



SERVICE QUALITY OF BANKS PROVIDED TO BANK CUSTOMER DUE TO AUTOMATION

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Abstract

Banking sector has introduced so many automation machines in bank for smooth functional of work. The main objective of the study is to analysis the service quality of banks provided to customers due to bank automation. The study is analytical in nature and sample size of 523 respondents' have been taken from customer and bank employees of public sector bank and private sector bank .the collected data is analyzed with the help of various statistical technique such mean, frequency standard deviation, ANOVA. Further it is concluded that most of respondent in government and non-government bank are agree that due to introduction of automation machine customer were satisfied with bank service

Key words: Automated Machines, customer satisfaction, Public Sector Bank And Private Sector Bank.

I INTRODUCTION

Bank is the place where general people can save the saving for long period and withdraw the money in case of emergency need.in India bank are two type private sector bank and public sector bank . in private sector bank (HDFC , AXIS) bank and public sector bank (SBI ,PNB ,BANK OF BARODA)are most dominate bank and From 1990 banking sector introduced so many automation machines just like ATM, cash deposit machine, pass book printing machine, currency counting machine and FAKE CURRENCY detector machine. With this automation machine the work of bank employee have decrease and employee's efficiency has increased as well as customer were highly satisfied with the service provide by bank

II REVIEW OF LITERATURE

Kheng (2010) examined the impact of service quality on Customer Loyalty in banking sector. The hypotheses of the study was that tangibles (physical facilities, equipment and appearance of personnel will have positive effect on customer loyalty and on customer satisfaction. As well as responsiveness will



have positive effect on customer loyalty and on customer satisfaction. The questionnaire covered the demographic profile of respondents and items to measure the constructs. The result of the regression analysis shows that tangibles have no significant impact on customer loyalty.

Boateng(2014) examined the impact of ATM on customer satisfaction of banks in Ghana. The target group that information was collected from customers of banks at the Kwame Nkrumah University of Science and Technology (KNUST) campus and off-campus banks in Kumasi with the help of questionnaire method. The first hypotheses of the study were that uses of ATM have a positive impact on customer satisfaction. The second hypotheses of the study were that customer satisfaction and delivery of ATM card on time are statistically independent.. The result of the study was that the usage of ATM has a positive impact on customer satisfaction than the traditional way of banking. The study recommended that customer satisfaction depends on transaction time, delivery of renewed ATM cards on time and safety during withdrawals.

Camilleri (2014) conducted a study on perception of Maltese retail bank customers on service quality and internet banking. The result of the study was that 47% of the respondents rated the overall service quality as “High”, 35% rated it as “High Medium” while 18% chose the “Medium” rating. No respondent opted for the “Medium-Low” or “Low” ratings and around 84% of the sampled customers are overall satisfied with the service quality being offered. Researcher suggests that there should be room for improvement, especially when considering that customers are likely to become more demanding over time.

Joseph (2014) examined the impact of technological innovation on delivery of banking service in Nigeria. The first hypotheses of the study was that there was no significant relationship between the use of the ICT and customers satisfaction and the second is that there was no significant relationship between technology innovation and Nigeria banks employee’s performance. These findings showed that positive relationship exists between technology innovation and banks employee’s performance also another findings showed that introduction of ICT improves customer satisfaction and retention, these reveals that there was a significant relationship between technology innovations in service delivery.

Nigudge (2014) conducted a study on E-banking: services, importance in business, advantages, challenges and adoption in India. E-banking offers ease of access, secure transactions and 24-hour banking. E-banks should create awareness among people about E-banking products and services. Customers should be made literate about the use of e-banking products and services. Indicators of the challenges of E-banking should be taken into account to reap the maximum benefits of E-banking in India

Shabbir (2016) examined the combine effect of automated services and traditional services quality on customer satisfaction in banking sector of Pakistan. The major objective of the study was to explore the combined effects of



automated service and traditional service quality on customer satisfaction and the investigation on customer satisfaction in automated services context, combine with traditional services quality is limited. The results of the study found that automated service and traditional service quality (human interaction) both have direct significant effect on customer satisfaction. Second, the results find that an insignificant relationship between ATM services on customer satisfaction.

Selvam (2017) examined the impact of information technology in phone banking sector. The objectives of the Study was to evaluate the level of awareness on phone Banking services among the customers of commercial banks and identify the various factors influencing the usage of phone banking services as well as to measure the level of satisfaction of phone Banking services among the customers of commercial banks. The result of the study was that maximum of 45.70 per cent of the customers are using phone banking services up to 2 years and minimum of 8.00 per cent of the customers are using phone banking services for more than 5 years. It was clear that maximum of 22.00 per cent of the customers using phone banking services urgency and a minimum of 1.90 per cent of the customers are using phone banking services daily. Most of the respondents were moderately satisfied in the phone banking services to check account balance.

III OBJECTIVES AND HYPOTHESES

1. The main objective of the research paper is to study the service quality of banks provided to customers due to bank automation in Malwa region of Punjab with the **hypothesis** that There is no significant difference among respondent regarding the service quality of the bank to the customers due to use of machines or automation.

IV RESEARCH METHODOLOGY

The present study explored the level of customer satisfaction due to use of automation machine by bank. The study used primary data, collected through well-structured questionnaire from 525 respondent engaged in banking sector. Area of the study is Malwa region of Punjab (Ludhiana Patiala Sangrur, Mansa, Fazilka, Muktsar, Bathinda) the data were collected with the help of questionnaire prepared with the discussion of experts on five point liker scale i.e. strongly agree, agreed, neutral, strongly disagree and disagree. For analyzing the collected data various statistical techniques such as mean standard deviation and ANOVA have been used.



V DATA ANALYSIS

Table 1 show that 59.1 per cent of respondents strongly agree that Technology and automation in banking sector provide quality and convenient services to the customer 33.8 per cent of respondent agree 5.2 per cent are neutral and 1.3 per cent of respondent disagree with this statement and .6 per cent are strongly disagree. Statistically, there is no significant difference among the respondents of different genders, qualification, and age, status of family, residential background nature of organization profile of institution and marital status. At the level of 5% significance

49.3 per cent of respondents strongly agree that Technology and automation in banking sector make the transaction easy among bank branches. 41.1 per cent of respondent agree 6.7 per cent are neutral and 1.5 per cent of respondent are disagree and 1.3 per cent are strongly disagree this statement. Statistically, there is no significant difference among the respondents of different genders, qualification, and age, status of family, residential background nature of organization profile of institution and marital status at 5% significance level.

46.1 per cent of respondents strongly agree that Technology and automation in banking sector provide speedy processing of customer request. 39.8 per cent of respondent agree 11.5 per cent are neutral and 2.1 of respondent are disagree and .6 per cent are strongly disagree this statement. Statistically, there is no significant difference among the respondents of different genders, qualification, status of family, Residential background, nature of organization, and marital status The significant value of the profile of institution and age are .026, .016, (Table 2) respectively which rejected the hypotheses that Technology and automation in banking sector provide speedy processing of customer request at the level of 5% significance level

45.5 per cent of respondents strongly agree that Technology and automation in banking sector provide neat and accurate delivery of cash .35 per cent of respondent agree, 14.9 per cent are neutral and 4.0 per cent of respondent are disagree and .6 per cent are strongly disagree this statement. Statistically, there is no significant difference among the respondents of different qualification, age, gender, status of family Residential background, nature of organization, profile of institution and marital status at the level of 5% significance

40.2 per cent of respondents strongly agree that Technology and automation in banking sector is helpful to enhance regional and global link of customer 39.6 per cent of respondent agree 15.5 per cent are neutral and 3.4 per cent of respondent disagree this statement and 1.3 per cent are strongly disagree Statistically, there is no significant difference among the respondents of different qualification, age, gender, Residential background, nature of organization, profile of institution and marital status The significant value of the status of family is .031, (Table 2) respectively which rejected the hypotheses that Technology and automation in banking sector is helpful to enhance regional and global link of customer at the level of 5% significance level



66.5 per cent of respondents strongly agree that Technology and automation in banking sector provide multiple delivery channel like ATM' CRDIT CARD' DEBIT CARD.26.6 per cent of respondent agree 5.4 per cent are neutral and .4 of respondent are disagree and .8 per cent are strongly disagree this statement Statistically, there is no significant difference among the respondents of different qualification, age, gender, status of family Residential background, nature of organization, profile of institution and marital status at the level of 5% significance .

49.7 per cent of respondents strongly agree that Technology and automation in banking sector enhanced working period as 24*7 availability.35.2 per cent of respondent agree 9.8 per cent are neutral and 2.9 per cent of respondent are disagree and 2.5 per cent are strongly disagree this statement Statistically, there is no significant difference among the respondents of different qualification, age, gender and nature of organization, The significant value of the profile of institution, marital status residential background and status of family are .032, .012,.013 and .020(Table 2)respectively which rejected the hypotheses that Technology and automation in banking sector enhanced working period as 24*7 availability at the level of 5% significance level

41.7 per cent of respondents strongly agree that, Technology and automation in banking sector empowered customer to prompt deactivate or stop payment in case of emergency or loss of cheque /card etc. under changed circumstance. 38.6 per cent of respondent agree 14.5 per cent are neutral and 4.0 per cent of respondent disagree with this statement and 1.1 per cent are strongly disagree. there is no significant difference among the respondents of different qualification, age, status of family gender, Residential background, nature of organization, profile of institution and marital status The significant value of the profile of institution is .027,(Table 2) respectively which rejected the hypotheses that Technology and automation in banking sector empowered customer to prompt deactivate or stop payment in case of emergency or loss of cheque /card etc. under changed circumstances at the level of 5%significance .

37.3 per cent of respondents strongly agree that Technology and automation in banking sector provide better services to customers due to reduction of errors of omission and commission41.9 per cent of respondent agree 15.7 per cent are neutral and 3.1 per cent of respondent are disagree and 2.1 per cent are strongly disagree this statement. Statistically, there is no significant difference among the respondents of different genders, qualification, status of family, residential back ground nature of organization and marital status. The significant value of the profile of institution, and age are .002, .005(Table 2) respectively which rejected the hypotheses that there is no significant difference towards the statement Technology and automation in banking sector provide better services to customers due to reduction of errors of omission and commission at the level of 5% significance level



40.2 per cent of respondents strongly agree that. Technology and automation in banking sector help to generate better customized periodic product offer to customer based on their transactions, history and profile. 40.2 per cent of respondent agree 13.4 per cent are neutral and 3.4 of respondent are disagree and 2.9 per cent are strongly disagree this statement. Statistically, there is no significant difference among the respondents of different genders, qualification, age, and status of family, Residential background, nature of organization, profile of institution and marital status by accepting the hypothesis at the level of 5% significance level.

Table 1 Frequency distribution and descriptive analysis; towards the service quality of banks provided to customer due to automation in Malwa region of Punjab

Sr. No.	Statement	N / %	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Total	Mean	S.D.
1	Technology and automation in banking sector provide quality and convenient services to the customer	N	309	177	27	7	3	523	4.50	.709
		%	59.1	33.8	5.2	1.3	0.6	100		
2	Technology and automation in banking sector make the transaction easy among bank branches	N	258	215	35	8	7	523	4.36	.785
		%	49.3	41.1	6.7	1.5	1.3	100		
3	Technology and automation in banking sector provide speedy processing of customer	N	241	208	60	11	3	523	4.29	.794
		%	46.1	39.8	11.5	2.1	0.6	100		



	request									
4	Technology and automation in banking sector provide neat and accurate delivery of cash	N	238	183	78	21	3	523	4.21	.880
		%	45.5	35.0	14.9	4.0	0.6	100		
5	Technology and automation in banking sector is helpful to enhance regional and global link of customer	N	210	207	81	18	7	523	4.14	.893
		%	40.2	39.6	15.5	3.4	1.3	100		
6	Technology and automation in banking sector provide multiple delivery channel like ATM' CRDIT CARD' DEBIT CARD	N	348	139	30	2	4	523	4.58	.689
		%	66.5	26.6	5.4	0.4	0.8	100		
7	Technology and automation in banking sector enhanced working period as 24*7 availability	N	260	184	51	15	13	523	4.27	.929
		%	49.7	35.2	9.8	2.9	2.5	100		
8	Technology and automation in banking sector empowered customer to prompt deactivate or stop	N	218	202	76	21	6	523	4.16	.896
		%	41.7	38.6	14.5	4.0	1.1	100		



	payment in case of emergency or lost of cheque /card etc. under changed circumstances									
9	Technology and automation in banking sector provide better services to customers due to reduction of errors of omission and commission	N	195	219	82	16	11	523	4.09	.913
		%	37.3	41.9	15.7	3.1	2.1	100		
10	Technology and automation in banking sector help to generate better customized periodic product offer to customer based on their transactions,	N	210	210	70	18	15	523	4.11	.959
		%	37.3	41.9	15.7	3.1	2.1	100		
Sr.	history	State profile	Profile of	Marit	Nature of	Residen	Status of	Age	qualif	Gende

Table 2 ANOVA values; towards the service quality of banks provided to customer due to automation in Malwa region of Punjab



No.		institution	al status	organizat ion	tial backgro und	family		icatio n	r
	Degree of Freedom	2	1	1	2	1	4	4	1
1	Technology and automation in banking sector provide quality and convenient services to the customer	.101	.833	.491	.236	.860	.328	.076	.603
2	Technology and automation in banking sector make the transaction easy among bank branches	.375	.822	.885	.171	.055	.355	.301	.906
3	Technology and automation in banking sector provide speedy processing of customer request	.026	.962	.870	.246	.412	.016	.541	.405
4	Technology and	.473	.745	.818	.540	.050	.691	.874	.360



	automation in banking sector provide neat and accurate delivery of cash								
5	Technology and automation in banking sector is helpful to enhance regional and global link of customer	.270	.319	.903	.090	.031	.860	.145	.736
6	Technology and automation in banking sector provide multiple delivery channel like ATM' CRDIT CARD' DEBIT CARD	.534	.208	.232	.913	.741	.797	.858	.612
7	Technology and automation in banking sector enhanced working period as 24*7	.032	.012	.583	.013	.020	.172	.281	.566



	availability								
8	Technology and automation in banking sector empowered customer to prompt deactivate or stop payment in case of emergency or lost of cheque /card etc. under changed circumstances	.027	.059	.619	.267	.729	.233	.080	.611
9	Technology and automation in banking sector provide better services to customers due to reduction of errors of omission and commission	.002	.941	.565	.079	.810	.005	.581	.125
10	Technology and automation in banking sector help to generate better	.132	.817	.298	.096	.268	.406	.333	.198



customized periodic product offer to customer based on their transactions, history and profile									
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