Customers Perception ATM Services

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*Abstract***:** *ATMs are electronic machines which can be operated by customer for availing various types of banking services. They are easy to operate and having various advantages for customers. ATMs perform various functions like depositing or withdrawing cash at customers will. In fact, ATMs provide 9 different types of services to their customers. It not only saves the time of customers by giving them the freedom to operate according to their convenience but it even lowers the work load of banks as well. State Bank of India is having one of the world's largest chain of ATM network containing around 60,000 ATMs all across India. These numbers are like double edged sword for the institution as SBI management has to put its best foot forward for delivering world class service to their customers. For example, customers have faced the problem of non-operational SBI ATMs without knowing the time up to which it will again become operational. There should be some kind of technique by which they may know by what time it will again become operational. In developing country like India where majority of population still leaves in villages and small towns, spreading awareness about ATMs is quite a challenge. A good number of customers still prefer to transact through manual mode instead of e-banking mode due to lack of required skills for operating banking services online. There is a need of creating a sense of awareness among the rural customers towards the benefits of using ATMs for financial transactions. This research exercise is a humble attempt from the side of the researcher to discuss the perception of customers regarding SBI ATMs in region I of Varanasi city.*

*Index Terms***: ATM, Financial transaction, Digital Transaction**

I. INTRODUCTION

Banks are financial institution which provides number of financial services to the nation. They are the means through which the supply and demand of money is controlled by government. A strong banking system creates pool of funds by mobilizing savings of their customers into common funds which may act as a source of capital for various development activities. Investment of these savings in key sectors like manufacturing, infrastructure, research and development etc., may assist the economy to grow at a faster rate by optimising the use of resources and reducing the wastage of the same. Customers are getting different types of financial services from banks like loans, depositing and withdrawing of cash from banks, transferring cash, interest on deposited fund etc. all of which are having its own importance in the normal course of actions.

Due to increasing dependence on banks, their workload is increasing every single day. For minimising the same, banks were trying to come up with some innovative solutions like e-banking, ATMs etc.
These latest developments not only reducing the workload of the customers but they are also improving the quality as well. On September 2, 1967, Chemical Bank installed the first ATM in London at its branch in Rockville centre, New York. The first ATMs were programmed to disburse a fixed amount of cash when a user inserted a specially coded card. After that ATMs opened all across the globe, securing their presence in every major city of almost every country.

II. OBJECTIVE

To analyze the performance of State Bank of India's ATMs on the basis of its customer's opinion.

Hypotheses

H1 – The customers are satisfied with the quality of ATMs service regarding printing of pass book.

H2 – The customers are satisfied with the quality of ATMs service regarding depositing of cash.

H3 - The customers are satisfied with the quality of ATMs service regarding depositing ofcheques.

H4 - The Customers are satisfied with the overall quality of service of SBI ATMs.

III. SIGNIFICANCE OF THE STUDY

The basic purpose of the study is to review the performance of State Bank of India's ATMs in the Varanasi City. A comprehensive survey has been conducted through well designed questionnaire in 39 branches of the bank in May-July 2018 by the researcher. During the process of the above-mentioned academic exercise respondents have shared their day to day problems while operating ATMs, their unfilled expectations from the same and given some innovative suggestions for improving the overall ATM services being received by them in general. The outcomes of this study may assist the SBI's management at the time of framing the future course of actions of the bank which will hopefully improve the banking experience of the customers significantly. Customers have also got the feeling that something is being done to know and solve their issues and the institute is serious enough to make adjustments according to their expectations.

IV. RESEARCH METHODOLOGY

The research work is based on primary as well as secondary data. The secondary data has been collected from vivid sources including the publications of Reserve Bank of India, State Bank of India,

journals, books, magazines, newspapers and websites. The opinions of the respondents were collected through objectively framed questionnaire on random sampling basis. The questionnaire was framed after thorough analysis of the concerned literature in depth and after consulting with few financial experts working in the bank. The questionnaire is divided into two parts, part-I contain basic information of the respondents like their Name, Age, Gender etc., whereas the part-II contains questions relating to the service quality of the ATMs. Required statistical tools were used for interpreting the data rationally.

V. ANALYSIS AND INTERPRETATION

Hypothesis

H_1 - The customers are satisfied with the quality of ATMs service regarding printing of passbook.

TABLE 1 :Quality ATMs Service Regarding Printing Of Pass Books

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Quality of printing pass book machine	489	3.2490	.92414	.04175

One-Sample Test					
	Test Value = 3				
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower	Upper
Quality of printing pass book machine	5.964	488	.000	.24898	.1670	.3310

The above table depicted that the, t-statistic is 5.964 with 488 degree of freedom and one sample t-test table depicted the value of p<0.05 (p=0.000). Therefore, we can reject the null hypothesis, which means the sample mean is significantly different from the hypothesized value.

Hypothesis

H_2 - The customers are satisfied with the quality of ATMs service regarding depositing of cash.

TABLE 2 : Quality Of ATMs service regarding deposit of cash

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Quality of ATMs service regarding cash deposition	489	2.9959	.84116	.03800

The above table depicted that the, t-statistic is -.107 with 488 degree of freedom and one sample t-test table depicted the value of p<0.05 (p=0.000). Therefore, we can reject the null hypothesis, which means the sample mean is significantly different from the hypothesized value.

Hypothesis

One-Sample Test					
	Test Value = 3				
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower	Upper
Quality of ATMs service regarding cash deposition	-.107	488	.915	-.00408	-.0787	.0706

H_3 - The customers are satisfied with the quality of ATMs service regarding depositing of cheques.

TABLE 3 : QUALITY OF ATMs SERVICE REGADING DEPOSIT OF CHEQUES

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Quality of ATMs service regarding deposit of cheques	489	2.8143	.92023	.04157

One-Sample Test					
	Test Value = 3				
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference
					Lower	Upper
Quality of ATMs service regarding deposit of cheques	-4.467	488	.000	-.18571	-.2674	-.1040

The above table depicted that the, t-statistic is -4.467 with 488 degree of freedom and one sample t-test table depicted the value of p<0.05 (p=0.000). Therefore, we can reject the null hypothesis, which means the sample mean is significantly different from the hypothesized value.

Hypothesis

H_4 - The Customers are satisfied with the overall quality of service of ATMs.

TABLE 4: OVERALL QUALITY OF SERVICE OF ATMs

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Overall quality of service of ATMs	489	3.3204	.88696	.04007

One-Sample Test						
	Test Value = 3					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Overall quality of services of ATM	7.996	488	.000	.32041	.2417	.3991

Interpretation:

The above table depicted that the, t-statistic is 7.996 with 488 degree of freedom and one sample t-test table depicted the value of p<0.05 (p=0.000). Therefore, we can reject the null hypothesis, which means the sample mean is significantly different from the hypothesized value.

VI. CONCLUSIONS

1. The customers of SBI were not pleased by the quality of passbook printing been done in the ATMs as they face problems while printing them in the ATMs.
2. The customers of the SBI said they have to wait for long while depositing cash through ATMs as the overall process becomes time taking due to different technical issues.
3. Majority of customers have witnessed difficulties while depositing cheques through ATMs.
4. Regarding the overall service quality of the ATMs, customers seems to be not satisfied with it.

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