

**STUDY OF CUSTOMER SATISFACTION IN COOPERATIVE BANKS IN PUNE
DISTRICT OF INDIA**

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INTRODUCTION

According to the Central Bank, the market size of Indian banking is colossal and all-around directed. The accentuation is more on furnishing further developed financial administrations with state-of-the-art innovation. The financial business is becoming increasingly more client driven with reasonable banking and inventive methodology. The Urban Co-usable Banks have become a significant feature for the financial manageability of India. These sorts of banks principally assist the more vulnerable parts of the general public and different areas like Health, Education, Agriculture, Cottage Industries, and Small-Scale Industries. The Urban Co-employable development gave a superior substitution to control of cash moneylenders. The principal point of such a financial framework is to cater to the banking and credit need of the center or lower working class which incorporates private companies, artisans, assembly line labourers, or individuals with a local pay source. Accordingly, to become effective, it becomes fundamental for metropolitan co-usable social orders to satisfy the need and offer palatable types of assistance to their clients.

Consumer loyalty can be characterized as worth, quality, and Fulfillment. As per Fečiková (2004), esteem is associated with administration offered any sum paid in return, quality alludes to addressing the client's requirements and assumptions, while Fulfillment could be portrayed as associations addressing the necessities or needs of their clients. Since banks work in a believed industry, high Fulfillment from clients is considered essential for future endurance and pertinence. Moreover, the significance of a bank model can be exhibited through the consequence of consumer loyalty; it has, of late, shown the significance of what it means for an association's income. Saving money with a high degree of consumer loyalty is bound to have expanded benefits contrasted with contenders with lower levels of consumer loyalty. A co-usable bank is a monetary substance that has a place with its individuals, who are simultaneously the proprietors and the clients of their bank. It is frequently settled by individuals having a place with a similar nearby or proficient local area having a specific interest. It is framed to advance the upliftment of monetarily more fragile areas of the general public and to safeguard them from the grip of cash moneylenders who give credits at a nonsensically exorbitant loan cost to the penniless. The co-employable design is planned on the standards of participation, shared help, majority rule independent direction, and open enrollment. It follows the guideline of 'one investor, one vote' and 'no benefit, no misfortune.' Functions of Co-operative Banks are it furnishes monetary help to individuals with little means and safeguards them from the hooks of cash banks giving credits and different administrations at a higher rate to the detriment of the penniless; It oversees and directs partnered social orders; Country funding Supports rural areas like dairy cattle cultivating, crop cultivating, bring forth, and so on at relatively lower rates; Metropolitan supporting funds limited scope ventures, individual budget, home money, and so forth; It assembles assets from its individuals and gives revenue on the contributed capital. Nakhuda (2016), in their article on "Elements

that Determine Customer Satisfaction in Banking Institutions: Evidence From Indian Banking Industry," characterized that 'Fulfillment is a general client demeanor or conduct towards a specialist co-op, or a profound response towards the distinction between what clients expect and what they get, in regards to the satisfaction of some longing, need or objective. Extant studies discovered that there is no critical connection between the segment factors and consumer loyalty except the decision of the bank and the situation with a local location. Further, they brought up that clients have an uplifting perspective towards the administrations delivered by Malappuram Service Co-employable Bank. The creator thought about following boundaries to know Fulfillment and discernment regarding the bank - Document conventions, Interest rates borrowed, Convenience to arrive at the bank, Relationship of representatives, Overall administrations, Modern gear/innovation utilized, Time is taken for activities, virtual offices of the bank, Employees demeanor and conduct, Bank intrigues in client's tackling issues and Convenience of working hours. Sharmi and Prabhakar (2017) composed an article on "Consumer loyalty in Imphal Urban Co-employable Bank Ltd, Manipur." The pair thought about Reliability, Empathy, Responsiveness, Assurance, and Tangibility as a trait for grasping consumer loyalty. The outcome was nonpartisan towards every one of the perspectives. The creator underlined the requirement for the foundation of an expert connection with client strengthening. Radhakrishnan (2018), in his examination work to be specific, "Consumer loyalty in Cooperative Banks in Comparison with Nationalized Banks with Special Reference to Palakkad District," looked at the consumer loyalty level. The creator reasoned that there is no massive distinction between the consumer loyalty angle connected with public and metropolitan agreeable banks even though these banks provide food and the necessities of the various fragments of the general public with the changed financial foundation.

Olorunniwo et al. (2006) centered this essential to check the bury connections between the administration's experience Customer's Satisfaction and fix Value and their prompt immediate and aberrant impacts on clients' objective results inside the kind of Behavioural Intentions. The review is led through exploratory and illustrative strategies for research. The review makes critical commitments by creating a proportion of consumer loyalty's Service of banking administrations in an Indian setting, by adding to the joint discussion by laying out that administrations built which redid sizes of fulfillment level became created and approved depending on the help setting. The concentration additionally underscores the significance of Service Value in improving steadfastness related Behavioral Intentions of shoppers.

John and Thoomkuzhy (2018) have investigated the fulfillment level of the clients profiting from the bank and break down the administration quality elements of the Pathanamthitta District Co-usable banks. It additionally targets creating techniques to support the norm of administrations and to recommend elective approaches to further developing client solace. There are many variables controlling their fulfillment level.

METHODOLOGY

Research philosophy is a system for gathering a wide range of data and information relating to the subject. The goal is to analyze every one of the issues in question and lead situational examination. The technique incorporates the general exploration configuration, testing strategy and hands-on work done, and, at last, the examination system. The predictable test study's procedure used in the review utilizes both essential and optional information. The meeting plan's inquiries were primarily dichotomous and five-point Likert scale questions. Additional information has been gathered from books, diaries, papers, periodicals, reports,

and the web. Measurements devices utilized in this study are essential rate examination and weighted regular examination.

RESULTS AND DISCUSSION

The Result Analysis comprises of a study directed with the assistance of surveys. The survey was filled by 100 people of various age bunches who are client of these co-usable banks.

Table 1 Age of the Respondents

	Frequency	Percentage
22-35	35	35%
36-49	50	50%
Above 49	25	25%

As per (Table 1), 35% of respondents belonged to the 22-35 years group. 50% of respondents belonged to the 36-49 year category. 25% of respondents belonged to the above 49 years Group.

Table 2 Gender of Respondents

	Frequency	Percentage
Male	70	70%
Female	30	30%

As per the above table, 70% of respondents are Male and the rest 30% of respondents are Female.

Table 3 shows the responses to the “What kind of account you are holding in the bank?”

Table 3 Responses for the Question 01

	F	%
Current A/c	13	13%
Fixed Deposit A/c	15	15%
Saving A/c	60	60%
Cash Credit A/c	12	12%

Hence we can say that after seeing the pie diagram of the type of account holding, 60% have a saving account, 15% have a fixed deposit account, 13% have a current account, and significantly less % of respondents have a cash credit account.

Table 4 shows the responses to “Have you opted for the below-mentioned services?”

Table 4 Responses for the Question 02

	F	%
ATM	45	45%
Net Banking	30	30%
Mobile Banking	15	15%
Others	10	10%

Table 4 indicated that 45% of the respondents have opted for the ATM service and the rest have opted for different services of the bank shown above in the pie diagram.

CONCLUSIONS AND IMPLICATIONS

Co-usable banks are habitually framed by people having a place with a similar nearby or proficient local area or sharing a typical premium and give a large number of banking and monetary administrations like credits, stores, banking accounts, and so forth to the individuals. The banks were directed many examinations to comprehend how their items and administrations met or surpassed client assumptions for the enhancements of execution or nature of administration. This study showed an upbeat assessment of the assistance of banks and the way of behaving of representatives for delivering administrations. Compared with other private and public banks, co-employable banks are more unfortunate in the reception of innovation and current hardware. Progressively the co-usable banks will take on more present-day advances for confronting rivalry and make their administrations more subjective.

Keywords: Banking administrations, customer satisfaction, urban co-operative banks

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