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ijmrset@gmail.com



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# Comparative Analysis of Customer Satisfaction towards Indian Postal Services and State Bank of India Services

<sup>1</sup>Madhuri V. Nagalkar , <sup>2</sup>Laxmikant Deshmukh

<sup>1</sup>Student, Shri Sant Gajanan Maharaj College of Engineering, Shegaon, India

<sup>2</sup>Associate Professor, Shri Sant Gajanan Maharaj College of Engineering, Shegaon, India

**Abstract:** The aim of this research paper is to analyze the impact of service quality on customer satisfaction. A sound association is found between customer satisfaction and the quality of service provided by the SBI Bank and Indian Post. Both firms are under government control. In business world customers are the source of profit and revenue for the service organizations and improvements in service quality leads to customer loyalty. In this research project descriptive research design is used judgment and Convenience sampling method will be used to get the information about online banking. This method is used because we are interested in exploring gender, age, or occupation disparities in terms of online banking in the population For conducting this research, a structured questionnaire is prepared and sample of 100 customers is taken from SBI bank and post office in Shegaon. This result shows the satisfaction level of customer related to SBI & post office services.

In the current competitive world banks have to struggle their might to offer the best have offer the best of the customer satisfaction through various innovative strategies in order to services in industry The study investigates the effect of quality on satisfaction by focusing on the relationship between service quality and customer satisfaction and how quality can be improved in the service firms.

**KEYWORDS :** Customer satisfaction, Service quality, innovative strategies, relationship management, investment scheme.

## I. INTRODUCTION

Due to the increasing competition in the services, it is necessary to define the way the post offices and SBI bank may act on the market. In a recent business environment, SBI bank and post office in Shegaon aims to achieve a new competitive service, both in price and quality. This paper includes different areas of the quality of postal and SBI bank services from the perspective of their users. The focus will be on those dimensions that mentioned model sets as the base of the quality of services. The quality of banking services will be analysed through the relationship between the bank, its employees and clients, whether it is information about the loan, card, safe, money transfer or deposit. Under the postal services we consider the transfer of postal items, marketing services including: receiving advertisements, direct mail, mail shipment, personalized postage stamp, marketing services, telemarketing, telesales, commercial SMSs, post boxes, hybrid mail services, etc.

The aim of this research is to analyze customer satisfaction regarding banking services provided by both the post office and the State Bank of India (SBI). This involves examining various aspects of the services offered by both institutions, such as efficiency, reliability, customer support, accessibility, and overall satisfaction. By comparing and contrasting the experiences of customers with these two entities, the research aims to identify strengths, weaknesses, and areas for improvement in their banking services, ultimately providing insights that can inform strategies for enhancing customer satisfaction in the banking sector. Collected data from Developing a structured questionnaire specifically tailored to assess customer satisfaction with SBI's bank and post office services. Include questions covering various aspects such as account management, transaction processing, customer service, digital banking, etc.

Traditionally the primary function of Shegaon post office was collection, processing, transmission and delivery of mails but as of today, a Post Office offers many other vital services in addition to its traditional services. The additional services provided by a Dak Ghar include – Mail Services, Financial Services, Retail Services and Premium Services.



Following services are provide Shegaon post office:-

- Mail Services
- Parcels
- Media Post
- Greetings Post
- Logistics Post
- ePost Office
- Savings Bank (SB) Account
- Recurring Deposit (RD) Account
- Monthly Income Scheme (MIS)
- Monthly Public Provident Fund (PPF)
- Time Deposit (TD)
- Senior Citizen Saving Scheme (SCSS)

State Bank of India, country's largest lender, offers a wide range of service sin the personal banking segment, these products are designed with flexibility to suit customers personal requirements and are available at Shegaon branch. Following services are provided by state bank of India Shegaon.

- ATM services
- Cards
- Internet banking
- National Pension System (NPS)
- Online Trading
- Safe Deposit Locker
- Foreign Inward Remittance
- Other

### Theoretical Background

The purpose of conducting this study is that some people like the facilities of SBI, while others like Post Office. Looking at people's level of trust using services . And the purpose behind this study is to find out their satisfaction level. Analyze the impact of service quality on customer satisfaction. A sound association is found between customer satisfaction and the quality of service provided by the SBI Bank and Indian Post.

Both firms are under government control. In business world customers are the source of profit and revenue for the service organizations and improvements in service quality leads to customer loyalty.

Some people use SBI facilities because they have more trust in them, whereas those who are senior citizens trust Post Office facilities more. This study will help me identify the actual problems and thinking ability of customer.

What problems do customers face while using services? And how they deal with them. Which facilities and services are used the most. What is the objective of the investor to invest? And what type of investment they select. This study will help me identify the actual thinking about the choosing best option and increasing their trust and confidence.

## II. LITERATURE REVIEW

According to **Chavhan and Husain (2023)**, a study in the Karanja region related to customer satisfaction, they found that users were generally satisfied, especially with the convenience and speed of transactions. However, dissatisfaction arose among those finding the services complex, particularly among technologically illiterate users in rural areas.

**Zeithaml et al (2000)** have concluded that customer perception of service quality, the quality of the product, customer's emotional factors, the prices levied by the bank, banking situational factors like convenience all affect the level of customer satisfaction.

**Biff Motley.L1 (2000)**, in their research article, "Customer satisfaction Vs customer service" described that Satisfaction of customers and its services are associated terms however no longer the identical. If a huge deal of time and money are exhausted in improving betterment of customer service with modest or no fine impact on customer's pleasure, the expenses is wasteful. The author has said that the final results of such expenses have to be delivering to the customer as a manner of pleasure.

**Ajaya Kumar Mohanty (2006)** in his study in Professional Banker entitled on "Innovations in Banking in the Reform Era", the researcher observed that the credit card, debit card, ATM, anywhere banking, multiple delivery channels, single window service, mobile banking, internet banking and so on facilities are technology based furnishing services for the customers which will have definitely met customer aspirations.



**Kawaljit Singh (2011)** The study has been designed so that even the rural population can understand easily the main features of small savings scheme and the goal of financial inclusion of government. It contains information about the saving deposit account, about the procedures of Savings Bank A/c, and also the opening transaction of savings bank A/c. It also deals with recurring deposit account, time deposit account, wages account under MG-NREGA, monthly income account scheme, senior citizen saving scheme and its account operating procedure, PPF scheme, National savings scheme About Kisan Vikas Patra (KVP) , National Savings Certificates VIII, the fees charged to various schemes by post.

**Chavan and Ahmad (2013)** revealed nine factors of customer satisfaction in their study i.e. tangibility, convenience and availability, accuracy, e-fulfilment, responsiveness, promptness, empathy and personal assistance.

**Aby Abdul Rabb (2014)** banking services and banking performance affecting the level of customer satisfaction. Thereby rectifying customer worries and alleviates the number of customer as well.

**Sameeha And Shana (2016)** This Research paper directly related to adopting banking and post payment banking services, because Indian post department has widened their network into operation into bank with technology and experience the new innovative products or services .

**Patil and Chaudhri (2017)** attempted to understand and analyze the impact of individuals' income on perception towards various postal services. They proved that services provided by Indian post play an important role in financial, retail and premium services among all type individual income groups.

**Mohan D (2017)** The respondents are mostly focus on improving customer satisfaction while the banks are focus on modern banking services, to attract its customers.

**Rameshkumar (2018)** this study mentions the importance of post office in India. There must be proper savings done by everyone to meet their tomorrow's needs. It also focuses on the rural working women's and their attitude towards the post office schemes. It is an easy process as compared to the making investment or an opening a bank account and depositing it. Even the women's have great faith and positive attitude towards post office savings scheme.

### III. RESEARCH METHODOLOGY

#### Objectives

1. To analyze the customer satisfaction regarding banking services provided by post office.
2. To have an overview of the customer satisfaction regarding banking services provided By SBI bank.
3. To make a comparative study of customer satisfaction regarding services provided by SBI Bank and Post Offices.
4. To comparative study about investors expectation from the post office schemes and SBI bank scheme.
5. The problems faced by the customers of the post office and SBI.

#### Data collection Method

1. **Primary method of Data collection :-**

- Survey method

2. **Secondary Method of data collection :-**

- Through website
- Internet/Books/Journals and other

- ✓ **Research type:** Descriptive type of research
- ✓ **Sample size:** 100 respondents

**Sampling Method:-** The population includes male and female customers residing in universal of area in this project convenience sampling method is followed.

**Collection of data:** Through online using goggle forms.

#### Limitations:

- Area is limited.
- Sample size is limited.
- Data is collected on basis of candidate responses.



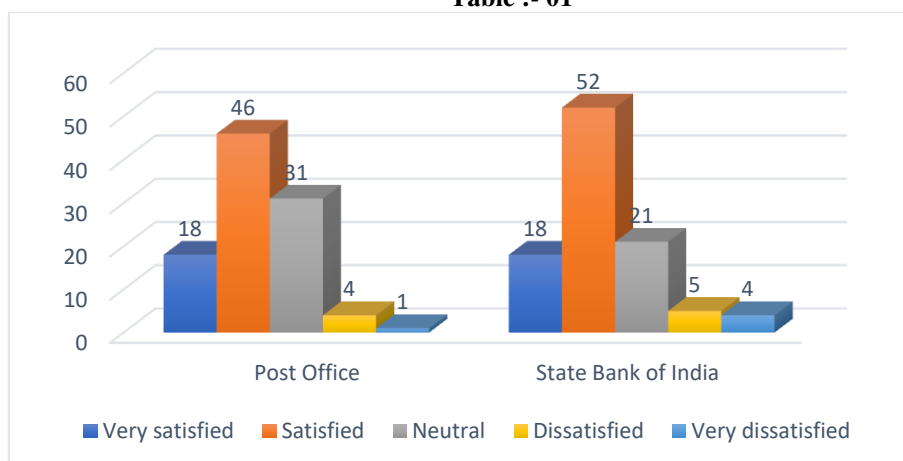
- People are avoiding to disclose original facts.

**IV. ANALYSIS AND INTERPRETATION**

**Table show Respondents level of satisfaction for the ‘Banking services provided by the post office and State Bank Of India’**

	Post Office	State Bank of India
Very satisfied	18	18
Satisfied	46	52
Neutral	31	21
Dissatisfied	4	5
Very dissatisfied	1	4

**Table :- 01**



**Chart :-01**

The results indicate that a satisfaction level of customer using the services of SBI and Post Office. Table shows comparative statement of customer satisfaction using both services. satisfaction level of SBI user are 52% and post office are 46%. Result show the 18% people are equally satisfied using both organization services. 9% user of SBI and 5% user of post office are dissatisfied by using services. Others are neutral.

**Respondents invested in any investment schemes offered by the Post Office and SBI.**

	Post Office	State Bank Of India
Yes	41	55
No	59	45

**Table :-02**

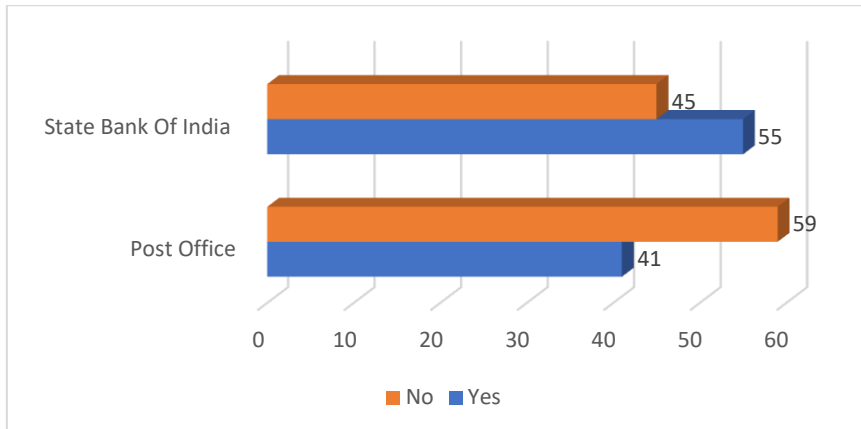


Chart :-02

From the above graph we observe that 41% of Post office and 55% of SBI respondent are use investment scheme offer by both organization. Most of the people are use choose SBI investment scheme for future. And 59% respondent of post office and 45% respondent of SBI do not invest in any scheme.

**Respondents opinion about the performance and features of the Post Office SBI Bank investment schemes.**

	Post Office	State Bank Of India
Very satisfied	18	19
Satisfied	51	45
Neutral	29	31
Dissatisfied	2	2
Very Dissatisfied	0	3

Table :- 03

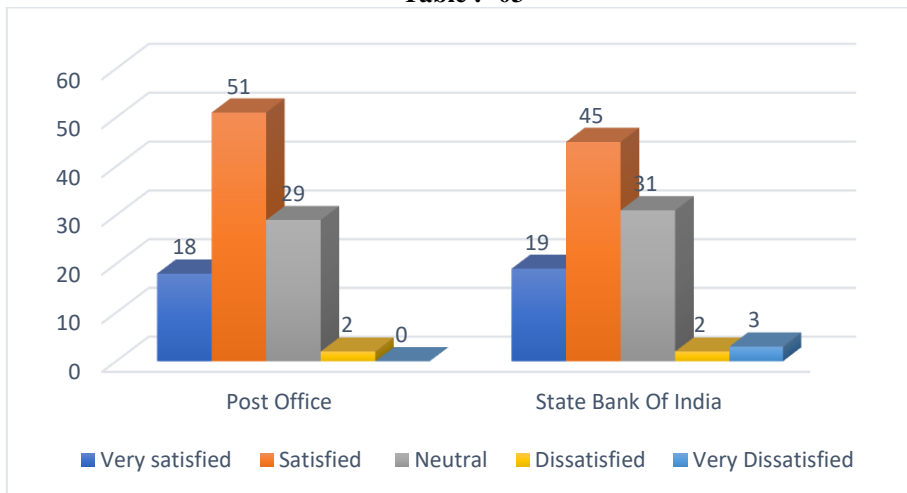


Chart :-03

From the above graph we observe that satisfaction level of people using SBI and Postal investment scheme and their performance & features. Graph shows level of satisfaction of customer 18% investor of post and 19% investor of SBI are very satisfied. 51% of post investor and 45% of SBI investor are satisfied with their investment scheme. 2% of both organization investor are equally dissatisfied and another 3% of SBI investor are very dissatisfied by using investment scheme.



Respondents rating ‘How satisfied they are with the customer service provided by the Post Office and SBI when addressing your issues or concerns.’

	Post Office	SBI
Very satisfied	21	19
Satisfied	50	52
Neutral	27	22
Dissatisfied	01	04
Very dissatisfied	01	03

Table:- 04

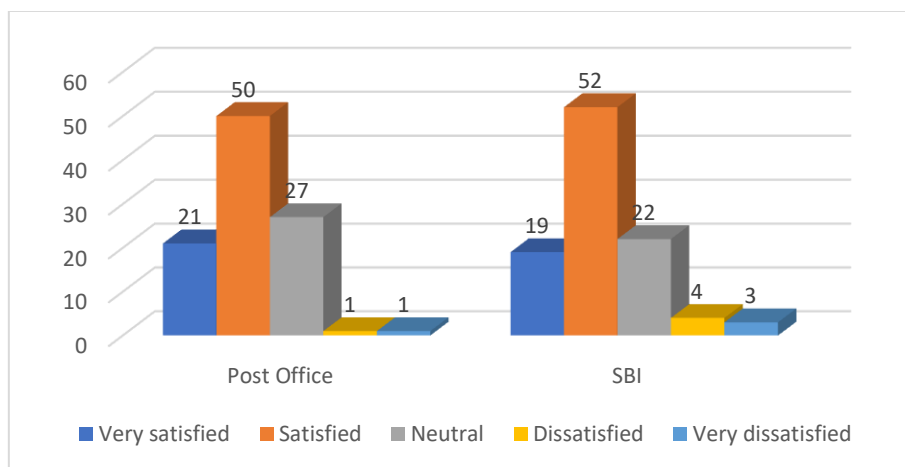


Table :-04

The results show that a satisfaction level of the customer service provided by the Post Office and SBI when addressing customers issues or concerns. Customer faced challenges in reaching out to postal and SBI service than organization provide them customer services to solving their problem. 21% of postal user and 19% of SBI user are very satisfied with their customer services. 1% of postal and 4% of SBI users are dissatisfied with customer services. Result indicate the people are more like postal customer services than SBI.

### V. CONCLUSION

The objective of this research was to analyze the impact of service quality on customer satisfaction. A sound association is found between customer satisfaction and the quality of service provided by the SBI Bank and Indian Post Shegaon.

In conclusion, from analysis the research and the response received from the customers, it is observed that the customers are more satisfied with the post office facilities. And secondly it was noticed that people invest more in SBI than post office. If they face any problems while using the scheme and other products, which organization is providing customer service for that, the satisfaction of the customers about that service has been seen in this study, it has been noticed that people like the customer service of post office more.

Another important finding of this research is that People are not satisfied with the customer service of SBI, And the respondents says that they also have problems with transection and server issue.

It is suggested, however, that further researches can be done to identify the satisfaction of customer using SBI and Post services. And SBI should improve its customer service and satisfy as many people as possible.

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