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Quality Service Delivery and Customer Patronage of Axis Bank

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ABSTRACT: Service Quality, a measure of the overall value of a service, is a key concept in service marketing. Service Quality has been significant impact on customer loyalty. They can lead to customer satisfaction and customer loyalty. This study aims to find customer perceptions on service quality dimensions among consumers of bank services. The results show service quality is an important element to create customer loyalty that will lead to customer satisfaction and loyalty. Therefore, in trying to develop strong service quality, bankers should be interested in assessing the degree of customer service dependence. The banks service quality depends on the perceptions of their service customers. Satisfied and loyal customers indicate positive perceptions of the banking services.

KEYWORDS: Services, Axis Bank, Service Quality, Customer Satisfaction, Customer Loyalty

I. INTRODUCTION

Banks are more likely to be in a position to catch the attention of new customers due to enhanced or excellent service quality as well as their capability to promote these improvements. He posited that customer satisfaction completely depends on how the customer rates the quality of services provided to him or her about his or her expectation. If the quality of services offered by a firm matches his or her expectations, the customer is said to be satisfied and vice versa. He agreed with this point of view stating that a customer will be satisfied if the service rendered by a company matches his or her expectations, and dissatisfied if the services offered fall short of his or her expectation. When the customer is satisfied, it will lead to continuous patronage.

Customer patronage has been regarded as a fundamental determinant of long term customer behaviour. They submitted that the more satisfied customers are, the greater their patronage, the positive word of mouth generated through them and the financial benefits to the firms who serve them. It is not surprising therefore that the fundamental aim of firms is to seek to manage and increase customer satisfaction at least in this era of competitive global banking. Service quality delivery is designed to satisfy customers by means of innovating service delivery and as a result stretching out firms' service range. Banks should understand their targets and deal with these targets in a proper way. In order to attain excellent service positioning, service firms need to deliver services and products by means of distribution techniques in new innovative ways that make use of their unique competencies like knowledge and skills. In fact, the innovative usage of delivery methods is a lot more turning into a completely new resource for differentiation and innovation for firms.

II. STATEMENT OF THE PROBLEM

The banking industry is highly competitive and all key players in the industry are faced with the challenge of satisfying their customers with a view to retain them. The rate at which bank customers switch from one bank to another is very high. It identified the major reason behind the high switching rate of bank customers in Nigeria. According to him, many bank customers switch from one bank to another due to their dissatisfaction with the service delivery of banks. This implies that bank customers switch from one bank to another in search of more satisfactory service delivery. The frequency with which bank customer's switch to other banks has become a cause of worry to the affected banks, and this situation presents a dilemma as many banks are now forced to revolutionize strategies to satisfy their customers, hence the need of this study Service Quality Delivery and Customer Patronage to proffer solution to banks.



III. OBJECTIVES OF THE STUDY

- To study the awareness knowledge of customers towards quality of services rendered by axis bank, erode.
- To study the level of satisfaction towards services rendered by axis bank.
- To study the factors influencing the customers to choose the services of the axis bank.

IV. REVIEW OF LITERATURE

Vyas, V., & Raitani, S. (2014) The research says that many customers are switching their banks which provides better services. The research has found nine factors which are critical that subsidize in switching the banks. One of the most interesting motorists of all the drivers is customer satisfaction which is the main reason for substituting behaviour of the customers. Banks must come out with better approach that increases the customer satisfaction.

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 Having influence on customer satisfaction while the other factors mentioned do not have a significant impact.

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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 bank.

V. RESEARCH METHODOLOGY

The researcher has to use interview schedule method to gather the information for the study. In we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.

When we talk of research methodology we not only talk of the research methods but also consider the logic behind the methods we use in the context of our research study and explain why we are using a particular method or technique and why we are not using others so that research results are capable of beings evaluated either by the researcher himself or by others.

Research Design

Research design is the blue print of the study. A research design is a logical and systematical planning & it helps directing a piece of research

The research design for the present study would be descriptive and analytical in nature.

Sampling Technique

The sampling technique used in this study is “convenience sampling” when the population element for inclusion in the sample is based on the ease of access. It can be called as convenience.

Convenience sampling

This method is also called as chunk method a chunk refers to the fraction of the population to be investigated. This chunk is not selected by probability but select by judgment or convenience.



Sampling Size

The sample size is certified to its nature of data collection. Data collection is based on the primary data. 120 respondents are taken as the sample for this study.

SOURCE OF DATA

1. Primary Data
2. Secondary Data

Primary Data

The primary data are those which are collected a fresh and for the first time and thus happen to be original in character. In order to collect the primary data, an interview schedule was designed with number of questions with open ended and close ended questions which will cover the overall information needed to the study.

Secondary Data

The secondary data were collected from different sources. In the current context the secondary data was collected through published books company records, journals, magazines and related web sites.

TOOLS FOR ANALYSIS:

The following statistical tools have been used to analyze the data. The collect data have been analysis with the help of statistical tools like

- Simple percentage
- Chi-square
- Correlation

VI. FINDINGS

1. Majority of 76.7 % of the respondents are under Male category.
2. Majority 52.5% of the respondents are age between 30 – 40 years.
3. Majority 47.5% of the respondents have done others qualification.
4. Majority 28.3% of the respondents are Government employees.
5. Majority of 71.7% of the respondents are Married person.
6. Majority of the respondents are earning income between Rs.10, 000-15,000.
7. Majority of 25.8% of the respondents have 2-4 members in their family.
8. Majority 50% of them state that they are customer between 2-4 years.
9. Majority of 30% of the respondents are used to money transfer service.
10. Majority of 35.8% of the respondents have account below 2 members in their family.
11. Majority of 35.8% of the respondents know through Friends.
12. Majority of 50.8% of the respondents are selecting loans facility provided by the bank.
13. Majority of 35.8% of the respondents prefer for their providing loan service.
14. Majority 90% of the respondents make entry in our finance book regularly
15. Majority of 29.2% of the respondents are satisfied about relationship with staff.
16. Majority of 75.8% of the respondents does not faced problem
17. Majority of 34.2 % of the respondents faced problem in Irrespose.
18. Majority of the respondents are satisfied in less waiting time.
19. Majority of the respondents recommend others to join A/C.

CHI-SQUARE TEST

Since the calculated value is less than the table value. So we accept the null hypothesis. There is no relationship between Educational Qualification and Customer in 93

CORRELATION

This is a positive correlation. There are relationship between occupation of the respondents and Type of service rendered by the firm.



ANOVA

From the above analysis, we find that calculated value of the F-value is a positive .948 value, so H1 accept. Since the P value 0.000 is less than < 0.05 regarding there is a significant relationship between Monthly income and Reason to prefer in this specific firm. The results are **significant** at 5 % level.

VII. SUGGESTIONS

Unlike in the past, all banking operation gradually came to be measured in terms of thus ability to generate possibilities of social banking for their meaningful survival & growth. Therefore, there should be a shift in the bank's objective from bank growth.

- The banks should follow the modern marketing strategies for not only increasing the number of customers but also increasing the revenue.
- Introducing innovative administration in information and technology which reduce costs, increases volumes and facilities customized products of banks.
- The banks should not only depend on interest income but also to generate non-interest income
- Investment made by banks should be made rationally.
- The establishment expenses, which constitute the largest item of the total expenditure of banks, needs to be monitored regularly
- The credit – deposit proportion should be maintained properly.

VIII. CONCLUSION

In conclusion, the quality of service delivery plays a pivotal role in fostering customer patronage at Axis Bank. By consistently meeting and exceeding customer expectations through efficient services, personalized experiences, and robust customer support, Axis Bank can enhance customer satisfaction and loyalty. Continuous improvement in service quality not only attracts new customers but also retains existing ones, thereby ensuring sustained growth and competitiveness in the banking sector. As Axis Bank continues to prioritize excellence in service delivery, it can further solidify its reputation as a trusted financial partner, driving long-term success and customer loyalty.

Banks need to make a profit in order to support the economy by lending money and to ensure that their investors receive the expected rate of return on their investments. This requirement compels banks to not only increase their earnings but also to generate extra funds from their banking activities. The financing system faces several difficult challenges. Therefore, the banks have to re-orient their strategies in the light of their own strengths and the kind of market in which they are likely to operate.

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