

An Empirical Study on Level of Customer Satisfaction in J&K Bank

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ABSTRACT: Customers purchase things when they see that the products and administrations can satisfy their needs. Specialty units which can meet the demands for customers remain in the market forever. A satisfaction customer is an indicator of likely future deals. Consumer reliability gets a prevailing place to guarantee persistent deals. Consumer reliability isn't simply playing/performing up to the demands for customers however it is something that has more extensive measurements than just only picking up acknowledgment from customers for its products. Most associations around the world put forth nonstop attempts to carry inquisitiveness to products, work for post-deal satisfaction of customers in light of the fact that not performing up to the degree of demands for the customers endanger the possibilities of business. The paper features that customer satisfaction is certainly not a solitary time to attract customers; but the demands and satisfaction of customer is required throughout its life cycle. It basically includes changing the view of customers to the organization products and administrations.

Keywords: Customer Delight, Customer Expectations, Customer Reliability, Customer Satisfaction.

I. INTRODUCTION

Customer satisfaction a term often used to represent the proportion of how products and administrations that are being offered by an association act in meeting the customer necessities and customer demands. Consumer reliability is the attitude that customers have about an association when the products and administrations offered by the organization meets to their ideal demands or surpasses over the existence time estimation of the product or administration that has been advertised. In the present super serious commercial centre where organizations endeavour hard for customers, consumer reliability is viewed as a key business differentiator that assists with drawing in new customers and guarantees that organizations remain on the front lines of the business patterns and advancements that shapes and administers business. These days, organizations are concentrating on high fulfilment in light of the fact that profoundly satisfaction customers are substantially less prepared to switch over different products that are being offered by the contenders. Simple satisfaction customers can switch over in light of the fact that they think that it's simple to switch when a superior product or management goes along. High fulfilment gives such a great amount of knowledge into customers and results in customer satisfaction along these lines makes a passionate obligation of the customer with the product. Consumer reliability assumes a noteworthy job in making customer dedication since when the demands for the customers are persistently being met customers feel delighted and this outcomes into customer devotion, hereafter, expands the business, development, productivity, income and familiarity of the business and recognizes it from the contenders.

II. REVIEW OF LITERATURE

Contemporary organizations consider consumer reliability as a benchmark standard of implementation and a potential standard of importance for any business association.

Gerson, 1993 [1] argued that a number of organizations choose consumer reliability as their fundamental execution indicator satisfying customer on a day today principles. Business executives are worried about ways for fulfilling and holding customers to generate benefits, improving organizations' intensity and verifying products of the overall industry. A portion of the significant subjects in the business area incorporate investigations of customer relationship depend on consumer reliability that identifies the intensity and benefits, strategies for estimating consumer reliability. Overall, the supporting of the advertising plan is that recognizable proof and satisfaction of customer needs that enhances improved customer maintenance [2]. There is great administrative enthusiasm for consumer reliability as a methods for assessing quality. High consumer reliability evaluations are broadly accepted to be the best pointer of organization's future benefit. Fulfilment can be comprehensively described as a post-buy assessment of product quality given pre-buy desire [3]. Consumer reliability is how much a customer sees that an individual, firm or association has adequately given a product or administration that addresses the customer's issues in setting where the customer knows about and/or utilizing the product or administration. Satisfaction isn't intrinsic in the individual or the product yet it is socially built reaction to the connection between a customer, the product and the product supplier. To the degree that a supplier/producer can impact the different elements of the relationship, the supplier can impact consumer reliability [4]. Consumer reliability is normally characterized as a post utilization evaluative judgment concerning a particular product or administration [5]. It is the consequence of an evaluative procedure that stands out pre-buy demands from view of execution during and after the utilization experience [6]. Luo and Homburg [7] presumed that consumer reliability emphatically influences business gainfulness. Consumer

reliability can be used as a vital weapon to expand the business, monetary development, income, benefit and verifying piece of the overall industry of the business. Consumer reliability can assume an indispensable job for organizations in giving and keeping up an upper hand. The organizations that proceed according to the customer

demands get customer devotion consequently and lessens customer stress, other than that it causes the organizations to keep up a serious edge over adversaries. Subsequently, to make long haul progress and maintainability in the market, organizations ought to persistently screen the consumer reliability signals, in regards to products and administrations that are being offered and the relationship that is being kept up with the customers.

II. MATERIAL AND METHODS

A. Objective of the study

The objectives of the present research have been to determine the degree of satisfaction of the customers of J&K bank.

B. Methodology

The study started with investigating at the secondary data followed by the assortment of primary data. The secondary sources used to gather information included different magazines, diaries, journals, books, yearly reports, and so forth. Essential information was gathered from the customers of J&K Bank. It involved meeting and survey. The questionnaire was planned and designed based on the objectives of the research. 150 respondents were chosen based on Simple Random Sampling Method (SRS). Resulting conversations were likewise held to fill the data holes.

III. RESULTS AND DISCUSSIONS

Examining the reaction of 150 customers in Figure 1, 60% of the customers are happy with the product and the administration nature of the bank, However, 27% of customers are in partially satisfaction and rest 13% of customers are not happy with the products advertised.

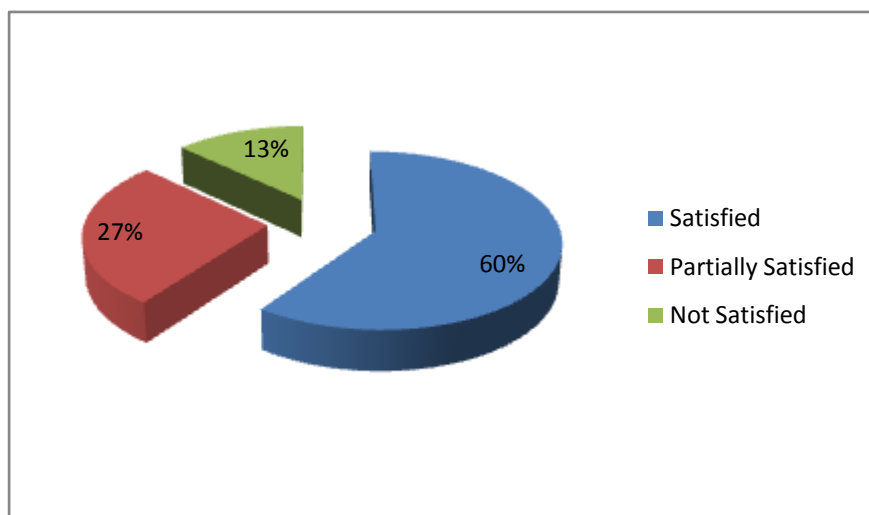


Fig. 1. Perception of respondents towards Product Satisfaction

Fig. 2 indicates that 50% of the customers are satisfied, 28% are in partly satisfied and rest 22% not happy with the document delivery of the bank at anticipated/submitted time.

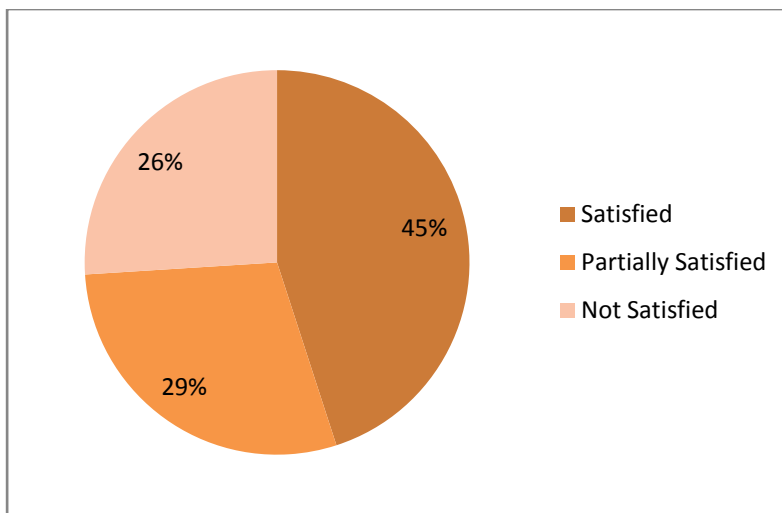


Fig. 2. Perception of respondents towards Documentation Delivery

Figure 3 shows that 45% of customers are satisfied with the timely information on dispatches of record, 36% of customers are partially satisfied and rest 19% are not happy with the convenient data on dispatch of archives for example Record articulation, Debit/ Credit cards and so on.

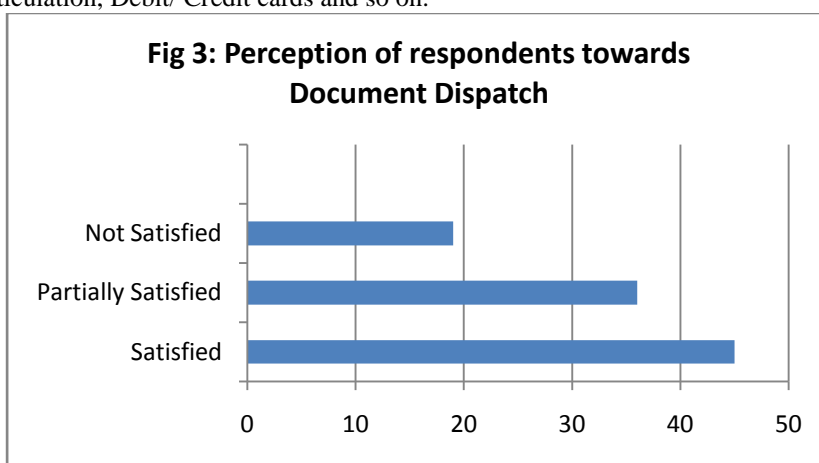


Fig. 3. Perception of respondents towards Document Dispatch

Reacting to the enquiries that were made by the customers, it was discovered that 54% of the customers are satisfied, 37% are partially satisfied and 13% of the customers are not satisfied as portrayed in Figure 4.

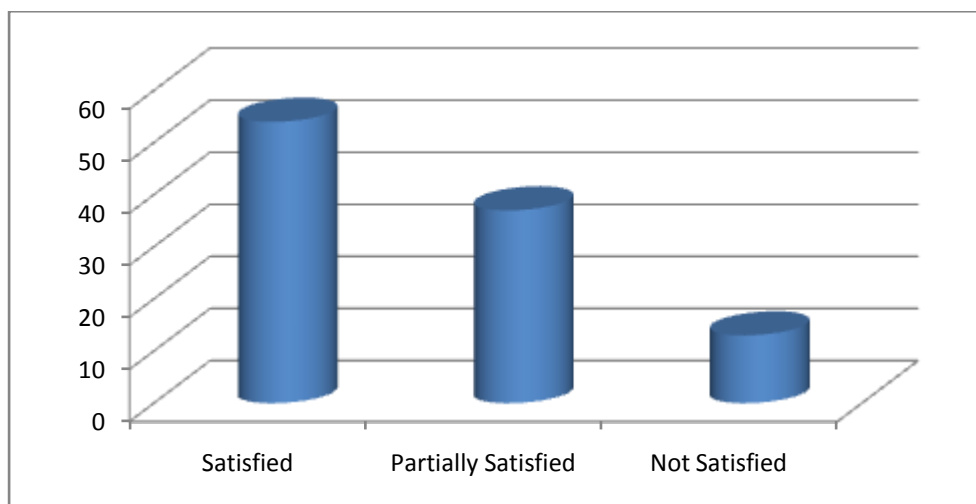


Fig. 4. Perception of respondents towards Reacting the Enquiries

60% of the respondents were satisfied with the morals and set of principles and concurred that bank keeps up straightforwardness with the records of the customers. However, 22% of the customers were partially satisfied and 18% of the customers were completely not satisfied (Fig. 5).

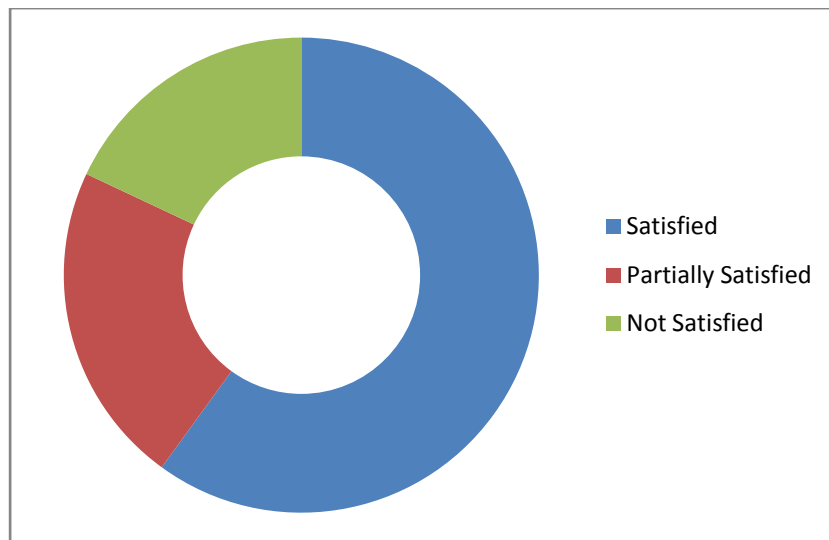


Fig. 5. Perception of respondents towards Morals and set of Principles

IV. CONCLUSION

Customer satisfaction assumes a key job for each association. Right now and profoundly serious economy, estimating consumer satisfaction is an unquestionable requirement. The present organizations are consistently concentrating on customer satisfaction. Customer retention is just conceivable when customer demands are being met bringing about consumer reliability. At the point when customer demands surpass they feel happy. This paper expected to outline the significance of consumer reliability and its estimation in J&K bank. The fundamental discoveries of the study are:

- ❖ Customers that have for some time been related with the bank were highly satisfied when contrasted with those that are associated with the bank for shorter time span.
- ❖ Satisfaction level of the customers is little lower relating to archive conveyance coming to an anticipated/submitted time.
- ❖ The bank ought to keep up straightforwardness and ought to receive a decent moral set of accepted rules while managing the customers. Further a compassionate methodology ought to be used towards the customers with amiable words.
- ❖ The bank follows a tedious complex strategy of documentation. The documentation relating to the financial administrations ought to be limited on the grounds that the customers feel it a burden. The documentation procedure ought to be made simple and reasonable to the customers and ought not to be tedious also.
- ❖ Response to protests is the significant issue which the customers are confronting. Lion's share of the customers were of the view that the bank authorities are not making any quick move on objections, as the officials are not prepared to listen closely to the complaints of customers. Along these lines, fast and quick reaction ought to be given to the grumblings made by the customers.
- ❖ The data relating to new products and administrations ought to be suggested well on schedule. The bank authorities ought to receive different types of notice so as to give convenient data about the new product/administrations to the customers.
- ❖ J&K bank is confronting a tough challenge with different banks so customer maintenance is compulsory and essential for a definitive development of the bank. Subsequently the bank ought to build up a cordial connection with the customers and ought to receive the customer dedication approach in light of the fact that the development and achievement of any business is completely subject to how an organization will hold its customers, in any case there is a risk of customer stir.

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