

CUSTOMER'S LEVEL OF SATISFACTION TOWARDS SERVICE AND SERVICE QUALITY OF STATE BANK OF INDIA – SPECIAL REFERENCE TO MADURAI CITY**Dr. P. Murugan¹ and Dr. P. Rajmohan²**¹Assistant Professor, Commerce (CA), Vivekananda College, Tiruvedakam West, Tamil Nadu, India²Assistant Professor of Commerce (SF), V. H. N. Senthikumara Nadar College (Autonomous) Virudhunagar, Tamil Nadu, India**ABSTRACT**

Banking sector is a highly developing sector in India, service sectors which is are highly depends on the customer satisfaction, main objective of this study is to know the level of satisfaction towards service provided by State bank of India for this purpose sample of 95 was collected using convenience sampling method, questionnaire has been used to collected data from the respondents, SPSS has been used to find statistical significance.

Key words: Banking, Customer Satisfaction, Satisfaction, Service, SBI.

INTRODUCTION

Banking sector is a developing sector in India, nowadays banking sector highly focused on the customer retention than customer acquisition, customer relationship management is a major tool which helps the banking companies to attract and retain customers. Customer satisfaction is essential to retain customers. State bank of India (SBI) is a well-known public-sector bank in India, they providing banking and investment services to their customers, to encourage customer loyalty bank should deliver high quality of services at lower cost. In this study an attempt has been made to know the level of satisfaction towards services provided by state Bank of India with special reference to Madurai city.

Objectives of the Study

- To study the level of satisfaction towards services provided by SBI.
- To understand the level of service quality.

Need of the Study

The study was conducted to know the customer satisfaction regarding service provided by SBI for the customers. The study totally revolves around the opinions and feedback from the users. An opinion survey with the help of questionnaire was conducted to know the users view on the services provided by SBI in Madurai.

Limitations of the Study

- There may be a bias in collecting the primary data from the customers.
- The study is limited to 95 respondents.
- The study is conducted only in Madurai city.

RESEARCH METHODOLOGY

Reliability and Validity: The validity of a research depends on systematic method of collecting the data and analysing the same in a sequential order. Methodology presents International Journal of Multidisciplinary Research and Modern Education the Sampling design, Data sources, Tools for data collection, Construction of questionnaire, Pilot study and the Frame work of analysis.

Area of the Study

The survey was conducted with customers of SBI Madurai city main branch .

Data Sources

The primary data was collected through field survey in the study area. First- hand information's pertaining to the benefits derived and the various competencies encountered were collected from 95 customers to know about activities towards project level of satisfaction on various service provided by the bank.

Tools used for Collection of Data**Framework of Analysis**

- Frequency analysis
- Chi square analysis