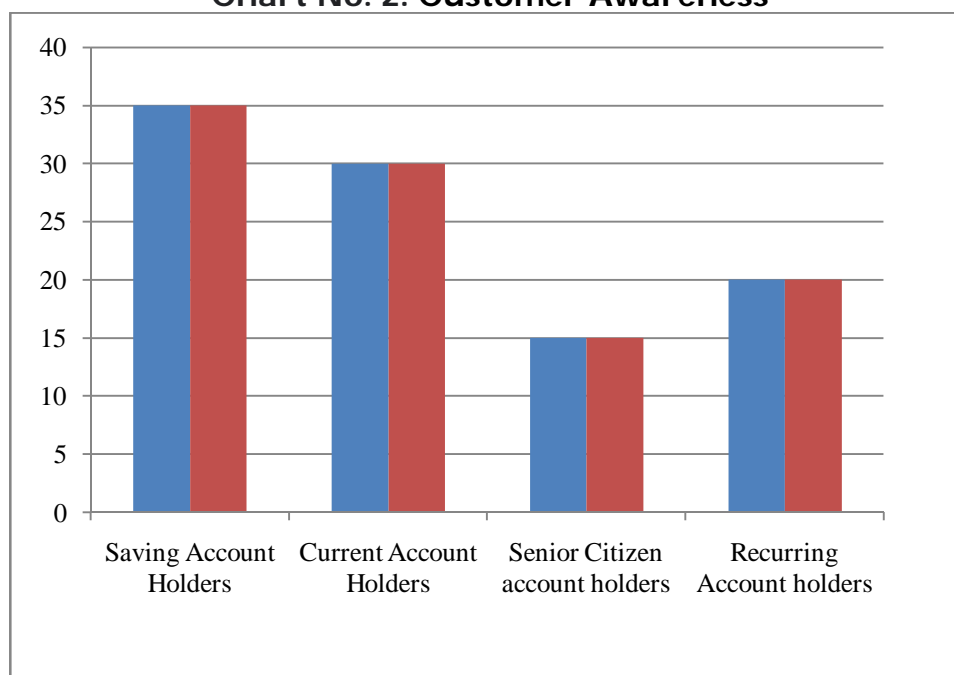


Table 2 classifies ATM service and customer awareness. This includes
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savings account current account senior citizen account holder recurring account holder etc. People with 35 per cent savings account are aware of ATM service and the number of people with current account is 15 per cent and senior citizens are 15 per cent. The table above shows that not all types of customers know about ATM services.

CONCLUSION:

ATMs allow customers to withdraw money from ATM machines instantly without having to go to the bank to fill up any form. As the ATM machine is a computerized device, it does not cause any problem of financial transfer to the customers. Withdrawals of money, checking of balance, changing of ATM PIN, creation of ATM PIN etc. are provided by the bank to the customers. The financial interest of the banks depends on this. With the help of ATM, this card can be used to withdraw money from an automated teller machine, deposit money as well as withdraw your bank account statement and check how much money is in the bank account.

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