

INTRODUCTION

Globalization and modernization are the catch words of the day. Life style of the people is also upgraded by means of technology – driven conveniences and available to them. Today bank have become a part and parcel of our life. There was a time when the dwellers of city could enjoy their services. Now banks offer access to even a common man and their activities extend to areas hitherto untouched. A part from the traditional business extended function, they have now come out to fulfill national responsibilities. Banks cater to the needs of agriculturists, industrialists and traders and to all the other section of the society. Thus they accelerate the economic growth of a country and steer the wheel of the economy towards its goal of ‘self reliance in all fields’. It naturally arouses our interest in knowing more about the banks and various men and activities connected with it.

In the modern world of today, banking plays an important role. It also performs wide variety of functions apart from the traditional method of just accepting deposits and providing loans to the modern method of rendering high quality products and services. This is because of the cutthroat competition they have to face these days. There are tremendous changes occurred in the field of banking such as various type of loan schemes, introduction of ATM cum debit card, Mobile banking, Core banking etc.... ATM plays a pivotal role in today's living style.

The most visible and perhaps most revolutionary, elements of the virtual banking revolution is the cash machine or the Automatic Teller Machine (ATM), as it is more popularly known. The use of ATMs has greatly changed the entire gamut of the way the banking and financial services are operated in the world. ATMs are known for their speed and convenience giving 24 hours access to bank customers to operate their bank account in the physical environment with the help of machines. ATM has given an edge to the banks and financial institution in efficiently carrying out their operations. ATMs provide the advantage of accessing the account of customer any time any where.

ATM (Automated Teller Machine) is considered to be most modern technique that helps in drawing cash. It is actually backed by State Bank Group, the largest bank group in India. They have started such facility so that the customer should be secure. Customer uses this facility with a help of a card known as ATM card. ATM card is actually a plastic card with a magnetic strip

on the reverse upper portion containing data for authorizing the transaction. The card can be utilized not only at ATM for withdrawal of cash but also at point of sale (POS) terminal for purchasing goods and services in India. Such card are issued to any individual account – single or joint account operated as either or survivor, former or survivor, latter or survivor, any one or survivor, pensioner or NRI account holder. Introduction of such facility has reduced the work load of both people as well as bank officers in many ways such as withdrawal of money can be made at any branch under the State Bank group, withdrawal of money can be done at any time and also at any where. With the use of this ATM card, people need not carry too much of money because there is easy accessibility of money and also less time taken.

1.1 RELEVANCE OF THE STUDY

ATM is a new pace in the service sector. In the present speedy age ATM plays an important role. Banks play an important role in development and growth of business. The introduction of ATM in the banking sector, is really an up gradation in the service sector, and there by the banks can improve customer satisfaction as they are forced to remain competitive. ATMs became common in India in 1970s. However, the real potentialities of e-Banking are not exploited as a certain basic facility and it is not yet within the reach of common man. Therefore the present study is an attempt to find out the level of satisfaction of customers who use the services of ATMs of State Bank of India.

1.2 OBJECTIVES OF THE STUDY

- ❖ To study the services and functions provided by State Bank of India.
- ❖ To study the level of awareness of various services rendered by ATM's of State Bank of India
- ❖ To study about the satisfaction level of customers towards ATM services of SBI.
- ❖ To give suggestions on the basis of the study conducted.

1.3 STATEMENT OF THE PROBLEM

Old method of banking transactions are time consuming and subject to time limit. This system of transaction is not suitable for the modern times. So there are tremendous changes occurring in the field of banking. Today ATM has become an important and inevitable part of banking

activities and so this study is mainly aimed at finding out the impact of ATM on customer satisfaction and banking activities.

1.4 METHODOLOGY

The objective of the study is to analyze the satisfaction level of customers towards ATM services of State Bank of India who are widely scattered. Moreover, many of the customers for obvious reason may not be willing to disclose about their bank accounts. So a cent percent coverage using census survey of all customers is practically impossible. Therefore, convenience sampling method has been adopted. The study is mainly based on primary and secondary data. The primary data is collected using questionnaires, which included both profile of the customers and their perception. The size of the sample is 50. The collected data is analyzed using Chi-square Test and simple statistical tools like tables, graphs, percentages etc... The secondary data is collected from books and internet.

1.5 SCOPE OF THE STUDY

State Bank of India established the first ATM in 2001, and within a short period of time it has over 563 networked ATM's. The study is restricted to the networking of ATMs by SBI in Ernakulum city.

1.6 LIMITATIONS

- ❖ The study was mainly based on convenience sampling.
- ❖ Since convenience sampling used there is no guarantee that the study group will hold a mix of views and opinions
- ❖ As sample size is small, the result of the study may affect the reliability of the final conclusion.
- ❖ Some customers were unwilling to give information about the services of the bank and it may affect the result.

PROFILE OF THE BANK

ORIGIN OF STATE BANK OF INDIA

State Bank of India is a multinational banking and financial services based company in India. It is a Government owned corporation with its headquarters in Mumbai, Maharashtra. As of December 2013 it had assets of US \$ 388 billion and 16000 branches, including 190 foreign offices, making it as the largest banking and financial services company in India by assets.

State Bank of India is one of the big four banks of India, along with ICICI bank, Punjab National Bank, and Bank of Baroda.

State Bank of India and associates are:-

- State Bank of Hyderabad
- State Bank of Mysore
- State Bank of Indore
- State Bank of Patiala
- State Bank of Saurashtra
- State Bank of Travancore
- State Bank of Jaipur

CUSTOMER SERVICES

This has always been the center stage of any organization. Its capacity to keep the life line running of business houses can never be undetermined. But of late, as an aftermath of opening up of economy and liberalization the customer getting more and more attention and focus of all business now on customer's satisfaction. SBI and its associates render a number of services and they are ready to provide any facility related to money and banking which the customer requires.

The most common services rendered by them are:-

- Internet Banking: - Carrying on banking transactions with the help of internet is called Internet Banking. Basic internet banking provides access to customer's bank account through internet. With the help of Internet Banking the customers can :-
 - Operate bank account sitting at home, office or car.
 - Access and view their accounts to keep transactions and balance status.
 - Transfer funds from one branch to another.
 - Stop payment of cheque. Give standing instructions to the banker.
 - Request for issue of cheque books.
- ATM Services: - ATM means "Automated Teller Machine" where the customer can use his magnetic strip plastic card and get instant cash round the clock even on hold up. SBI started implementing its ATM networking project in May 2001 and within a short period it has over 563 networked ATM's. SBI's network is a national network providing truly 'Anywhere Banking' and networked ATM's are now available in over 99 centers across the length and breadth of the country.
- Portfolio Management: - This service section of the SBI has setup to handle investment and regulatory related concerns of institutional investors functioning in the area of social security.
- State Bank Electronic Payment System (STEPS):- It is an operational network governed by laws, rules and standards, that links bank accounts and provides the functionality for monetary exchange using bank deposit. The payment system is the infrastructure established in effect the transfer of monetary value between parties discharging mutual obligations. Its technical efficiency with which transaction money is used in the economy and risk associated with its use. Traditional payment systems are negotiable instruments such as, Drafts (Eg: Cheque) and Documentary credits (Eg: Letter of credit). With the advent of computers and electronic communications a large number of alternative electronic payment systems have emerged. These include Debit cards, Credit cards, Electronic Fund Transfers, Direct credits, Internet Banking and e-commerce payment systems.

- Electronic Fund Transfer (EFT) :- It is the electronic exchange transfer of money from one account to another, either within a single financial institution or across multiple institution through computer based systems.
- Smart Gold: - It is an IOC.CO – branded smart card with chip embedded in the card. Customers can store the value of money in the form of e-purse and can spend the amount at any of the IOC outlets or over 500 merchant establishment enrolled for the purpose in Mumbai. The total amount that can be stored on the smart gold is Rs.20000 and customers can reload the card with any amount they like up to this limit.
- NRI Banking: - SBI is the largest bank in India with over 190 years of banking experience and with advanced technology at its finger tips. SBI operates world wide through the most extensive network over owned by a commercial bank with over 13000 branches in India and 52 foreign offices in 31countries. SBI, through branches world wide is best placed to serve Non-Resident Indians with a wide range of deposits and investment banking services and to enable them to earn interest rates.
- Gold Banking: - Gold has occupied a special place in human affection since time immemorial. Besides all other functions SBI also deals with the transaction in connection with gold.
- Small Business Credit Card: - This is hurdle free convenient and novel Small Business Credit Card scheme launched for easy credit delivery to small scale industries and small business firms. The attractive features of this scheme are :-
 - ❖ Less proper work.
 - ❖ Stock statement waived.
 - ❖ Submission of audited balance sheet waived.
 - ❖ Borrower to be issued a small plastic card.
 - ❖ Half yearly inspection.
 - ❖ Simplified application.

- ❖ Simplified scoring model for appraisal.
 - ❖ Annual review base on the conduct of the account.
 - ❖ Repayment of term loan component up to 5 years.
- SBI Festival Loans :-
- ❖ Loan amount is give up to 4 time's net monthly income.
 - ❖ Maximum loan amount of Rs.50000.
 - ❖ Quick delivery.
 - ❖ Low interest rates.
- SBI car loans: - SBI gives loans for the following purposes.
- ❖ To purchase a new car or jeep.
 - ❖ To purchase an old car or jeep (not more than 4 years)
 - ❖ To reimburse cost of car or jeep not more than 2 years old (first owner only).
- SBI Education Loans: - This scheme seeks to extend financial assistance to deserving or meritorious students for pursuing higher education in India and abroad.
- SBI Housing Loans: - This scheme provides funds for the constructions or purchase or repair or renovation or alteration of house or for purchase of a plot meant for construction of a house.
- Domestic Business: - SBI is the largest deposit taking bank in India, holding approximately one fifth of all domestic deposits. Approximately three – fourth of the banks deposits is from its retail customers, reflecting its large customer base. About 12% of its domestic deposits are in the form of interest free current accounts and about 27% are in the form of low interest saving accounts. This access to millions of small depositors throughout the country provides SBI with a stable funding base for all its operations. The bank's historically close relationship with the central Governments, State Governments and public sector entities has been a comparative advantage in attracting deposits.

- Lending: - The bank makes loans to a wide range of public sector and private sector commercial and industrial customers, agricultural customers and industrial customers. It extends working capital facilities and short term loans . Loans of medium to long maturity are extended to finance capital investments including home loans.
- Service for domestic customers: - The international banking services are extended by the bank to its customers in India through financing and handling of various import and export transactions.

PRODUCTS AND SERVICES

- ❖ Export credit (pre-shipment and post-shipment).
- ❖ Buyer's credit or supplier's credit.
- ❖ Letter of credit or guarantees.
- ❖ Bill purchasing or discounting.
- ❖ PCFC (Pre-shipment Credit in Foreign Currency) or EBR (Export Bills Re-discounting)

TECHNOLOGY AWARD

SBI has been conferred the “Special Award for Excellence in Banking Technology” by Institute for Development and Research in Banking Technology (IDRBT). In recognition of Bank’s performance in branch computerization, Network infrastructure, Technology application and overall technology absorption for operational efficiency and customer service.

CUSTOMER SATISFACTION

Customer satisfaction is defined as an "evaluation of the perceived discrepancy between prior expectations and the actual performance of the product". Satisfaction of customers with products and services of a company is considered as most important factor leading toward competitiveness and success. Customer satisfaction is actually how customer evaluates the ongoing performance. Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

customer satisfaction is customer's reaction to the state of satisfaction, and customer's judgment of satisfaction level. Customer satisfaction is very important in today's business world as according to Deng et al., (2009) the ability of a service provider to create high degree of satisfaction is crucial for product differentiation and developing strong relationship with customers. a firm should concentrate on the improvement of service quality and charge appropriate fair price in order to satisfy their customers which would ultimately help the firm to retain its customers.

It is a common phenomenon that the services a brand offers and the price it charges actually determine the level of satisfaction among its customers, than any other measure. Customer's involvement is also important as when buyer consider the product important and invests time to seek information then it ultimately enhances the satisfaction level. This satisfaction may influence the concerned company by repurchase, purchase of more products, positive word of mouth and willingness of customer to pay more for the particular brand. Any business is likely to lose market share, customers and investors if it fails to satisfy customers as effectively and efficiently as its competitors is doing.

Organizations cannot survive in the open market without customers. Monitoring customer sensitivity is a pre requisite for any service activity. If the customer system does not pay for the

goods and services of an organization, it will cease to exist. Generally customers expect more of reliability and safety, speed and efficiency, convenience and productivity, savings and profits, less of risk and worries, damages and hassles and rework and losses.

Customer satisfaction should be the main aim of every service centers. Then only they can survive long. Satisfaction is a customer's feeling of pleasure or disappointment resulting from comparing a product's perceived performance and expectations. If the performance falls short of the expectations the customer is dissatisfied. If the performance matches the expectations the customer is satisfied. If the performance exceeds expectation the customer is highly satisfied or delighted. So one should always try to understand what the customer wants and cater their needs.

Thus, the primary aim is to see that the customer is kept satisfied. Customers who are just satisfied still find it easy to switch over when a better offer comes along. Those who are highly satisfied are much less ready to switch over to another product. High satisfaction or delight creates an emotional bond with the brand, not just a rational preference. The need for achieving customer satisfaction is increasing day by day. The reason is obvious. In the modern world services are rendered as per the requirements and needs of the target consumers. Otherwise, goods / services will be left unsold.

Customer Service

Customer service is a system of activities that comprises customer support systems, complaint processing, speed of complaint processing, ease of reporting complaint and friendliness when reporting complaint. From a social point of view, services should be available to the customers on reasonable terms. As far as economic factor is concerned, services should satisfy the needs of the customers. Satisfaction of customer is determined by his evaluation of service provided by a brand. When the customers, do not get their complaints considered properly, they start looking for other brands. It happens because either the customer service centers do not handle the complaints or the customers are not able to address them properly. The friendly attitude and courteous behavior of the service workers at service firms leaves a positive impression on the customer which lead towards customer satisfaction.

Price Fairness

Price is the amount of money charged for a product or service, or the sum of the values that customers exchange for the benefits of having or using the product or service. Another definition for price is the amount of money or goods needed to acquire some combination of other goods and its accompanying services. But the marketing literature showed researchers' inclination towards price fairness in relation with customer satisfaction. Price fairness refers to consumers' assessments of whether a seller's price is reasonable, acceptable or justifiable. Price fairness is a very important issue that leads toward satisfaction. Charging fair price helps to develop customer satisfaction and loyalty. Research has shown that customer's decision to accept particular price has a direct bearing at satisfaction level and loyalty and indirectly. In another study it was concluded that customer satisfaction is directly influenced by price perceptions while indirectly through the perception of price fairness. The price fairness itself and the way it is fixed and offered have a great impact on satisfaction. Customers are not price sensitive all the times and sometimes brand loyalty takes part in brand preferences. This is the reason some consumers are retained with old monopolists.

3 steps to increase customer satisfaction:-

1. Justify the Sale with Social Proof

When most sales are made, chances are that the buyer will have to justify the purchase to another person – a boss, spouse, or anyone that may pass judgment. To make this go smoothly, the seller should arm each one of his customers with testimonials from other people and companies. The seller likely recognizes this as social proof. The problem is, many people use it in the selling process, but forget about it in the post purchase phase. It works, so don't make that mistake.

2. Surprise Customers with a Bonus

When people spend money on a product, the last thing the seller want them to think is "was this worth ?" To combat this, the seller should surprise each one of there customers with a little bonus. Seller should surprise your customers with a free, valuable bonus. They won't expect it and it will help them answer "was it worth it?" with an enthusiastic head-nodding "yes!"

3. Offer Free Product Training and Support

This is a clear, business-winning decision. Nothing decreases customer satisfaction more than being confused with how to make a product work. For example, the amazing e-learning software provider, Articulate, provides a free blog, for customers and non-customers, that teaches people how to create more effective e-learning training material. For starters, when people spend money on something, they tend to doubt themselves and their ability to make the product work right. With detailed, free training, you'll alleviate that self-doubt and win a life-long customer.

Following are the important factors that could affect customer satisfaction:

- Department wise capability of the supplier.
- Technological and engineering or re-engineering aspects of products and services.
- Type and quality of response provided by the supplier.
- Supplier's capability to commit on deadlines and how efficiently they are met.
- Customer service provided by the supplier.
- Complaint management.
- Cost, quality, performance and efficiency of the product.
- Supplier's personal facets like etiquettes and friendliness.
- Supplier's ability to manage whole customer life cycle.
- Compatible and hassle free functions and operations.

AUTOMATED TELLER MACHINES – AN OVERVIEW

Application of computers in banking is introduced to improve efficiency of system and provide better quality or service to the customer. The second generation computers are used for banking services in earlier days. But application of technology was limited.

An ATM is connected to banker mainly through computers. Customer is issued an ATM card which bear customer's name, a magnetic code which can be read by the machine. Today, most of the investors use ATM cards. We can see ATM centers in different locations of our cities and towns. In rural areas also ATM has made an enhancing influence. The facility offered by ATM has made it familiar to each and everyone. With the advancement of ATM the users are provided with 24 hours service and the handling of money became easy and quick.

With the birth distributed computer technologies and relational data based management system. One should configure dedicated machines for customer service. While others continue book keeping and customer communications. ATM's are financial transaction terminals. It is an electronic machine, which is operated by customer himself to make withdrawals, from his account. ATM in banking is an excellent example of innovative investment in information technology. ATM facility is available to customers 24 hours a day and 365 days a year. It is usually provided outside bank.

Computer – controlled terminals located on the premises of financial institutions or elsewhere, through which customers may make deposits, withdrawals, or other transactions as they would through a bank teller. Other terms sometimes used to describe such terminals are Customer – Bank Communications Terminal (CBCT) and Remote Service Unit (RSU). Group of banks sometimes share ATM networks located throughout a region of the country that may include portions of several states.

AN ATM allows an individual to make deposits, withdraw cash, check accounts, or even buy postage stamps at any time without the need of human teller. ATMs are data terminals that connected to, and communicate through, a host processor.

HISTORY OF ATM

Earlier ATMs were only cash only machines. Since they were net connected to bank records via a computer network, a limited number of customers were allowed to use them. This customer needed excellent standing with their bank and credit card account. As the machine began to develop more features were added. The invention of the ATM card (smart card) and the development of leased line connections that allowed transfer of data from the machine to the bank opened up ATM use to a wider consumer market.

As the ATM market expanded, two networks provided the means of bank to run and operate ATM machine. In 1996, these two large networks gave the go-ahead for ATM owners to charge fees. This development combined with the new availability of data transfer via a standard phone line has paved the way for entrepreneur to enter the ATM market.

The world's first ATM was developed by Da La Rue and installed in Enfield Town in North London on June 27, 1967 by Barclays Bank. This instance of the invention is credited to John Shepherd Barrow, although Luther George Simjian registered patent in Newyork, USA in the 1930s and Donald Wetzel and two other engineers from Dourtel registered a patent on June 4, 1973.

The first ATMs accepted only a single use token or voucher, which was retained by the machine. These worked on various principles including radiation and low coercively magnetism that was wiped by the card reader to make fraud more difficult. The idea of a Personal Identification Number (PIN) stored on a physical card being compared with PIN entered. When retrieving the money was developed by British engineer James Good fellow in 1965, who also holds international patents regarding this technology.

FEATURES OF ATM

- ✓ Anywhere banking.
- ✓ Anytime banking.
- ✓ Anything banking.
- ✓ Safety.
- ✓ User Interface.

- ✓ Visual Messages.
- ✓ Swallowed Card.
- ✓ ATMs Security.

ATM FUNCTION

The major functions performed by the ATMs world wide are of two types as discovered.

A. Basic Functions

- ✓ Cash withdrawal
- ✓ Balance enquiry statement ordering facility.

B. Additional Functions

- ✓ Cheque Book request facility.
- ✓ Deposit, the facility being confined to customers of the financial institutions running the ATM in question which is not usually available via a shared ATM network.
- ✓ Funds transfer facility, which usually involves a customer initiated transfer of funds to a prearranged destination such as a utilities company account to pay a bill or to another customer account.
- ✓ Mini-statement facility, which is usually available as a print-out, and typically covers the last 10 transactions or movement on the accounts.
- ✓ Pin change facility.
- ✓ Passbook updates facility.
- ✓ Dispensing traveler's cheque although a fairly uncommon facility, available at international airports.

In addition to the above, ATMs can also be used to provide for more functions than are currently available on them. For instance, they could be used for a wide range of communication purposes emergency measures to alert police, ambulance or fire service similarly, sharing of ATMs might be possible in future among banks and other service providers to such airlines to obtain tickets and other important documents via ATMs. This could be a reality given the

proliferation in the use of smart cards, which would link up all participating parties and customers. Therefore ATMs provide an excellent opportunity and pave the way for the growth of the virtual banking revolution.

ATM MACHINE

It is a banking terminal that accepts deposits and dispenses cash. Inserting a cash or credit card that contains the user's account number activates ATM's and PIN on a magnetic strip. The ATM calls up the bank's computer to verify the balance, dispenses the cash and then transmits a completed transaction notice. The word "Machine" is certainly redundant, but widely used.

ATM CARDS

ATM is operated with an ATM Card. It is a special quality plastic card bearing name and number of the cardholder. It has a magnetic stripe in which important information about the customer is recorded. ATM card is given to the customer by the bank along with a Personal Identification Number (PIN).

After inserting the ATM card into the slot of the machine, the customer has to key in the PIN, based on which the machine verifies the genuineness of the card and proceeds to process the services requested by the customer. Cash withdrawal requirements within the daily limits are automatically dispensed.

Description of ATM Card

- ↳ State Bank logo Maestro logo printed on face of it.
- ↳ Name of the customer, 19 digit card number, month and year of issue are embossed on the front.
- ↳ Magnetic strip on the reverse where other details are encoded.
- ↳ This carries unlimited validity.

SAFETY TIPS FOR AUTOMATED TELLER MACHINE USE:-

- ↳ Do not allow anyone else to use your ATM card.
- ↳ Cancel your ATM card if you do not use it.
- ↳ Do not give anyone your Personal Identification Number (PIN).

- ↳ Do not use an easily detectable PIN (a birth date or social security number).
- ↳ Do not carry your PIN number with you.
- ↳ Check bank statements carefully for unauthorized withdrawals.
- ↳ Do not use an ATM at night.
- ↳ Be aware of people around as you use the ATM don't let them watch you enter your PIN number.
- ↳ Put your money away safely before exiting the ATM area.
- ↳ Look around as you exit the ATM area. Do not leave if you do not feel safe.

BENEFITS OF ATM

Benefits to Bank:-

- ↳ Increase in Customer Base: - While public sector banks use ATMs as a customer retention strategy, new generation Banks are looking at ATMs as an aggressive customer acquisition tool.
- ↳ Lesser Work Load for Employees: - This enables them to concentrate on other important matters.
- ↳ Better Customer Services: - In modern times, customer demand speed, accuracy and interactivity for routine transactions, which only a machine can deliver without fatigue and that too efficiently.
- ↳ Less Manpower Required: - All that an ATM requires is a security guard and cash loading activities by official. Rest of the activities is performed machine. An across the counter transaction is, costlier than an ATM transaction.
- ↳ 24 Hours Visibility: - ATM is an instrument offering 24 hours visibility, which an extension counter cannot provide. ATM centers with good signage with lighting at prime locations well enhance the visibility and image of the Bank.
- ↳ Increase in Reach: - Availability to expand their network.
- ↳ Brand Value: - ATMs push up brand value of a bank.
- ↳ Source of Revenue: - Interchanges fees can be earned when the customer of a bank uses ATM of other banks.

Benefits to Customers:-

- ↳ 24 hours access: - Anywhere, anytime banking convenience is available to customers through ATMs.
- ↳ Time saving: - As customers need not wait in the queue for accessing their accounts.
- ↳ Update Knowledge: - of the balance in the account.
- ↳ Good quality notes available.
- ↳ Global access: - Global access is available through ATMs once connected with VISA / MASTER Cards etc.
- ↳ Equal Treatment to all Customers :- In addition to these, the customer has access to all facilities which an ATM offers like mini Statement request, funds transfer, cheque book request, payment of bills, anytime cash deposits etc.

TRANSACTIONS THAT CAN BE PERFORMED USING ON ATM CARD

- ↳ Withdraw Cash: - Cardholders can withdraw cash subject to the maximum daily limit fixed by banks. However one needs to have sufficient balance in his / her account. It is common for banks to alter the maximum amount that a customer can withdraw depending on whether the ATM is online or offline. If the machine is online and connected to the central switch of the bank, then amounts from Rs. 15000/- to Rs. 25000/- can be withdrawn. If the machine is offline, this may be restricted to not more than Rs. 5000/-.
- ↳ Deposit a Cheque or Cash: - Cardholders can deposit cash / cheque at the ATM located at the branch where they maintain their accounts. If the deposit is made in any other ATM, it will be credited to the account only after receipt at the customer's branch.
- ↳ Statement of Account: - A minimum statement containing the last four transactions and balance can be obtained at a State Bank group ATM during the working hours of the customer's branch.
- ↳ Balance Enquiry: - Cardholders can see the balance in his accounts linked to ATM card on the screen as well as obtain a transactions receipt showing the balance.
- ↳ Transfer Funds: - It enables a person to transfer funds from one account to another. In order to use the fund transfer option, one must have more than one savings or sole proprietorship current account with the bank. One also needs to make a request to link the accounts on the card. Once the accounts are linked to the ATM card, the funds transfer

option can be used by selecting the account from which to transfer, then indicating the amount and the account where it has been transferred.

- ↳ Change of Personal Identification Number (PIN):- One can conveniently change the PIN whenever he / she wishes. This also ensures security of the ATM Card.
- ↳ Make Request for a Cheque Book: - Statement / cheque book will be made available to the cardholders after receipt of request at the branch where he maintains his account.
- ↳ Pay Utility Bills: - One can pay his / her Cellular, Telephone and electricity bills using the ATM card.

PARTS OF AN ATM

An ATM has two input devices and four output devices:-

- ↳ Card Reader: - The Card Reader captures the account information stored on the magnetic stripe on the back of an ATM card. The host processor uses this information to route the transaction to the cardholder's bank.
- ↳ Keypad: - The keypad lets the cardholder tell the bank what kind of transaction is required (cash withdrawal, balance enquiry etc) and for what amount. Also, the bank requires the cardholder's Personal Identification Number (PIN) for verification.

The Output devices are:-

- ↳ Speaker: - The speaker provides the cardholder with authority feedback when a key is pressed.
- ↳ Display screen: - The display screen prompts the cardholder through each step of the transaction process. Leased line machines commonly use the monochrome or colour CRT (Cathod Ray Tube) display. Dial up machines commonly use monochrome or colour LCD.
- ↳ Receipt Printer: - The receipt printer provides the cardholder with paper receipt of the transaction.
- ↳ Cash dispenser: - The heart of an ATM is the safe and cash dispensing mechanism. The entire bottom portion of most small ATMs is a safe that contains the cash.

TYPES OF CARDS ACCEPTED BY THE ATM

- ↳ ATM Card: - Most of the bank issue ATM cards to their customers to access the machine. With this card all the facilities provided by the ATM can be availed of.
- ↳ Debit Card: - It is known as the account holder's mobile ATM. The holder can use it only if there is sufficient balance in the account. The holder can use it for withdrawal of cash or make payments for purchases provided there is enough balance. Debit card can be used on the ATMs as well as in thousands of other merchant establishments approved by VISA/MC. Currently HSBC, ICICI, UTI bank are issuing Debit cards to their customers instead of ATM cards.
- ↳ Credit Card: - A credit card is a financial instrument, which can be used more than once to borrow money or buy products and services on credit. Credit cards of Master Card, Visa etc. can be accessed through the ATMs of the participating banks.

ATM TECHNOLOGY

There are two types of ATM namely Full function ATM and Cash dispenser.

Functions of full fledged ATMs are:-

- ↳ Deposit of cash / cheque and other instruments.
- ↳ Making withdrawals.
- ↳ Update books.
- ↳ Generate statement or accounts.
- ↳ Account balance enquiry.
- ↳ Request for a cheque book.
- ↳ Issue of gift cheques and travel's cheques.
- ↳ Sales of stamps.
- ↳ Utility payment like payments of telephone bills or electricity bills.

Cash dispenser

Its functions are limited to compare to fully functional ATM. They accept cash, but cannot dispense non-currency instruments like issue of cheque books, travel's cheque or gift cheques. It

stores cash either in the form of new notes or insurable notes of specific denominations. England's Barclay Bank installed the first cash dispenser in 1967.

ATM LOCATORS

ATM Locator helps the customer to identify the exact locations of any ATM on the bank's network. The process is as under:-

- ↳ Touch ATM Locator on ATM screen.
- ↳ Select the state and touch the same.
- ↳ Select city or town in the state and touch the same.
- ↳ Select one ATM on the list and touch the same.
- ↳ Obtain the print out with full address of ATM location.

TERMS AND CONDITION UNDER WHICH ATM CARD ARE ISSUED

- ↳ **PIN:** - The cardholder is initially allotted a computer generated four digit PIN, which will be sent in a secured and sealed PIN mailer. The PIN is used for withdrawing cash at an ATM or for purchasing good and services at a Merchant Establishment. The cardholder advised in his own interest to change his PIN to any other four-digit number of his or her choices. For this purposes, he may use the PIN change option available at network of State Bank of Group ATMs. The PIN should be safeguard carefully. Usage of wrong PIN 3 times would invalidate the card for the rest of the day. While selecting a PIN, the cardholder is advised to avoid a PIN, which can be easily associated with him or her. The cardholder should change the PIN immediately if it is accidentally divulged. The bank bears no liability for the unauthorized use of the card. The responsibility is fully that of the cardholder.
- ↳ **Loss of card:** - The cardholder should immediately notify the customer branch or call center by letter or by phone call followed by conformation in writing if the card is lost or stolen. Any financial loss arising out of unauthorized use of the card till such time as the bank hot lists the card will be to the cardholder's account. Fresh card will be issued in replacement of lost or damaged card at a fee of Rs. 200/-
- ↳ **Debit to the customer's account:** - The bank has the authority to debit the designed account of the cardholder for all withdrawals affected by the cardholder by using the

card as evidence by bank's records which will be conclusive and binding on the cardholder. The cardholder authorizes the bank the designated account from time to time.

- ↳ **Transaction:** - The transaction recorded or record generated by the ATM or POS (Point Of Sale) will be binding and conclusive, unless verified otherwise and corrected by the bank. The verified and corrected amount will be binding on the cardholder.
- ↳ **Closing of account:** - The cardholder wishing to close the designated account and surrender the debit card will give the bank a written notice and surrender the card along with the notice.
- ↳ **Validity of card:** - State Bank Cash-plus card does not have any validity period. The maestro card is valid till the last date of the month embossed on the card. If the card is used after expiry, the ATM will reject it.
- ↳ **Specimen signature:** - The cardholder shall sign the card on the reverse as per the specimen signature given on the application form of the card. The signature must tally with the latest signature of the cardholder as per the bank's record.

STRATEGIC IMPORTANCE OF ATM

The use of ATMs has strategic importance for the banker who operates it in as many a number as possible and in as many place as possible. For instance, it is possible for a banker to encompass more areas of banking for business purposes, which would eventually help expand and diversify the banking operations. It also gives a cutting edge for a banker to ensure effective delivery of virtual banking and financial services. ATM serves as core electronic Banking tools for implementation of commercial strategy.

Modern commercial banks heavily depend on the ATM is to carry out routine transactions and it would be difficult to imagine a banking service without ATMs. ATMs are capable of reducing the pressure on branches for undertaking routine transactions and thereby reducing costs of operations. Moreover, even virtual banking institutions that have set up primarily telephone based organizations naturally need some way of delivering cash to their customers, and the ATM is the only virtual means available for doing this.

There is a clear case for customers having to carry out all their banking functions with the help of the ATMs, although it is possible that customers might be reluctant and feel less comfortable to make deposits of money fearing theft. Similarly bank too on their part might introduce specialized machine in order to carry various basic and additional functions satisfactorily. This would also help reduce the queue for the ATM and this would ultimately maximize the customer satisfaction.

INTERNATIONAL ATM

International ATMs greatly facilitate and ease the travel plans of people by making it possible for a traveling customer to withdrew funds in dozens of countries in local currency, given that his account back home well stand the transaction. Thus international ATM sharing has made a significant contribution towards mobility around the world. ATMs have made funds withdrawal possible internationally.

Traditionally travelers around the world used to carry travelers cheques obtained from their banks by making payments of money in their currencies. Traveler's cheques have always been among the more unsatisfactory financial instruments. Obtaining travelers cheques requires payment of commission charge to buy them. Moreover, they are not safe as any one can forge the signature and obtain payment since it is not required that the customer should show the passport. International ATM sharing does away with all the horrors of traveler's cheques. For instance, as compared to the greater horror to taking foreign currency abroad or taking one's own currency abroad with an idea of exchanging it or losing the money while on travel the advantage offered by the ATM is simply excellent International cash machine sharing is simple, easy and ultra secure as there is no need to carry any cash and the money can be withdrawn whenever needed.

DATA ANALYSIS

Analysis refers to the computation of measures along with searching for pattern of relationship that exist among data groups. After the collection of research information it has to be processed and analyzed. This is essential for a scientific study. Interpretation refers to the task of drawing inferences from collected facts after an analytical or experimental study. This chapter deals with the analysis and interpretation of the collected data. They are made on the basis of information supplied by respondents. For the analysis mainly percentage analysis is used.

Percentage Analysis

Percentages are often used in data presentation as they simplify numbers, reducing all of them to 0 to 100 ranges. Through the use of percentages the data is reduced to a standard form with base equal to 100, which helps in relative comparisons.

Chi-Square Test

A chi-squared test, also referred to as chi-square test or χ^2 test, is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true. Also considered a chi-squared test is a test in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-squared distribution as closely as desired by making the sample size large enough. The chi-square (χ^2) test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories.

Karl Pearson's Chi-Squared Test

Pearson's chi-squared test (χ^2) is a statistical test applied to sets of categorical data to evaluate how likely it is that any observed difference between the sets arose by chance. It is suitable for unpaired data from large samples.[1] It is the most widely used of many chi-squared tests (Yates, likelihood ratio, portmanteau test in time series, etc.) – statistical procedures whose results are evaluated by reference to the chi-squared distribution. Its properties were first investigated by Karl Pearson in 1900.

It tests a null hypothesis stating that the frequency distribution of certain events observed in a sample is consistent with a particular theoretical distribution. The events considered must be mutually exclusive and have total probability 1. A common case for this is where the events each cover an outcome of a categorical variable.

Calculating the test-statistic

The value of the test-statistic is

$$\chi^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$$

Where

χ^2 = Pearson's cumulative test statistic, which asymptotically approaches a χ^2 distribution.

O_i = an observed frequency;

E_i = an expected (theoretical) frequency, asserted by the null hypothesis;

n = the number of cells in the table.

Personal Profile of the Sample Respondents

A sample is a subset of the population units. It should exhibit the characteristics of the universe. In sampling technique a small part of the universe is studied to draw conclusions about the entire universe. Population or universe is the complete set of items which are of interest in any particular situation. Sample size means the number of sampling units selected from the population for investigation.

The data are collected can be analyzed and interpreted under the following heads :

- General Information
- Specific Information
- Customer Information

5.1 Gender of Respondents

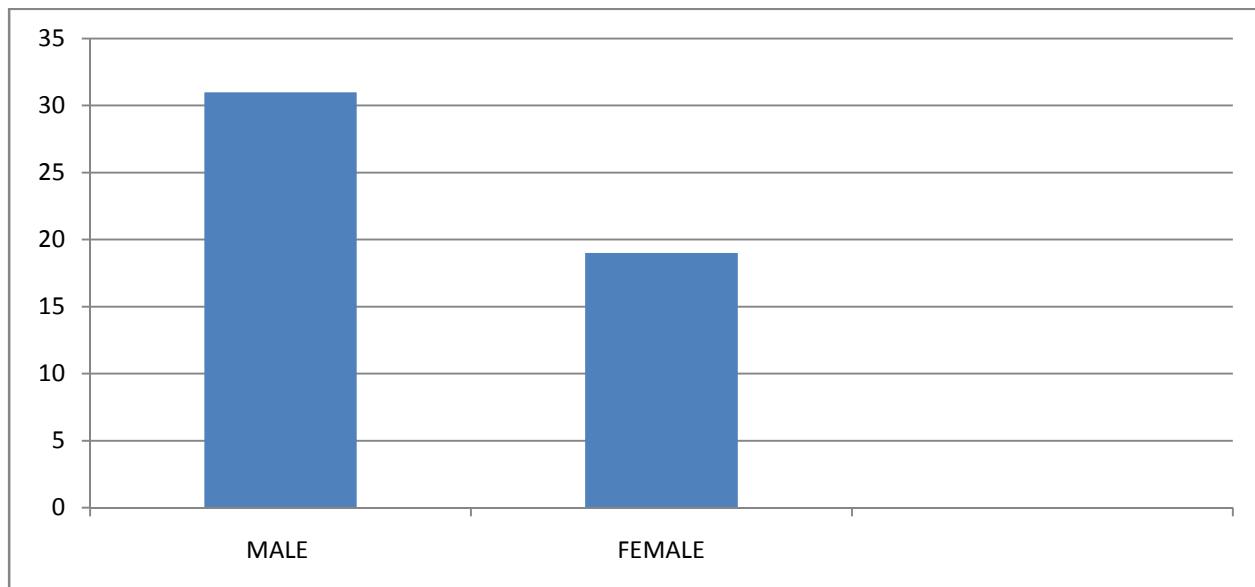
The table shows that out of 50 respondents 62% are of male and rest 38% are of females.

Table No: 5.1 Gender wise classification

GENDER	NUMBER OF RESPONDENTS	PERCENTAGE
MALE	31	62
FEMALE	19	38
TOTAL	50	100

Source: Primary Data

Figure No: 5.1 Gender wise classification



5.2 Age of Respondents

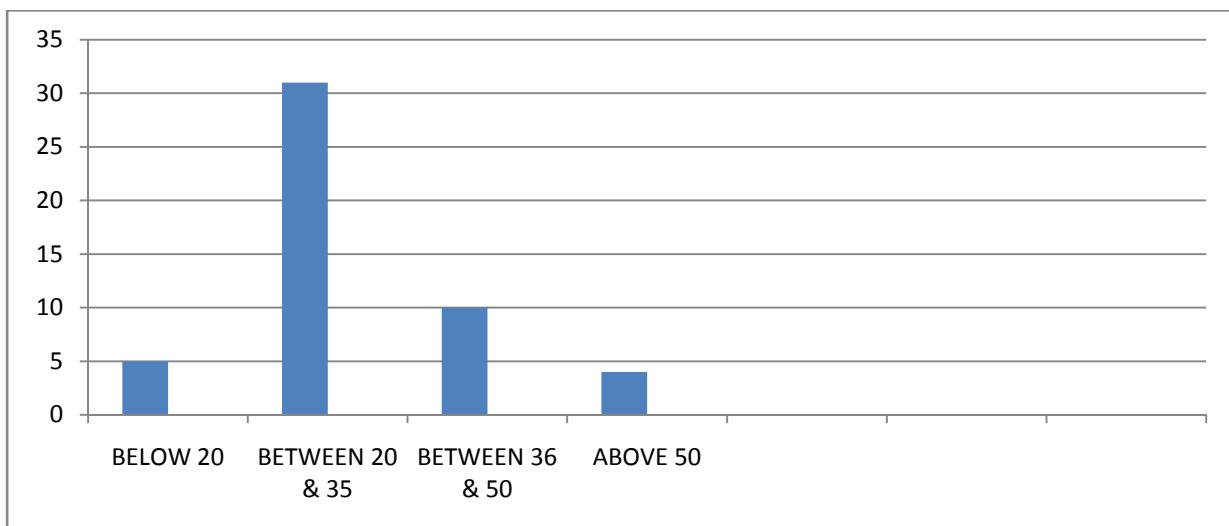
The age of respondents is classified into four and out of 50 respondents 62% are in the age group of 21 to 35. 20% are in the group of 36 to 50. In the age group of below 20 only 10% respondents and remaining 8% are in the age group of Above 50.

Table No: 5.2 Age of Respondents

AGE GROUP	NUMBER OF RESPONDENTS	PERCENTAGE
BELOW 20	5	10
BETWEEN 20 & 35	31	62
BETWEEN 36 & 50	10	20
ABOVE 50	4	8
TOTAL	50	100

Source: Primary Data

Figure No: 5.2 Age of Respondents



5.3 Educational Qualification of Respondents

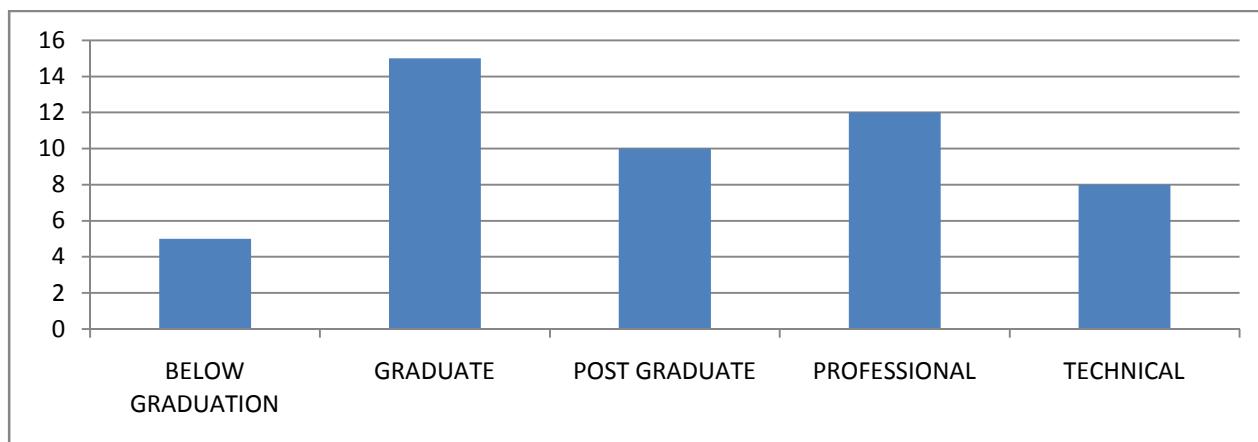
On the basis of educational qualification the respondents are classified into four classes. With regard to education the table reveals that 40% are included in others, i.e. those people are technically or professionally qualified. 30% are graduates and 20% are of post graduates. Remaining 10% respondents are of below graduation.

Table No: 5.3 Educational Qualifications of Respondents

EDUCATIONAL QUALIFICATION	NUMBER OF RESPONDENTS	PERCENTAGE
BELOW GRADUATE	5	10
GRADUATE	15	30
POST GRADUATE	10	20
PROFESSIONAL	12	24
TECHNICAL	8	16
TOTAL	50	100

Source: Primary Data

Figure No: 5.3 Educational Qualifications of Respondents



5.4 Occupation of Respondents

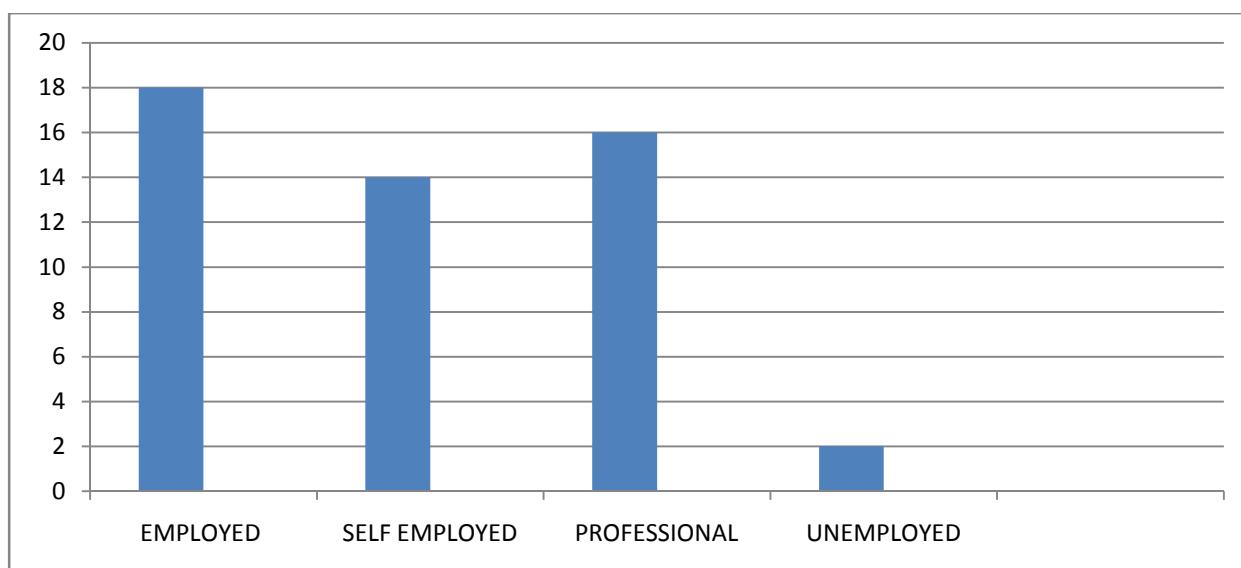
On the basis of occupation the respondents are classified into four classes. Table shows that out of 50 respondents 18 are employed, 14 are self employed, 16 are professionals and the rest 2 is unemployed.

Table No: 5.4 Occupations of Respondents

OCCUPATION	NUMBER OF RESPONDENTS	PERCENTAGE
EMPLOYED	18	36
SELF EMPLOYED	14	28
PROFESSIONAL	16	32
UNEMPLOYED	2	4
TOTAL	50	100

Source: Primary Data

Figure No: 5.4 Occupations of Respondents



5.5 Area wise classification

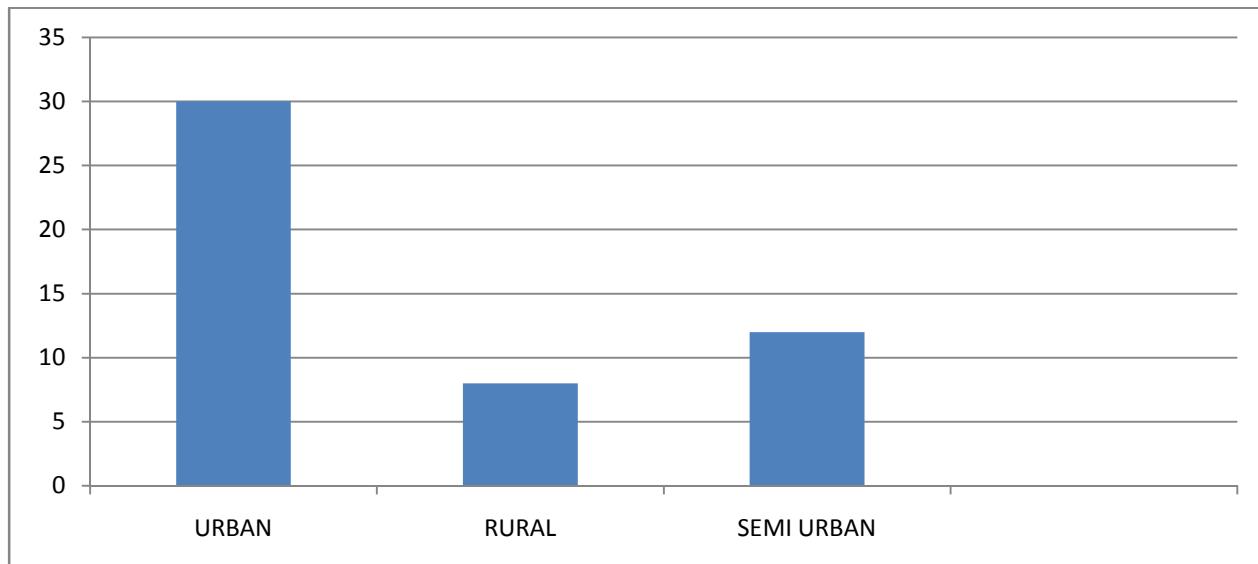
The below table shows that out of 50 respondents 30 are belonging to urban area and 8 respondents are of rural area and the remaining 12 are lived in semi-urban area.

Table No: 5.5 Area wise classifications

AREA	NUMBER OF RESPONDENTS	PERCENTAGE
URBAN	30	60
RURAL	8	16
SEMI URBAN	12	24
TOTAL	50	100

Source: Primary Data

Figure No: 5.5 Area wise classifications



5.6 Period of using ATM facility

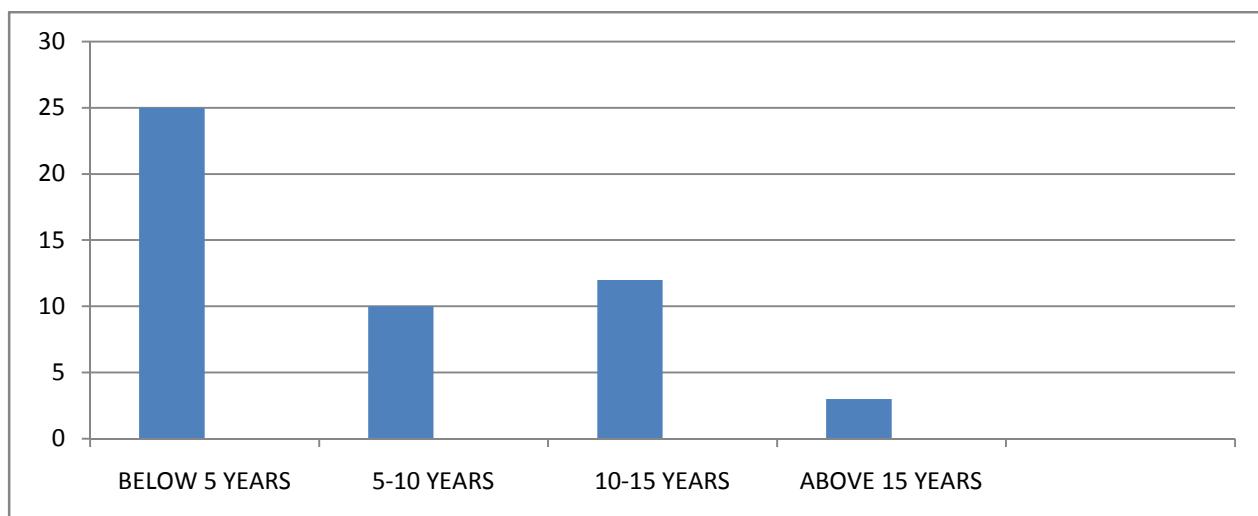
An enquiry was also made among the respondents to understand for how long they have been users of ATM. Here it can be seen from the table 25 ie, 50% of respondents have been the users of ATM with the period of below 5 years. 20% are using it for 5-10 years. 24% respondents using ATM facility in between 10-15 years and the remaining 6% using this facility for more than 5 years.

Table No: 5.6 Period of using ATM facility

NUMBER OF YEARS	NUMBER OF RESPONDENTS	PERCENTAGE
BELOW 5 YEARS	25	50
5-10 YEARS	10	20
10-15 YEARS	12	24
ABOVE 15 YEARS	3	6
TOTAL	50	100

Source: Primary Data

Figure No: 5.6 Period of using ATM facility



5.7 Facilities on your ATM

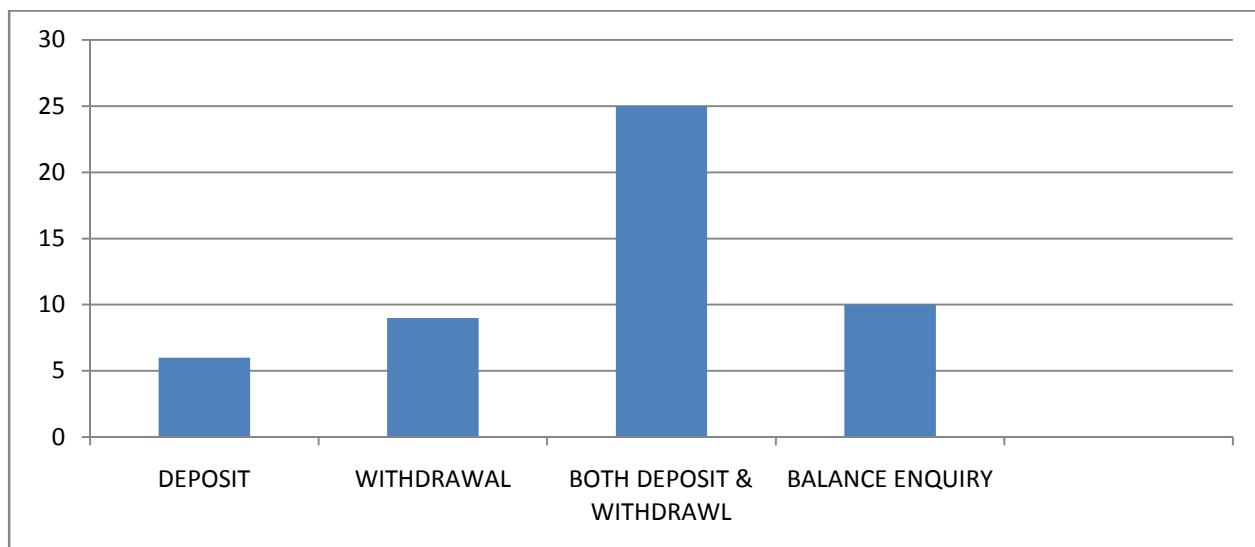
Out of 50 respondents 50% are during both withdrawal and deposit, 12% makes use of only deposit facility, 18% makes use of withdrawal facility and the rest 20% respondents use other services that provided by the bank like location of ATMs, mobile refill etc.

Table No: 5.7 Facilities on your ATM

MODE OF TRANSACTION	NUMBER OF RESPONDENTS	PERCENTAGE
DEPOSIT	6	12
WITHDRAWAL	9	18
BOTH DEPOSIT & WITHDRAWL	25	50
BALANCE ENQUIRY	10	20
TOTAL	50	100

Source: Primary Data

Figure No : 5.7 Facilities on your ATM



5.8 Additional services on your ATM

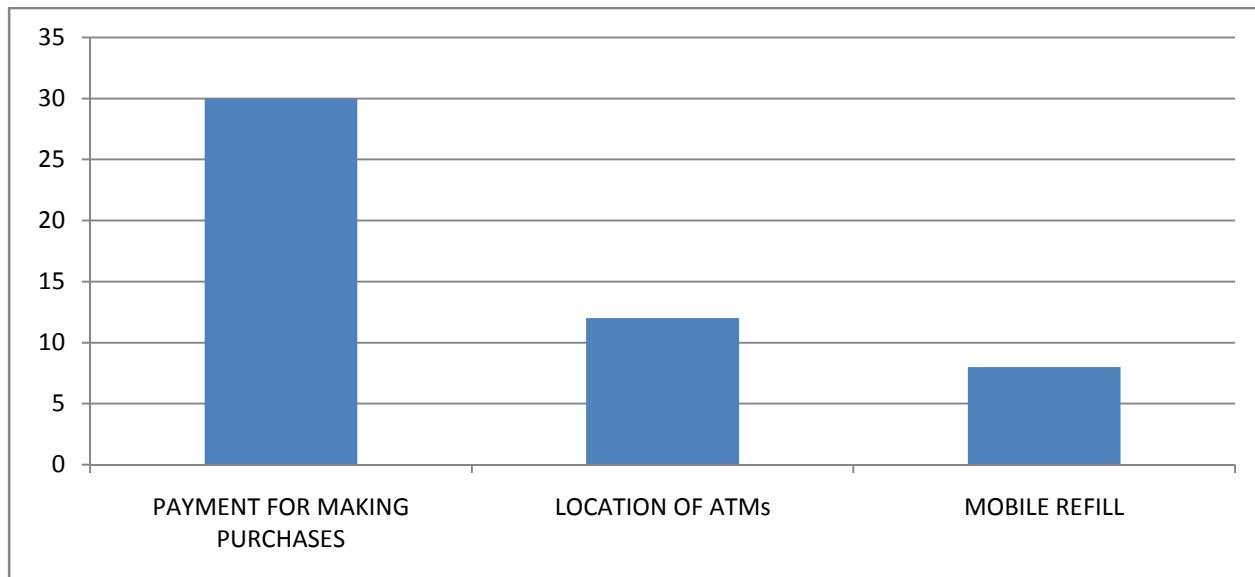
There are certain additional facilities as mentioned in the above table. The survey reveals that the first two services ie, Balance enquiry and Identification of ATM location are used by people increasingly. The other services like mobile refill are used by people only for limited percentage level.

Table No: 5.8 Additional services on your ATM

ADDITIONAL SERVICES	NUMBER OF RESPONDENTS	PERCENTAGE
PAYMENT FOR MAKING PURCHASES	30	60
LOCATION OF ATMs	12	24
MOBILE REFILL	8	16
TOTAL	50	100

Source: Primary Data

Figure No : 5.8 Additional services on your ATM



5.9 Friends influence in use of ATM

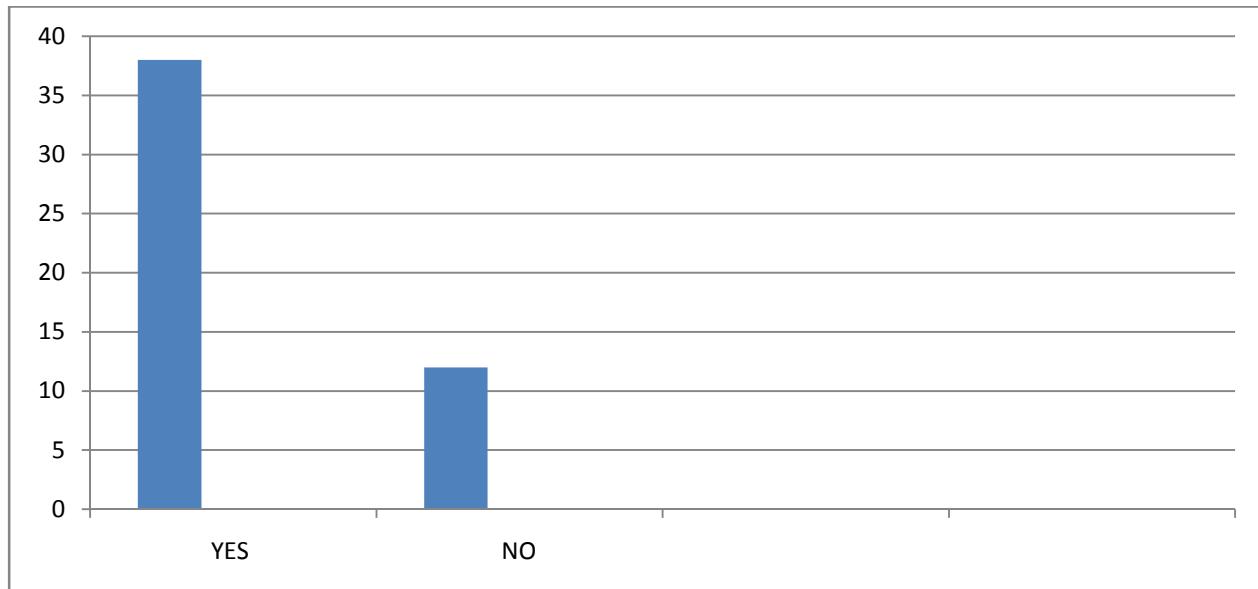
Friends can help a lot while taking a decision before making use of ATM facility. Out of 50 respondents 76% consulted friends who were using ATM cards before taking a decision by themselves. 24% respondents did not consult friends, they made their own decisions.

Table No: 5.9 Friends influence in use of ATM

INFLUENCE OF FRIENDS	NUMBER OF RESPONDENTS	PERCENTAGE
YES	38	76
NO	12	24
TOTAL	50	100

Source: Primary Data

Figure No : 5.9 Friends influence in use of ATM



5.10 Advise of friends relating to ATM facility

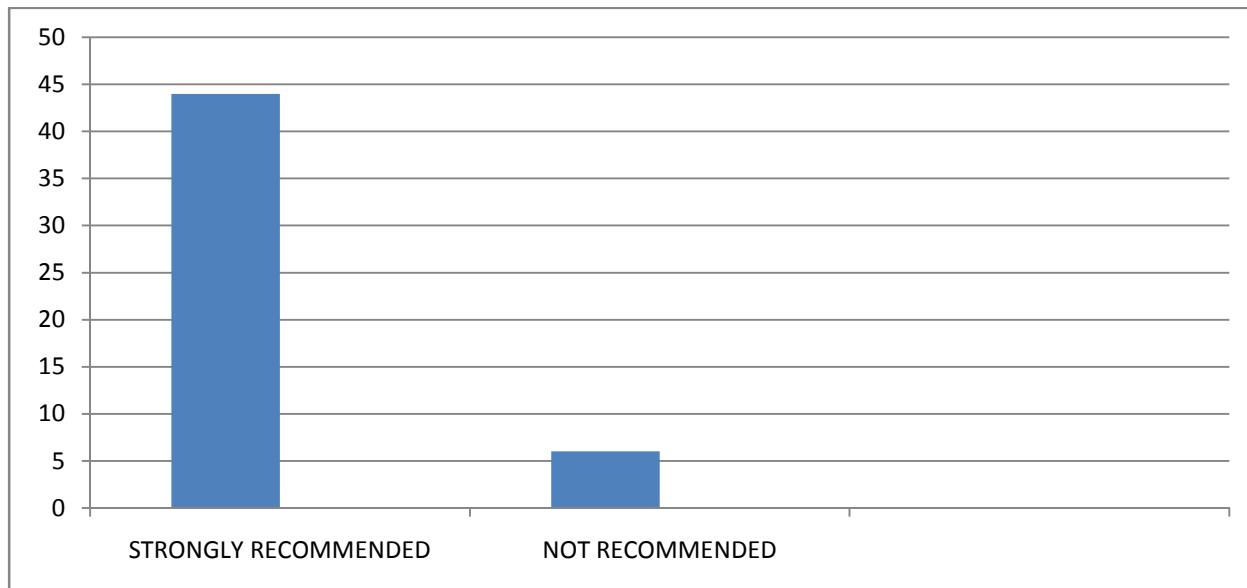
Based on the opinion of friends regarding the services of ATM of State Bank of India, it is clear from the above table that majority of the respondents ie, 44 out of 50, 88% got advice from friends and relatives and they strongly recommend to use the ATM facility and remaining 12% have not recommended the ATM of State Bank of India.

Table No: 5.10 Advise of friends relating to ATM facility

FRIENDS ADVICE	NUMBER OF RESPONDENTS	PERCENTAGE
STRONGLY RECOMMENDED	44	88
NOT RECOMMENDED	6	12
TOTAL	50	100

Source: Primary Data

Figure No : 5.10 Advise of friends relating to ATM facility



5.11 Satisfaction of customers in ATM services

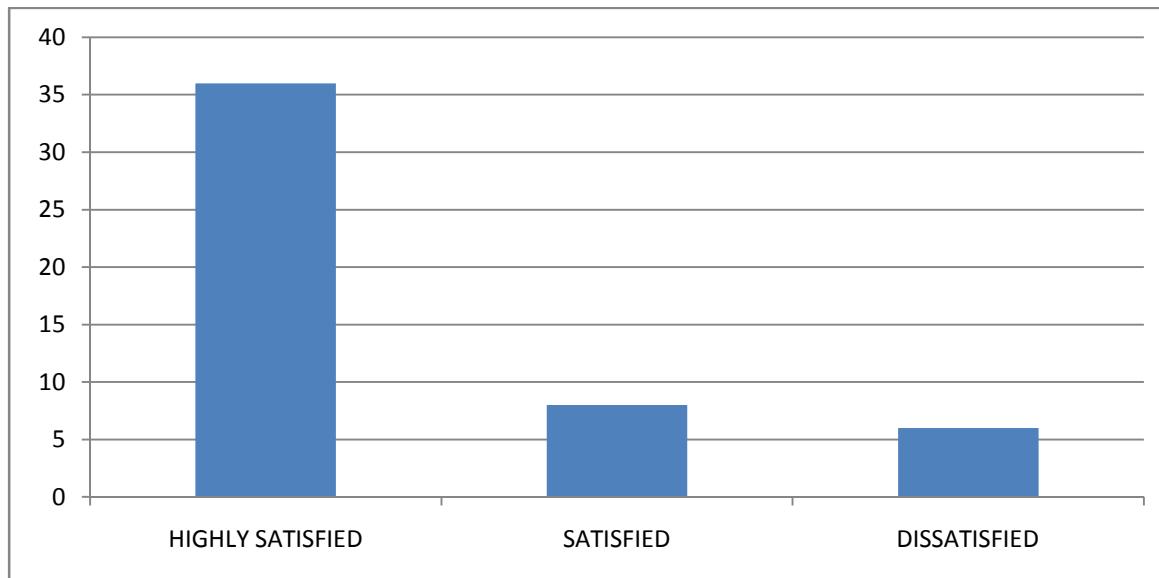
Majority of the respondents were highly satisfied with the services of ATM. Only few percentages of respondents dissatisfied with ATM facility. No respondent highly dissatisfied with the ATM facility of State Bank of India.

Table No: 5.11 Satisfaction of customers in ATM services

SATISFACTION OF CUSTOMERS	NUMBER OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	36	72
SATISFIED	8	16
DISSATISFIED	6	12
TOTAL	50	100

Source: Primary Data

Figure No : 5.11 Satisfaction of customers in ATM services



5.12 Time taken for rectifying complaints

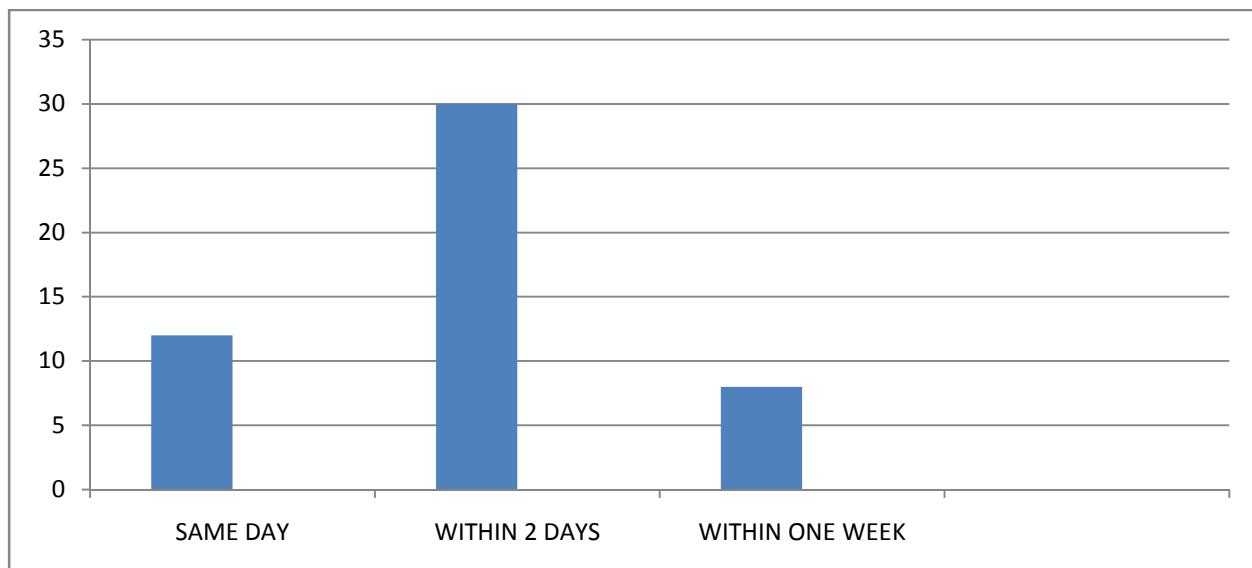
From the data collected majority of respondents clearly states that the complaints are rectified within 2 days and 12 respondents said it will rectified in the same day and remaining 8 are of the view that it will be solved within one week.

Table No: 5.12 Time taken for rectifying complaints

TIME TAKEN	NUMBER OF RESPONDENTS	PERCENTAGE
SAME DAY	12	24
WITHIN 2 DAYS	30	60
WITHIN ONE WEEK	8	16
TOTAL	50	100

Source: Primary Data

Figure No : 5.12 Time taken for rectifying complaints



5.13 Simplicity of operation

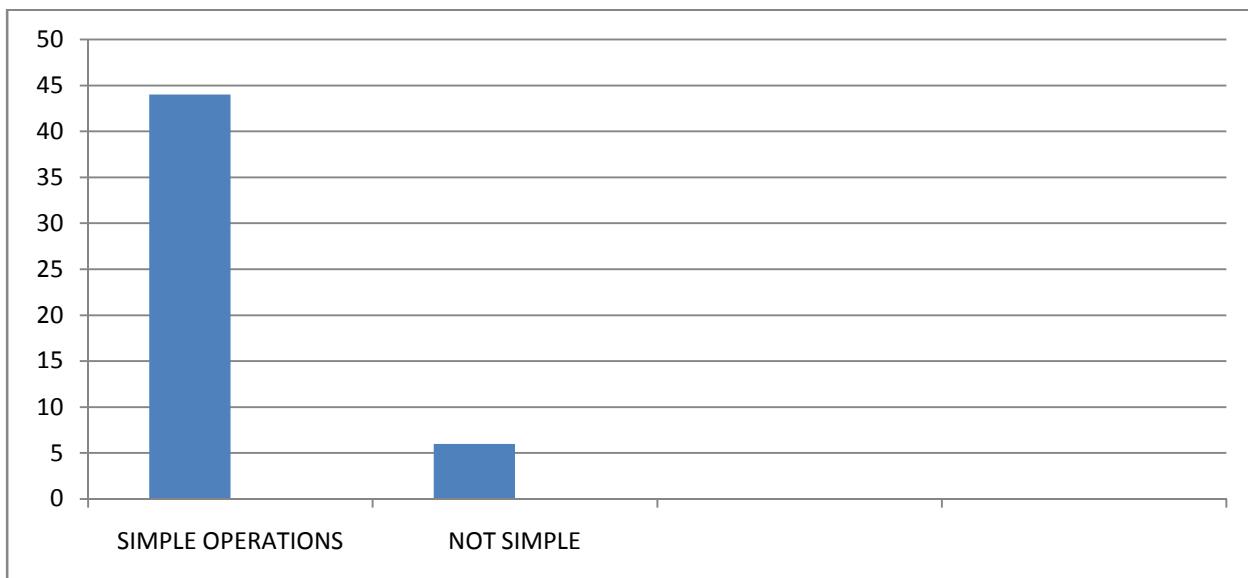
88% of the respondents are of the view that the operation process of ATM is simple. It requires only the insertion of ATM cards in the slot and we can select the options we required. But 12% of respondents are in the opinion that the operations are not very simple.

Table No: 5.13 Simplicity of operation

SIMPLICITY	NUMBER OF RESPONDENTS	PERCENTAGE
SIMPLE OPERATIONS	44	88
NOT SIMPLE	6	12
TOTAL	50	100

Source: Primary Data

Figure No : 5.13 Simplicity of operation



5.14 Privacy and security wise classification

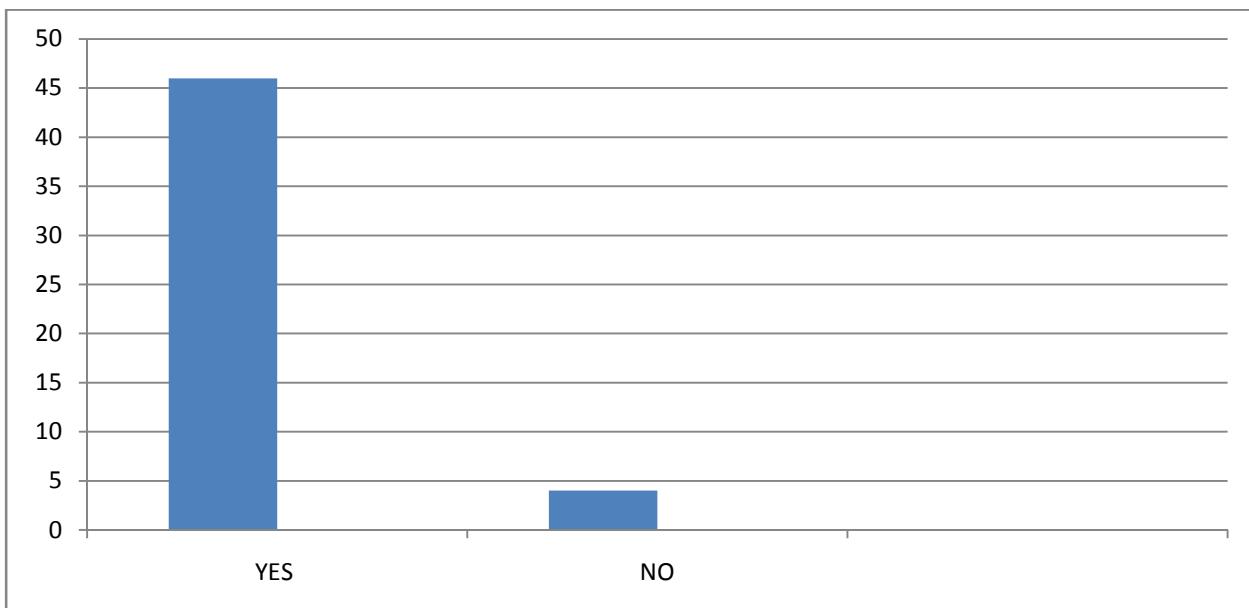
Out of 50 respondents 46 are satisfied with the privacy and security of ATM centers. While 4 are not satisfied with the privacy and security.

Table No: 5.14 Privacy and security wise classification

OPINION ABOUT PRIVACY & SECURITY	NUMBER OF RESPONDENTS	PERCENTAGE
YES	46	92
NO	4	8
TOTAL	50	100

Source: Primary Data

Figure No : 5.14 Privacy and security wise classification



5.15 Weather security staff is necessary for all ATMs

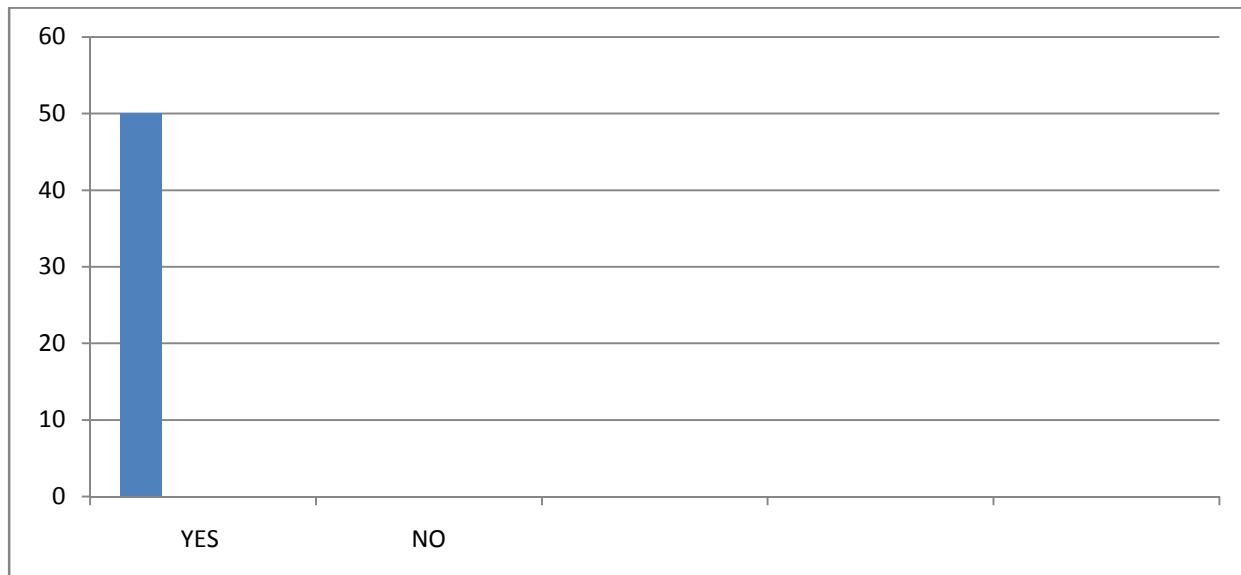
Out of 50 respondents 50 are of the view that, security staff is necessary staff is necessary for all ATMs. It gives more safety and confidence level among the customers.

Table No: 5.15 Weather security staff is necessary for all ATMs

WEATHER ANY NEED OF SECURITY STAFF	NUMBER OF RESPONDENTS	PERCENTAGE
YES	50	100
NO	-	-
TOTAL	50	100

Source: Primary Data

Figure No : 5.15 Weather security staff is necessary for all ATMs



5.16 Involvement of bank staff is necessary

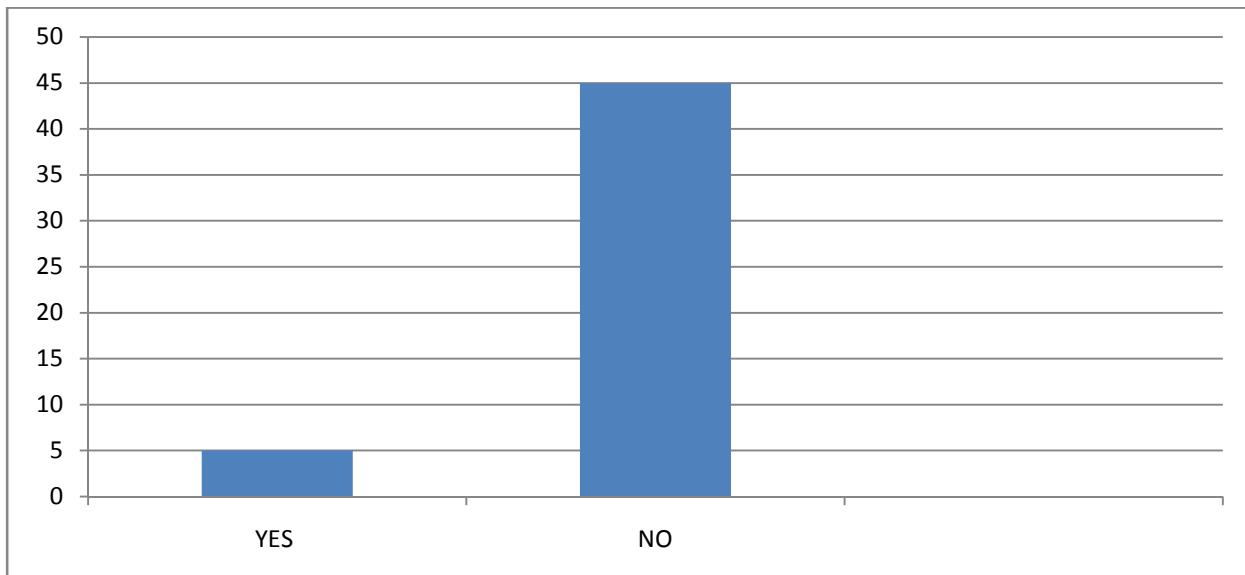
Out of 50 respondents 5 are of the opinion that the investment of bank staff is necessary. 45 are of the opinion that the investment is not necessary.

Table No: 5.16 Involvement of bank staff is necessary

INVOLVEMENT OF BANK STAFF	NUMBER OF RESPONDENTS	PERCENTAGE
YES	5	10
NO	45	90
TOTAL	50	100

Source: Primary Data

Figure No : 5.16 Involvement of bank staff is necessary



5.17 Opinion about ATM charges

The ATM charge (convenience fee) is acceptable to 80% of the respondents. The convenience fee is a fee charged by a bank when a transaction is done by a card holder with an ATM card of another bank. 20% of the respondents are not satisfied with the convenience fee charged by the bank.

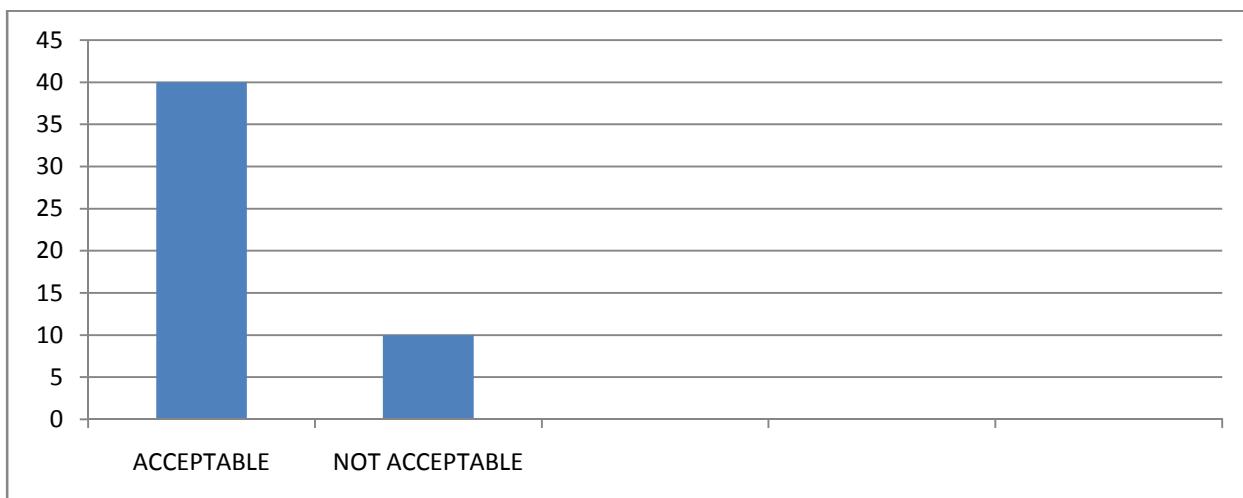
For example: State Bank of India charges RS.50 per transaction when cash transactions on Maestro networked ATMs of their bank is using. They charge RS.8 for balance enquiry or other services.

Table No: 5.17 Opinion about ATM charges

OPINION ABOUT ATM CHARGES	NUMBER OF RESPONDENTS	PERCENTAGE
ACCEPTABLE	40	80
NOT ACCEPTABLE	10	20
TOTAL	50	100

Source: Primary Data

Figure No : 5.17 Opinion about ATM charges



5.18 Suitability – weather ATM or Bank

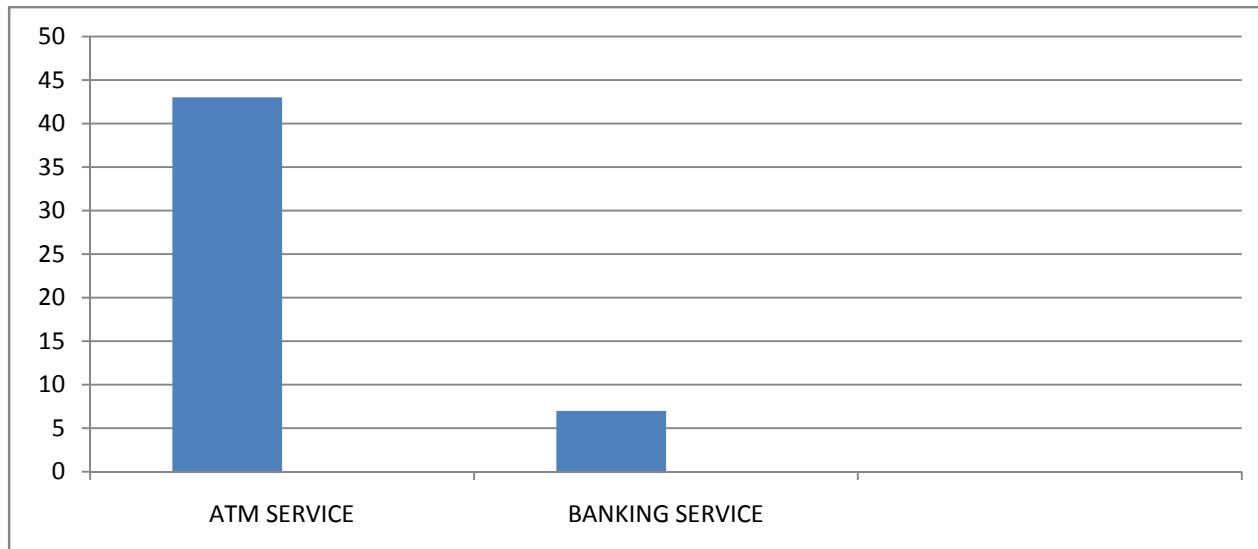
Out of 50 respondents 43 were in the opinion that ATM centers are more preferable to them than bank. Because of speedy transaction they like more ATM than bank. The bank is preferable than ATM only to a small number of respondents, about 7 out of 50. From this we can see that the importance of ATM is increasing day by day.

Table No: 5.18 Suitability – weather ATM or Bank

SUITABILITY	NUMBER OF RESPONDENTS	PERCENTAGE
ATM SERVICE	43	86
BANKING SERVICE	7	14
TOTAL	50	100

Source: Primary Data

Figure No : 5.18 Suitability – weather ATM or Bank



5.19 Use of ATM card

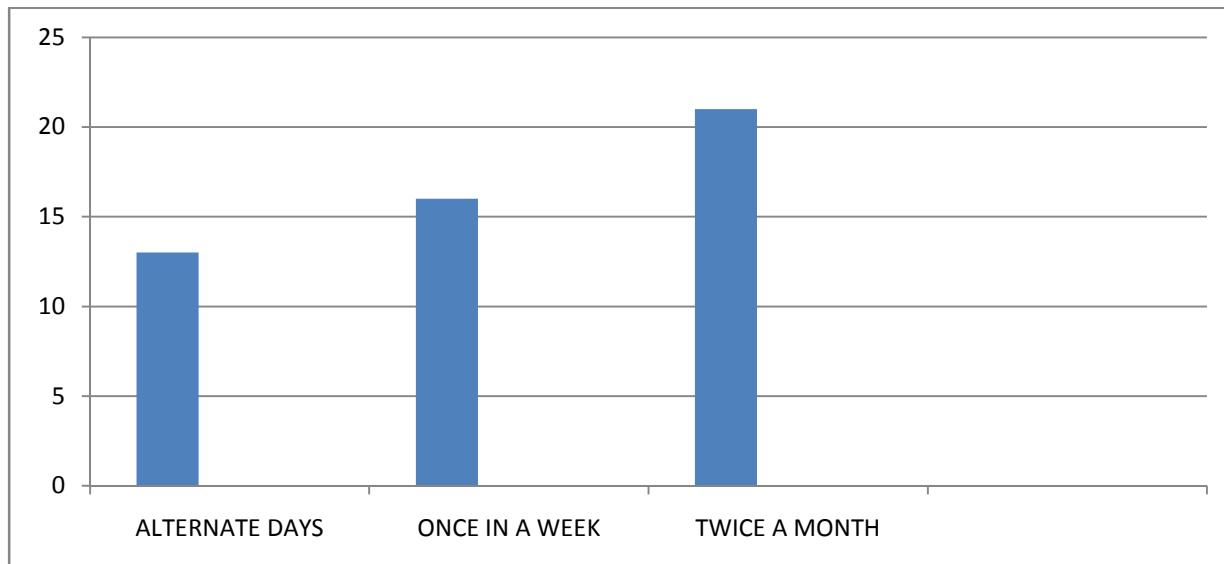
This table shows that only 32% of respondents use their ATM card once in a week, 42% of them use twice a month and rest of the 26 % use it on alternate days.

Table No: 5.19 Use of ATM card

PERIOD OF USAGE	NUMBER OF RESPONDENTS	PERCENTAGE
ALTERNATE DAYS	13	26
ONCE IN A WEEK	16	32
TWICE A MONTH	21	42
TOTAL	50	100

Source: Primary Data

Figure No : 5.19 Use of ATM card



5.20 Availability of ATM counters

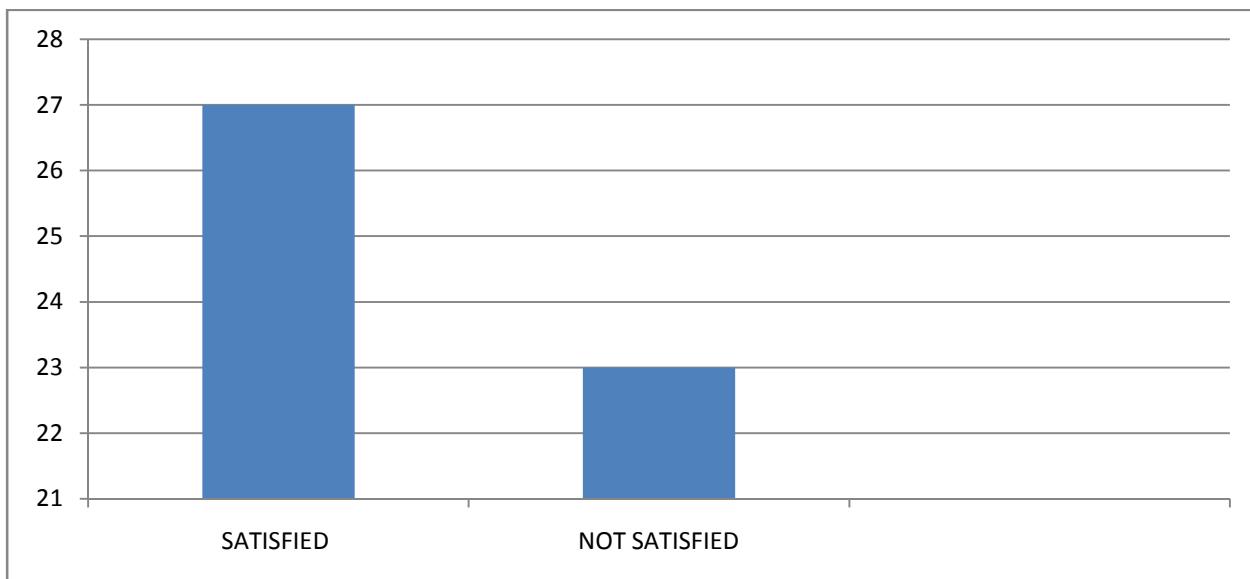
From the data collected, it is found that among 50 customers only 54% of customers are satisfied with the availability of ATM counters of State bank of India and rest are not satisfied. It seems that they need more ATM counters.

Table No: 5.20 Availability of ATM counters

LEVEL OF SATISFACTION	NUMBER OF RESPONDENTS	PERCENTAGE
SATISFIED	27	54
NOT SATISFIED	23	46
TOTAL	50	100

Source: Primary Data

Figure No: 5.20 Availability of ATM counters



5.21 Satisfied with the location of ATM counters

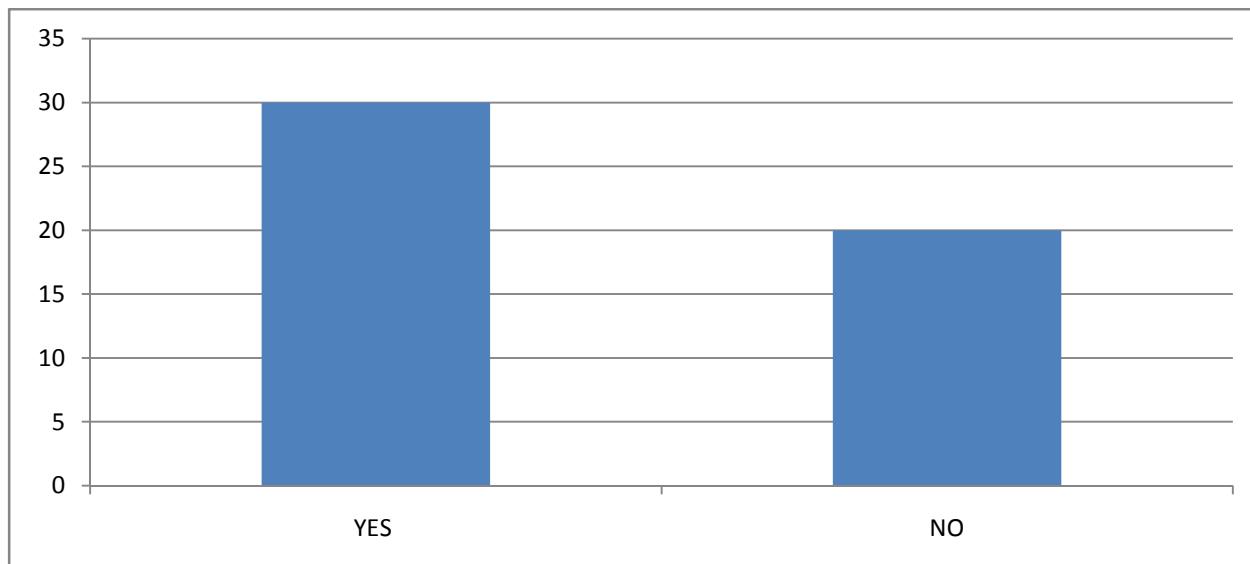
From the data collected, it is found that 60% of the respondents are satisfied with the location of ATM counters and rest 40% are not satisfied with the location of ATMs of State Bank of India.

Table No: 5.21 Satisfied with the location of ATM counters

SATISFIED WITH THE LOCATION OF ATM COUNTERS	NUMBER OF RESPONDENTS	PERCENTAGE
YES	30	60
NO	20	40
TOTAL	50	100

Source: Primary Data

Figure No: 5.21 Satisfied with the location of ATM counters



5.22 Awareness about Green Channel System

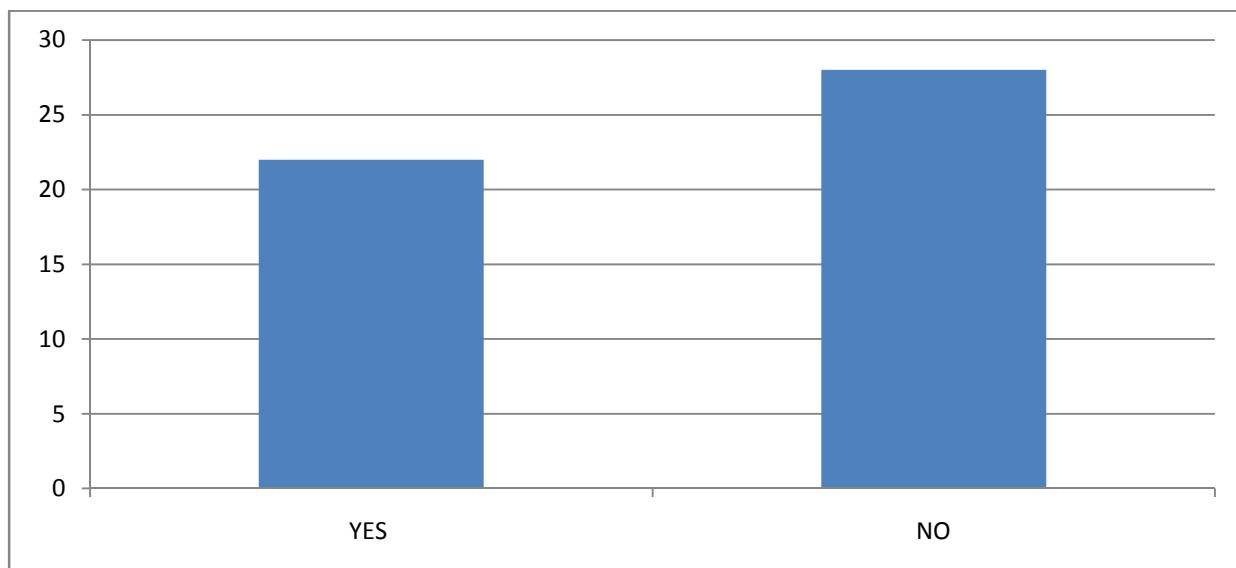
(i) From the study conducted there is only 44% of respondents have the knowledge about Green Channel System. The rest 56% have not aware about this system provided by the State Bank of India.

Table No: 5.22(i) Awareness about Green Channel System

AWARENESS ABOUT GREEN CHANNEL SYSTEM	NUMBER OF RESPONDENTS	PERCENTAGE
YES	22	44
NO	28	56
TOTAL	50	100

Source: Primary Data

Figure No: 5.22(i) Awareness about Green Channel System



5.22 Utilization of Green Channel System

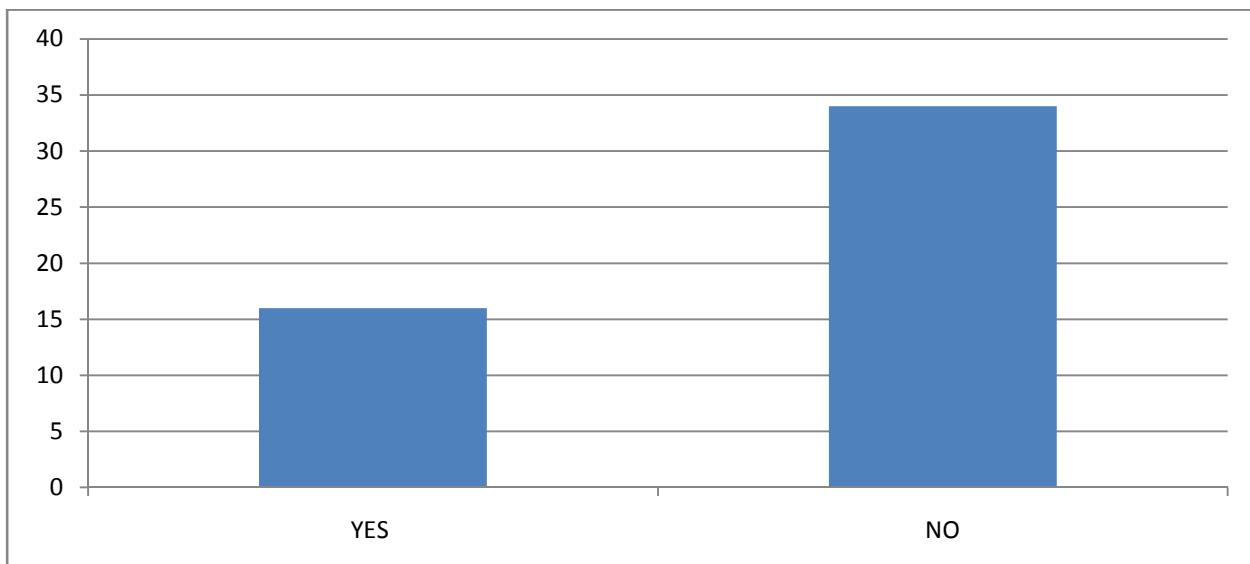
(ii) From the data collected only 32% respondents were using this facility and the remaining 68% respondents not utilizing Green Channel System.

Table No: 5.22(ii) Utilization of Green Channel System

USE OF GREEN CHANNEL SYSTEM	NUMBER OF RESPONDENTS	PERCENTAGE
YES	16	32
NO	34	68
TOTAL	50	100

Source: Primary Data

Figure No: 5.22(ii) Utilization of Green Channel System



5.23 Complaints against ATM services

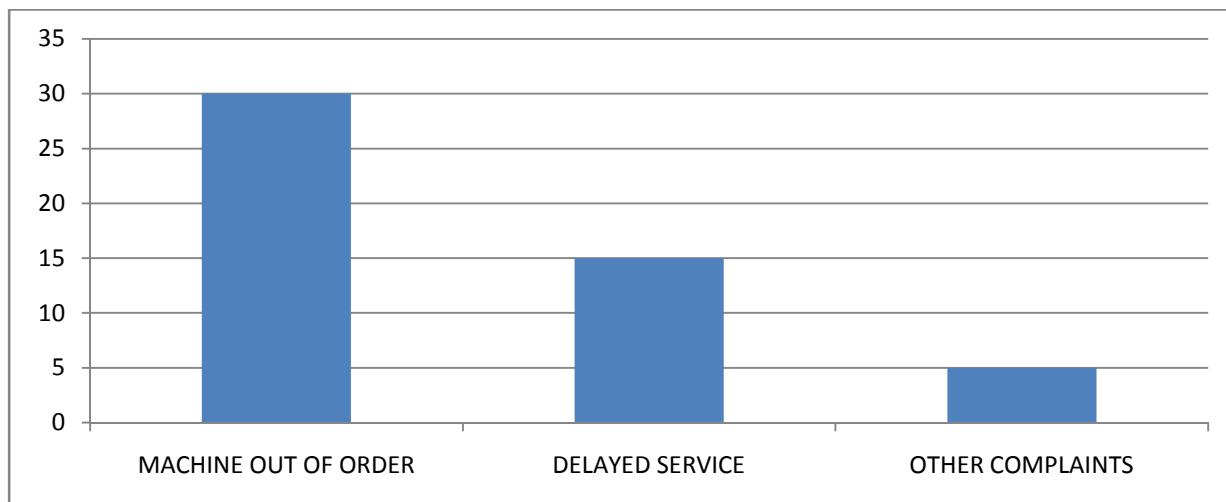
The complaints against ATM services of SBI are low. Out of 50 respondents 30 are of the opinion that sometimes the machine is out of order and 15 are of the opinion that sometimes there is delay in service. It may be noted that 10% of the respondents are having other complaints against ATM services.

Table No: 5.23 Complaints against ATM services

COMPLAINTS	NUMBER OF RESPONDENTS	PERCENTAGE
MACHINE OUT OF ORDER	30	60
DELAYED SERVICE	15	30
OTHER COMPLAINTS	5	10
TOTAL	50	100

Source: Primary Data

Figure No: 5.23 Complaints against ATM services



Chi-Square Test

The Chi-Square is a measure of the relative discrepancy between the observed and the expected frequencies. It is a test used for testing the goodness of fit.

Table 5.24

Study of independence between occupations and extent of utilization of additional services provided by ATM

Sl. No.	Response	Employed	Self Employed	Professional	Unemployed	Total	
						No	%
1	Yes	16	14	13	1	44	88
2	No	2	0	3	1	6	12
	Total	18	14	16	2	50	100

Source Survey Data

H_0 : There is no relation between occupation and extent of utilization of additional services.

Degree of freedom : 3

Chi-Square : 5.357

Table value : 7.815 at 5% level of significance

As the calculated value (5.357) is less than the table value (7.815) the chi-square test reveals that the occupation of respondent has no significance influence on the extent of utilization of additional services.

Figure 5.24

Occupations and extent of utilization of additional services provided by ATM

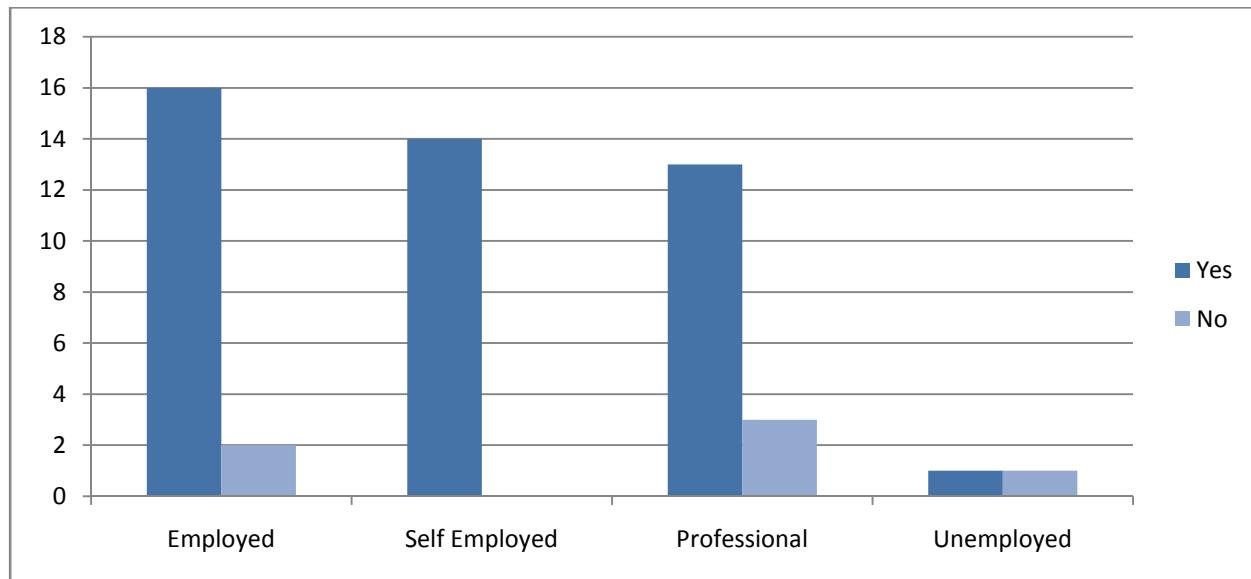


Table 5.25

Study of independence between area and level of customer satisfaction of ATM

Sl. No.	Area	Highly Satisfied	Satisfied	Dissatisfied	Total	
					No	%
1	Urban	20	5	5	30	60
2	Rural	5	2	1	8	16
3	Semi Urban	11	1	0	12	24
	Total	36	8	6	50	100

Source Survey Data

H_0 : There is no relation between area and level of customer satisfaction of ATM.

Degree of freedom : 3

Chi-Square : 2.313

Table value : 9.488 at 5% level of significance

As the calculated value (2.313) is less than the table value (9.488) the chi-square test reveals that the area of respondent has no significance influence on the level of customer satisfaction of ATM.

Figure 5.25

Area and level of customer satisfaction of ATM

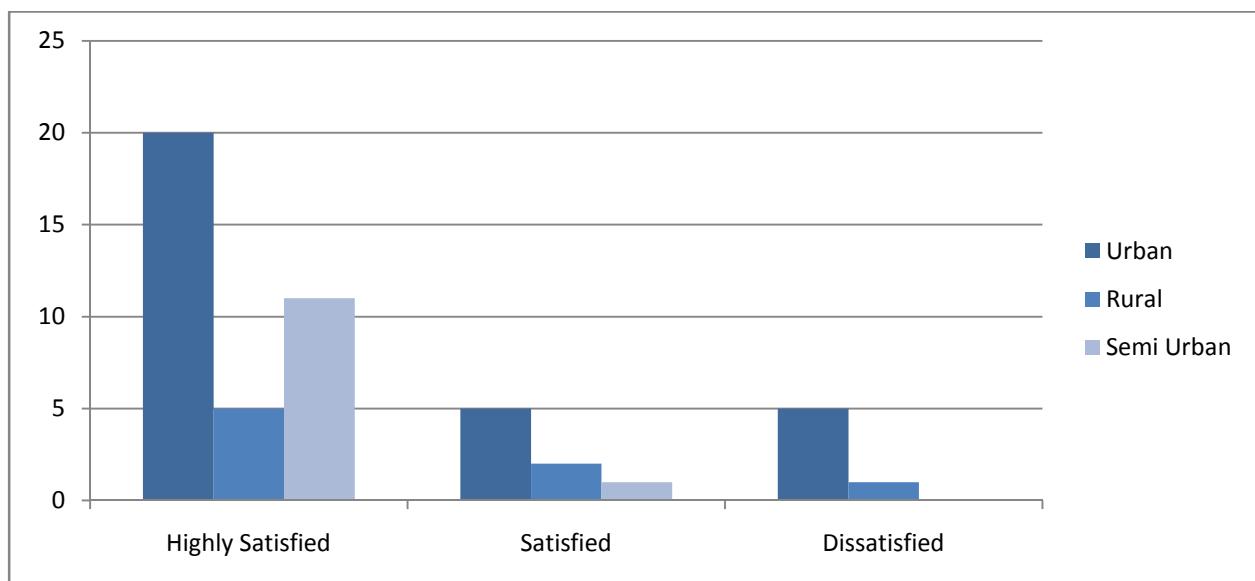


Table 5.26**Study of independence between age and level of customer satisfaction of ATM**

Sl. No.	Age	Highly Satisfied	Satisfied	Dissatisfied	Total	
					No	%
1	Below 20	4	1	0	5	10
2	Between 20 to 35	23	5	3	31	62
3	Between 36 to 50	7	1	2	10	20
4	Above 50	2	1	1	4	8
	Total	36	8	6	50	100

Source Survey Data

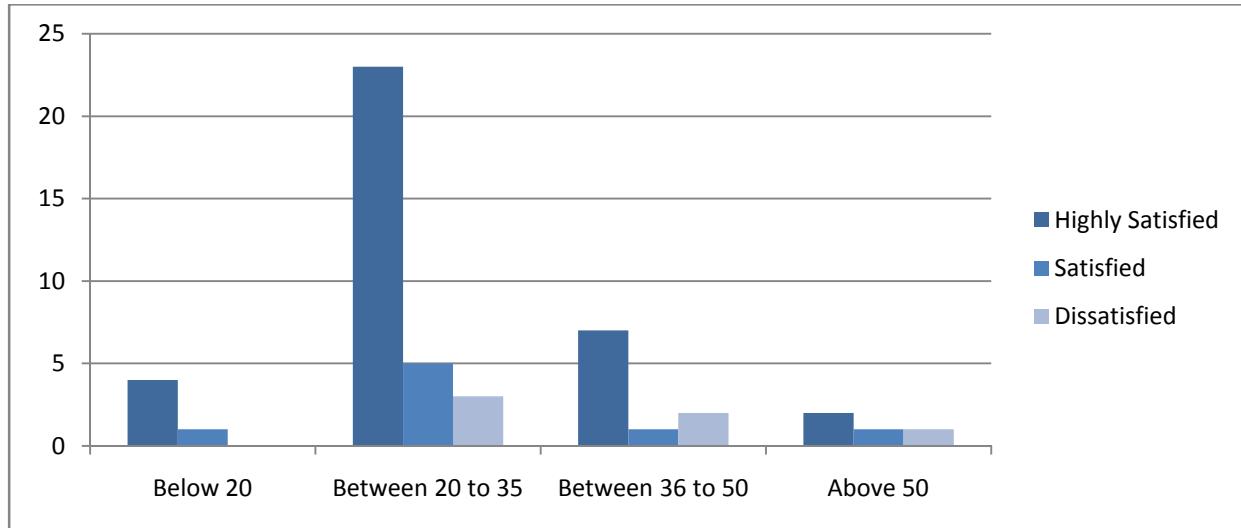
H_0 : There is no relation between age and level of customer satisfaction of ATM.

Degree of freedom : 6

Chi-Square : 2.646

Table value : 12.53 at 5% level of significance

As the calculated value (2.313) is less than the table value (12.53) the chi-square test reveals that the age of respondent has no significance influence on the level of customer satisfaction of ATM.

Figure 5.26**Age and level of customer satisfaction of ATM****Table 5.27****Study of independence between Educational qualifications and level of customer satisfaction of ATM**

Sl. No.	Educational Qualification	Highly Satisfied	Satisfied	Dissatisfied	Total	
					No	%
1	Below Graduate	1	2	2	5	10
2	Graduate	8	5	2	15	30
3	Post Graduate	7	1	2	10	20
4	Professional	12	0	0	12	24
5	Technical	8	0	0	8	16
	Total	36	8	6	50	100

Source Survey Data

H_0 : There is no relation between Educational qualifications and level of customer satisfaction of ATM.

Degree of freedom : 8

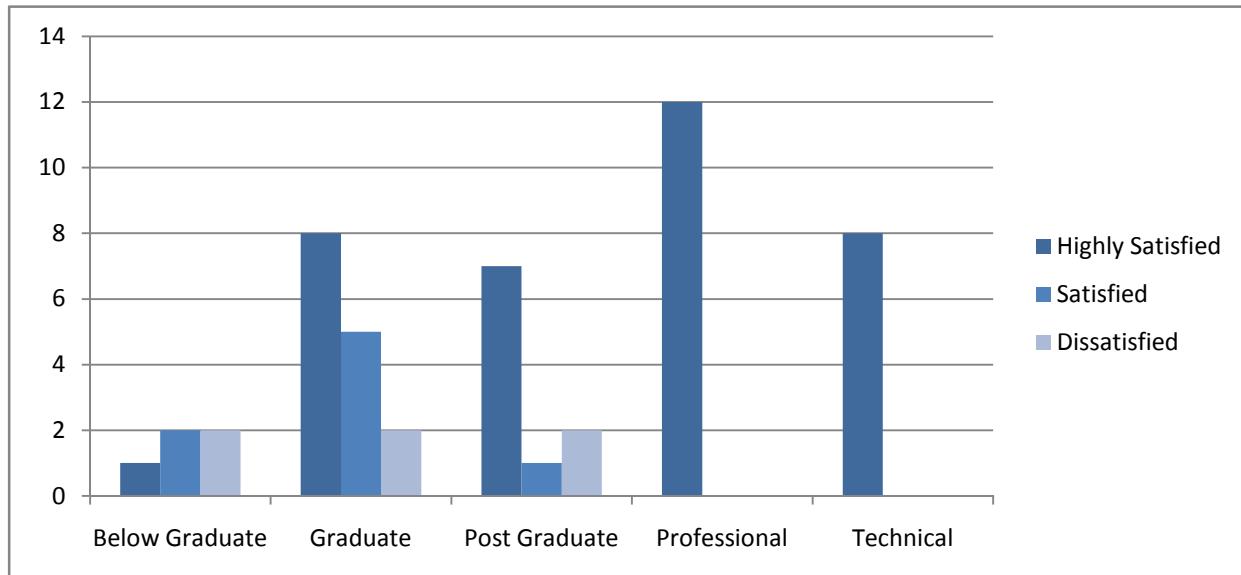
Chi-Square : 19.07

Table value : 15.507 at 5% level of significance

As the calculated value (19.07) is more than the table value (15.507) the chi-square test reveals that the Educational qualifications of respondent has significance influence on the level of customer satisfaction of ATM.

Figure 5.27

Age and level of customer satisfaction of ATM



SUMMARY OF FINDINGS AND SUGGESTIONS

The study was directed towards assessing the level of satisfaction of ATM users. The study was conducted mainly by using primary data. Secondary data also supplemented the study. Analyzing the data collected through customer survey, the study attempted to collect information on three parameters.

- GENERAL INFORMATION:- Information regarding sex, education, qualification, age, occupation and annual income.
- SPECIFIC INFORMATION:- Information regarding mode of transactions, privacy and security, necessity of the involvement of bank staff, how long they have been using ATM cards and influence of friends.
- INFORMATION REGARDING CUSTOMER SATISFACTION:- Information regarding customer satisfaction in terms of convenience, quality of service, satisfaction of customers, simplicity of operations and ATM charges.

The findings of the study may be summarized as follows:-

General Information

Classification of sample respondents on the basis of gender reveals that out of the total respondents 62% are male respondents while the female respondents are 38% only.

The age of the most of the users lies between 21 – 35 years. About 20% of the users are between 35 – 50 years and the balance 8% lies in the age group more than 50 years.

The education wise classification of respondents reveals that 10% are below graduation, 30% are graduates, 20% are postgraduates, 24% are professionally qualified and 16% technically qualified persons.

The survey result of 50 respondents 36% are employed persons, 28% are self employed persons, 32% are professionals and remaining 4 % are unemployed.

The area wise classification reveals that 60% of the respondents are residents of urban area, 24% respondents are residents of semi urban area and the rest 16% are belonging to rural area.

Specific Information

As regards the period of using, ATM services 50% of the respondents have been the users below 5 years, 24% of respondents using these services in between 10 – 15 years, 20% using ATM facility in 5 – 10 years and the remaining 6% respondents using this facility for more than 15 years.

The survey shows that 50% of the respondents are using the ATM for both deposit and for withdrawal. About 12% are using only for deposit. 18% of the respondents are using it only for withdrawal and 20% of the respondents are using it for making use of balance enquiry.

While analyzing additional services utilized by the customers 60% of the respondents are using the ATM for the payment for making purchases. About 24% are using only for identifying the location of ATMs and 16% of the respondents are using it for mobile refill.

While analyzing the influence of friends 76% of the respondents became the users through the consultation of friends and 24% without consultation.

While analyzing the influence of friends 88% of the respondents became the users by strong recommendation from friends but 12% of respondents became the users because of some other factors.

Information regarding customer satisfaction

While analyzing the service quality of ATMs 72% of the respondents are highly satisfied with the services of ATM, 16% of the respondents are satisfied with the services, and 12% are of the view that they were dissatisfied with the services provided by ATM.

In the opinion of 60% of the respondents the ATMs are located at convenient places but 40% of the respondents are not satisfied with the location of ATMs.

While analyzing the simplicity of operation 88% respondents are of the view that the operation process of ATM is simple. But 12% of respondents are in the opinion that the operations are not simple.

Regarding the privacy of using 92% are satisfied with the privacy and security of the ATM centers while the machine is operating by them. But 8% are not satisfied with the privacy and security of the centers.

The convenience fee is acceptable to 80% of the users but it is not acceptable to 20% of the respondents.

In the opinion of 86% respondents ATM is more convenient to them than bank. 14% prefer banks than ATM.

Analyzing the data collected through their customer survey the following conclusions can be drawn. The ATM is a leading service center in the world as a whole. While analyzing the 50 customers 31 were male customers and 19 were female customers. Almost all the users are satisfied with the services rendered by ATM. They are also satisfied with the privacy and simplicity facilities provided by ATM. The convenience fees charged by the banks are not acceptable to some customers. On the whole it can be concluded that ATM users are fully satisfied in using the facilities provided by such centers.

SUGGESTIONS

Competition on price and quality of services is two factors which should determine success and failure of service providers. Customers are interested in technology and more on the services provided by the firm.

Some suggestions for improving the performance of Automated Teller Machines are :-

- a) More awareness should be given to the public to provide them a clear idea about the facilities available in ATM.
- b) The privacy and security of the user is to be ensured by appointing security persons in all the ATM centers.
- c) The convenience fee must be reduced as the numbers of ATM users are increasing.
- d) The complaints should be rectified in time.
- e) Number of service centers is limited. So it would be better to open up more ATM centers in rural areas also.

CONCLUSION

The research is about the customer satisfaction towards ATM services of State Bank of India in Ernakulam district. From this study I reached the following conclusions:-

- a) Mechanization had helped customers to undertake their work quickly and efficiently with the help of ATMs or other hi-tech services, people were able to carry out their banking transaction even without visiting the bank.
- b) The customer of bank accepted mechanization whole heartedly. The survey revealed that the customer found mechanization very helpful in their day to day transaction.
- c) It was found that from the survey most of the respondents using ATM card services are male.
- d) Employed and self employed persons are the major users of ATM cards.
- e) 60% and 54% of customers are satisfied with the location and also availability of ATM counters.
- f) Regarding the preference, most of the respondents preferred using ATM cards.
- g) Majority of the respondents were satisfied with the services provided by the ATM card.

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