



A Study on – ‘Customer Satisfaction in Indian Private banking,’ For The Partial Fulfilment For Te Degree Of Master Of Business Administration Itm University (2020-2022)

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I. INTRODUCTION

The financial enterprises are confronting a quickly evolving market, new innovations, monetary vulnerabilities, expanding rivalry, and particularly additional requesting clients. The pay and business development of the banks relies upon faithful and fulfilled clients. Accordingly, in today's cutthroat climate, banks are persistently attempting to hold their current client and draw in new clients by offering better quality assistance

Banking, a significant fragment of the help area, assumes an extremely pivotal part in the monetary improvement of each and every country. In these long periods of extreme contest, the banks are exceptionally specific in recognizing the necessities of their client and how actually that can be met. They consistently battle and foster new procedures to separate themselves from their rivals by furnishing their clients with top notch financial administrations and high innovation creative items. In spite of the fact that, Banking, area of India has been improved slowly throughout the previous twenty years. In any case, it is additionally confronting parcel of difficulties and troubles, for example, expanding Customer's request and mindfulness, expanding contest, developing populace, and so on. Alongside these, another significant test that the area is confronting is mechanical changes. As the area is developing quick, various new confidential banks have arisen. Hence clients are getting numerous choices for choosing their appropriate monetary specialist co-op. Because of expanding client mindfulness, they would choose those specific banks that can offer standard types of assistance and satisfy their assumption. In the Indian situation, where all banks offer practically comparable items and administrations, need based effective client support and the help quality can separate a bank. Thus, to guarantee consumer loyalty the banks need to further develop their administration quality, as administration quality and consumer loyalty are interrelated to one another. It implies in the event that banks offer support according to Customer's assumption, just the clients will be fulfilled. Accordingly, to adapt up this changing economic situation banks need to hold old clients and need to draw in new clients by giving better

The Monetary Administrations is the foundation of administration area. This is significant not just for the Banking, area however for the Indian economy all in all. This is so in light of the fact that Banking, is an impetus what's more, existence of present day exchange and business. It is an essential piece of the relative multitude of organizations and social exercises. This quick change of administrations in the financial framework has prompted the development of an exceptionally serious and complex market where there is a ceaseless refinement of administrations.

Subsequently the expanded job of Banking, in India's monetary improvement from one viewpoint and the changes in the business environment on different has placed expanded tension on them. These changes are

convincing the banks to rearrange themselves to adapt to the present conditions. With the ongoing change in the useful direction of banks, the motivation behind Banking is re-imagined. Presently, the Monetary Foundations are attempting to offer every one of the types of assistance at the client's doorstep. The client has turned into the point of convergence either to create or keep up with strength in the business. Each commitment with the client is a potential chance to either create or obliterate a client's confidence in the Bank. The assumptions for the clients have likewise expanded quite a large number of folds. Extreme rivalry among the banks has reclassified the idea of the whole Banking framework. The banks are searching for new ways not exclusively to draw in yet in addition to hold the clients

furthermore, gain upper hand over their rivals. The banks like other business associations are conveying creative deals procedures and high level showcasing apparatuses to acquire supremacy. The fundamental driver of this change is changing client needs and assumptions. Clients in metropolitan India never again need to stand by in lengthy lines and go through hours in Banking exchanges. This adjustment of client mentality has remained forever inseparable with the advancement of ATMs, telephone and net Banking, alongside accessibility of administration right at the customer

In India, Banking administrations are assuming huge part in the various components of the economy. Banking associations are delivering their monetary administrations in various fields, for example, training, telecom, genuine state, clinical, lodgings, eatery, transportation, policy implementation and particularly in discount and retail exchange. Indian Banking, was begun in June 1806 as Bank of Calcutta existing as biggest bank to be specific State Bank of India. Hold bank of India was laid out in 1935 as national bank to oversee the financial framework in India. Indian government nationalizes 14 banks in 1969 and 6 banks in 1980. Presently a days, Indian banks Worldwide Diary of Monetary Exploration 70 Anis Ali and Babita Ratwani are offering monetary types of assistance in various constituents of economy to speed up the development of improvement (Wikipedia-Banking, in India). Stores, credits, cash moving and so forth benefits are given by Indian banks. To make simpler less expensive and quicker Banking administrations, every one of the banks are applying progressed telecom or electronic/web offices and expands level of clients' fulfillment. Clients' fulfillment in Indian banks rely on the different elements like accessibility of physical assets, dependability of administrations, affirmation of administrations, responsiveness or eagerness and compassion of representatives to serve to the clients. Clients' fulfillment will hold the current representatives and attempts to draw in new clients and at last bringing about progress of productivity and sound monetary position. Clients' fulfillment is the fundamental element and liable for the development of any assistance area and same relevant in financial area. Benefit is the general estimation and measures the acquiring limit of an association. Monetary position uncovers the monetary sufficiency of the worry. Development of an association or organization is rely on the expanded turnover which is driven by consumer loyalty's. In this way, by implication consumer loyalty's increments productivity and works on the monetary sufficiency of any association.

Banking, a significant fragment of the help area, assumes an extremely urgent part in the financial improvement of each and every country. In these long periods of extraordinary rivalry, the banks are extremely specific in recognizing the necessities of their client and how actually that can be met. They constantly battle and foster new systems to separate themselves from their rivals by giving their clients excellent financial administrations and high innovation imaginative items. In spite of the fact that, Banking, area of India has been improved progressively throughout the previous twenty years. Be that as it may, it is likewise confronting part of difficulties and hardships, for example, expanding Customer's request and mindfulness, expanding rivalry, developing populace, and so on. Adjacent to these, another significant test that the area is confronting is innovative changes. As the area is developing quick, various new confidential banks have arisen. Subsequently clients are getting numerous choices for choosing their appropriate monetary specialist organization. Because of expanding client mindfulness, they would choose those specific banks that can offer standard types of assistance and satisfy their assumption. In the Indian situation, where all banks offer practically comparable items and administrations, need based effective client support and the help quality can separate a bank. Thus, to guarantee consumer loyalty the banks need to further develop their administration quality, as administration quality and consumer loyalty are interrelated to one another. It implies in the event that banks offer support according to Customer's assumption, just the clients will be fulfilled. Therefore, to adapt up this changing economic situation banks need to hold old clients and need to draw in new clients by giving better nature of administrations.

The Banking, sector is the lifeline of any modern-day economy. It is one of the vital monetary pillars of the monetary zone, which plays an essential position inside the functioning of an economy. It is very vital for economic development of a rustic that its financing requirements of change, industry and agriculture are met with better degree of commitment and obligation. Thus, the development of a country is integrally linked with the improvement of Banking. In a modern financial system, banks are to be considered no longer as dealers in cash however because the leaders of improvement. They play an important position within the mobilization of deposits and disbursement of credit to various sectors of the financial system. The Banking, device reflects the monetary health of the use of a. The energy of an economic system depends on the power and performance of the

monetary machine, which in turn depends on a valid and solvent Banking, machine. A sound Banking, gadget successfully mobilized savings in effective sectors and a solvent Banking, gadget guarantees that the bank is able to meeting its responsibility to the depositors. In India, banks are playing a essential role in socio-monetary development of the united states after independence. The Banking, sector is dominant in India as it bills for greater than half the property of the monetary area. Indian banks have been going thru a charming segment through fast modifications added about via financial region reforms, that are being applied in a phased manner. The cutting-edge procedure of transformation need to be considered as an possibility to transform Indian Banking, into a valid, strong and colourful device capable of gambling its role correctly and successfully on their personal without imposing any burden on authorities. After the liberalization of the Indian economic system, the Government has announced some of reform measures on the idea of the advice of the Narasimhan Committee to make the Banking, area economically possible and competitively sturdy. 2 The modern international crisis that hit each u .S .A . Raised numerous issue regarding performance and solvency of Banking, machine in front of policy makers. Now, disaster has been almost over, Government of India (GOI) and Reserve Bank of India (RBI) are seeking to draw a few training. RBI is making essential modifications in his policy to ensure rate balance in the economic system. The main objective of those adjustments is to boom the performance of Banking, machine as a whole in addition to of man or woman institutions. So, it's far essential to measure the efficiency of Indian Banks so that corrective steps can be taken to improve the health of Banking, machine.

PrivateBanking, is a term for Banking,, investment and other monetary services supplied via the banks to Private people doing away with extensive belongings. The term “Private” refers to the CusTomer service being rendered on a greater non-public foundation than in mass market retail Banking,, generally thru committed bank advisers.

An establishments personal Banking, division will offer various offerings which includes Wealth Management, financial savings, inheritance and tax planning for his or her CusTomers. A high degree shape of PrivateBanking, (for the specially affluent) is frequently called Wealth Management.

The Partition of India in 1947 had adversely impacted the economies of Punjab and West Bengal, and Banking, activities had remained paralyzed for months. India’s independence marked the stop of a regime of the Laissez-faire for the Indian Banking,. The Government of India initiated measures to play an energetic function in the financial existence of the kingdom, and the Industrial coverage Resolution adopted by the authorities in 1948 envisaged a combined financial system. This resulted into extra involvement of the nation in extraordinary segments of the financial system together with Banking, and finance. By 1960 the Indian Banking, enterprise had come to be an important device to facilitate the improvement of the Indian economy .At the same time; it has emerged as a huge corporation inside the nation.

In 1990 the then Narasimha Rao Government launched into a coverage of liberalization and gave licenses to a small number of Private banks, which got here to be called New Generation tech-savvy banks, which protected banks inclusive of UTI financial institution, ICICI bank and HDFC financial institution. This circulatealong side the fast increase within the economy, kick-commenced the Banking, region in India, which has seen fast growth with the sturdy contribution from all the three sectors of banks specifically, authorities banks, non-public banks and overseas banks.

Currently (2007) ordinary Banking, in India is taken into consideration as pretty mature in terms of deliver, product variety and reach even though attain in rural India nonetheless remains a challenge for the Private region and foreign banks.

Banks in India have traditionally supplied mass Banking, merchandise. Most not unusual deposit merchandise being Savings account, Current account, Term deposit account, and lending products being Cash Credit and Term Loans. In view of the several tendencies inside the Nineties, the entire Banking, products shape underwent a sizable change. . AS part of the economic reforms, Banking, enterprise has been deregulated and made more aggressive. New gamers have delivered to the opposition. IT revolution has made it possible to provide ease and versatility in operations to clients. Further, because of exposure to international tendencies after the statistics explosion led via Internet, CusTomers – both person and company – at the moment are stressful higher offerings with greater needs from their banks.

With the onset of PrivateBanking,, the banks have end up a advertising agency that also sells Banking, products. New distribution channels are getting used and greater banks are actually outsourcing services like disbursement and servicing of purchaser loans. Market cognizance is transferring from MASS BANKING, products to CLASS BANKING, products, with the creation of fee added and custom designed products.

Although the primary type of services provided with the aid of a bank relies upon upon the type of financial institution and the united states, offerings supplied commonly encompass:

1. Taking deposits from their clients and issuing current (UK) or checking (US) money owed and financial savings debts to individuals and businesses
2. Extending loans to people and companies
- three. Cashing cheques

- four. Facilitating money transactions including cord transfers and cashier's exams
- five. Issuing credit cards, ATM playing cards, and debit cards
6. Storing valuables, in particular in a secure deposit container
7. Cashing and distributing financial institution rolls
- eight. Consumer & industrial monetary advisory services
9. Pension & retirement making plans

PRIVATEBANKING, IN INDIA:

Globalization has delivered about a large alternate inside the mindset and overall performance of the Banking, quarter in India. Increasing competition has advanced the product range, more desirable shipping channels and quality of service, reduced costs and saved pressure on the banks to adopt the kingdom-of-art generation.

Deregulation and the demands of the globalised financial system are moving the Indian Banking, enterprise at the rate of the thought. In this metamorphosis- technology, CusTomer service and consolidation have emerged as the key parameter for defining performance. The overall growth within the region has been delivered about by deregulation which has opened several opportunities for banks to increase revenues through diversifying into regions like investment Banking,, insurance, credit cards, depository offerings mortgage financing, securitization, and many others. This has resulted into a marked development in the monetary health of business banks in terms of capital adequacy, profitability and asset exceptional. It has additionally resulted into extra selections for consumers and an boom level of class and generation in banks.

India's populace of excessive internet really worth individuals can be growing at the second one quickest price inside the Asia-Pacific location (after South Korea), however the absolute numbers are nonetheless small. No wonder then that Private bankers and wealth managers are increasingly more looking closer to non-resident Indians (NRIs) who are flush with coins to shore up their corporations.

The idea of PrivateBanking, is followed by using all the personal banks, foreign banks and even some of the Public region banks. An apt example of true Banking, is the Banking, finished by HDFC which has for the beyond 3 years been adjudged as a high-quality bank in India and which means there's a consistency in the performance of HDFC.

II. LITERATURE REVIEW

Ameme, B., & Wireko, J. (2016) claimed in his research that in today's competitive world where technology plays a very important role and if we talk about Banking, sector or industry there is a positive relationship between technology and CusTomer satisfaction. They also stated that the satisfaction of CusTomers is not merely introducing innovative products and services but it is much more than that. They also found that if the bank wants to become the market leader in the competitive environment it must use the innovation approach in all the aspects like products and services. Also there is a significant relationship between technological innovation and cost. As the innovation increase the cost is also increase.

Machogu, A. M., & Okiko, L. (2015) research brought to light that with e-Banking, complexities on CusTomer satisfaction. Results shows that there are factors which leads to CusTomer satisfaction particularly in e-Banking,, which is one of the very important and fast growing way of doing Banking,. Factors are accessibility, convenience, security, privacy, content, design, speed, fees and charges have influence on CusTomer satisfaction where the other factors notified have no significant influence.

Chochol'áková, A., Gabcová, L., Belás, J., & Sipko, J. (2015) research stated that in comparison with dissatisfied CusTomers, satisfied CusTomers were significantly more like by to recommend their bank to their friends and to consider using their current bank in the future, and they are more resistant to offers from other banks. Loyal CusTomers are more interested in the services of their own banks when considering investments in all the aspects such as inthe financial market, deposit their own savings to their own bank, take out a mortgage from their own bank and use other Banking, products and services from their current bank. According to a research by **Ernst & Young (2012)**, the financial literacy of ordinary bank CusTomers is still relatively low, but personalized recommendations still work well here. According to the results of our research, loyalty of CusTomers with different intensities transforms into a potential purchase of additional Banking, products. The biggest potential interest of the bank CusTomers was in depositing savings in the bank and in mortgage loans. The intensity of interest in the purchase of investments and other products was relatively low. Findings of **Deloitte research (2012a)**, only 17% of respondents in the Czech Republic have changed their bank in the past or have accounts in two different banks, in comparison with Slovakia where 52% of respondents changed their account to another bank (12% in Poland, 28% in Hungary and 42% in Romania)

Kaur, N., & Kiran, R. (2015) founded in their research which was on public, Private and foreign shows that CusTomer are more satisfied with the services quality of the foreign banks then the Private and public banks.

Kundu, S., & Datta, S. K. (2015) research found regarding e-service quality, CusTomer satisfaction and trust they found that there is a significant relationship among e-service quality, trust and CusTomer satisfaction. Internet Banking, service quality has huge impact on trust. They also researched that in case of internet Banking, privacy and fulfillment are the main factors of service quality which have influence on trust. Also banks should be more concerned about the privacy of individual transaction of the CusTomers. According to Ernest and young 2012 survey showed that price factor was the main concern for 50 percent CusTomers.

Zeinalizadeh, N., Shojaie, A. A., & Shariatmadari, M. (2015) opined that out of the nine CusTomer satisfaction factors fees and loan, prompt service and appearance are the major factors which have more significant impact on CusTomer satisfaction followed by interest rate and accessibility of bank and availability of service which have less impact on the satisfaction on the Banking, CusTomers.

Rahi, S. (2015) research findings show CusTomers are more loyal towards those banks who are facilitating internet Banking, services. Also good brand image build relationship between banks and CusTomer and enhance the CusTomer loyalty toward bank. He also concluded that those banks that are giving the internet Banking, services to their CusTomers, loyalty of those CusTomers are more towards the banks. He also suggested that if the brand image also plays a significant role between loyalty of the CusTomers and internet Banking,. The role of brand image is positive in making a positive relationship between CusTomers and internet Banking,.

Pareek, V. (2014) research opined with a remark that out of several factors few causal fundamental factors like product attributes, employee characteristics, CusTomer convenience, bank tangibles, cost of transactions and CusTomer communication contributes in CusTomer satisfaction in Indian banks. Interestingly convenience one of the 4 P.s i.e. marketing mix was found to be an unimportant in deciding CusTomer satisfaction in Indian banks (studied banks).

Vyas, V., & Raitani, S. (2014) opined that there are many drivers of switching behavior in the banks. Particularly they found nine critical factors which contribute in switching the banks. One very interesting driver is CusTomer satisfaction in all the drivers which contribute in the switching behavior of CusTomers. So again we can't ignore that CusTomer satisfaction of the major factors among. Banks should come out with the strategies that increase the CusTomers satisfaction.

Suriyamurthi, S., Mahalakshmi, V., & Arivazhagan, M. (2013) stated that in the cutthroat competition where every bank is focusing on retaining and attracting new CusTomer, relationship marketing is the key element which should be adopted by the banks. They also found that Banking, sector is one of the major service sector and the business of banks is more or less dependent on the CusTomer services and satisfaction. Banks should increase their services and make good relationship with the CusTomer.

Gupta, A., & Dev, S. (2012). opined satisfaction of CusTomer is dependent on variable then independent variable. These dependent variables largely depend on service quality, ambience, involvement, accessibility and financial factors of the bank. According to the findings of the research. The impact of nearness of bank and financial factors on CusTomer satisfaction is not up to the mark.

Sharma, N. (2012) research study used the 17 variables related to the quantitative aspects of e-Banking,. Study on rural CusTomers satisfaction from e-Banking, was found to be significant. Research suggests that satisfactions in rural CusTomers are quite satisfied in e-Banking, services. So, in order to improve the tendency to use e-Banking, channels in rural areas the use of local languages during dealings should be promoted as well as publicized. Her research also suggest that ATM is one of the important channel out of all alternate Banking, channels for securing patronage of rural CusTomers.

Ganguli, S., & Roy, S. K. (2011) Research opined that in fast driven technology world banks should adopt the technology which can lead to CusTomer satisfaction and loyalty. Keeping this in mind they researched on four dimensions like CusTomer service, technology security and information quality, technology convenience, and technology usage easiness and reliability. Results states that there is significant relation between CusTomer service, technology usage easiness and reliability and CusTomer satisfaction. On the other hand they found the positive relation between technology convenience and CusTomer satisfaction. So it was found that technology play an important role in satisfying the CusTomer specifically in the case of Banking,.

Singh, J., & Kaur, G. (2011) research suggested that Customer satisfaction is the outcome of seven determinants namely social responsibility, employee responsiveness, appearance of tangibles, competence, and reliability. services innovation, , positive word-of-mouth. According to their study Customer satisfaction is influenced by social responsibility, positive word-of-mouth, and reliability. they also founded that relationship marketing is the important tool which can significantly increase the Customer satisfaction. Other factors like employee behavior, their friendliness, politeness, cooperation, promptness, efficiency, knowledge level, trustworthiness, and appearance also play an important role in satisfying the Customer.

Customers' satisfaction is playing a very significant role in all organization either goods producing or service rendering and increase earning capacity and market coverage (Rust ,Zahorik, 1993). The satisfied Customers are the best means for building a positive image of the organization in the market that will attract more and more Customers and exiting Customer's remains in the business. Anantha Raj A. Arokiasamy explained that there is positive relationship between satisfaction level of Customers' and earning capacity of the organization. Satisfied Customers from the initial level of any successful business and Customers satisfaction leads to frequent purchase, brand loyalty, and positive mouth advertisement (**Hoyer MacInnis, 2001**).NevineSobhy, Abdel Megeid (2013) has also revealed the importance servicequality and positive correlation between service quality and Customers' satisfaction, ultimately improves financial performance. Quality of service is to be considered as main factor responsible for Customers' satisfaction (Parasuraman et al., 1994). Now a days, Banking, is to be considered as a Customer based services industry, the Customer is the center-point and Customer service has to be the prime factor and leads to maximum profitability and smooth operation of the business activity. The challenges for banks is to control and reduce costs, increase operational efficiency and market share and it is possible only improving the quality of services to enhance Customers' satisfaction. Attention has now turned to improving the quality of service encounter, when Customers enter the bank and come into face-to-face contact with bank staff (Chakravarty, 1996). Service quality is considered as one of the basic factors responsible in Customer satisfaction (**Parasuraman et al., 1994**).

Munusamy, J., Chelliah, S., & Mun, H. W. (2010) claimed of their research shows that service quality is a very important dimension of Customer satisfaction in Banking, industry. All the determinants of service quality like reliability, assurance, tangibility, empathy and responsiveness shows significant relationship with Customers. They also state that intangibility intension is very difficult to measure then tangibility particularly in case of service quality. Customer needs, wants, preferences change any point of time without giving some hints to industry.

Mishra A, (2009) stated that Customer satisfaction majorly depends on the provision of an approach for the manager so that higher Customer satisfaction for the future could be obtained by the bank. Also in his research he used the demographical characteristics of the Customers to know about the satisfaction level of the Customers.

Rod, M., Ashill, N. J., Shao, J., & Carruthers, J. (2009) research findings suggests that online Banking, positively influences Customer perception. So bank management focus should be on good Customer service quality in terms of reliability, responsibility, tangibility and empathic. This study was also found to be significant that online information system quality is very important predictor of overall Banking, service quality.

Lopez, J., Kozloski Hart, L., & Rampersad, A. (2007) Research claimed that by using the one of the service quality tool in which Customer satisfaction was measured on the basis of ten dimensions. Results significantly show that out of ten six dimensions namely reliability, responsiveness, tangibles, access, communication, and credibility shows the positive impact on Customer satisfaction.

Molina, A., Martín-Consuegra, D., & Esteban, Á. (2007) brought to light that it is very important to have good relations with the Customers which leads to increase in business. Also in there research they stated that satisfaction of Customers is depends on service policy satisfaction, on accessibility and on the front line employee satisfaction. So positive relationships with the Customers always lead to financial success to the bank for long run.

Pont, M., &McQuilken, L. (2005) Research study was to find out the whether satisfied Customers are loyal towards the banks. In the research they concluded that there is no significant relation between Customer satisfaction and Customer loyalty. They founded that even satisfied Customers are not all the time loyal. If banks want to achieve high Customersatisfaction they need to adopt the good approach because with the less costly approach banks could not get moderate Customer satisfaction. They also stated that banks should exercise and examine the Customerperceptions' towards the service quality. So if the bank want to keep their

existing ones and want to attract new ones then they should continually supervise CusTomer satisfaction and its impact on loyalty.

Aaltonen, P. G. (2004) brings an awareness of the importance of the impacts of demographic variables and of technology on satisfaction of CusTomers and loyalty in the financial service industry. In past studies they have verified that extremely satisfied CusTomers are, indeed, more loyal CusTomers.

III. OBJECTIVES

1. To examine the need of PRIVATE BANKS
2. To determine the main factors influencing the level of CusTomer satisfaction in Privatecommercial Banking,.
3. To assess the level of CusTomer loyalty in PrivateBanking, services.
4. To assess the level of CusTomer satisfaction of the quality of service provided by the Private banks.
5. To assess the level of safety perception of the CusTomers in Privatebanks.

RESEARCH METHODOLOGY

VARIABLES

In this study the researcher will examine how the independent variables affect the dependent variable. Hence the dependent variable is CusTomer satisfaction, and the independent variables are CusTomer Loyalty, Service Quality, and Security.

Data Collection

In this research, the researcher use questionnaire as medium to collect data. There are twenty six questions answered by all respondents. The questionnaire is dividing by five parts.

TOOLS AND DATA ANALYSIS

ANOVA analysis

Reliability analysis

CORRELATION ANALYSIS

HYPOTHESIS OF THE STUDY

H1: there is positive relationship between CusTomer Loyalty and CusTomer satisfaction in the Banking, sector

H2: there is positive relationship between Service Quality and CusTomer satisfaction in the Banking, sector

H3: there is positive relationship between Security and CusTomer satisfaction in the Banking, sector

IV. RESULTS & FINDINGS

INTRODUCTION

The current chapter will be assigned for presenting the findings of the present study, so that as mentioned earlier; SPSS version 19 will be used to analyze the existing data using some of the statistics analyses related to the main aim for this study, such as ANOVA,CORRELATION

RELIABILITY TEST

Cronbach's Alpha	Cronbach's alpha bases on standardised items	Number of item
.854	.868	18

The value of Cronbach alpha is .854 i.e greater than 0.7 hence the data is reliable

CORRELATION ANALYSIS

	Variables	CusTomer satisfaction	CusTomer loyalty	Service quality	security
Pearson correlation	CusTomer satisfaction	1.000	.515	.256	.041
	CusTomer loyalty	.515	1.000	-.067	-.091
	Service quality	.256	-.067	1.000	.753
	Security	.041	-.091	.753	1.000
Sig. (1 – teiled)	CusTomer satisfaction	.	.000	.000	.280
	CusTomer loyalty	.000	.171	.	.000
	Security	.280	.098	.000	

the relationship between the CusTomer loyalty service quality and security is negative, very weak and nonlinear with non-significant statistical correlation ($r = -.067; -.091, p > 0.01$). While the relationship between service quality and security is positive, strong and linear relationship with significant statistical correlation ($r = .753, p < 0.01$).

ANOVA ANALYSIS

Sum of squares	df	Mean square	f	Sig.
Regression 4.975	3	1.658	42.462	.000
Residual 7.811	200	.039		
Ttotal 12.786	203			

Predictors – CusTomer loyalty, service quality, security

Dependent variable – CusTomer satisfaction

Model summary

R	R square	Adjusted R square
.624c	.389	.380

regression model summary includes the R, R-squared and adjusted R-squared for the model, and the standard error of the estimate. R is the multiple correlation coefficients, its present all the variable together (R = .624). R-squared is a measure of how much of the variation in the dependent variable is accounted for by the model, as can be clearly seen from Table 4.7 that R² in the model 3 equals .389(R² = .389) explains approximately 38% of variance in CusTomersatisfaction ,which predicted by the combination of the three independent variables . Adjusted Rsquared attempts to adjust this for the complexity of the model. More complex models will explain more variance than simpler models. Table 4.7 shows the adjusted R square is 0.38. The adjusted R square shows that 38% of the variance in CusTomer Satisfaction has been significantly explained by 1% change in the three independent variables. The almost same value between R square and the adjusted R square indicates high model fit.

COEFFICIENTS ANALYSIS

	Standardized Coefficients	t	Sig. bet
Constant		7.269	.000
CusTomer loyalty	.522	9.401	.000
Service quality	.519	6.178	.000
security	-.303	-3.595	.000

Table shows the coefficients for each model tested. Notice that all models are statistically significant with p-value less than .05(p < .05) the meaning of that every single predictor variable has contribution in the outcome variable.

V. CONCLUSIONS AND RECOMMENDATION

INTROUCTION

The aim of this study is to achieve the following objectives, (i) to explore the needs of PRIVATE BANKS,

(ii) to determine the main factors that influences the degree of CusTomer satisfaction in PRIVATE commercial Banking,,

(iii) to assess the degree of CusTomer loyalty for Banking, services

, (iv) to assess the degree of satisfaction of service quality offered by the banks, and

(iiv) to assess the degree of feeling of safety by CusTomers towards banks.

The study has achieved the objective which had a positive relationship, and the objective of this study as follow:

1- It explored the needs of PRIVATE BANK, so it’s showed the need of PRIVATEbanks is main priority for the CusTomer satisfaction.

2- 2- It determined the main factors that influence the degree of CusTomer satisfaction inPRIVATE commercial Banking,, so the result indicated that a 1% change in CusTomer loyalty leads to 52.2% increase in CusTomer satisfaction. This result suggested that CusTomer loyalty is the major factor in affecting CusTomer satisfaction.

3- 3- It assessed the degree of CusTomer loyalty for Banking, services inPRIVATE which determined by .522 means if the CusTomer loyalty increases 1% the CusTomer 58 satisfaction will increase 52.2

4- 4- It assessed the degree of satisfaction of service quality which offered by the PRIVATE banks.

SUGGESTION FOR FUTURE RESEARCHES

The above discussion indicates that Customer satisfaction vary according to the nature of service. In this case, the highest Customer satisfaction is demonstrated in the loyalty area such as affiliation, pertinence between the Customers and the banks, followed by the service quality such as willingness to help Customer, friendly attitude of staff. On the other hand, the moderate satisfactions are in the security such as safety and protections. Our suggestion for other researchers to intensification more study about Customer satisfaction in PRIVATE BANKS and try to test more variables which influence of Customer satisfaction

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QUESTIONNAIRE

Dear Respondents, You are invited to participate in the survey on Customer satisfaction of Private Banking, This research is the fulfillment of completing my MBA from ITM University Gwalior I would appreciate if you could spare some time in completing the survey questionnaires. I hope that you would co-operate in completing the questionnaire with the best of your ability. This questionnaire consists of five parts. Part one consists of questions about your demographic profile; continue with part two about service quality, the third part about Customer loyalty, the fourth part trust, and the last part about Customer satisfaction. All the information provided in this survey will no means reflect the identity of the participants. It will be kept strictly confidential and will be used merely for academic purposes.

SECTION A:

Respondent Profiles This section intends to get information the demographic background of the respondents Tick the box which answers is best describing you

1. Gender

Male
Female

2. Age

10-25
25-40
45-60
60above

3. Education level

Bachelor Degree
Master Degree
Doctorate Degree

Please specify: _____

4. Type of employers

Private
Government
public Agency
Self-Employed

5. How long have you been Customer of this bank

10 years
 20 years
 30 years
 40 above

6. Monthly income?

Rs 5000-15000
 Rs 15000 – 30000
 Rs 30000-500000
 Rs 50000 and above

Assessment the degree of satisfaction of services offered by the bank

The following question aims to assess the degree of satisfaction of service offered by the bank. Please indicate your opinion by circling the appropriate number using the scale below:

1	2	3	4	5
STRONGLY DISAGREE	DISAGREE	NEUTRAL	STRONGLY AGREE	AGREE

SECTION B Customer Satisfaction	1	2	3	4	5
This Bank is exactly what I need.					
The information that presented by Private is accurate					
There are privacy policies in Private Bank					
There are guarantees of Private Bank					
The bank gives breadth and depth Customer service					
I will be more satisfied if the bank offered transaction in hindi					

SECTION C service quality	1	2	3	4	5
the Bank offers fast and efficient services and accessibility					
Friendliness of bank personnel Parking facilities					
Parking facilities and accessibility and Convenience of location					
I think Private Bank is easier to change its transaction than other Banks					

SECTION D Customer loyalty	1	2	3	4	5
I will always use PrivateBank bank activities/ transactions					
I will Say positive things about the bank to other people					
I seldom consider switching away from this bank					
I will never change Private Bank					

I will never change Private Bank unless I found another bank which offer completely easier transactions					
I will recommend Private bank to other					

SECTION E	security	1	2	3	4	5
	I feel safe when using PrivateBank					
	Perform of the staff is well and it's impossible that I lose my transactions.					
	Bank cares about success of its CusTomers					
	The bank is very concerned with the security for my transactions					
	The Bank keeps the CusTomer information safe					
	I will feel more secure if the bank has Legitimate oversight board					