A comparative study on customers perception on service quality in cooperative and nationalized banking sector with reference to coimbatore district in tamil nadu

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ABSTRACT: Financial system is the most important institutional and functional vehicle for the economic transformation in the country. Banking sector is reckoned as the hub and barometer of the financial system. As a pillar of the economy, this sector plays a predominant role in the economic development of the country. The banking sector is considered as growth facilitator. In recent years, the banking industry around the world has been undergoing a rapid transformation. As India is moving towards a service economy marketers require knowing more about marketing service product. Service has increasingly assumed a vital position in the Indian Economy. There is a prospective market for services and increasing supremacy of services in economies contribution of service sector have drawn growing attention to the issues of the service sector. Quality has been recognized as a strategic tool for attaining efficiency and improved business performance. This paper includes the review of literature on service quality and behaviour intension and discussed in relation to each of the research question. The paper concludes with a summary and description of implication of the findings. The research has examined the customer service in banking sector in this paper under three major headings, viz.,pre sale service , product features, office services, Behavioural Response, post sale services and with regard to satisfaction on service quality on people, physical evidence and processes.

Keywords: service quality, product features, office services, behavioural intension, post sale services

1.1. INTRODUCTION

Banking is as old as the authentic history. The banking has its origin as early as 2000 B.C., when Babylonians developed the system of banking using their temples as banks *(Khubchandani, 2000)*. One finds a reference to the money changers in the New Testament *(Hajela, 1987)*. The „rudimentary bank practices" found in the Egyptian and Phoenician history *(Harish Chand Sharma, 1969 and Vaish, 1991)*. In ancient Rome also, banking was developed on the lines of Greek system *(Vaish, 1991 and Anil Gupta, 1998)*. When Romans conquered the Greeks, the Temple Priests no longer acted as financial agents. The Romans introduced the rules and regulations for the conduct of private banking. The growth of banking was seen only in 12th Century A.D in Venice and Geneva. Some people opined that the word „banking" is originated from the German word *(Johnson, Iran and Roberts, William, 1982 and Suresh & Sachdeva,*

1998) meaning „a mound or heap of money‟ *(Parameswaran and Natarajan, 2001)* which was Italianised into "Banco" *(Sethi, 1987)*. Some other opined that the word "Bank" is derived from the French word „banque‟ which means a „Bench‟ where business is transacted (*Ajit Singh, 1986; Parameswaran and Natarajan, 2001)*. Thus, it is understood that there is no unanimity among the economists about the origin of the word „Banking‟ *(Vaish, 1991)*.

Banking in India has also been referred to Manu, the great Hindu Jurist and others in the early vedic literatures. The banking was carried on by the members of the Vaish community and Manu speaks of earning through interest as the business of Vaishyas *(Khan Masood Ahmad, 1992 and Vaish, 1991)*. During the Buddhist period, business of banking was further refined and decentralized *(Pannadikar, 1963)*. Till the Buddhist period, banking was practiced only by „Vaishyas‟. Then, Brahmins and Kshatriyas entered in to the lucrative business of banking. Thus, the transition from money-lending to banking must have occurred before Manu developed a special section to the subject of deposits and Pledges *(Buhler, 1986)*.

Tamilnadu witnessed pioneer in the field of cooperative movement in India by establishing the first village cooperative credit society in Thirur in Thiruvalluvar district, the urban bank in Periyakancheepuram and the Triplicane Urban Cooperative Bank (TUCS) in Chennai, the then Madras even before enacting of the Cooperative Credit Societies Act, 1904 in India. The then Madras government was the pioneer in organising formal cooperatives by deputing Sir.F. Nicholson in 1892 to European countries to study and submit the report on the possibility of starting Land Development banks on cooperative lines in Madras as in Europe.

After the enactment of the first cooperative credit societies Act *(1904)* the movement in Tamilnadu gained support and expertise from dedicated Cooperators such as Messers, S.K. Chenniappa Gounder of Erode, The movement progressed in leaps and bounds over the ten decades and made a significant contribution to the vast network of cooperative institutions in Tamilnadu *(Seminar Report on An Alternative Act for people's cooperatives, 1998)*.

Financial system is the most important institutional and functional vehicle for the economic transformation in the country. Banking sector is reckoned as the hub and barometer of the financial system. As a pillar of the economy, this sector plays a predominant role in the economic development of the country. The banking sector is considered as growth facilitator. In recent years, the banking industry around the world has been undergoing a rapid transformation. In India also the wave of deregulation took place in early 1990s, which has created a stiff competition and greater risk for banks and other financial intermediaries. The cross-border flows and entry of new players and products have forced banks to adjust the product-mix and undertake rapid changes in their processes and operations to remain competitive. The deepening of technology has facilitated better tracking and fulfillment of commitment multiple delivery channels for customers and faster resolution of customer responsive system.

Unlike in the past, the banks today are market driven and market responsive. The utmost concern in the mind of every bank‟s CEO is increasing or at least maintaining the market share in every line of business against the backdrop of heightened competition with the entry of new players and multiple channels, customers (both corporate and coopertaive) have become more

discerning and less " loyal " to banks. This makes it imperative that banks most provide best possible products and services to ensure customer satisfaction and enhance the service quality. To address the challenge of retention of customer, there have been active efforts in the banking circles to switch over to customer-centric business model. The success of such model depends upon the approach adopted by the banks with respect to understanding customer behavioral intentions through improving service quality.

1.2. SIGNIFICANCE OF THE STUDY

As India is moving towards a service economy marketers require knowing more about marketing service product. Service has increasingly assumed a vital position in the Indian Economy. There is a prospective market for services and increasing supremacy of services in economies contribution of service sector have drawn growing attention to the issues of the service sector. Quality has been recognized as a strategic tool for attaining efficiency and improved business performance. This is necessary for both the goods and services sectors. However, the main problem with the management of service quality in service firm is that quality is not easily identifiable and measurable due to special characteristics of services which make them different from product. However, the concept of service has been discussed extensively in the literature of services. But, none of these studies show the status of service quality in case of credit schemes and general operation of the bank. This study is to measure the service quality and behaviour intension of Indian commercial banks by applying the Factor analysis. This paper includes the review of literature on service quality and behaviour intension and discussed in relation to each of the research question. The paper concludes with a summary and description of implication of the findings.

The research has examined the customer service in banking sector in this paper under three major headings, i) pre sale service , ii) product features iii) office services iv) Behavioural Response v) post sale services and with regard to satisfaction on service quality on people, physical evidence and processes.

1.3. REVIEW OF RELATED LITERATURE

1.3.1 Customer Satisfaction

Customer is the backbone of a business. He is also a core component of a business. Mahathma Gandhi aptly stressed the significance of the customer in a business. According to him " A customer is the most important visitor on our premises. He is not depended on us, we are dependent on him. He is not an interruption to our work. He is the purpose of it. He is not an outsider on our business. He is a part of it. We are not doing him a favour by serving him. He is doing us favour by giving an opportunity to do so"

This is a strong indication that a business cannot survive without customers and a well built customer base. The extension of proper consideration to the customers with care and affection thus becomes a pre requisite for the survival and success of a business. The banking sector, one of the major service sector components is not an exception to this. The customer is the prime mover of banking activities. In the global competition, one of the biggest challenges for banks is to meet the rising customer needs and expectations. The needs and requirements of

customers are varied, complicated and dynamic in nature and are very hard to satisfy. What is deemed good today may become obsolete in days to come. The task of attracting, winning and retaining profitable customers is a complicated and tiresome affair to achieve. However, banks should exercise vigilance to identify the changing needs of the customer and monitor his moves and reactions towards the actions taken by the banks for pleasing him.   The customers today are very hard to please, because they have some peculiarities and uniqueness. Their likes and dislikes are not alike. They are smart in nature. They are price and time conscious. They demand more and never tolerate lapses. They want all the services under one roof. They hate to deal with complicated procedures. The lists of their satisfaction are changing day by day. Thus, today performing banking business is becoming a challenging affair. To register a win in this situation banks should possess a mind and a broad mechanism to gauge the changing needs and aspirations of the customers. Moreover they should be more liberal incorporating changes and novelties in the service portfolio offered by them to please and retain the customers. "Once good service is extended to customer a loyal customer will work as an Ambassador to the bank and facilitate the growth of business".

Customer satisfaction is the buzz word of marketing. According to Oliver(1980) Customer satisfaction is a summary psychological state when the emotions surrounding disconfirmed expectations are coupled with the consumers prior feelings about consumption experience". Kotler (2006) also expresses that satisfaction is a person"s feelings of pleasure or disappointment resulting from comparing a product"s perceived performance in relation to his or her expectation. Howard and Sheth (1969) defined customer satisfaction as "the buyer"s cognitive sate of being adequately or inadequately rewarded for the sacrifices he has undergone". Customer satisfaction results when customers confirm their pre –purchase expectations for a purchased service or positively disconfirm their expectations regarding purchased services, resulting in some level of post purchase affect toward the experience (Cardozo, 1965)

1.4. STUDY GAP AREAS

Based on literature review, the present study mainly concentrates on addressing the following identified study gap. Most of the studies have used general service quality as an assessment of customer satisfaction and ignored process through advance technology aspect of service quality. According to Bedi(2010), further research can concentrate on building a broader conceptual model of factors that influence service quality such as the front line personnel"s conducted during the encounter and the interaction of the user with the advance technology employed during the provision of the service. Therefore, this present study focuses on People, Physical evidence and Process through technology aspects of service quality cooperative sector.

1.5.OBJECTIVES OF THE STUDY

The present study focuses on the following objectives

- To compare the performance of the cooperative bank and nationalized banks
- To examine the whether there is any difference in the quality of customer services rendered by the banking sectors and cooperative banks

- To give Suggestion for improvement of service quality of banking sectors in the competitive world.

1.6. SCOPE OF THE STUDY

The Coimbatore District is one of the important Districts in Tamil Nadu and Industrial Sector is the Backbone of the district economy. In Coimbatore district there are *** taluk are there of which Periyanikenpalayam taluk is the most important one for economic development of this district. In this taluk is main occupation are industrial activities, educational institution and agricultural activities were play a vital role for development of semi-urbanization economy and also provide employment opportunities to the agriculture labour, industrial labour and educational employees to the need people. Hence, the researcher have selected the periyanacikenpalayam taluk for the study

1.7. LIMITATION OF THE STUDY

The study confined to three banks only like i) Central Cooperative Bank, ii) Nationalized Bank (Canara Bank) iii) Multinational bank (ICICI bank). The customer respondents have been approached with in the block of Periyanaikenpalayam in Coimbatore District.

1.8. METHODOLOGY

A total of 450 customers from three (Central Cooperative Bank, ICICI and Canara Bank) banks which comprising each bank 150 respondents at Periyanaikenpalyam taluk in Coimbatore district in Tamil Nadu were approached personally to fill the questionnaires. Customers were contacted through convenience sampling. Demographic factors of customer in shown in the table given below. Apart from variable like age, gender, and year of transaction, data o service quality and customer satisfaction were also collected.

1.9. SAMPLING

A self designed questionnaire was administered face to 450 prospective buyers randomly interviewed while they were involved in the banking activities during the bank hours in the month of May -2013 at Periyanaikenpalaym in Coimbatore District of TamilNadu in India. The questionnaire tool contained demographic details and a structure list of 34 statement related to the service quality, Service loyalty and service behaviour intension of the bank customers to be marked on 1- 7 scale, where 1 – Very poor, 2- Poor, 3- Slightly poor, 4- Average, 5- Slightly good, 6- good and 7- Very good.

Table - 1 -Demographic Factors

Variable	Classification of Variable	CCB	ICICI	Canara	Total
Age	20 to 29	16 (10.66)	23(15.33)	14(9.35)	53(11.77)
	30 to 39	38(25.23)	49(32.66)	36(24.00)	123(27.33)
	40 to 49	43(28.86)	24(16.00)	27(18.00)	94(20.88)
	50 to 59	22(14.16)	25(16.66)	25(16.66)	72(16.00)

	above 60 years	31(20.66)	29(19.33)	48(12.00)	108(24.00)
	Total	**150(100)**	**150(100)**	**150(100)**	**450(100)**
Gender	Male	102 (68.00)	107 (71.33)	99(66.00)	308(68.44)
	Female	48 (32.00)	43(28.67)	51(34.00)	142(31.56)
	Total	**150(100)**	**150(100)**	**150(100)**	**450(100)**
Educational Qualification	Illiterate	4 (02.66)	4(02.66)	7(4.66)	15(3.33)
	Primary Level	17(11.33)	21(14.00)	30(20.00)	68(15.11)
	Secondary level	21(14.00)	18(12.00)	27(18.00)	66(14.66)
	Higher secondary	35(23.33)	30(20.00)	14(9.33)	79(17.55)
	Diploma / ITI	18(12.00)	23(15.33)	23(15.33)	64(14.22)
	Higher Education (UG/ PG)	41(27.33)	46(30.66)	36(24.00)	123(27.33)
	Professional Education	14(9.33)	8(5.33)	13(8.66)	35(7.77)
	Total	**150(100)**	**150(100)**	**150**	**450(100)**
Place of Domicile	Rural	49(32.66)	31(20.66)	49(32.66)	129(28.66)
	Semi Urban	92(61.33)	105(70.00)	83(55.33)	280(62.22)
	Urban	9(06.00)	14(9.33)	18(12.00)	41(09.11)
	Total	**150(100)**	**150(100)**	**150(100)**	**450(100)**
Occupation	Agriculture	14(9.33)	18(12.00)	14(9.33)	46(10.22)
	Business	43(28.66)	29(19.33)	39(26.000)	111(24.66)
	Employed	93(62.00)	103(68.66)	97(64.66)	293(65.11)
	Total	**150(100)**	**150(100)**	**150(100)**	**450(100)**
Income	less than 100000	28(18.66)	17(11.33)	35(23.33)	80(17.77)
	100001 to 200000	51(34.00)	39(26.00)	46(30.66)	136(30.22)
	200001 to 300000	10(6.66)	16(10.66)	9(6.00)	35(7.77)
	300001 to 400000	32(21.33)	53(35.33)	39(26.00)	124(27.55)
	above 400000	29(19.33)	25(16.66)	21(14.00)	75(16.66)
	Total	**150(100)**	**150(100)**	**150(100)**	**450(100)**
Monthly saving	<5000	9(06.00)	5 (03.33)	6 (4.00)	20(4.44)
	5001-10000	21(14.00)	28(18.66)	14(9.33)	63(14.00)
	10001 - 15000	120 (80.00)	117(78.00)	130(86.67)	367(81.56)
	Total	**150(100)**	**150(100)**	**150(100)**	**450(100)**
Frequency of bank transaction	less than 5	49(32.66)	73(48.66)	68(45.33)	190(42.22)

	5-10	48(32.00)	28(18.66)	32(21.33)	108(24.00)
	11-15	34(22.66)	18(12.00)	31(20.66)	83(18.44)
	16-25	12(08.00)	13(8.66)	14(9.35)	39(08.66)
	26 and above	7(04.66)	18(12.00)	5(3.33)	30(06.66)
	Total	**150(100)**	**150(100)**	**150(100)**	**450(100)**
Type of bank account	saving accounts	38 (8.44)	43(28.66)	42(28.00)	123(27.33)
	current account	31(20.66)	25(16.66)	33(22.00)	89(19.77)
	salary account	7(04.66)	13(8.66)	15(10.00)	35(7.77)
	Demat account	22(14.66)	25(16.66)	14(9.35)	61(13.55)
	Recurring deposit account	34(22.66)	33(22.00)	21(14.00)	88(19.55)
	Fixed deposit account	8(5.33)	6(4.00)	8(5.33)	22(4.88)
	loan account	9(6.00)	5(3.33)	14(9.35)	28(6.22)
	NRI Account	1(0.66)	0	3(2.00)	4(0.88)
	Total	**150(100)**	**150(100)**	**150(100)**	**450(100)**
Overall service quality	very poor	1(0.66)	0	0	1(0.22)
	Poor	6(4.00)	10(6.66)	7(04.66)	23(5.11)
	Slightly poor	8(5.33)	4(2.66)	8(5.33)	20(4.44)
	Average	7(04.66)	11(7.33)	28(18.66)	72(16.00)
	Slightly good	22(13.00)	32(21.33)	17(11.33)	76(16.88)
	good	80(55.00)	75(50.00)	64(42.26)	219(48.00)
	very good	26(17.33)	18(12.00)	26(17.33)	70(15.55)
	Total	**150(100)**	**150(100)**	**150(100)**	**450(100)**

- *Figures in brackets are percentage to column total*

1.10. ANALYSIS AND DISCUSSION

1.10.1 Age: It is evident from the above table shows that, the majority of the CCB come under the age group of 40-49 (28.86) percent, followed ICICI and Canara banks come under 30-39 age group.

1.10.2. Gender: The Statistical data shows that majority of them come under male category respondents.

1.10.3. Educational Qualification: From the table indicate that the Educational qualification of the respondents under CCB having higher(27.33 percent) level education (UG/PG Degree). Besides, ICICI bank 30.66 percent and 24 percent are comes under UG degree level. The study inferred that majority of them did Degree level

1.10.4. Place of Domicile: Majority (62.22 per cent) of them comes under Semi Urban areas.

1.10.5. Occupation: It is evident from the table in CCB, majority(62 per cent) are comes under employed followed ICICI bank 68.66 percent and Canara Bank also under employed categories of respondents which implies that among them are under employed categories of the respondents.

1.10.6. Income: The table shows that CCB and Canara bank respondents have earned income category of 1 lakh to 2 lakh (34 per cent). The ICICI bank income wise category of 3 to 4 lakhs .

1.10.7. Monthly Savings: All the three banks has evolved, majority (81.56 percent) of them having saving account out of their annual income.

1.10.8. Frequency of bank Transaction: In CCB bank of respondents, majority of them (5-10) times are frequently access the banking services followed by ICICI and Canara bank respondents less than 5 time have access their transaction

1.10.9. Type of Bank Account: In the case of CCB most of them are accessing Recurring Deposit account, the ICICI and Canara bank majority of them are accessing saving account.

1.10.10. Overall performance of the Bank: In the case of CCB, Customer Perception on the overall performance of the bank have good performance i.e.55 per cent. In ICICI bank for 50 per cent have good performance and only 42 per cent have overall performance of the bank are good.

1.11. ANALYSIS OF VARIANCE
TABLE – 2 SERVICE QUALITY ON BANKING SECTOR

ANOVA		Sum of Squares	df	Mean Square	F	Sig.
Diversity and Range of Services from the bank.e.g. deposits, retirement accounts, loans fro purchase of cars, houses, travelers cheques etc.	Between Groups	31.720	2	15.860	6.540	.002
	Within Groups	1084.060	447	2.425		
	Total	1115.780	449			
Intensity and depth of services (having more number options in every services/ transaction etc.	Between Groups	.498	2	.249	.126	.881
	Within Groups	880.933	447	1.971		
	Total	881.431	449			
Service Innovation (providing information on a regular basis through mobile SMS, telephonic banking, ATM, Room Service facility etc.	Between Groups	10.111	2	5.056	4.722	.009
	Within Groups	478.547	447	1.071		
	Total	488.658	449			
Availability of most service operations in every branch of the bank	Between Groups	8.431	2	4.216	3.836	.022
	Within Groups	491.180	447	1.099		
	Total	499.611	449			
Convenient operation hours and days	Between Groups	22.631	2	11.316	9.022	.000
	Within Groups	560.660	447	1.254		

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	Within Groups	560.660	447	1.254		
	Total	583.291	449			
Providing service as promised	Between Groups	4.564	2	2.282	1.891	.152
	Within Groups	539.427	447	1.207		
	Total	543.991	449			
Effectiveness of the employees skills and ability for action when critical incident takes place	Between Groups	21.960	2	10.980	7.714	.001
	Within Groups	636.220	447	1.423		
	Total	658.180	449			
Whenever a critical incident take place the degree to which the organization succeeds in bringing the condition bank to normality by satisfying the customer	Between Groups	17.498	2	8.749	5.854	.003
	Within Groups	668.067	447	1.495		
	Total	685.564	449			
Providing Services right the first time and highly simplified and structured delivery process so that delivery times are minimum	Between Groups	18.191	2	9.096	6.659	.001
	Within Groups	610.567	447	1.366		
	Total	628.758	449			
Providing services as per the promised schedule and Enhance the technological capability	Between Groups	11.898	2	5.949	4.372	.013
	Within Groups	608.200	447	1.361		
	Total	620.098	449			
Apprising the customer of the nature and schedule of services available in the bank, Adequate and necessary personnel for good customer service and facilities.	Between Groups	11.418	2	5.709	3.464	.032
	Within Groups	736.673	447	1.648		
	Total	748.091	449			
Prompt service to customer and Degree to which	Between Groups	9.204	2	4.602	2.744	.065

the procedures and process are perfectly fool proof	Within Groups	749.587	447	1.677		
	Total	758.791	449			
Willingness to help and respond to customers request/ Employees who understand the need of the customer	Between Groups	9.284	2	4.642	2.125	.121
	Within Groups	976.307	447	2.184		
	Total	985.591	449			
Extent to which the feedback from customer are used to improve service standards	Between Groups	24.031	2	12.016	6.781	.001
	Within Groups	792.033	447	1.772		
	Total	816.064	449			
Regularly apprising the customer about information on service quality and actual service performance versus target in the organization	Between Groups	1.773	2	.887	.616	.541
	Within Groups	643.507	447	1.440		
	Total	645.280	449			
Employee who instill confidence in customers by proper behavior	Between Groups	11.871	2	5.936	2.920	.055
	Within Groups	908.573	447	2.033		
	Total	920.444	449			
Making customer feel safe and secure in their transaction	Between Groups	10.964	2	5.482	3.699	.026
	Within Groups	662.493	447	1.482		
	Total	673.458	449			
Employee who are consistently pleasing and courteous	Between Groups	5.373	2	2.687	2.155	.117
	Within Groups	557.207	447	1.247		
	Total	562.580	449			
Employees who have the knowledge and competence to answer customers specific queries and request	Between Groups	3.360	2	1.680	2.715	.067
	Within Groups	276.640	447	.619		
	Total	280.000	449			
Effectiveness of customer grievance procedure and processes	Between Groups	2.364	2	1.182	.625	.536
	Within Groups	845.700	447	1.892		
	Total	848.064	449			

From the above table, it is inferred that in one way Anova, the total variable is partitioned into two components between groups represents variation of the other groups means around the overall mean and within groups represent variation of the each individual scores around their respective group means significance indicators the significant level of the „F" test. Small significant value (0.05) indicate group difference from the above table, it is inferred that the significant level is observed to be less than 0.005 per cent level. Hence, the Null Hypothesis is rejected and alternate hypothesis is accepted and inferred that there is a significant difference observed between other banks group with that of services quality observed by the customers.

1.12. MULTIPLE COMPARISONS (POST HOC- BONFERRONI TEST)

Multiple Comparisons							
						95% Confidence Interval	
Dependent Variable	(I) type of the bank	(J) type of the bank	Mean Difference (I-J)	Std. Error	Sig.	Lower Bound	Upper Bound
Diversity and Range of Services	Central Cooperative banks	ICICI banks	-.25000*	.17982	.001	-1.0721	-.2079
		Canara bank	-.22000	.17982	.665	-.6521	.2121
	ICICI banks	Central Cooperative banks	.64000*	.17982	.001	.2079	1.0721
		Canara bank	.42000	.17982	.060	-.0121	.8521
	Canara bank	Central Cooperative banks	.22000	.17982	.665	-.2121	.6521
		ICICI banks	-.42000	.17982	.060	-.8521	.0121
Intensity and depth of services	Central Cooperative banks	ICICI banks	.02667	.16210	1.000	-.3629	.4162
		Canara bank	-.05333	.16210	1.000	-.4429	.3362
	ICICI banks	Central Cooperative banks	-.02667	.16210	1.000	-.4162	.3629
		Canara bank	-.08000	.16210	1.000	-.4695	.3095
	Canara bank	Central Cooperative banks	.05333	.16210	1.000	-.3362	.4429
		ICICI banks	.08000	.16210	1.000	-.3095	.4695
Service Innovation	Central Cooperative banks	ICICI banks	.42233*	.21948	.026	.0462	.6204
		Canara bank	.03333	.11948	1.000	-.2538	.3204

	ICICI banks	Central Cooperative banks	**-.33333***	**.11948**	**.016**	-.6204	-.0462
		Canara bank	**-.70200***	**.00948**	**.037**	-.5871	-.0129
	Canara bank	Central Cooperative banks	-.03333	.11948	1.000	-.3204	.2538
		ICICI banks	**.30000***	**.11948**	**.037**	.0129	.5871
Availability of most service operations in every branch of the bank	Central Cooperative banks	ICICI banks	**.31333***	**.12104**	**.030**	.0225	.6042
		Canara bank	.26000	.12104	.097	-.0309	.5509
	ICICI banks	Central Cooperative banks	**-.24628***	**.52120**	**.010**	-.6042	-.0225
		Canara bank	-.05333	.12104	1.000	-.3442	.2375
	Canara bank	Central Cooperative banks	**-.26000**	**.12104**	**.097**	-.5509	.0309
		ICICI banks	.05333	.12104	1.000	-.2375	.3442
Convenient operation hours and days	Central Cooperative banks	ICICI banks	**.52000***	**.12932**	**.000**	.2092	.8308
		Canara bank	.10667	.12932	1.000	-.2041	.4174
	ICICI banks	Central Cooperative banks	-.52000*	.12932	.000	-.8308	-.2092
		Canara bank	-.41333*	.12932	.004	-.7241	-.1026
	Canara bank	Central Cooperative banks	-.10667	.12932	1.000	-.4174	.2041
		ICICI banks	.41333*	.12932	.004	.1026	.7241

. The mean difference is significant at the 0.05 level.

Conti…

			Multiple Comparisons				
Bonferroni							
Dependent Variable	(I) type of the bank	(J) type of the bank	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Providing service as promised	Central Cooperative banks	ICICI banks	.12000	.12685	1.000	-.1848	.4248
		Canara bank	.24667	.12685	.157	-.0582	.5515
	ICICI banks	Central Cooperative banks	-.12000	.12685	1.000	-.4248	.1848
		Canara bank	.12667	.12685	.956	-.1782	.4315
	Canara bank	Central Cooperative banks	-.24667*	.12685	.057	-.5515	.0582
		ICICI banks	-.12667	.12685	.956	-.4315	.1782
Effectiveness of the employees skills and ability for action when critical incident takes place	Central Cooperative banks	ICICI banks	-.54000*	.13776	.240	-.8710	-.2090
		Canara bank	-.30000	.13776	.090	-.6310	.0310
	ICICI banks	Central Cooperative banks	**.54000***	**.13776**	**.000**	.2090	.8710
		Canara bank	.24000	.13776	.246	-.0910	.5710
	Canara bank	Central Cooperative banks	.30000	.13776	.090	-.0310	.6310
		ICICI banks	-.24000	.13776	.246	-.5710	.0910
Whenever a critical incident take place the degree to which the organization succeeds in bringing the condition bank to normality by satisfying the customer	Central Cooperative banks	ICICI banks	**-.48000***	**.14116**	**.002**	-.8192	-.1408
		Canara bank	-.28667	.14116	.129	-.6259	.0526
	ICICI banks	Central Cooperative banks	**.26020***	**.4250**	**.018**	.1408	.8192
		Canara bank	.19333	.14116	.515	-.1459	.5326
	Canara bank	Central Cooperative banks	.28667	.14116	.129	-.0526	.6259

		ICICI banks	-.19333	.14116	.515	-.5326	.1459
Providing Services right the first time	Central Cooperative banks	ICICI banks	**.45333***	**.13495**	**.003**	.1290	.7776
		Canara bank	.06000	.13495	1.000	-.2643	.3843
	ICICI banks	Central Cooperative banks	**-.45333***	**.13495**	**.003**	-.7776	-.1290
		Canara bank	-.39333*	.13495	.011	-.7176	-.0690
	Canara bank	Central Cooperative banks	-.06000	.13495	1.000	-.3843	.2643
		ICICI banks	**.39333***	**.13495**	**.011**	.0690	.7176
Providing services as per the promised schedule	Central Cooperative banks	ICICI banks	**.38000***	**.13469**	**.015**	.0563	.7037
		Canara bank	**.29333**	**.13469**	**.090**	-.0303	.6170
	ICICI banks	Central Cooperative banks	**-.38000***	**.13469**	**.015**	-.7037	-.0563
		Canara bank	-.08667	.13469	1.000	-.4103	.2370
	Canara bank	Central Cooperative banks	**-.29333**	**.13469**	**.090**	-.6170	.0303
		ICICI banks	.08667	.13469	1.000	-.2370	.4103

*. The mean difference is significant at the 0.05 level.

Conti…

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) type of the bank	(J) type of the bank	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval Lower Bound	Upper Bound
Apprising the customer of the nature and schedule of services available in the bank	Central Cooperative banks	ICICI banks	.38000*	.14824	.032	.0238	.7362
		Canara bank	.11333	.14824	1.000	-.2429	.4695
	ICICI banks	Central Cooperative banks	**-.38000***	**.14824**	**.032**	-.7362	-.0238
		Canara bank	-.26667	.14824	.218	-.6229	.0895
	Canara bank	Central Cooperative banks	-.11333	.14824	1.000	-.4695	.2429
		ICICI banks	.26667	.14824	.218	-.0895	.6229
Prompt service to customer	Central Cooperative banks	ICICI banks	-.30000*	**.14953**	**.013**	-.6593	.0593
		Canara bank	-.30667*	**.14953**	**.023**	-.6660	.0527
	ICICI banks	Central Cooperative banks	**.30000***	**.14953**	**.016**	-.0593	.6593
		Canara bank	-.00667	.14953	1.000	-.3660	.3527
	Canara bank	Central Cooperative banks	.30667	.14953	.123	-.0527	.6660
		ICICI banks	.00667	.14953	1.000	-.3527	.3660
Willingness to help and respond to customers request	Central Cooperative banks	ICICI banks	-.32000	.17065	.184	-.7301	.0901
		Canara bank	-.28667	.17065	.281	-.6967	.1234

			Mean Difference	Std. Error	Sig.	Lower Bound	Upper Bound
	ICICI banks	Central Cooperative banks	**.32000***	**.17065**	**.04**	-.0901	.7301
		Canara bank	.03333	.17065	1.000	-.3767	.4434
	Canara bank	Central Cooperative banks	.28667	.17065	.281	-.1234	.6967
		ICICI banks	-.03333	.17065	1.000	-.4434	.3767
Extent to which the feedback from customer are used to improve service standards	Central Cooperative banks	ICICI banks	**.54333***	**.15370**	**.001**	.1840	.9227
		Canara bank	.17333	.15370	.780	-.1960	.5427
	ICICI banks	Central Cooperative banks	**-.72333***	**.35170**	**.001**	-.9227	-.1840
		Canara bank	**-.38000***	**.15370**	**.041**	-.7494	-.0106
	Canara bank	Central Cooperative banks	-.17333	.15370	.780	-.5427	.1960
		ICICI banks	**.38000***	**.15370**	**.041**	.0106	.7494
Regularly apprising the customer about information on service quality and actual service performance versus target in the organization	Central Cooperative banks	ICICI banks	-.15333	.13855	.807	-.4863	.1796
		Canara bank	-.06667	.13855	1.000	-.3996	.2663
	ICICI banks	Central Cooperative banks	.15333	.13855	.807	-.1796	.4863
		Canara bank	.08667	.13855	1.000	-.2463	.4196
	Canara bank	Central Cooperative banks	.06667	.13855	1.000	-.2663	.3996
		ICICI banks	-.08667	.13855	1.000	-.4196	.2463
Employee who instill confidence in customers by proper behavior	Central Cooperative banks	ICICI banks	-.36000	.16462	.088	-.7556	.0356
		Canara bank	-.32667	.16462	.143	-.7223	.0689
	ICICI banks	Central Cooperative banks	**.36000***	**.16462**	**.088**	-.0356	.7556

		Canara bank	.03333	.16462	1.000	-.3623	.4289
	Canara bank	Central Cooperative banks	**.32667***	**.16462**	**.014**	-.0689	.7223
		ICICI banks	-.03333	.16462	1.000	-.4289	.3623
Making customer feel safe and secure in their transaction	Central Cooperative banks	ICICI banks	-.38000*	.14057	**.021**	-.7178	-.0422
		Canara bank	-.22667	.14057	.323	-.5645	.1111
	ICICI banks	Central Cooperative banks	.38000*	.14057	.021	.0422	.7178
		Canara bank	.15333	.14057	.828	-.1845	.4911
	Canara bank	Central Cooperative banks	.22667	.14057	.323	-.1111	.5645
		ICICI banks	-.15333	.14057	.828	-.4911	.1845
Employee who are consistently pleasing and courteous	Central Cooperative banks	ICICI banks	.26667	.12892	.118	-.0431	.5765
		Canara bank	.15333	.12892	.705	-.1565	.4631
	ICICI banks	Central Cooperative banks	-.26667	.12892	.118	-.5765	.0431
		Canara bank	-.11333	.12892	1.000	-.4231	.1965
	Canara bank	Central Cooperative banks	-.15333	.12892	.705	-.4631	.1565
		ICICI banks	.11333	.12892	1.000	-.1965	.4231
Employees who have the knowledge and competence to answer customers specific queries and request	Central Cooperative banks	ICICI banks	-.20000	.09084	.085	-.4183	.0183
		Canara bank	-.04000	.09084	1.000	-.2583	.1783
	ICICI banks	Central Cooperative banks	.20000	.09084	.085	-.0183	.4183
		Canara bank	.16000	.09084	.237	-.0583	.3783

	Canara bank	Central Cooperative banks	.04000	.09084	1.000	-.1783	.2583
		ICICI banks	-.16000	.09084	.237	-.3783	.0583
Effectiveness of customer grievance procedure and processes	Central Cooperative banks	ICICI banks	**.12000***	**.15883**	**.000**	-.2617	.5017
		Canara bank	.17333	.15883	.827	-.2083	.5550
	ICICI banks	Central Cooperative banks	-.12000	.15883	1.000	-.5017	.2617
		Canara bank	.05333	.15883	1.000	-.3283	.4350
	Canara bank	Central Cooperative banks	-.17333	.15883	.827	-.5550	.2083
		ICICI banks	-.05333	.15883	1.000	-.4350	.3283
*. The mean difference is significant at the 0.05 level.							

From the above table, it is inferred that there is a significant difference between the groups (CCB, ICICI and Canara Banks). The mirror image of the same was reflected in the original table. The following table given the summary report of the Multivariate Analysis

TABLE - 3. A SUMMARY REPORT ON SERVICE QUALITY ON BANKING SECTOR BY USING MULTIVARIATE ANALYSIS

S. No	Variables	Significant Level		
		Coop. Bank	ICICI	Canara Bank
1	Diversity and Range of Services	**Y**	**Y**	X
2	Intensity and depth of services	X	X	X
3	Service Innovation	**Y**	X	**Y**
4	Availability of most service operations in every branch of the bank	**Y**	**Y**	**Y**
5	Convenient operation hours and days	**Y**	X	X
6	Providing service as promised	X	X	X
7	Effectiveness of the employees skills and ability for action when critical incident takes place	X	**Y**	X

8	Whenever a critical incident take place the degree to which the organization succeeds in bringing the condition bank to normality by satisfying the customer	**Y**	**Y**	X
9	Providing Services right the first time	**Y**	**Y**	X
10	Providing services as per the promised schedule	**Y**	**Y**	**Y**
11	Apprising the customer of the nature and schedule of services available in the bank	**Y**	X	X
12	Prompt service to customer	**Y**	**Y**	**Y**
13	Willingness to help and respond to customers request	**Y**	X	X
14	Extent to which the feedback from customer are used to improve service standards	**Y**	**Y**	**Y**
15	Regularly apprising the customer about information on service quality and actual service performance versus target in the organization	X	X	X
16	Employee who instill confidence in customers by proper behavior	X	X	X
17	Making customer feel safe and secure in their transaction	**Y**	X	X
18	Employee who are consistently pleasing and courteous	**Y**	**Y**	**Y**
19	Employees who have the knowledge and competence to answer customers specific queries and request	**Y**	**Y**	**Y**
20	Effectiveness of customer grievance procedure and processes	Y	X	X

Y- Indicate Significant level X- indicate not significant

1.13. CONCLUSION

Findings revealed that improved people, process and physical evidence aspect of service quality help in increasing customer satisfaction. These results confirmed the past research results. Improved human, technical and tangible aspects of service quality increase customer satisfaction. Out of the three aspects of service quality people aspect of service quality contributed maximum in influencing customer satisfaction on Central Cooperative banks than other two banks namely ICICI and Canara Banks. The Efficient interpersonal interactions between customers and employees can improve customer satisfaction. Physical evidence aspect of service quality includes parking, furniture, brochure, ATM card, etc. Due to intangibility of services, customer evaluates services on the basis of physical evidence. Good quality physical evidence helps in increasing customer satisfaction. Process through technology helps in overcoming problems of heterogeneity. This study is restricted to Coimbatore District only and sample size is also small. Therefore, results should be generalized with caution. It is advisable to increase the sample size and include more Districts of Tamil Nadu to have a better insight of customer of bank. Finally the study reveals that customer perception on service quality in cooperative banks more positive and significant relationship with service quality than other two banks.

1.14. REFERENCES

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