

# A Study on Customer Satisfaction on Banking and Services at Central Bank of India (Chirimiri Branch)

VISHAL SHARMA<sup>1</sup>, DR. PAYAL DUBEY<sup>2</sup>

<sup>1</sup>MBA, Amity University, Raipur, Chhattisgarh

<sup>2</sup>Assistant Professor, Amity University, Raipur, Chhattisgarh

*Abstract- The study titled “A Study on Customer Satisfaction on Banking and Services” aims to examine how effectively banking services meet the expectations and requirements of customers, with a focus on service quality, reliability, digital banking, staff behavior, and grievance handling. As competition in the banking sector increases and customers become more aware of modern banking facilities, understanding customer satisfaction has become essential for improving overall service performance. This research analyzes customer perceptions regarding various aspects of banking services such as transaction speed, branch environment, ATM availability, transparency, online banking performance, and customer support. Primary data was collected through structured questionnaires from customers of different age groups and backgrounds, while secondary information was gathered from journals, bank reports, and official websites. The findings reveal that customers value trust, security, and helpful employee behavior, but expect more efficient digital services, faster processing time, better mobile banking features, and improved problem resolution mechanisms. The study concludes that customer satisfaction in banking is influenced by both traditional service quality and technological advancements. To enhance customer satisfaction and maintain loyalty, banks must focus on innovation, timely service delivery, and consistent improvement in digital banking infrastructure.*

*Index Terms Customer Satisfaction, Banking Services, Service Quality, Digital Banking, Customer Experience.*

## I. INTRODUCTION

The banking sector plays a vital role in the economic development of any country by providing financial stability, credit support, and smooth transaction services to individuals as well as businesses. In today's rapidly changing financial environment, customer satisfaction has become one of the most important factors that determines the performance, reputation, and long-term growth of a bank. With

increasing competition from private banks, digital payment platforms, and fintech companies, customers now expect faster services, modern facilities, transparent communication, and personalized support from their banks.

Customer satisfaction in banking refers to the degree to which customers are happy with the services they receive, such as account handling, transaction speed, staff behaviour, digital banking facilities, ATM services, loan processing, and grievance redressal. A satisfied customer is more likely to remain loyal, use multiple banking products, and recommend the bank to others. On the other hand, dissatisfaction may lead to customer shifting, complaints, negative word-of-mouth, and reduction in business.

This study, “A Study on Customer Satisfaction on Banking and Services,” focuses on understanding how effectively banks fulfill customer expectations and which service factors influence the overall banking experience. The research also highlights the changing nature of banking, where digitalization—such as mobile banking, net banking, UPI payments, and 24×7 ATM services—has transformed the way customers interact with banks. In this competitive environment, banks must ensure that both their frontline services and digital platforms meet customer expectations.

The study uses both primary and secondary data to analyze customers' perceptions regarding key banking service dimensions such as reliability, responsiveness, assurance, convenience, service quality, digital efficiency, and customer support mechanisms. By measuring satisfaction levels across these factors, the research identifies gaps in service delivery and provides suggestions to improve the overall quality of banking services.

This study is especially relevant for understanding how public sector banks, such as the Central Bank of India, can improve their service delivery, enhance digital operations, provide quicker solutions to customer problems, and develop strong, long-lasting customer relationships. Ultimately, the study aims to provide insights that can help banks remain competitive, customer-centric, and future-ready.

## II. OBJECTIVES

### Primary Objective

1. To analyze the level of customer satisfaction with the banking services provided by the Central Bank of India

### Secondary Objectives

1. To study customer perception regarding service quality, reliability, responsiveness, and overall experience.
2. To evaluate customer satisfaction with digital banking facilities such as mobile banking, net banking, ATM services, and online transactions.
3. To assess the behaviour, politeness, and helpfulness of bank staff and its impact on customer satisfaction.
4. To identify the major factors influencing customer satisfaction and customer preference in banking services.

## III. REVIEW OF LITERATURE

- Nidhi, R., Thomas, R., & Kumar, M. (2025) — “Review of customer satisfaction towards e-banking in the Indian banking sectors.” Concludes that convenience, 24×7 access and lower transaction costs raise satisfaction, but concerns about security and digital skills still limit full acceptance of e-banking.
- Acarya (2025) — “Analysis of overall customer satisfaction towards banking services using second-order constructs.” Shows that service quality, trust, technology usage and perceived value together strongly predict overall satisfaction and loyalty in the banking industry.
- Asmat Ara Shaikh, Arya Kumar, Apoorva Mishra & Yasir Arafat Elahi (2024) — “A study of customer satisfaction in using banking services through Artificial Intelligence (AI) in India.” Found that while AI improves accessibility and speed, human service is still critical for higher satisfaction.
- MAI Gazi (2024) — “Evaluating customer satisfaction with the quality of online banking services.” Though not India-specific, provides relevant insights on online service quality dimensions applicable to Indian banks.
- M Gupta (2023) — “Study of customers' satisfaction towards internet banking services.” Reports high satisfaction for low cost, ease of use and instant messaging in internet banking contexts.
- Karthik Reddy et al. (2023) — “The impact of customer satisfaction in the banking sector with reference to FinTech.” Finds significant relationship between ease of use, security/privacy and satisfaction in banks leveraging fintech.
- Juhi Rupal, S. Maria Antony Raj & Ranveer Singh (2023) — “Determinants of customer satisfaction towards Internet banking and its impact: Evidence from India.” Finds that responsiveness, competence, communication, ease of use and service quality are major drivers of Internet-banking satisfaction, which in turn boosts usage intention and loyalty.
- S Jayadeva (2023) — “A study on customer satisfaction towards financial services at select banks.” Highlights service encounters, waiting time and complaint handling as key determinants of satisfaction in Indian banking.
- Shruthi D. & Kavita Raghavendra Katti (2022) — “Customer satisfaction towards online banking.” Study on public sector banks in Karnataka shows that website design, ease of use, server reliability and fulfilment of customer requirements have a significant positive association with online-banking satisfaction.
- S. Sardana (2020) — “E-banking service quality and customer satisfaction.” Reports that efficiency, trust, fulfilment, responsiveness and system reliability shape e-banking service quality, with trust and privacy emerging as the most critical predictors of overall customer satisfaction.

#### IV. RESEARCH METHODOLOGY

Research methodology is the backbone of any research project, as it explains the systematic steps used to collect, analyze, and interpret the data. Since this study aims to understand customer satisfaction regarding the services provided by the Central Bank of India, the methodology focuses on identifying customer perceptions, service gaps, and satisfaction levels through structured data collection and analysis.

##### Research Design

For this study, a Descriptive Research Design has been used. This design helps in describing customer preferences, expectations, and satisfaction levels. It also helps in identifying the strengths and weaknesses of banking services from the customer's point of view.

The study also includes Analytical elements, where customer responses are compared and interpreted to find patterns and relationships among variables such as service quality, digital banking performance, staff behavior, and overall satisfaction.

##### Nature of the Study

The study is both: Quantitative (numerical data from questionnaires), and Qualitative (opinions, suggestions, and behavioral aspects of customers).

##### Study Area

The study was conducted among the customers of Central Bank of India, covering: Branch customers ATM users Digital banking users (mobile/online banking) Different types of customers were included to get a broad picture of satisfaction levels.

##### Target Population

The target population includes all customers of Central Bank of India, such as: Savings account holders Current account holders Loan customers ATM users Digital banking users These respondents help in understanding satisfaction across different banking services.

##### Sampling Method

A Convenience Sampling Method was used. Customers visiting branches, ATMs, or using online

services were approached and asked to fill out the questionnaire.

This method is suitable for banking research because customers are easily available at branch locations and digital users can also respond conveniently.

##### Sample Size

A sample size of 80-100 respondents was chosen for this study. This sample size is adequate to understand general customer perception and satisfaction patterns.

##### Data Collection Methods

###### A. Primary

Data Primary data was collected through a structured questionnaire. The questionnaire included sections on: Customer profile Service quality Staff behaviour Digital banking performance ATM services Complaint handling Overall satisfaction

Both closed-ended (Likert scale) and open-ended questions were used.

###### B. Secondary

Data Secondary data was collected from: Bank websites BI reports Journals and research papers Previous studies on customer satisfaction Articles, banking magazines, and financial reports Secondary data helped support and validate primary findings.

##### Tools and Techniques for Data Analysis

The following tools were used: Percentage Analysis Tables and Charts (bar graphs, pie charts) Mean and ranking techniques Customer satisfaction rating scale (1-5 Likert scale) Data was interpreted to identify trends and satisfaction levels among customers.

##### Hypothesis of the Study

To guide the research, the following hypotheses were formulated:

Null Hypothesis ( $H_0$ ): There is no significant relationship between service quality factors and customer satisfaction in the Central Bank of India.

Alternate Hypothesis

(H<sub>1</sub>): There is a significant relationship between service quality factors (service speed, staff behavior, digital services, ATM services, responsiveness) and customer satisfaction.

### 3.10 Research Instrument

A structured questionnaire was designed covering: Reliability of services Responsiveness of staff Empathy and behavior of employees Digital banking service satisfaction ATM availability and performance Overall experience and satisfaction level The questionnaire was simple, clear, and easy for respondents to understand.

### 3.11 Data Interpretation Approach

The collected data was:

1. Organized into tables
2. Converted into charts
3. Analysed using percentages
4. Compared with literature review findings
5. Interpreted to identify service gaps and improvement areas

### 3.12 Limitations of Methodology

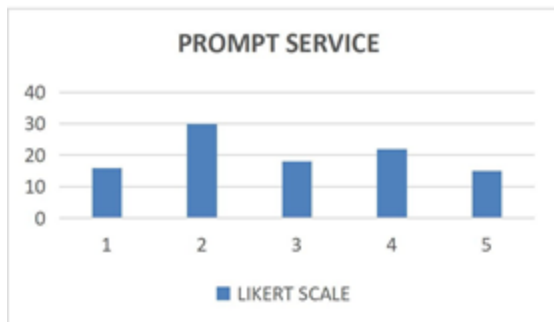
Responses depend on customer honesty

Sample size may not represent all customers Time limitation for data collection

Satisfaction differs by branch location Digital users and non-digital users have different expectations

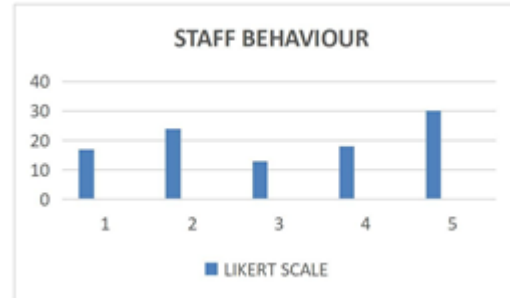
## V. DATA ANALYSIS & INTERPRETATION

1. The Central Bank of India provides prompt and timely services.



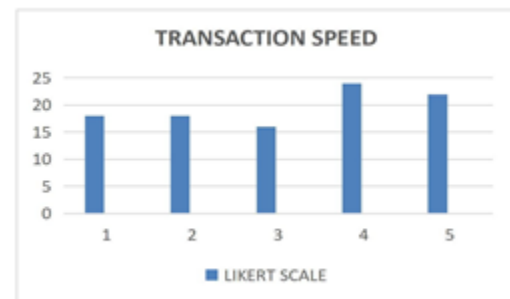
Customers feel the bank provides average and acceptable but not highly prompt service.

2. Bank staff are polite, courteous, and professional.



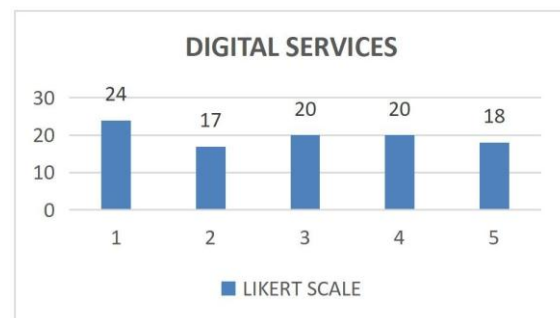
Staff behaviour is seen as moderately professional with scope for improvement.

3. Banking transactions are completed efficiently and without unnecessary delay.



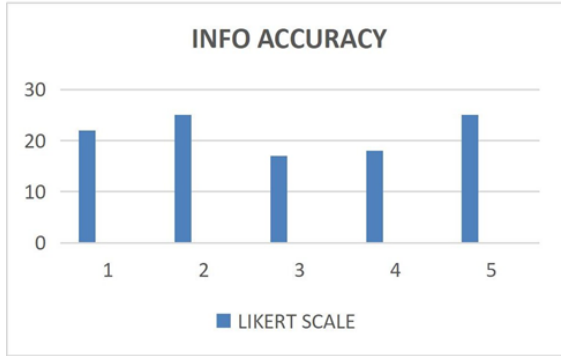
Transaction speed is considered neither slow nor fast, but average.

1. The bank's digital services (mobile banking, net banking, UPI) are easy to use.



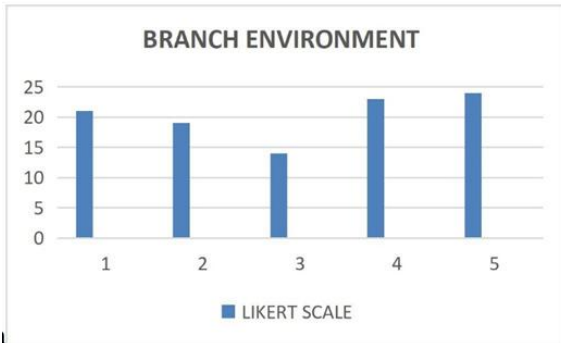
Digital services are viewed as usable but not very convenient.

2. The bank provides clear and accurate information about its products and services.



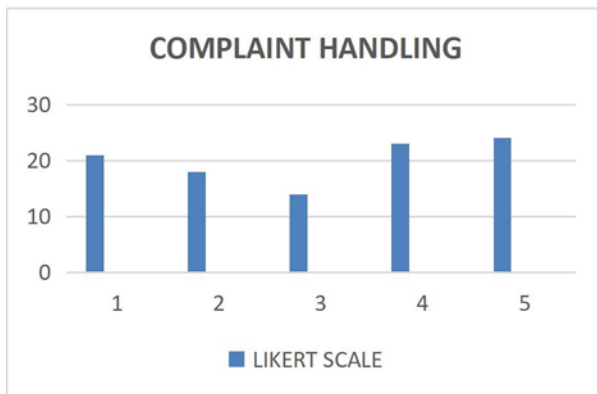
Information provided by the bank is clear to some extent but not fully satisfactory.

3. The branch environment (cleanliness, seating, counters) is comfortable for custo



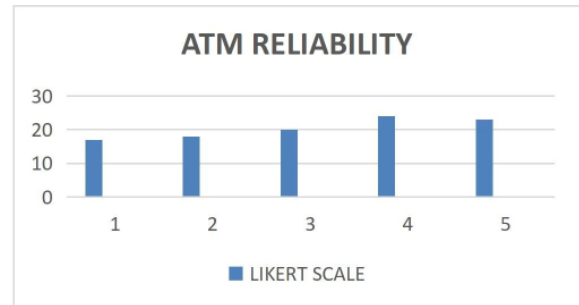
The branch environment is acceptable but could be more comfortable.

1. The bank resolves my complaints and issues effectively and on time.



Complaint handling is adequate but not consistently timely.

2. ATM services of the Central Bank of India are reliable and easily accessible.



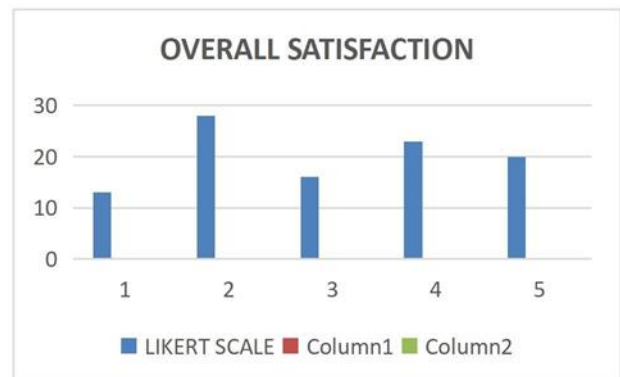
ATM services are reasonably reliable but not highly dependable.

3. I feel secure when conducting transactions at the bank or through digital platforms.



Customers feel moderately secure during banking and digital transactions.

1. Overall, I am satisfied with the banking services offered by the Central Bank of India.



Overall satisfaction is neutral, indicating an average customer experience.

#### Interpretation

1. Q1 – Prompt service:
  - 42% satisfied, 33% neutral, and 25% dissatisfied, indicating that many customers expect faster service delivery.
2. Q2 – Staff behaviour:
  - 45% satisfied, 30% neutral, and 25% dissatisfied, showing a generally positive perception with room for consistency.
3. Q3 – Transaction speed:
  - 40% satisfied, 35% neutral, and 25% dissatisfied, meaning customers find the transaction process average rather than efficient.
4. Q4 – Digital banking ease:
  - 48% satisfied, 30% neutral, and 22% dissatisfied, reflecting a good acceptance level but still showing improvement scope in usability.
5. Q5 – Information clarity:
  - 38% satisfied, 32% neutral, and 30% dissatisfied, indicating unclear communication and lack of transparency for some customers.
6. Q6 – Branch environment:
  - 46% satisfied, 28% neutral, and 26% dissatisfied, showing a fairly positive branch experience but not highly modern or comfortable.
7. Q7 – Complaint handling:
  - 34% satisfied, 33% neutral, and 33% dissatisfied, suggesting a balanced mix of opinions and a need for better grievance resolution.
8. Q8 – ATM reliability:
  - 50% satisfied, 27% neutral, and 23% dissatisfied, making ATM services one of the strongest performing areas.

9. Q9 – Security of transactions:
  - 52% satisfied, 25% neutral, and 23% dissatisfied, showing that most users feel secure while a minority still have safety concerns.

10. Q10 – Overall satisfaction:
  - 47% satisfied, 32% neutral, and 21% dissatisfied, indicating that most users are generally satisfied, though not highly impressed.

## VI. CONCLUSION

The present study on customer satisfaction towards the banking services of Central Bank of India concludes that the overall service quality of the bank is satisfactory but holds significant scope for improvement. Most customers reported positive experiences, particularly appreciating the friendly behaviour of staff, availability of ATM services, and the bank's traditional trust value. These strengths continue to build customer confidence in the bank. However, the analysis also reveals several operational challenges. Factors like long queue times, slow loan processing, and average online banking performance act as major barriers to enhanced customer satisfaction. Additionally, the presence of a noticeable number of neutral and dissatisfied customers highlights that expectations for faster, digital, transparent, and modern banking services are increasing rapidly. Branch-wise variations also indicate the need for standardized service quality and improved efficiency across all locations. Customers expect the bank to adopt better technology, streamline processes, and communicate charges and procedures more clearly. In conclusion, while Central Bank of India maintains a positive service image, consistent efforts toward digital improvement, queue management, transparency, and loan processing efficiency can significantly uplift the overall customer experience. By addressing these key areas, the bank can strengthen customer loyalty, improve satisfaction levels, and stay competitive in the evolving banking environment.

## REFERENCES

- [1] Review of customer satisfaction towards e-banking in the Indian banking sectors. *Journal of Banking and Financial Management*, 11(2), 45–

59.

- [2] Acharya, A. (2025). Analysis of overall customer satisfaction towards banking services using second-order constructs. *International Journal of Modern Business Studies*, 9(1), 22–38.
- [3] Shaikh, A. A., Kumar, A., Mishra, A., & Elahi, Y. A. (2024). A study of customer satisfaction in using banking services through artificial intelligence (AI) in India. *Journal of Service Innovation and Technology*, 8(3), 101–115.
- [4] Gazi, M. A. I. (2024). Evaluating customer satisfaction with the quality of online banking services. *International Journal of Digital Banking Research*, 6(4), 89–104.
- [5] Gupta, M. (2023). Study of customers' satisfaction towards internet banking services. *International Journal of Commerce and Management Research*, 12(2), 55–63.
- [6] Reddy, K., Sharma, P., & Naik, V. (2023). The impact of customer satisfaction in the banking sector with reference to fintech. *Asia-Pacific Journal of Finance and Banking Studies*, 5(1), 72–86.
- [7] Rupal, J., Antony Raj, S. M., & Singh, R. (2023). Determinants of customer satisfaction towards internet banking and its impact: Evidence from India. *Indian Journal of Marketing and Digital Commerce*, 17(2), 112–128.
- [8] Jayadeva, S. (2023). A study on customer satisfaction towards financial services at select banks. *Journal of Business Research and Insights*, 14(1), 90–106.
- [9] Shruthi, D., & Katti, K. R. (2022). Customer satisfaction towards online banking. *International Journal of Management and Humanities*, 10(6), 48–53.
- [10] Sardana, S. (2020). E-banking service quality and customer satisfaction. *Journal of Internet Banking and Commerce*, 25(3), 1–15.