



## A STUDY ON CUSTOMER SATISFACTION TOWARDS HDFC BANK ATMs AND CDMs SERVICES IN MADURAI CITY

**PRIYADHARSHINI.V**

II M. COM (CA) MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI.

**DR. M. DINESH KUMAR**

M.COM., M.PHIL., PH.D., MBA., ASSISTANT PROFESSOR, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE, MADURAI.

### ABSTRACT:

The study on customer satisfaction towards Housing Development Finance Corporation (HDFC) Bank Automated teller machines (ATMs) and Cash Deposit Machines (CDMs) services in Madurai City aims to analyze and evaluate the level of satisfaction among customers utilizing these services. Through a comprehensive survey, data will be collected from a sample of HDFC Bank customers in Madurai City to measure their level of satisfaction with various aspects such as accessibility, convenience, reliability, security, and overall quality of service provided at the bank's ATMs and CDMs. By understanding the factors that contribute to customer satisfaction or dissatisfaction with these services, HDFC Bank can identify areas for improvement and enhance their offerings to better meet the needs and expectations of their customers in Madurai City. This research study will provide valuable insights for HDFC Bank to refine their ATM and CDM services and ultimately strengthen their relationship with customers in the region.

### KEYWORDS:

**HOUSING DEVELOPMENT FINANCE CORPORATION (HDFC), AUTOMATED TELLER MACHINES (ATMS), AND CASH DEPOSIT MACHINES (CDMS), CUSTOMER SATISFACTION ETC.**

### 1.1 INTRODUCTION

The city of Madurai is a bustling urban center in Tamil Nadu, India, where the presence of financial institutions plays a crucial role in the daily lives of its residents. Among these institutions of Housing Development Finance Corporation (HDFC). HDFC Bank stands out for its widespread network of ATMs and Cash Deposit Machines (CDMs) that cater to the banking needs of the populace. This article delves into the realm of customer satisfaction towards HDFC Bank's ATMs and CDMs services in Madurai City, aiming to explore the various facets that contribute to customer experience, accessibility, service quality, and potential areas for improvement. By examining the perceptions and feedback of customers, comparing services with competitors, and offering recommendations for enhancing customer satisfaction, this article seeks to provide valuable insights into the banking landscape in Madurai City. HDFC Bank, one of India's leading private sector banks, has established a strong foothold in Madurai, a bustling city in Tamil Nadu. With a commitment to providing innovative banking solutions, HDFC Bank has strategically placed its ATMs and Cash Deposit Machines (CDMs) across various locations in Madurai.

HDFC Bank's ATMs and CDMs in Madurai offer customers a wide range of convenient services, including cash withdrawals, balance inquiries, fund transfers, and depositing cash securely. These self-service machines are designed to provide quick and efficient banking solutions to customers on the go. Customer satisfaction is a key indicator of the success of any banking service.

Understanding the level of satisfaction among customers using HDFC Bank's ATMs and CDMs in Madurai is crucial for enhancing the overall banking experience and service quality.

ATMs and CDMs have revolutionized the way people access and manage their finances. From quick cash withdrawals to convenient deposit options, these services have become integral to modern banking. They offer round-the-clock accessibility, saving customers time and effort in managing their financial transactions.

### 1.2 REVIEW OF LITERATURE

Literature has shown that customer satisfaction towards HDFC Bank ATMs and CDMs services in Madurai City is primarily influenced by factors such as accessibility, reliability, security, speed, and convenience. Studies have indicated that customers value the ease of access to these services, with a high number of conveniently located ATMs and CDMs being positively correlated with satisfaction levels. Additionally, the reliability and security of these machines play a crucial role in fostering trust and satisfaction among customers. The speed at which transactions are processed also contributes significantly to overall satisfaction. By consistently providing efficient and user-friendly services through their ATMs and CDMs, HDFC Bank can ensure high levels of customer satisfaction in Madurai City.

### 1.3 OBJECTIVES OF THE STUDY

1. To study on ATMs and CDMs Service for HDFC Bank in

Madurai City.

2. To examine the Demographic Profile groups and their Opinion for Customers ATMs and CDMs in HDFC Bank in Madurai City.
3. To analyze the Garrett's Ranking Technique and Regression Analysis.

#### **1.4 METHODOLOGY OF THE CUSTOMER SATISFACTION STUDY**

In the data collected from future both Primary and Secondary for the study and primary collected for questionnaires to the ATMs and CDMs Service for HDFC Bank in Madurai City. Secondary data was collected from the Authentic Website, Magazine, Journals, Internet and other books related to the topic.

#### **DATA COLLECTION PROCESS**

To gauge customer satisfaction towards HDFC Bank ATMs and CDMs in Madurai City, a structured survey was conducted among bank customers. Data was collected through both online and offline modes, ensuring a comprehensive representation of customer opinions.

#### **SURVEY DESIGN AND SAMPLE POPULATION**

The survey questionnaire was designed to capture customers' experiences and feedback regarding various aspects of ATM and CDM services. A diverse Convenience Sampling with 100 samples, including regular bank users and occasional visitors, participated in the study to provide a well-rounded perspective on customer satisfaction levels.

#### **1.5 ANALYSIS OF CUSTOMER FEEDBACK ON HDFC BANK ATMS AND CDMs SERVICES**

##### **OVERALL CUSTOMER SATISFACTION RATINGS**

The analysis of customer feedback revealed promising levels of satisfaction with HDFC Bank's ATM and CDM services in Madurai City. Customers appreciated the convenience and efficiency offered by these banking facilities, contributing to high overall satisfaction ratings.

##### **KEY STRENGTHS AND WEAKNESSES IDENTIFIED**

Key strengths identified from customer feedback included the ease of access, operational reliability, and wide network coverage of HDFC Bank ATMs and CDMs. However, some customers highlighted areas for improvement such as faster transaction processing and enhanced maintenance of machines for a seamless banking experience.

#### **FACTORS INFLUENCING CUSTOMER SATISFACTION IN MADURAI CITY**

##### **ACCESSIBILITY AND CONVENIENCE OF ATMS AND CDMs**

The ease of accessing HDFC Bank ATMs and CDMs across various locations in Madurai City significantly influenced customer satisfaction. The convenience of conducting transactions at any time of the day added value to the

overall banking experience.

##### **SERVICE QUALITY AND RELIABILITY**

Customers emphasized the importance of service quality and reliability in their satisfaction levels. Prompt and efficient services, along with reliable machine performance, were key factors that influenced customers' perceptions of HDFC Bank's ATM and CDM services in Madurai City.\*\*5. Comparison with Competitors' ATM and CDM Services.

##### **PERFORMANCE BENCHMARKING WITH OTHER BANKS IN MADURAI**

In a toe-to-toe face-off with other banks in Madurai, HDFC Bank's ATMs and CDMs have been giving its competitors a run for their money. With faster transaction processing times and a wider network coverage, HDFC Bank stands out as a reliable and efficient choice for the denizens of Madurai.

##### **ACCESSIBILITY AND CONVENIENCE OF HDFC BANK ATMS AND CDMs**

##### **LOCATION DISTRIBUTION IN MADURAI CITY**

The strategic placement of HDFC Bank's ATMs and CDMs in Madurai ensures easy accessibility for customers across the city. Whether located near commercial hubs, residential areas, or transportation centers, these machines cater to the diverse banking needs of Madurai's residents.

##### **AVAILABILITY OF SERVICES**

The round-the-clock availability of ATM and CDM services at HDFC Bank ensures that customers can conveniently access banking facilities at any time of the day. This accessibility contributes to the overall convenience and customer satisfaction levels in Madurai.

##### **SERVICE QUALITY AND RELIABILITY AT HDFC BANK ATMS AND CDMs**

##### **ATM AND CDM MAINTENANCE**

Maintaining the operational efficiency of ATMs and CDMs is essential for providing reliable banking services to customers. HDFC Bank's commitment to regular maintenance and upkeep of these machines demonstrates their focus on ensuring a seamless banking experience for customers in Madurai.

##### **TRANSACTION SPEED AND ACCURACY**

Swift transaction processing and accurate service delivery are paramount for enhancing customer satisfaction at HDFC Bank's ATMs and CDMs in Madurai. The bank's emphasis on transaction speed and accuracy reflects its dedication to providing efficient and reliable banking services to its customers.

##### **CUSTOMER EXPERIENCE AND FEEDBACK**

##### **SURVEYS AND CUSTOMER PERCEPTION**

Customers in Madurai City were eager to share their thoughts on HDFC Bank's ATMs and CDMs services.

Surveys indicated a mix of positive and negative feedback, with convenience being a highlight for many customers. The ease of access to ATMs and CDMs was appreciated, but concerns were raised about occasional service downtimes and long queues during peak hours.

### **COMMON ISSUES RAISED BY CUSTOMERS**

Common issues voiced by customers included technical glitches leading to transaction failures, limited availability of denominations in CDMs, and the need for faster issue resolution. Some customers also highlighted the importance of enhancing security features at ATMs to ensure a safe banking experience.

### **CHALLENGES AND OPPORTUNITIES FOR IMPROVEMENT**

#### **IDENTIFYING AREAS OF IMPROVEMENT**

To address customer concerns and enhance service quality, HDFC Bank must focus on improving technical reliability, increasing denominational options in CDMs, and streamlining issue resolution processes. Enhancing security measures at ATMs will also be crucial to build trust among customers.

#### **IMPLEMENTING CUSTOMER-CENTRIC SOLUTIONS**

By prioritizing customer feedback and implementing customer-centric solutions, HDFC Bank can enhance customer satisfaction levels significantly. Engaging with customers through feedback mechanisms, upgrading technology infrastructure, and providing timely support will be key to delivering a seamless banking experience.

### **COMPARISON WITH COMPETITORS' ATM AND CDM SERVICES**

#### **ANALYSIS OF COMPETING BANKS' SERVICES**

A comparison with competitors revealed that HDFC Bank's ATMs and CDMs services offer a competitive edge in terms of accessibility and network coverage. However, areas such as service reliability, transaction speed, and security features warrant further attention to stay ahead in the market.

### **1.6 RECOMMENDATIONS FOR IMPROVING CUSTOMER SATISFACTION**

#### **ENHANCING SERVICE EFFICIENCY AND SPEED**

Who doesn't love a swift, hassle-free transaction at the ATM or CDM? By streamlining processes, reducing wait times, and ensuring ample cash availability, HDFC Bank can enhance customer satisfaction and keep Madurai residents coming back for more.

#### **IMPLEMENTING TECHNOLOGY UPGRADES FOR BETTER USER EXPERIENCE**

In this digital age, technology is king. By investing in user-friendly interfaces, contactless payment options, and cutting-edge security features, HDFC Bank can elevate the customer experience and stay ahead of the curve in Madurai's diverse banking landscape.

### **STRATEGIES FOR SERVICE ENHANCEMENT**

To enhance customer satisfaction, HDFC Bank should focus on proactive maintenance of ATMs and CDMs, expanding denominational choices, and investing in cutting-edge security protocols. Additionally, leveraging data analytics to understand customer preferences and tailor services accordingly can further boost satisfaction levels.

### **FUTURE OUTLOOK AND GOALS FOR CUSTOMER SATISFACTION**

Looking ahead, HDFC Bank should aim to exceed customer expectations by continuously improving service quality, introducing innovative features, and fostering a customer-centric culture. By setting ambitious goals for customer satisfaction and aligning strategies to meet evolving customer needs, HDFC Bank can establish itself as a leader in ATM and CDM services in Madurai City. In conclusion, the feedback and satisfaction of customers towards HDFC Bank's ATMs and CDMs services in Madurai City hold significant importance in shaping the future of banking convenience and service quality in the region. By addressing challenges, leveraging opportunities for improvement, and prioritizing customer-centric solutions, HDFC Bank can further enhance its offerings and solidify its position as a trusted financial partner for the residents of Madurai. As the banking industry continues to evolve, the insights gleaned from customer experiences and feedback will undoubtedly guide HDFC Bank towards a more customer-oriented approach, ultimately fostering greater satisfaction and loyalty among its clientele in Madurai City.

### **SUMMARY OF FINDINGS AND INSIGHTS**

In a nutshell, HDFC Bank's ATMs and CDMs in Madurai have garnered positive feedback from customers, thanks to their efficiency, reliability, and standout features. However, there's always room for improvement and innovation in the quest for ultimate customer satisfaction.

### **ACTIONABLE STRATEGIES FOR ENHANCING CUSTOMER SATISFACTION IN THE REGION**

By listening to customer feedback, embracing technological advancements, and keeping the focus on service excellence, HDFC Bank can solidify its position as a customer favorite in Madurai. The journey to banking bliss is paved with convenience, after all!

**TABLE 1 REASONS FOR HDFC BANK FEATURES IN ATMS AND CDMS RANK WISE**

Factors		Garrett Ranking Analysis Rank										Total	Current Score	Mean Score	Rank
		1	2	3	4	5	6	7	8	9	10				
		Garrett Rank Scale Value													
		82	70	63	57	52	47	42	37	30	19				
(No. of Respondents)															
Deposit of Cash	f	11	9	9	7	11	14	8	14	9	8	100	5004	50.040	5
	fx	902	630	567	399	572	658	336	518	270	152				
Withdrawal of Cash	f	9	10	10	10	8	10	11	9	11	12	100	4877	48.770	8
	fx	738	700	630	570	416	470	462	333	330	228				
Transfer of Cash	f	12	9	9	11	11	8	10	11	9	10	100	5043	50.430	3
	fx	984	630	567	627	572	376	420	407	270	190				
Mini Statement	f	12	8	11	13	9	10	8	9	10	10	100	5075	50.750	2
	fx	984	560	693	741	468	470	336	333	300	190				
Fast Cash	f	11	11	10	10	9	10	9	8	9	13	100	5001	50.010	6
	fx	902	770	630	570	468	470	378	296	270	247				
Pin Change	f	9	9	11	9	11	9	13	11	10	8	100	4974	49.740	7
	fx	738	630	693	513	572	423	546	407	300	152				
Balance Enquiry	f	10	10	9	9	9	8	11	9	13	12	100	4857	48.570	9
	fx	820	700	567	513	468	376	462	333	390	228				
Bills Payment	f	9	11	10	10	12	11	10	9	9	9	100	5043	50.430	4
	fx	738	770	630	570	624	517	420	333	270	171				
Register for Mobile Banking	f	8	11	9	10	9	9	11	9	12	12	100	4837	48.370	10
	fx	656	770	567	570	468	423	462	333	360	228				
Card less Deposit	f	9	12	12	11	11	11	9	11	8	6	100	5189	51.890	1
	fx	738	840	756	627	572	517	378	407	240	114				

Note: f=No. of respondents; x=Scale Value; fx= Score and Source. Computed

The table 1 reveals percentage score for each rank from 1 to 10 are calculated. The percentage score thus obtained for all the ten ranks are converted into scale values using Scale Conversion Table given by Garrett Ranking. The scale values for first rank to tenth rank are 81, 70, 63, 57, 52, 47, 42, 36, 29 and 18 respectively. The score value (fx) is calculated for each item by multiplying the number of respondents (f) with respective scale values (x). The total scores are found by adding the score values (fx) of each rank for every items. The mean score is then calculated to know the order of Reasons for HDFC Bank Features in ATMs and CDMS rank wise through the Garrett's Ranking Technique.

**TABLE 2 REGRESSION ANALYSIS FOR DEMOGRAPHY PROFILE WITH OPINION FOR CUSTOMERS ATMS AND CDMS IN HDFC BANK IN MADURAI CITY**

VARIABLES ENTERED/REMOVED <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	Monthly Income, Gender, Occupation <sup>b</sup>	.	Enter

a. Dependent Variable: Opinion for Customers ATMs and CDMS in HDFC Bank

b. All requested variables entered.

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.814 <sup>a</sup>	0.662	0.652	6.59628

a. Predictors: (Constant), Monthly Income, Gender, Occupation

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8184.389	3	2728.130	62.700	0.000 <sup>b</sup>
	Residual	4177.051	96	43.511		

	Total	12361.440	99			
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a. Dependent Variable: Opinion for Customers ATMs and CDMS in HDFC Bank

b. Predictors: (Constant), Monthly Income, Gender, Occupation

Occupation

COEFFICIENTS <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.456	2.281		5.462	0.000
	Gender	-13.793	3.405	-.618	-4.050	0.000
	Occupation	7.511	1.632	.767	4.602	0.000
	Monthly Income	6.502	1.602	.612	4.059	0.000

a. Dependent Variable: Opinion for Customers ATMs and CDMS in HDFC Bank

It is clear from table 2 that the difference between Opinion for Customers towards on Gender, Occupation and Monthly Income with ATMs and CDMS in HDFC Bank for regression analysis based on F-value is 62.700, R square value is 66% and P-value is (0.000) that is highly significant. That is a 1% level significant. So, the null hypothesis is rejected.

## 1.7 CONCLUSION

In conclusion, the study on customer satisfaction towards HDFC Bank ATMs and CDMS services in Madurai City has provided valuable insights into the preferences and experiences of consumers in the region. By analyzing feedback and identifying key factors influencing satisfaction levels, HDFC Bank can now focus on implementing targeted improvements to enhance the overall customer experience. With a commitment to addressing customer needs and leveraging technology for better service delivery, HDFC Bank is poised to strengthen its position as a preferred banking partner in Madurai City.

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