



## An Analysis of Customer Satisfaction with SBI and HDFC Bank

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### ARTICLE DETAILS

**Research Paper**

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### ABSTRACT

The three fundamental types of banking in India are commercial banks, nationalised banks, and specialised financial organisations. The RBI operates as a centralised organisation that keeps an eye out for systemic inconsistencies and abnormalities. Public sector banks or nationalised banks have grown significantly in prominence since the nationalisation of banks. Slow-moving public sector banks have been forced to adopt a more assertive strategy in order to become more customer-focused. The purpose of this survey is to find out which banks in the public and private sectors people prefer. to ascertain which facility has the greatest influence on a customer's choice of bank to compare the many services these banks provide. to increase knowledge of the bank's many offerings.

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### INTRODUCTION

From a sluggish commercial institution, Indian banking has evolved into a very proactive and dynamic one. A significant amount of economic and liberalisation reforms have made it possible for banks to pursue fresh commercial prospects as opposed to obtaining funding from more conventional sources, greatly facilitating this transition. With 30 banking institutions responsible for roughly 60% of deposits and 50% of advances, banking in India is incredibly dispersed. Indian nationalised banks continue to be the leading lenders in the economy due to their size and extensive networks, which supports robust

deposit mobilisation. The three fundamental types of banking in India are commercial banks, nationalised banks, and specialised financial organisations.

This paper compares two separate bank sectors to show you the facilities and the differences between the services provided and to increase your awareness of the wide range of services that banks offer.

The following banks have been the subject of the surveys:

1. SBI
2. HDFC

## LITERATURE REVIEW

**Denise K. Conroy:** According to him, a variety of elements, such as the type of customer, service delivery, quality, and, in the case of the public sector, the extent of consumer sovereignty, might influence how findings are interpreted. He seeks to construct customer satisfaction metrics in his paper, "Customer satisfaction measures in the public sector: what do they tell us?".

**Dawn Iacobucci, Amy Ostrom, Kent Grayson:** presents two research that investigate whether quality and satisfaction have separate causes at the outset, separate effects at the outset, or both (that is, whether they should be viewed as separate constructs or as a single construct). They carry out this in their study, "Distinguishing Customer Satisfaction and Service Quality: The Voice of the Consumer."

**Fulwari A.A:** According to "Concentration and Competition in the Indian Banking Sector: A Bank Group wise study," different banking groups compete with one another by implementing aggressive pricing and product strategies in an effort to increase their market share.

**S. Gurusamy (2009):** The pension fund is one of the primary factors that has a significant impact on how a nation's financial system is shaped. The pension fund is a fund that helps a nation's social security programmes develop. The fund aids in the growth of a nation's social security system. For the purpose of paying retirement benefits, private businesses, municipalities, or unions establish a fund. Pension plans are made to alleviate poverty and smooth out spending, among other things. Pension funds serve a larger purpose than just compensating employees for their devoted previous service.

## RESEARCH METHODOLOGY

This section explains the methods for collecting data, the sampling plan, the investigative instruments, the questionnaire's creation and testing, and the study's constraints. The study requires data from two separate sources: the primary source and the secondary source. Primary data is gathered using modified and reliable structured questioners, and secondary data is gathered from journals, newspapers, and websites.

### DATA SOURCE:

**primary data :** Questionnaires were used to collect primary data

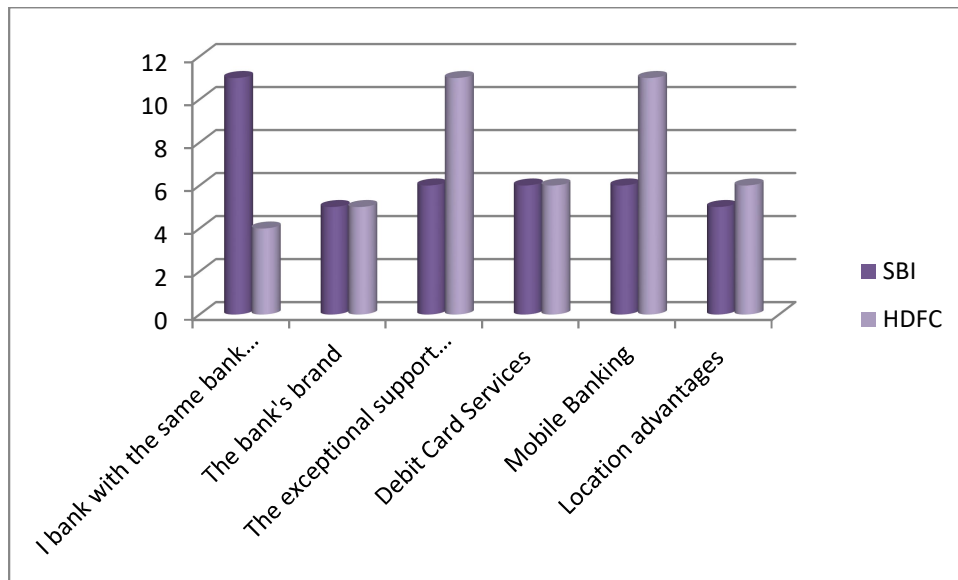
**Secondary data:** Secondary information acquired from a variety of publications, including books, newspapers, magazines, journals, and the internet

### DATA ANALYSIS AND INTERPRETATION

The analysis of the financial services provided by SBI and HDFC Bank is the main goal of this section of the study. Furthermore, the survey was conducted at every branch of Tumkur..

#### 1. Comparative analysis of the key factors influencing the decision to use a specific bank

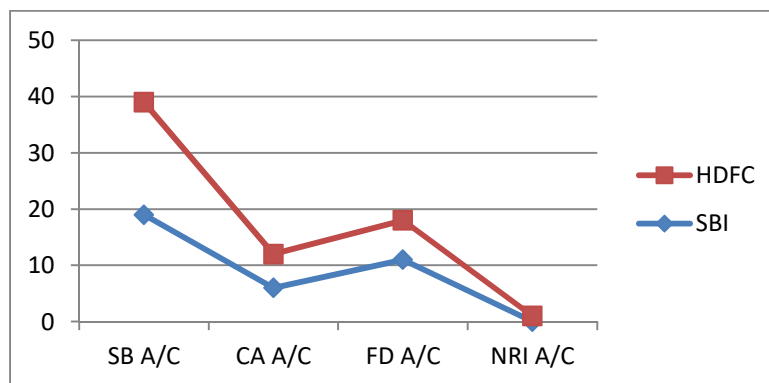
Factors	SBI	HDFC
I bank with the sane bank using a regular account.	11	04
The bank's brand	5	5
The exceptional support provided by this bank	6	11
Debit Card Services	6	6
Mobile Banking	6	11
Location advantages	5	6



People have been seen to choose SBI more because it offers traditional bank accounts, Debit card services, and mobile banking services all under one roof. People also select HDFC because of the bank's location advantage, services, and brand name.

**2. An analysis of the differences between SBI and HDFC bank clients' account facilities**

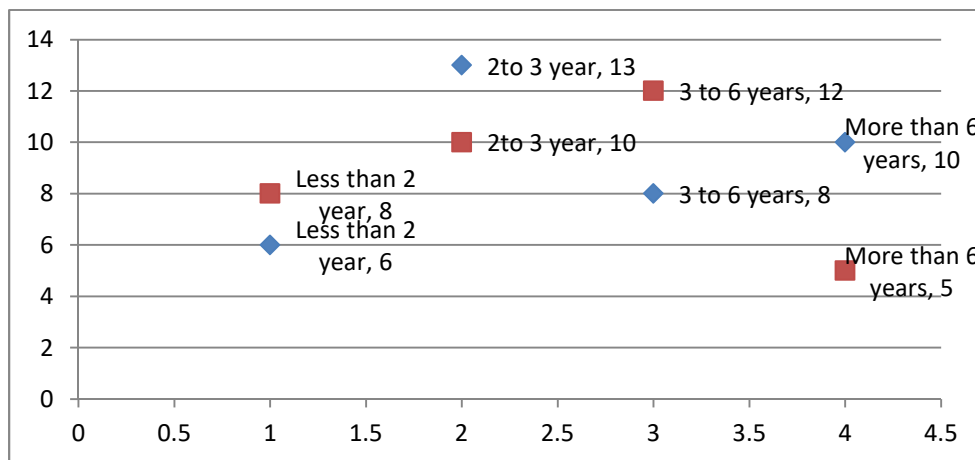
FACILITY	SBI	HDFC
SB A/C	19	20
CA A/C	6	6
FD A/C	11	7
NRI A/C	0	1



Customers are seen to like SBI over HDFC bank when it comes to fixed deposits. Additionally, they favour HDFC Bank over SBI for current, savings, and NRI accounts.

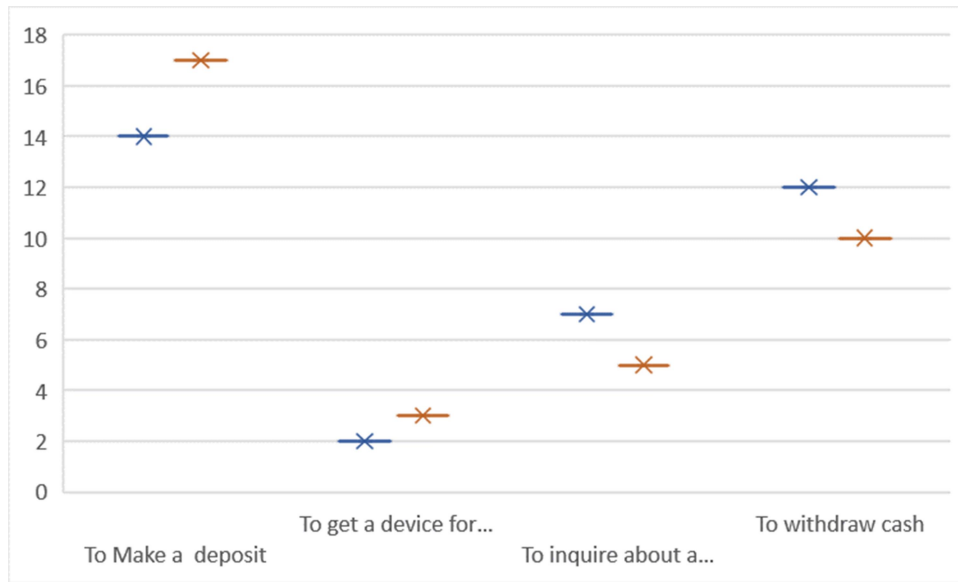
**3 An analysis that compares the length of time that clients have dealt with SBI and HDFC banks**

YEAR	SBI	HDFC
Less than 2 year	6	8
2to 3 year	13	10
3 to 6 years	8	12
More than 6 years	10	5



**4. Comparative analysis of the factors that influence customers' decision to visit a bank branch**

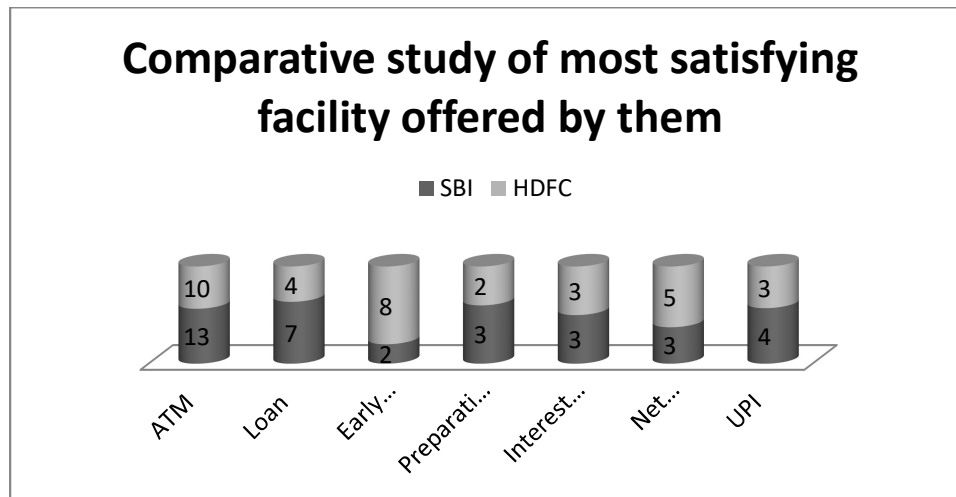
REASONS	SBI	HDFC
To Make a deposit	14	17
To get a device for investment option	2	3
To inquire about a balance	7	5
To withdraw cash	12	10



Customers have been seen to visit SBI Bank regularly for cash withdrawals and to get investment advice, balance inquiries, and deposit enquiries from HDFC Bank.

**5. Comparative study of most satisfying facility offered by them**

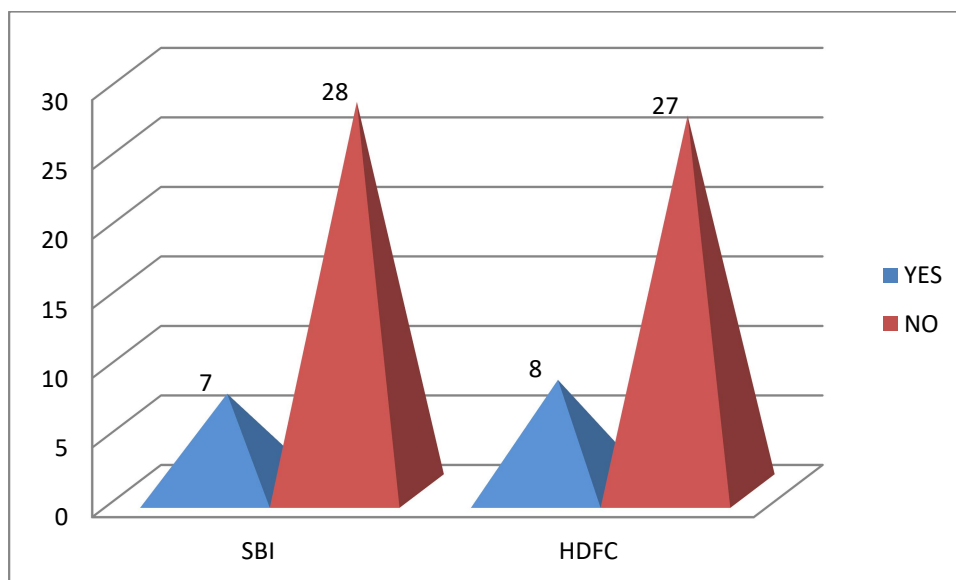
FACILITY	SBI	HDFC
ATM	13	10
loan	7	4
Early cheque clearance	2	8
Preparation of drafts	3	2
Interest package	3	3
Net banking	3	5
UPI	4	3



Comparative analysis It has been observed that customers are more satisfied with SBI's phone banking, interest package, lending, and ATM services. HDFC clients have also expressed satisfaction with the net banking and early check clearance services. of their most satisfying facilities

**6. Customers want to shift to another bank if they are provided with better service**

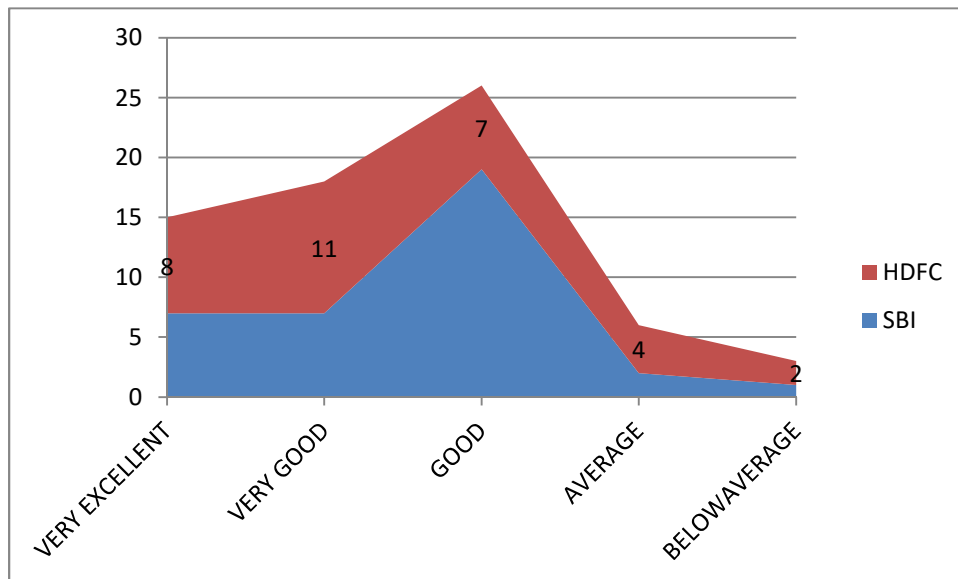
CHANGE	SBI	HDFC
YES,	7	8
NO,	28	27



It has been noted that the majority of both banks' clients are unwilling to switch banks in search of better offerings.

**7. A comparison of the customers overall satisfaction**

SATISFCTION	SBI	HDFC
VERY EXCELLENT	7	8
VERY GOOD	7	11
GOOD	19	7
AVERAGE	2	4
BELOWAVERAGE	1	2



It is observed that the majority of SBI clients have satisfactory ratings for the bank's services, and the majority of HDFC customers rated the bank's services favourably to average.

**SUGESSTIONS AND ASSUMPTIONS**

**SUGESSTIONS**

- Customers of HDFC Bank and SBI Bank have proposed that the banks open a branch in an industrial location, such as a focal point.



- Employees ought to be more accommodating to clients.
- Clients were unaware of the services and the range of fees they would need to pay. As a result, banks ought to make an effort to provide their current clients with additional information.

### **ASSUMPTIONS**

The project report is predicated on consumer preferences and satisfaction levels with SBI and HDFC banks. We learn from the experiment that while clients greatly value both banks, they have quite varied preferences when it comes to these banks' services. The project's underlying presumptions are as follows:

1. The survey's scope is restricted to Tumkur City. It could have resulted in a different city.
2. The survey's sample size is limited to 70 respondents. Of them, 35 questionnaires were completed by SBI customers and 35 by HDFC bank customers.

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