"IMPACT OF ATMS ON CUSTOMER SATISFACTION"
(A Case Study of SBI in Bidar of Karnataka)

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ABSTRACT:

Banking sector has developed another service to their customers known as automatic teller machines or automated teller machines facility (ATMs). An ATM (i.e., Automatic Teller Machine) is a device that allows Caerdholder to perform routine banking transaction without interacting with human teller. ATMs offer a broad range of banking transactions. The objective of ATM is to provide 24 hours, 365 days electronic banking services to the customers "any time, any where" in India and also to render uniform services at all locations.

KEY WORDS: Modern Indian, Political Thought, Social Justice, The Hindu, Muslim Traditions, Hindu Nationalism, Ideologies, Communist and Sarvodaya Movements ect.,

INTRODUCTION:

ATM network system reaps many benefits. A well-positioned, high visibility ATM network system can be an effective marketing tool for bank's image. To maintain competitive parity in banking industry banks must provide locatioanl round –the –year convenience of networked ATMs to is customers.

OBJECTIVES OF THE STUDY

The following are the objectives set for present study:
1. To know the historical development of ATMs.
2. To study the working process of ATMs.
3. To examine the extent of customer satisfaction or dissatisfaction with ATM service given by banks.
4. To identify critical areas where customer dissatisfaction is very high.
5. To identify dissatisfied and to suggest remedial measures.

RESEARCH METHODOLOGY

The study is exclusively aimed at fact finding on the topic. The base for systematic and scientific study of any research work is methodology. The present research involved and organized sequence of activates as mentioned below.
1. Designing the Questionnaire
2. Collecting the data through
- Primary Source
- Secondary Source
3. Analyzing data and drawing interference

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'Case Study' technique has been adopted as the methodology for in-depth study . The researcher has collected the information from 100 respondents. The respondents are selected on random sampling method.

Sources of Data

To meet the objectives of the study, the data has been collected from both primary and secondary sources.

Responses of cardholders collected through structured questionnaire were the source of primary data in addition, information collected from the bank officials through personal interview method.

Pertaining to secondary data, the published books on banking services, magazines like Bank Quest and information collected from various websites are the main sources.

Techniques used in the Study

The plan of analysis and interpretation for analyzing data includes adoption of different techniques like percentages, ratio's etc 'Case study Technique is used to understand the study in a better way

ANALYSIS OF PRIMARY DATA
Age-wise Distribution of Users:

It is clear from our field survey that customers of all age groups are users of ATM facility. Most of the ATM users are of middle age groups i.e., 25-35 years (46%) and also the young generation is adopting this (ATM) new facility quite abruptly the II largest number of ATM users lies in the age group less than 25 years. Where as the old age people (i.e., in the age group of 45 years onwards) they are reluctant to use the ATM facility. Only 12% of samples are falling under this category.

Education-wise Distribution of Users:

It is clear that most of the ATM users are graduates i.e., 67% of the sample consists graduates. This shows that educated people are heavy users of ATMs. Where as less educated or uneducated peoples are still sticks to the traditional system of banking.

Profession-wise Distribution of Users:

Most of the users (i.e., 30%) are business people. The second highest (i.e., 28%) users of ATM are student / unemployed person. The junior and senior officers amount to total 30% of ATM users. Whereas only 6% users are retired persons. This data shows that businesspersons, officials, students all are heavy users of ATM but only retired persons; clerical / sales person and housewife are reluctant to use ATM facility.

Distribution of Users according to their Annual Family Income:

61% of the users are belongs to a annual family income group of above Rs. 75,000. This shows that most of the ATM users are either upper middle class or top class people however the people who are having less than Rs.15,000/- annual family income are also using ATM service, such group mainly include students. This shows that income is not a criterion for adopting the new technology.

Factors which Motivated Customer to have the ATM card:

Bank employees play a vital role in motivating the customers to have the new facility like ATM. 49% of the users are motivated (or influenced) by the bank-employees to have the ATM facility. 33% of the users are self-motivated persons. They are all optimistic people who always search for new things and adopt them very easily. 18% of the users are influenced by their friends to take the ATM card.

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Period of using the ATM Facility:

67% of the users are fall under the usage period of 1 to 6 months. This shows that the ATM facility is a new evolution in banking services and it is still newer to the city like Bidar. Therefore, most of the users fall under user group of 1-6 months category.

Average visit to ATM:

79% of the users visit weekly to ATMs preferably on weekend. Hence, the demand of ATMs is much high at weekend than any other days. Most of the official and student fall under this category. 12% of the users visit ATMs monthly. A category of 9% of the users visit daily to ATMs they are mainly business people.

Awareness about the Restrictions that are there with ATM Usage:

85% of the users are aware about the restriction, which are there with ATM usage (like amount withdrawn/transaction, total number of transaction per day, time of collecting the money and card etc). They don't face any problem in using ATM's. Where as the 15% of users are unaware of the restriction about ATM usage, they face lot of problems while utilizing this facility.

Awareness about PIN (Personal Identification Number) Significance:

PIN is a very important element in ATM usage as anybody can withdraw the money by knowing this PIN (if the card is available to him). Hence, one should know the importance of the PIN. 97% of the users know the importance of PIN, while only 3% of users don't know this.

Whether the customer check this ATM transaction in their pass-book:

55% of the users felt that it is necessary to check their ATM transaction in the passbook, but 45% of the users are satisfied with balance statements, which are provided after transaction. They don't feel that the transaction should be crosschecked in their passbook.

Any Incidents wherein any Amount Debited to Customer's A/C without his knowledge due to use of ATM:

94% of the users don't have any such incidents where in any amount debited to their A/C without their knowledge, but 6 % of the users say that some amount debited to their A/C due to use of ATM without their knowledge. This is mainly due to service charges, which are charged for using the ATM.

Incidents where in ATM Restricted the Customer from Transacting:

91% of the users have no complaints against the usage of ATMs. These users have the good knowledge about the ATM usage. 9% of the users have the incidents where in ATM restricted them from transacting. This is mainly because the unawareness about ATM usage / functions.

Problems Faced by Customers with ATM due to its Malfunctioning:

76% of the users didn't face any problem with the ATM due to its malfunctioning. But 24% of the users face the problems with ATM, usage like network failure, technical problem of machine, no money in the ATM, power failure etc.

Whether the Guard is Trained Enough to Guide the Customer How to use ATM:

97% of the users feel that the guard at ATM is trained enough to guide them how to use ATM.

Satisfaction of Customers with the Availability of ATM Points:

55% of the users are very much satisfied with the number of ATMs in the city. They feel that supply is more 39% of the users feel that the supply is little bit less than the demand, where as 6 % of the users are

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highly dissatisfied with the number of ATMs in the city, they feel that the ATM should be located at all prime places like market, shopping complex, bus stand, railway stations etc.

Satisfaction of Customers with the Availability of Parking Space at ATM:

64% of the users are satisfied with the availability of parking space at ATMs. 27% of the users feel that the parking space available at ATMs is not enough and there should be some more space required for parking purpose where as 9% of the users are dissatisfied with the parking space at ATM

Rating of Users about ATM Usage:

58% of the users felt that the ATM service is good service. These users are satisfied with the ATM service. 36% of the users felt that the ATM is excellent service. There users are delighted with the usage of ATMs 6% of the users felt that the ATM is a fair service.

FINDINGS:

1) Students are more attracted towards the ATM services. ATM card has now become a prestigious issue.
2) Most of ATM users consist of educated people.
3) Middle class people are still away from this facility since most of the SB A/C holders are of middle class only.
4) Most of the customers as well as bankers are of opinion that the numbers of ATMs points are more then sufficient to meet the current demands i.e., the supply is adequate.
5) Customers face problems with ATM transactions mainly due to their unawareness about the instructions of ATM usage. Hence bank employee need to educate the existing customers of ATM about there instructions and help them to reduce their problems and increase their level of satisfaction with the usage of ATM service.
6) In this study all categories of users (like age group, educational background, occupational and Annual Family Income) are highly satisfied with the ATM service, they rated this service as a excellent service.

SUGGESTIONS:

1) Awareness about the ATMs should be created among the customers/general public by adopting some promotional activities like giving free pompleints, sticking colorful wall posters in banks, giving an advertisement in the local cable network, conducting of work shop to accountholders etc.
2) Each ATM should be provided with a telephone with which customer can contact the bank personal at any time when he/she encountered with a problem in the ATM transaction.
3) The amount withdrawn per transaction and the amount withdrawn per day should be increased. As the more number of users of ATMs are business people they feel that the amount withdrawn per transaction or per day is too less.
4) A special consideration should be given to the heavy users of ATM services like some offerings or benefits or any discount coupons, so that they feel motivated to use the services more and more. And also a sense of belongingness with the bank will emerge in their mind.

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Annexure

Table No:1 :Age of Respondents

Age in year	Less than 25	25-35	35-45	45-55	More than 55	Total
No. of Respondents	24	46	18	6	6	100

Table No: 2: Education of Respondents

Education level	Middle	10+2	Graduate	Post graduate	Total
No.of Respondents	9	12	67	12	100

Table No:3: Profession of respondents

Occupation	Business	Senior Officer	Junior Officer	Clerk/Sales person	Student/ Unemployment	Retired	House-wife	Total
No.of Respondents	30	12	18	6	28	6	--	100

Table No:4: Annual Family Income of Respondents

Income In Rs.	Less than 1500	15000-19999	20000-29999	30000-49999	50000-75000	More than 75000	Total
No.of Respondents	15	--	3	15	6	61	100

Table No: 5: Motivated Factor of Respondents

Motivator	Bank-employee	Friends	College	Self-Influenced	Total
No.of Respondents	49	18	--	33	100

Table No: 6: Period of Using the ATM Facility

Period	Less than Month	1-6 Month	6Month-1 Year	More than 1 Year	Total
No.of Respondents	--	67	9	24	100

Table No: 7: Average Visit to ATM

Frequency of ATM visit	1st Visit	Daily	Weekly	Monthly	Total

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No.of Respondents	--	9	79	12	100

Table No: 8: Awareness about ATM Functioning or Usage

Response	Yes	No	Total
No.of Respondents	85	15	100

Table No: 9:Awareness about PIN

Persons	Yes	No	Total
No.of Respondents	97	3	100

Table No: 10: Checking the ATM Transitions in Passbook

Response	Yes	No	Total
No.of Respondents	55	45	100

Table No: 11: Amount Debited to Customers A/C without his Knowledge due to use of ATM

Response	Yes	No	Total
No.of Respondents	6%	94%	100

Table No: 12:Incidents wherein ATM restricted from transacting

Response	Yes	No	Total
No.of Respondents	9	91	100

Table No14whether the guard is trained enough to guide the customer

Response	Yes	No	Total
No.of Respondents	97	3	100

Table No: 15: Satisfaction with the availability of ATMs

	Satisfied	Somewhat satisfied	Some what dissatisfied	Dissatisfied	Total
No.of Respondents	55	39	--	6	100

Table No.16: Satisfaction with the availability of parking space at ATM

	Satisfied	Somewhat satisfied	Some what dissatisfied	Dissatisfied	Total
No.of Respondents	64	27	3	6	100

Table No.17: Rating of respondents about ATM usage

Rating	Excellent	Good	Fair	Poor	Total
No.of Respondents	36	58	6	--	100