

Customer Satisfaction towards ATM Services of Tamilnadu Mercantile Bank with Special Reference to Thiruthuraipoondi Taluk

G. T. Vijayalakshmi^{1*} and B. Sakthipriya²

¹Principal and Research Advisor in Commerce, Rabiammal Ahamed Maideen College for Women, Thiruvavur, Tamil Nadu

²Research Scholar in Commerce, Rabiammal Ahamed Maideen College for Women Thiruvavur, Tamil Nadu

*Corresponding Author Email id: vijidasan.lakshmi@gmail.com

Abstract

The focus of customer satisfaction towards ATM services is a key to measure customer related services of bank. This study aims to evaluate customer satisfaction regarding the ATM services provided by Tamilnadu Mercantile Bank (TMB). With the increasing reliance on digital solutions, the quality of ATM services plays a crucial role in enhancing the customer experience. This article examines the development of Tamilnadu Mercantile Bank into a forward-thinking private sector bank in India. It highlights the bank's dedication to community development, financial stability, ATM services, and customer satisfaction. An ATM is an innovation that allows for mechanical deposits, withdrawals, and financial transfers across accounts. This study seeks to assess customer satisfaction with TMB Bank's ATM operations in the Thiruthuraipoondi area. For the organization's strategic business units, customer satisfaction becomes a vital tool. A sample of 60 bank customers was selected from Thiruthuraipoondi Taluk using the convenience sampling method. Both primary and secondary data were collected through a structured schedule. Ultimately, improving ATM services will not only enhance customer satisfaction but also strengthen TMB's competitive position in the banking sector. The study aims to explore customer satisfaction with ATM services provided by TMB Bank in Thiruthuraipoondi Taluk.

Keywords: Customer Satisfaction, ATM Services, Tamilnadu Mercantile Bank, Digital Banking, Customer Experience

Introduction

Private sector banks operate in a competitive market environment and aim to attract customers by providing innovative products, personalized services, and efficient banking solutions. They offer a wide range of services, including savings and current accounts, loans, credit cards, wealth management, and other financial products. Known for their customer-centric approach, private sector banks prioritize technological advancements and service quality. An ATM (Automated Teller Machine) is an electronic communication device that allows customers of a financial institution to perform financial transactions such as cash withdrawals, deposits, fund transfers, balance inquiries, and account information requests at any time. Although some more complex banking transactions and even loan applications can be processed using ATMs, customers primarily use them for quick and convenient banking services. ATMs located in front of bank branches allow customers to withdraw money more quickly than by visiting the TMB bank counters.

Statement of the Problem

There are differing opinions regarding the ATM services of TMB Bank and their usage. According to some, these services may not have significantly increased customer satisfaction, while others believe they have. ATMs were introduced into the banking system to enhance TMB Bank's ability to provide quality services and to effectively satisfy its clients. Therefore, this study investigates the impact of Automated Teller Machines on customer satisfaction at TMB Bank branches in Thiruthuraipoondi Taluk.

Objectives of the Study

1. To understand the socio-economic profile of TMB Bank customers.
2. To examine customer satisfaction with ATM services offered by TMB Bank in Thiruthuraipoondi Taluk.
3. To assess the factors leading to the adoption of ATM facilities offered by TMB Bank.

Research Methodology

Both primary and secondary data sources were used in this study. A total of 50 customers from Thiruthuraipoondi Taluk were chosen as respondents, and their data were collected for analysis. The convenience sampling method was used to select the sample. Statistical tools such as the Weighted Average Method and the Simple Percentage Method were applied to analyze the collected data.

Table 1
Demographic profile of the respondents

1.Gender	No. of Respondents	Percentage
Male	30	60
Female	10	20
Others	10	20
Total	50	100
2.Age	No.of Respondents	Percentage
Below 30 years	20	40
31-49 years	15	30
41-50 years	10	20
Above 50 years	05	10
Total	50	100

3.Marital Status	No. of Respondents	Percentage
Married	30	60
Unmarried	20	40
Total	50	100
4.Educational Qualification	No. of Respondents	Percentage
Higher secondary	05	10
Diploma	10	20
Graduate	25	50
Professional	10	20
Total	50	100
5.Occupation	No. of Respondents	Percentage
Government employee	05	10
Private employee	05	10
Businessmen	05	10
Professionals	05	10
Home maker	20	40
Students	10	20
Total	50	100
6.Monthly Income	No. of Respondents	Percentage
Below Rs.20000	25	50
Rs.20001-30000	10	20
Rs.31000-40000	10	20
Above Rs.40000	05	10
Total	50	100

Source: Primary data

Table 2
Sources of Awareness about ATM

S. No	Sources of awareness	No. of respondents	Percentage
1	Friends	20	40
2	Family Member	05	10
3	Bank Staffs	10	20
4	By Own	05	10

5	Advertisement	10	20
	Total	50	100

Source: Primary Data

Table 3

Reasons for getting ATM Card

S. No	Reasons	No. of Respondents	Percentage
1	Any time/Anywhere facility	10	20
2	Easy to operate	05	10
3	No need to stand in bank counter	20	40
4	Convenience	10	20
5	Quick service	05	10
	Total	50	100

Source: Primary Data

Table 4

Factors leading to ATM Service

S. No	Factors	No. of Respondents	Percentage
1	Adoption	18	36
2	Safety	22	10
3	ATM speed	05	44
4	Adjustment	05	10
	Total	50	100

Source: Primary data

Table 5

Opinion about ATM service

S. No	Opinion	No. of Respondents	Percentage
1	Very friendly	15	30
2	Friendly	25	50
3	Not so friendly	10	20
	Total	50	100

Source: Primary Data

Table 6
Problems in usage of ATM service

S. No	Preference	No. of Respondents	Percentage
1	Time taken for processing	10	20
2	Higher Service Charges	20	10
3	Misuse Of cards	10	20
4	No cash	05	40
5	Temporarily out of service	05	10
	Total	50	100

Source: Primary Data

Table 7
Satisfaction of customers towards ATM service of TMB bank

S. No	Factors leading satisfaction	Weighted average					$\sum wx/\sum w$	Rank
		5	4	3	2	1		
		SA	A	N	DA	SDA		
1	Time saving	50	60	21	26	5	162/50	6
		10	15	7	13	5	3.24	
2	Safety and security	40	40	36	22	9	147/50	7
		8	10	12	11	9	2.94	
3	Responsiveness	90	24	54	16	4	188/50	1
		14	6	18	8	4	3.76	
4	Convenience	30	88	42	12	2	174/50	3
		6	22	14	6	2	3.48	
5	Easy to use	65	60	30	10	7	172/50	4
		13	15	10	5	7	3.44	
6	Assurance	60	32	3	18	11	124/50	10
		12	8	10	9	11	2.48	
7	Reliability	20	72	18	26	8	144/50	8
		4	8	6	14	8	2.88	
8	Accuracy	40	16	30	32	12	130/50	9
		8	4	10	16	12	2.6	

9	Tangibility	70	24	66	4	6	170/50	5
		14	6	22	2	6	3.4	
10	Warranties	80	48	30	16	4	178/50	2
		16	12	10	8	4	3.56	

Source: Computed Data

Findings

1. The large part of the respondents are male that is 60%.
2. The study found that the 40% of respondents are below 30 years of age.
3. This study reflects that 60% of the respondents are married.
4. The study represents that 50% of the respondents are graduate.
5. The main part of the respondents are Home makers.
6. This study observed that greater part of the respondents are earning monthly income below 30000Rs.
7. The weighted average method reveals that responsiveness factor is important association towards ATM service.
8. This study indicates the main reason to lead the ATM service is the speed that it is highly represented by the respondents.
9. The higher number of the problem in the use of ATM service is flagged with 'No Cash'.

Suggestions

1. By conducting customer awareness programs on the use of bank-provided ATM services, the ATM service is properly used and it leads to avoid disputes.
2. Bankers are advised to always have enough cash on hand in the ATM for quick access, as the majority of respondents use these devices to obtain cash.
3. Branches don't always keep cash in the ATM that this has an impact on the clients' confidence in receiving the necessary cash.

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