A STUDY ON CUSTOMER SATISFACTION TOWARDS BANKING SECTORSDURING COVID 19 WITH SPECIAL REFERENCE TO KHAMMAM CITY

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ABSTRACT

The creation of customer satisfaction and customer value is considered undoubtedly a competitive advantage in today's competitive banking industry. In order to maintain and keep their customers satisfied with their level of service banks need to ensure that the right product, service and support are available at the right time for their customers. The local banking industry is heavily regulated by the Central Bank ofmaking it necessary for the banks to continue innovating and bringnew products and services to the market to continue capturing the interest of the customers by creating the value that only superior customer service can deliver. The local banking industry consists currently of five commercial banks .Hence the purpose of this study is based on identifying customer satisfaction towards banking during covid-19 pandemic .It is concluded that mst of the customers are satisfied with banking services during Covid 19 for the reason that of Online Banking transactions.

INTRODUCTION TO THE STUDY

The COVID-19 pandemic has severely affected the global economy and daily life, as well as the banking sector that has to meet the expectations and challenges households and business are facing following the strict lockdown initiatives implemented to diminishing the coronavirus spread. To help Customer in lack of liquidity, many governments have offered public guarantees on banks loans and approved moratorium on credits. The COVID-19 effects on the banking sector include the intensifying use of digital channels and digital payments; the change of consumer behavior; relaxation of several regulatory and supervisory provisions, but also new challenges regarding operational resilience and increase of non-performing loans.

In this context, our key hypothesis is that the COVID-19 crisis has also changed the consumer behavior in retail banking . More precisely, the retail consumers have been obliged to use more digital payments to cash detriment and digital channels to the classic channels detriment, to fully adapt and embrace the new channels and technologies. Thus, the results of our research validate the Technology Acceptance Model (TAM) into the field of internet and mobile banking services. We also assume that the high uncertainties and concerns raised by the COVID-19 crisis will cause the decrease of the retail banking in Khammam city.

CUSTOMER SATISFACTION

Customer satisfaction is equivalent to making sure that product service performance meets customer expectations. Customer satisfaction occurs when acquisition of products services provides a minimum negative departure from expectations when compared with other acquisitions. There are many factors which lead of customers satisfaction including products and services which are customers focused on and provide high levels of customer value for money .gaining high levels of customer satisfaction is very important to a business because satisfaction is very important to a business because satisfied customers are most likely to be loyal and to make repeat orders.

OBJECTIVES OF THE STUDY

The main purpose of this study is based on identifying customer satisfaction towards banking during covid-19 pandemic.

STATEMENT OF PROBLEM

The study underscores the damaging effects of COVID 19 on banking sectors and the needfor all banking institutional and the emerging global trends and realities in the banking sectors.
The restrictions and barriers faced by the customers during COVID 19 in the banks with special reference on Khammam City.

RESEARCH METHODOLOGY

This study is based on empirical research by conducting survey method. It is purely based on primary data from 80 respondents following Convenience Sampling Method. Percentage analyses and Chi Square test were the important tools used for this study .A well structured and pre tested questionnaire was administered to analyse the customer satisfaction towards banking services during Covid 19 in Khammam city.

CUSTOMER SATISFACTION TOWARDS BANKING SECTOR:

Customer Satisfaction Is the Largest Competitive Advantage for Banks. With everyone offering nearly the same products and services without much room to compete on price, the experience customers have with their banks is what gives one bank a competitive advantage over another. The services most often provided include a variety of checking accounts, saving accounts, certificates of deposit, and loans, including car loans and home mortgages. Additional services may include safe deposit boxes and investment-related services.

The creation of customer satisfaction and customer value is considered undoubtedly a competitive advantage in today's competitive banking industry. In order to maintain and keep their customers satisfied with their level of service banks need to ensure that the right product, service and support are available at the right time for their customers . The local banking industry is heavily regulated by the Central Bank of making it necessary for the banks to continue innovating and bring new products and services to the market to continue capturing the interest of the customers by creating the value that only superior customer service can deliver. The local banking industry consists currently of five commercial banks.The local commercial banks are more and more following international trends and switching to market oriented structures and centralizing their products and services to reduce cost, ensure uniformity of services, personal leadership, flexibility, efficiency, specialization and increase profitability .

Only bank clients can tell if the customer service they receive at the branch is up to their standards, which is why regularly asking the customers for their opinions is very important.
Treat your customers like your friends and they'll come back. It will attract more client whichmeans success for the institution.

NKS DURING COVID 19

In this context, our key hypothesis is that the COVID-19 crisis has also changed the consumer behavior in retail banking. More precisely, the retail consumers have been obliged to use more digital payments to cash detriment and digital channels to the classic channels detriment, to fully adapt and embrace the new channels and technologies. Thus, the results of our research validate the Technology Acceptance Model (TAM) into the field of internet and mobile banking services. We

also assume that the high uncertainties and concerns raised by the COVID-19 crisis l effect the retail banking.

Table 1

SATISFACTION LEVEL ON SAFETY PRECAUTIONS TAKEN BY THE BANKS

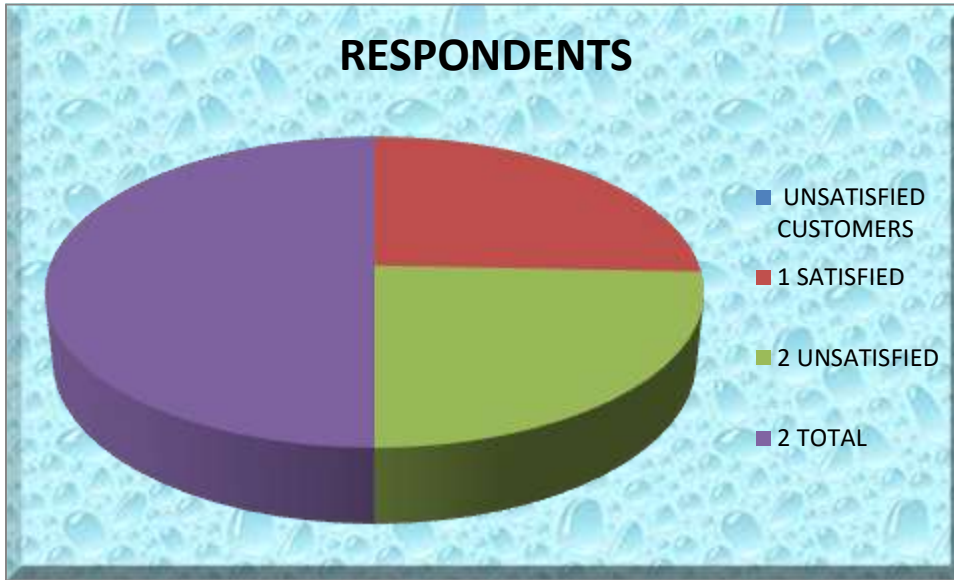| S.NO	SATISFIED AND UNSATISFIED RESPONDENTS	RESPONDENTS	PERCENTAGE
1	SATISFIED	56	82.9%
2	UNSATISFIED	24	17.1%
	TOTAL	80	100%

SOURCE: PRIMARY DATA
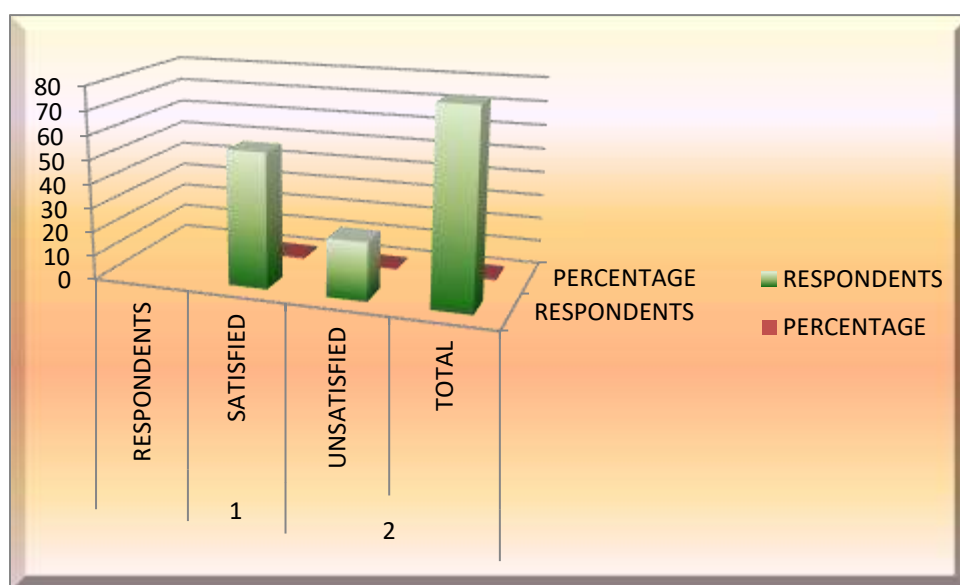
INTERPRETATION:

From the above table we found that 82.9% of the respondents are satisfied and 17.1% of the respondents are unsatisfied on the precautions taken by their banks.Majority of 82.9% of the respondents are satisfied on the safety precautions taken by their banks.

Table 2 SATISFACTION LEVEL ON GRACE PERIOD AND VARIOUS SCHEMES PROVIDED BY THE BANKS TO THEIR CUSTOMER

S.NO	SATISFIED AND UNSATISFIED CUSTOMERS	RESPONDENTS	PERCENTAGE
1	SATISFIED	41	51.4
2	UNSATISFIED	39	48.6
	TOTAL	80	100

SOURCE: PRIMARY DATAINTERPRETATION:

From the above table we found that 51.4% of respondents are satisfied and 48.6% of respondents are unsatisfied on the grace period provided by their banks on repayment of loans and EMI.

Majority of 51.4% of respondents are satisfied on the grace period and schemes provided by their banks during COVID19 pandemic.

RELATIONSHIP BETWEEN AGE AND ONLINE TRANSACTION DONE BY THE RESPONDENTS DURING COVID19

AIM:-

To check whether there is any significant relationship between age and online transaction done bythe respondents

HYPOTHESIS

H0: There is no significant mean difference between age and online transaction done bythe respondents.

Age Of The Respondent * Online transaction done by the respondent during covid19				
Count				
		Online transaction done by the respondent		
		Done	Not done	Total
Age Of The Respondent	Up to 25	13	45	58
	26-35	5	5	10

	36-45	0	3	3
	Above 45	4	5	9
Total		22	58	80
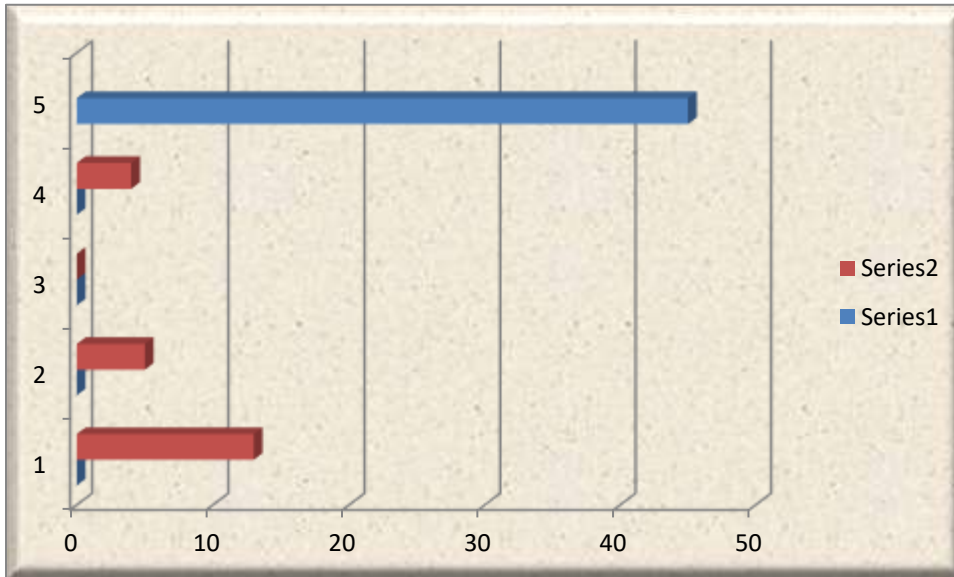
LEVEL OF SATISFACTION

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.720[a]	3	.682
Likelihood Ratio	2.958	3	.398
N of Valid Cases	80		

DECISION RULE
The significant value (0.682) is greater than 0.05, therefore H1 is accepted.

CONCLUSION
There is a significant relationship between the age and online transaction doneby the respondent.

CONCLUSION

The banks in India with the use of efficient planning and provisions, they were able to reduce their overall damage and are trying to recover well from the hit. Customers banking practices and ways have also changed a lot, their trust in the online banking services has increased and has started using that more than going to the bank personally to get things done. The online banking infrastructure has improved a lot and the interface. In the coming future, online banking, e-wallet and UPI payments are the forward as they reduce the human contact and are becoming very safe as more money is being spent to develop the apps with better way. The banks should improve their ideas on credit facility to their customers in order to keep theirbusiness in centre.

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