

FIELD PROJECT REPORT

On

**CUSTOMER'S SATISFACTION ON THE SERVICES OF BANK
OF BARODA: A STUDY IN DELHI, NCR**

Submitted for admission in

MBA (Financial Management)

By

Sachin kumar

(18GSFC2020003)

Under the Supervision of

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ACKNOWLEDGEMENT

All praise to the almighty with whose auspicious blessings I have been able to accomplish my research project report successfully. Equal credit goes to my parents and teachers who made me what I am today by their hard labor, devotion, support & prayer.

My special thanks to my parents for generic cooperation coordination and valuable support. I pay my gratitude towards my other faculty members. I must not forget to render my deep feelings of gratitude and thanks to all the respondents whom I visited during the survey for valuable information, co-operation, advice and suggestion to make this endeavor a great success.

I am grateful to my guide **Asst. Professor Priyanka Goel** for his efforts during my project work. My sincere thanks to all other who were associated with the project directly or indirectly for providing me the excellent guidance during the project.

DECLARATION

I, SACHIN KUMAR, Enrollment No. 18032020068 student of School of finance and commerce, Galgotias University, Greater Noida, hereby declare that the project report on “CUSTOMER'S SATISFACTION ON THE SERVICES OF BANK OF BARODA : A STUDY IN DELHI, NCR” is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

CERTIFICATE

This is to certify that the project report “CUSTOMER'S SATISFACTION ON THE SERVICES OF BANK OF BARODA: A STUDY IN DELHI, NCR” has been prepared by SACHIN KUMAR under my supervision and guidance. The project report is submitted towards the partial fulfilment of MASTER OF BUSINESS ADMINISTRATION.

Name & Signature of Faculty:

Asst. Professor Priyanka Goel

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ABSTRACT

The bank provides the service to the customers. It is the major part of bank industries. My aim of study first of all is providing the best service to the customers regarding the bank service. Mostly I will deal with the customer of Delhi NCR region. There is the purpose of this survey identifying the customer's problem. The customer's facing the problem for the bank service. Today, banking is more clients driven. Banks are progressively concentrating on the reason that clients pick their specialist organization that separates himself from the others of the class with his fast and productive assistance. For the customer, that is the realization of any place, any case of their banking goals. The bank meets the customer and increase customers' satisfaction and increase innovation. The curtsey, exactness and speed resemble a crown factors for a bank. In light of the reactions of 100 clients of Bank of Baroda working in the NCR region of Delhi has been thought about. The study was conducted in NCR region.

INTRODUCTION

A bank is the most important part of the Indian economy because it provides the basic service for the customer and business. They give a safe place to the customer where they have stored their cash. The bank gives a different type of account to the customers like a saving account and a current account. Banks provide credit card facilities for people and corporations. Banks give loans to customers. They provide two types of loans: short-term loans and long-term loans. Banks act as arbiters in assembling open investment funds and channelizing the flow of assets for beneficial purposes, keeping in mind the procedure of the monetary development of the nation. Understanding the significant job of banks in financial times, the Government of India/Reserve Bank of India takes various significant activities after independence to outfit the financial framework to serve the national objectives. The study makes critical commitments by creating and a proportion of consumer loyalty's Service of banking administrations. The biggest advance of innovation is the changing of banking activities. For the customer, that is the realization of any place, any case of their banking goals. Innovation to begin with is a business empowering agent and now has become a business driver. Innovation in banks is by and by finding an elevated level of improvement around the globe. This unrest has contacted each part

of open life including banking. Since two decades, because of an inexorably serious, soaked and dynamic business condition, retail banks in numerous nations have embraced client driven ways of thinking to address the quick and changing needs of their clients. Mechanical advances have changed the world drastically, adjusting the way wherein people direct their own and business issues. In the course of recent decades specifically, the financial business has put generous assets in bringing ICT to clients. The financial business is experiencing through the noteworthy mechanical changes; it impacts affects consumer loyalty and unwaveringness. "It has improved each industry memories banking for the world translation quicker and practical transfer of items and administrations to the clients. Center financial arrangement empowers banks to expand the full advantages of ATM, mobile banking, portable banking, web banking, card banking and other different conveyance stations to all clients permitting banks to offer a large number of client driven administrations on a 24x7 premise from a solitary area, supporting retail just as corporate financial exercises. The banks in India are utilizing Information Technology (IT) not exclusively to improve their own interior procedures yet additionally to expand offices and administrations to their clients. Especially, in the financial part ICT is one of the most significant devices, since it gives numerous appropriate elective financial channels to the clients. It brings comfort, client centricity, upgrade administration quality and cost viability in the financial administrations. Indeed, even now, clients are assessing their banks dependent on accessibility of innovative administrations. Subsequently, execution of ICT in the financial business keeps on improving the financial assistance. Numerous specialists from USA, UK, Finland, Malaysia, Taiwan, and so forth have demonstrated that the utilization of innovation emphatically influences the customers' fulfillment in banking industry. Be that as it may, a few investigates confirm that, innovation based financial assistance can't fulfill the every single need of the clients and each kind of clients. There are some prospects between customer and bank fulfills the customer requirement according to the ICT based financial assistance, which prompts client disappointment. Henceforth, there is a need to evaluate the effect of elective financial administrations on consumer loyalty's in Indian setting to consider the degree of fulfillment, issues and zones of further upgrades

NEED TO MEASURE CUSTOMER SATISFACTION

The bank is fulfilling the customer basic needs and providing the best service according to banks. Banks helps for the customer for business purpose. Customer satisfaction is the most important for the business .first of the entire customer should be satisfied gives the bank service. This idea of customer satisfaction has pulled in much consideration as of late. The relationship between a bank and customer is the largest point in the customer satisfaction. There is much way to attract the customers their banks. So that the increase ATMs mobile banking etc. the bank easily providing the loans for the customer for business purpose. Bank solves the customer's problem as soon as possible. Bank provides the call center for the customers. They helps the customer any time and any place. Your call centers can good way to attract for the customer. The financial business is profoundly serious, with banks contending among one another; yet in addition with

non-banks and other money related establishments. Consumer loyalty is possibly a compelling apparatus that banks can use to increase a key preferred position and make due in the present ever-expanding banking serious condition. It is more affordable to keep clients than to procure new ones. The expenses of obtaining clients to "supplant" the individuals who have been lost are high. This is on the grounds that the cost of gaining clients is brought about just at the outset phases of the business relationship. The bank is providing the loan for the customer of the business purpose. Long term customers take a short term and long term loans.

INDIAN BANKING SECTOR: AN OVERVIEW

The financial framework in India is essentially not quite the same as that of other Asian countries in light of the nations one of a kind geographic, social, and monetary attributes. India has a huge populace and land size, a various culture, and outrageous differences in salary, which are set apart among its districts. There are elevated levels of absence of education among a huge level of its populace however, simultaneously; the nation has a huge repository of administrative and mechanically propelled gifts. Between around 30 and 36 percent of the populace lives in metro and urban communities and the rest is spread in a few semi-urban and provincial focuses. These highlights are reflected in the structure, size, and decent variety of the nation's banking and money related part. The financial framework has needed to serve the objectives of monetary approaches articulated in progressive multiyear advancement plans, especially concerning evenhanded salary appropriation, adjusted provincial financial development, and the decrease and end of private part restraining infrastructures in exchange and industry. Today, we have using different type of banks like private bank; govt. banks so that all over banks follow the rule and regulation RBI banks during the most recent a long time since 1969, enormous changes have occurred in the financial business. The banks have shed their customary capacities and have been enhancing, improving and coming out with new sorts of administrations to take into account the ever-developing needs of their clients. The Indian banks are dependent upon huge weights to proceed as in any case their very endurance would be in question. Data innovation (IT) assumes a significant job in the financial division as it not just guarantees smooth section of between related exchanges over the electronic medium yet in addition encourages accomplishment of complex money related item advancement and item improvement. Its use and e-banking is turning into the request for the day with the financial framework heading towards virtual banking. As an outrageous instance of e-banking, World Wide Banking (WWB) on the example of World Wide Web (WWW) can be envisioned. That implies all banks would be interlinked and singular bank personality, most definitely, won't exist at that point. There is no compelling reason to have an enormous number of physical bank offices and augmentation counters. There is no need of individual to individual physical combination or business. Clients would have the option to do all their financial activities sitting in their workplaces or homes and working through web. This would be the situation of banking arriving at the clients. Banking scene is changing quickly. Numerous new players with various muscle powers continue entering the market. The Reserve Bank, in its offer to move towards the best universal financial practices,

further hones the prudential standards and fortifies its manager instrument. There will be more straightforwardness and revelations.

BANK OF BARODA

The bank of Baroda is an Indian state bank and owned international banking. The headquarterd of bank of Baroda in vadodara in Gujarat, India. It has a corporate office of bank of Baroda in the Mumbai.

This bank was founded by the maharaja of Baroda. Maharaja Sayajirao gaekwad 3rd on 20 July 1908. This bank along 13 other major commercial banks in India. It was nationalised on 19 July 1969 according the govt. of India and has been designated as a PSU (profit-making public sector undertaking).

In 1961, the bank of Baroda merged in the bank is citizen bank of India. Bank of Baroda opened a new branch in Fiji. And the next branch opened in Mauritius. This bank in 1963 acquired a bank called Surat banking corporation in Surat, Gujarat. In 1965, bank of Baroda opened a new branch in Guyana. In 1969, the Indian govt. finding the top 14 bank in India. The bank of Baroda has included in top bank in India.

The bank of Baroda is one of the most leading commercial banks in India. This bank also provide the personal banking and some services providing for a customer like loans credit card debit cards services and lockers etc. this bank include business banking like deposit loans and advantage service and locker; this bank also include corporate banking like wholesale banking deposit loans and international business. It is includes non-resident Indian. This bank provide the domestic service and for ex- operation.

The bank of Baroda headquarterd in vadodara and the corporate office in Mumbai. It is the largest bank in India. There are 5458 branches, 10027 ATMs and self service center for customer. This bank has a expressed international network 105 offices wheel 23 countries. Bank of Baroda was the first life insurance joint venture in India. It has sponsored three regional rural banks in India. There was name Baroda Uttar Pradesh Gramin bank, Baroda Rajasthan Gramin bank and Baroda Gujarat Gramin bank.

In 1977 the bank launch 'Gram vikas Kendra' an innovation for internal rural areas development. In 1984 the bank launches their own credit cards for customers. In 1988 traders bank ltd. Amalgamated with the bank of Baroda.

OBJECTIV OF STUDY

- To analyses the customers satisfaction level towards the services provided by the Bank of Baroda
- To offer suitable suggestions to improve the quality of the customer services in Bank of Baroda

RESEARCH METHODOLOGY

This Report depends on primary just as secondary information. It is the most important way to identifying the customers problem and then providing the suitable solution for the customer. It is fully based on the descriptive methods. The most part comprises of the information that is gathered once again just because and in this manner is unique in character. Primary Data that utilized in the investigation. According to the customers problem increase the services and give the best service for the customer. There is no difference in the mean satisfaction of the bank services. The most important part for the data collection Google form. I was preparing the questionnaire it was the best resource for the data collection.

Research Design: the most part comprises of the information that are gathered once again just because and in this manner is unique in character. Primary Data that utilized in the investigation.

Universe: Delhi, NCR

Sampling Method: this sample was collecting through Google form because this is the very crucial time for everyone. Everyone facing the COVID-19 problems so that this data collecting

through Google form, and through filling up Questionnaire. This data has been analysed by using through mathematical and statically tools like SPSS version 24.

Sample Size: 100 respondents

DATA COLLECTION

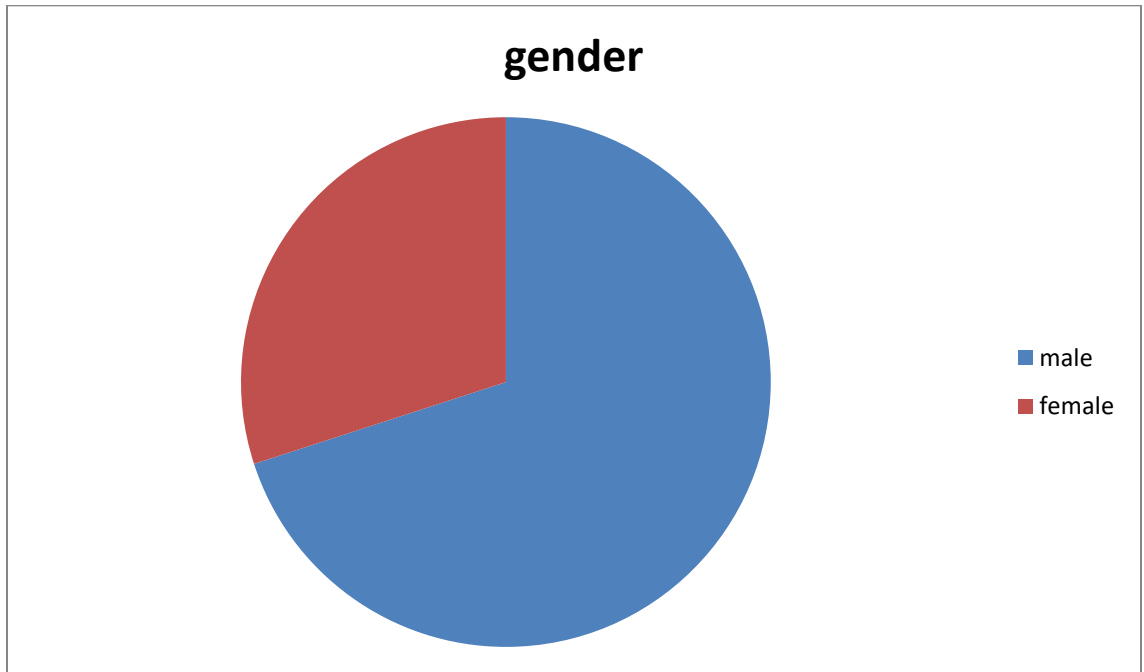
PRIMARY DATA:- This study was based on primary Data. Sample was collecting through Google form because this is the very crucial time for everyone. Data collection is a term used to the conduct interviews. The most important part for the data collection Google form. I was preparing the questionnaire it was the best resource for the data collection.

- Questionnaire
- Interviews
- Observation

RESULT ANALYSIS

1. ON BASIS OF GENDER

GENDER	NO. OF RESPONDENTS
MALE	65
FEMALE	35
TOTAL	100



HANCE THERE ARE

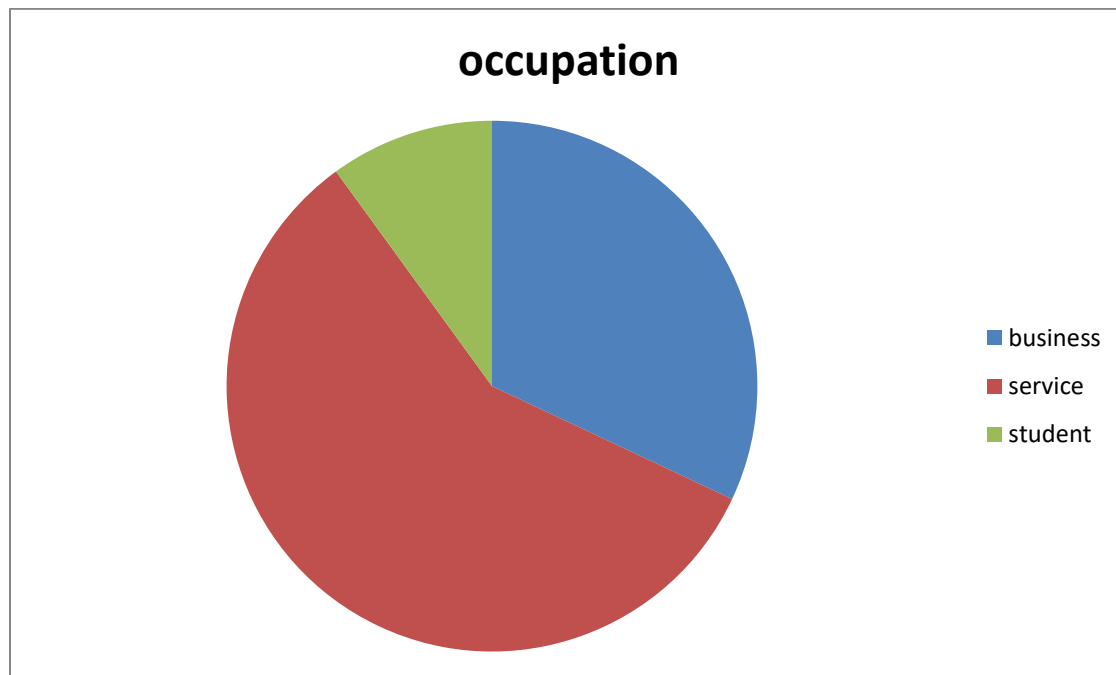
MALE=65%

FEMALE=35%

2. ON BASIS OF OCCUPATION

OCCUPATION	NO. OF RESPONDENTS
BUSINESS	32
SERVICE	58
STUDENT	10

TOTAL	100
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HANCE THERE ARE MAJORITY OF PEOPLE OF OCCUPATION IN PERCENTAGE

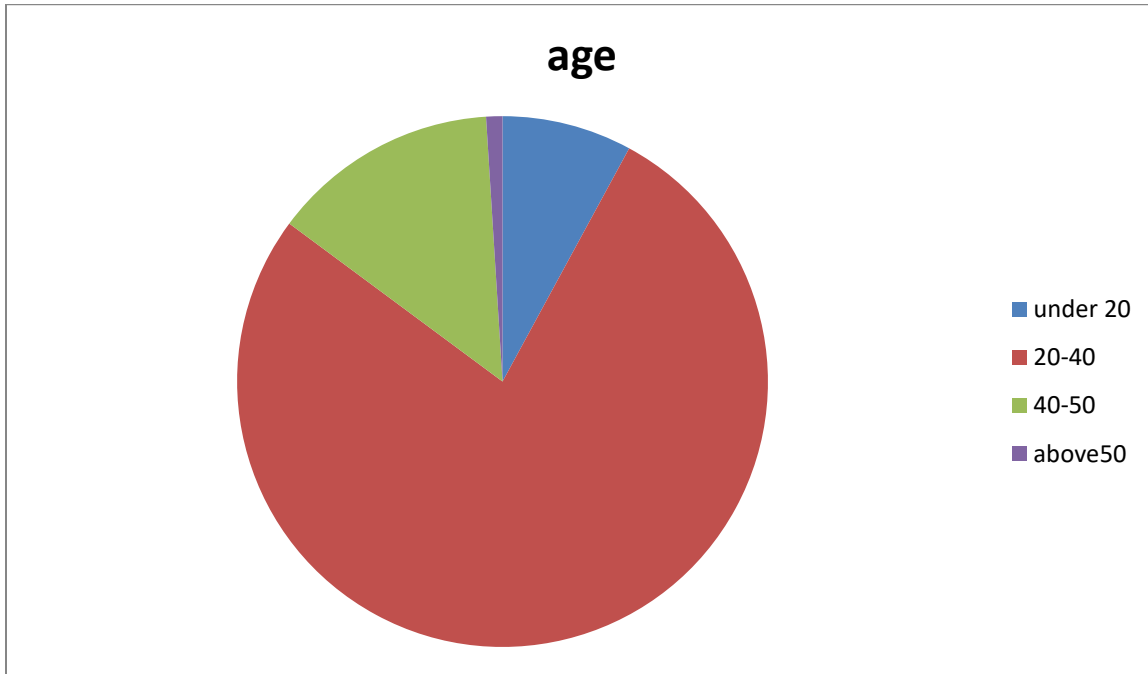
BUSINESS=32%

SERVICE=58%

STUDENT=10%

3. AGE GROUP

AGE GROUP	NO. OF RESPONDENTS
UNDER 20	8
20-40	78
40 – 50	14
50+	1
TOTAL	100



HENCE THERE ARE PERCENTAGE OF AGE GROUP MAJORITY

UNDER20=8%

20-40=78%

40-50=14%

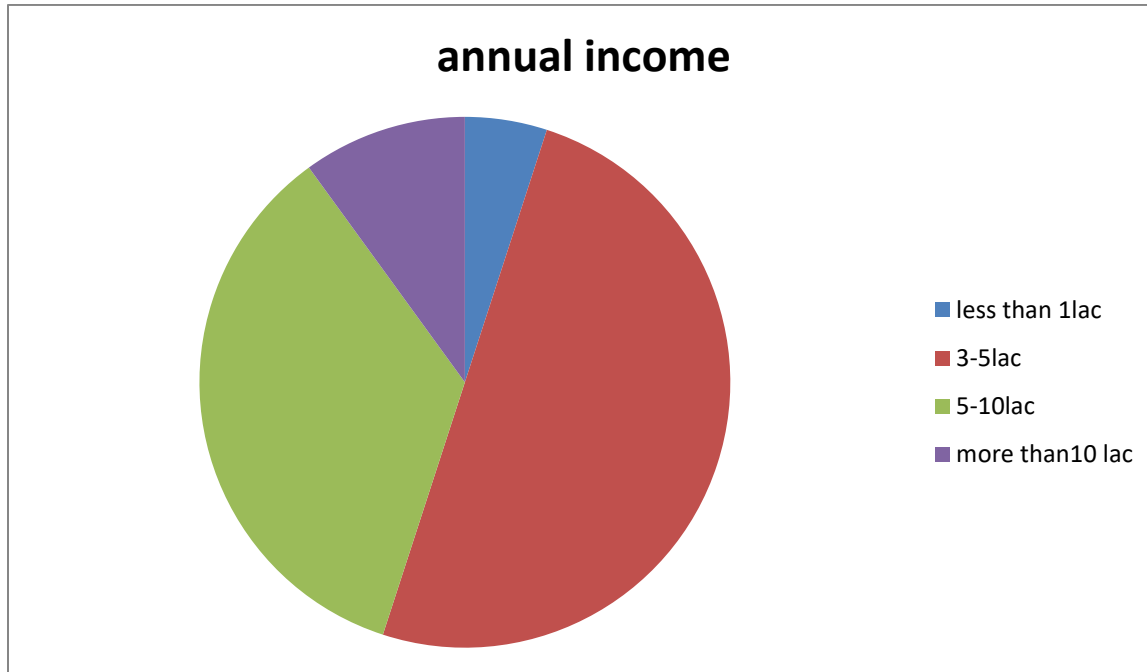
ABOVE 50=1%

SO THAT THE HIGHEST MAJORITY OF PEOPLE AGE GROUP IS 20-40.

4. ANNUAL INCOME

ANNUAL INCOME	NO. OF RESPONDENTS
LESS THEN 1 LAC	5
3 TO 5 LAC	50

5 TO 10 LAC	35
MORE THEN 10 LAC	10
TOTAL	100



HANCE THERE ARE PEOPLE BELONGS TO DIFFERENT ANNUAL INCOME AND THE HIGHEST MAJORITY OF PEOPLE 3-5 LAC INCOME

THERE ARE PERCENTAGE OF ANNUAL INCOME

LESS THEN 1 LAC=5%

3-5 LAC=50%

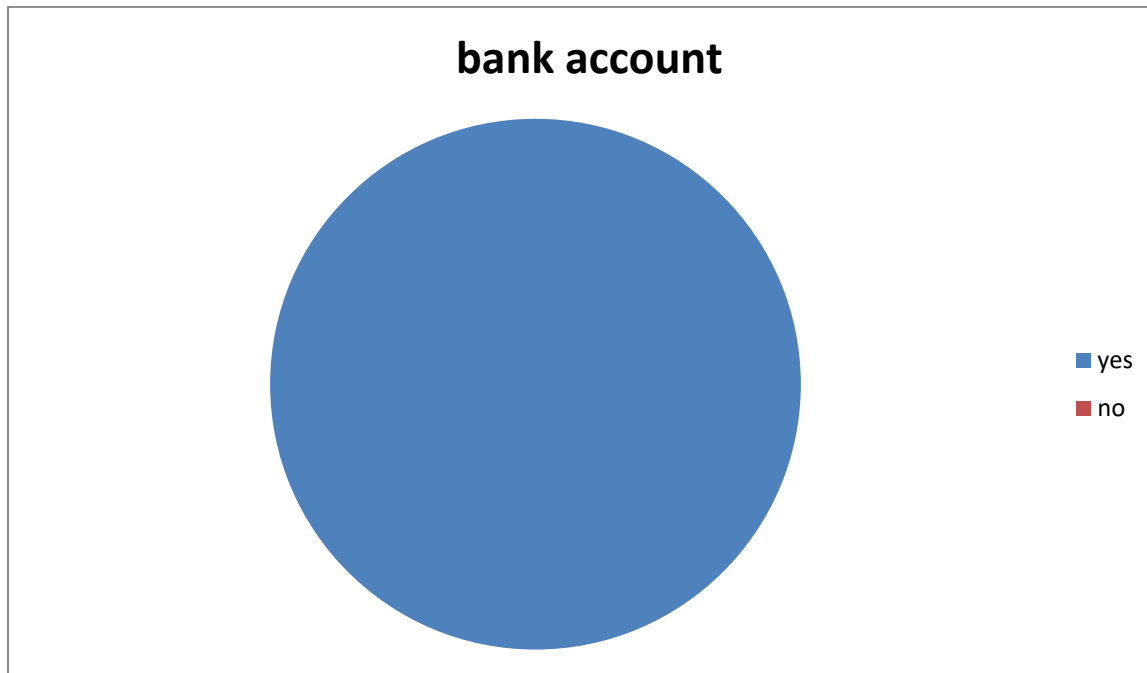
5-10 LAC=35%

MORE THEN 10 LAC=10%

5. DO YOU HAVE BANK ACCOUNT?

BANK ACCOUNT	NO. OF RESPONDENTS
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YES	100
NO	0
TOTAL	100



HANCE ALL CUSTOMERS HAVE A BANK ACCOUNT

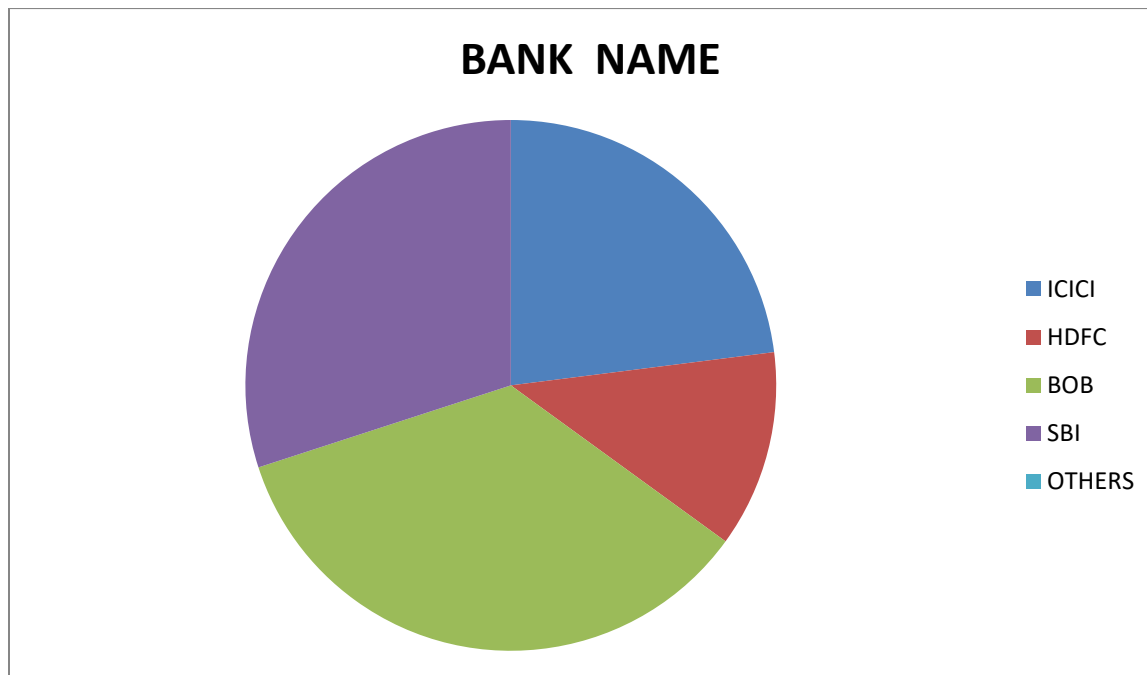
YES=100%

NO=0%

6. WHICH BANK DO YOU HAVE YOUR ACCOUNT?

BANK NAME	NO. OF RESPONDENTS
ICICI BANK	35
HDFC BANK	12
BANK OF BARODA	20
SBI	33

OTHER	0
TOTAL	100



HENCE THERE ARE PEOPLE PREFER BANK

ICICI BANK=23%

HDFE BANK=12%

BANK OF BARODA=35%

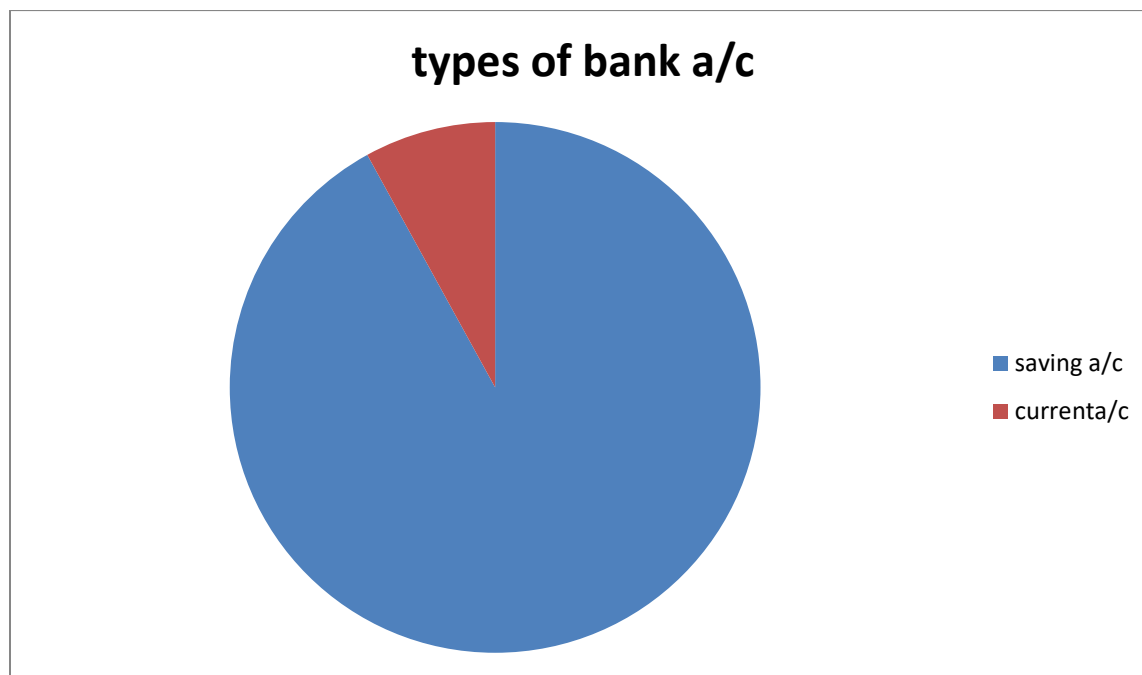
SBI BANK =30%

SO THAT HIGEST MAJORITY OF BANK OF BARODA

7. WHICH TYPE OF BANK ACCOUNT DO YOU HAVE?

ACCOUNT NAME	NO. OF RESPONDENTS
SAVING ACCOUNT	92
CURRENT ACCOUNT	8

TOTAL	100
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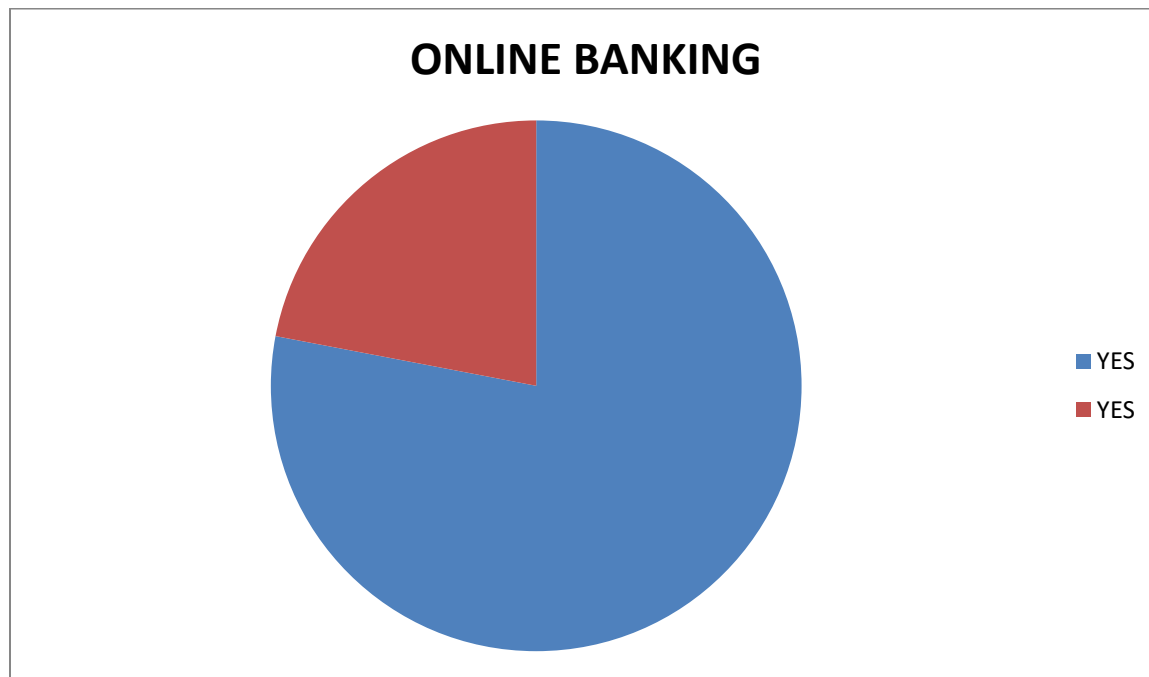


HANCE THERE ARE PEOPLE PREFER DIFFERENT TYPE OF BANK ACCOUNT
 SAVING ACCOUNT = 92%
 CURRENT ACCOUNT=8%
 SO THAT THE MAJORITY OF SAVING ACCOUNT 92%.

8. ARE YOU USING ONLINE BANKING?

ONLINE BANKING	NO. OF RESPONDENTS
YES	78
NO	22

TOTAL	100
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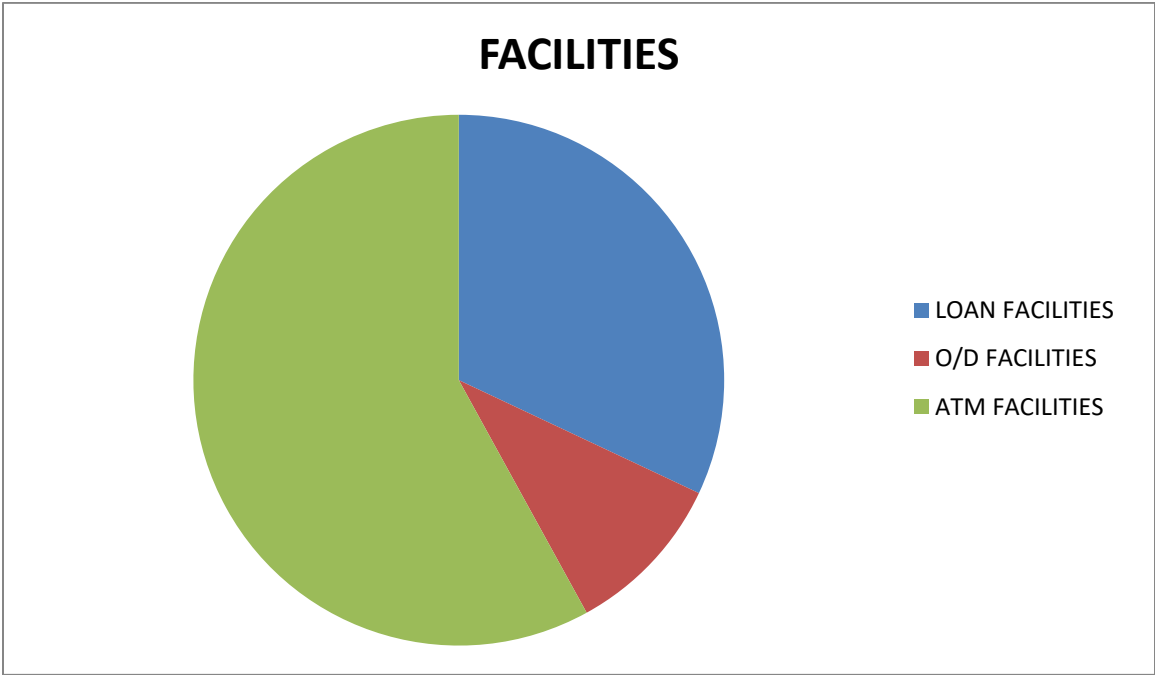


HANCE THERE ARE MAJORITY OF PEOPLE USING ONLINE BANKING 78% AND THE REMAINING 22% ARE NOT USING ONLINE BANKING.

9. WHICH OF THE FOLLOWING FACILITIES IS GIVEN MORE IMPORTANCE IN YOUR BANK?

FACILITIES	NO. OF RESPONDENTS
LOAN FACILITIES	32

O/D FACILITIES	10
ATM FACILITIES	58
TOTAL	100



HENCE THERE ARE THE BANK PROVIDE THE HIGEST FACILITIES ATM 58% AND OTHER LOAN FACILITIES 32%, O/D FACILITIES 10%

10. DOES YOUR BANK HAVE LISTED ITS SHARE IN STOCK EXCHANGE?

LISTED IN STOCK EXCHANGE	NO. OF RESPONDENTS
YES	68

NO	0
NOT AWARE	32
TOTAL	100

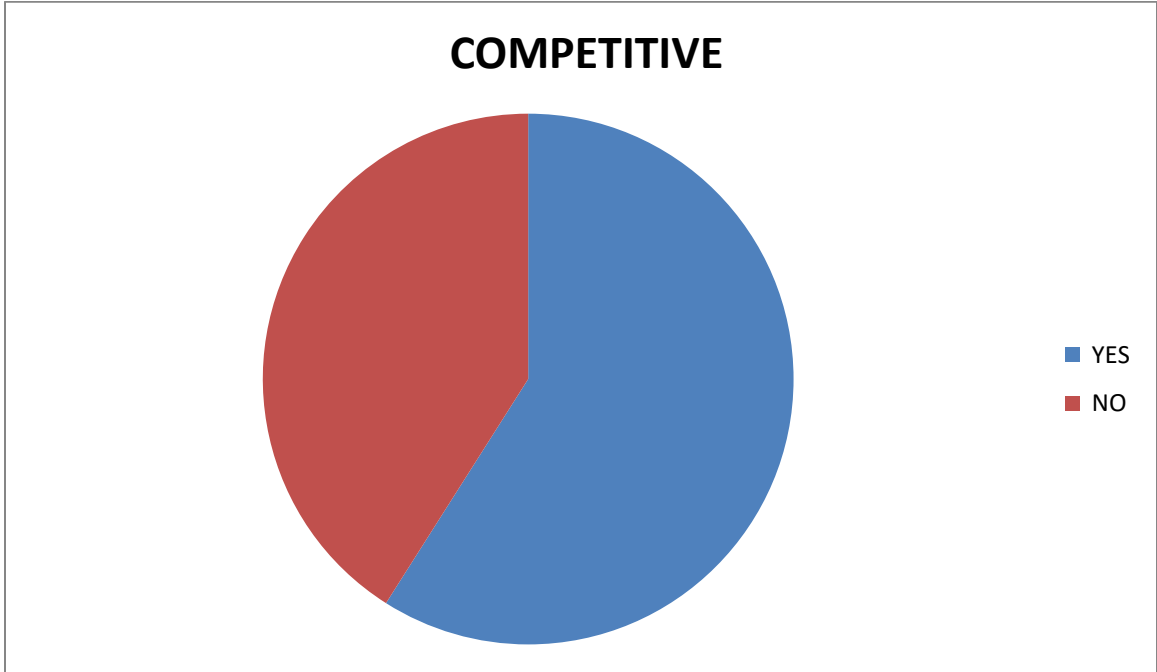


HANCE THE CUSTOMER AWARE THE BANK LISTED IN STOCK EXCHANGE
 YES =68%
 NO =0%
 NOT AWARE =32%

11. DO YOU THINK YOUR BANK OFFERS COMPETITIVE INTEREST RATE?

COMPETITIVE	NO. OF RESPONDENTS

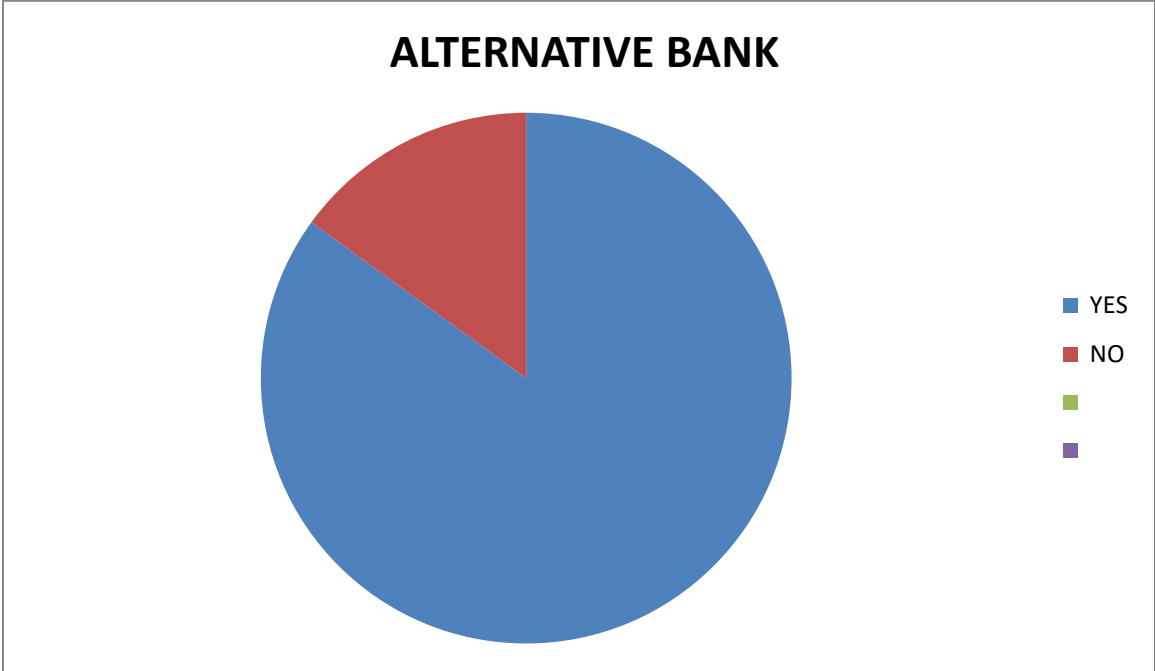
YES	59
NO	41
TOTAL	100



HANCE BANK OFFER COMPETITIVE INTREST RATE
YES = 59%
NO = 41%

12. DO YOU USE THE SERVICE OF ALTERNATIVE BANK?

ALTERNATIVE BANK	NO.OF RESPONDENTS
YES	85
NO	15
TOTAL	100



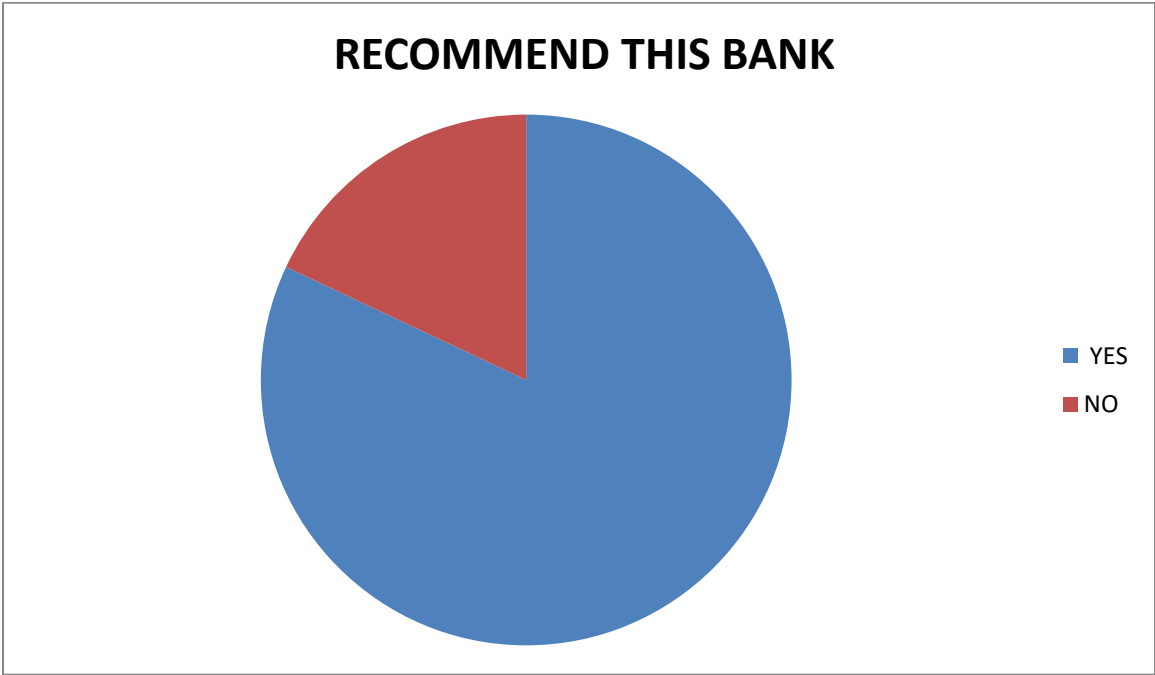
HANCE THERE ARE MOSTLY CUSTOMER USING ALTERNATIV BANK SERVICE

YES = 85%

NO= 15%

13. WOULD YOU RECOMMEND THIS BANK TO YOUR FRIENDS, RELATIVES AND ASSOCIATES?

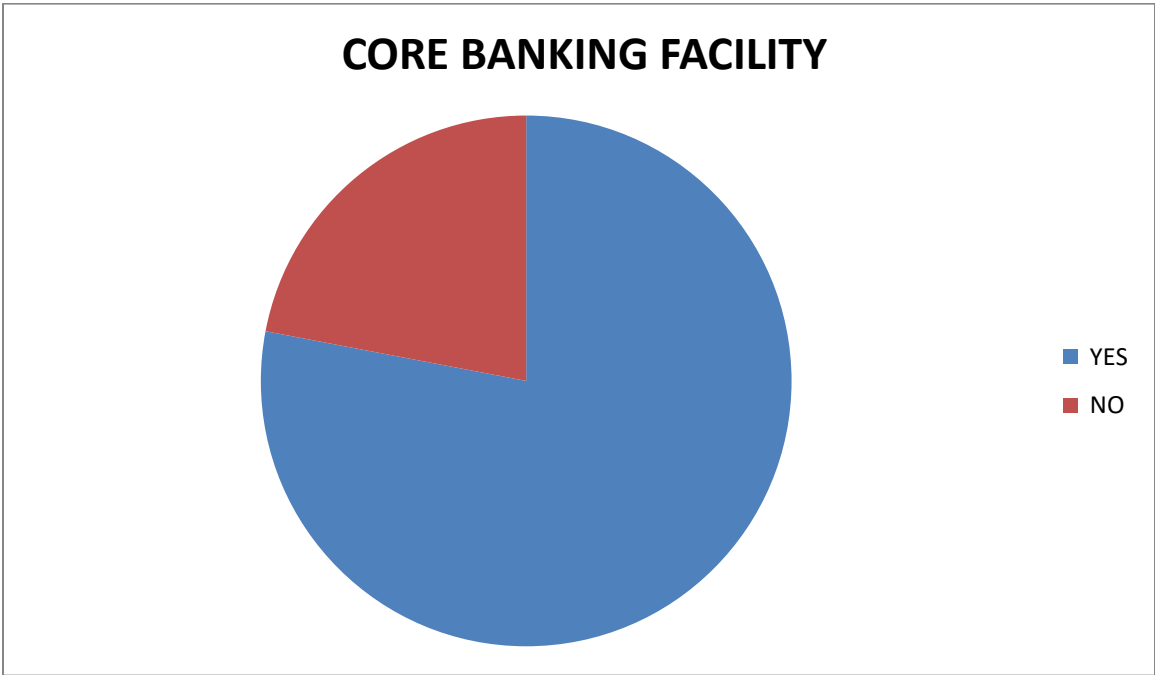
RECOMMEND THIS BANK	NO.OF RESPONDENTS
YES	82
NO	18
TOTAL	100



HANCE THER ARE 82% CUSTOMERS PRESCRIBE TO THE FRIENDS AND ASSOCIATES SO THAT THE MAJORITY ARE THE PRESCRIBE CUSTOMERS
 NO = 18%

14. DOES YOUR BANK HAVE CORE BANKING FACILITY FOR THE CUSTOMER?

CORE BANKING FACILITY	NO. OF RESPONDENTS
YES	78
NO	22
TOTAL	100



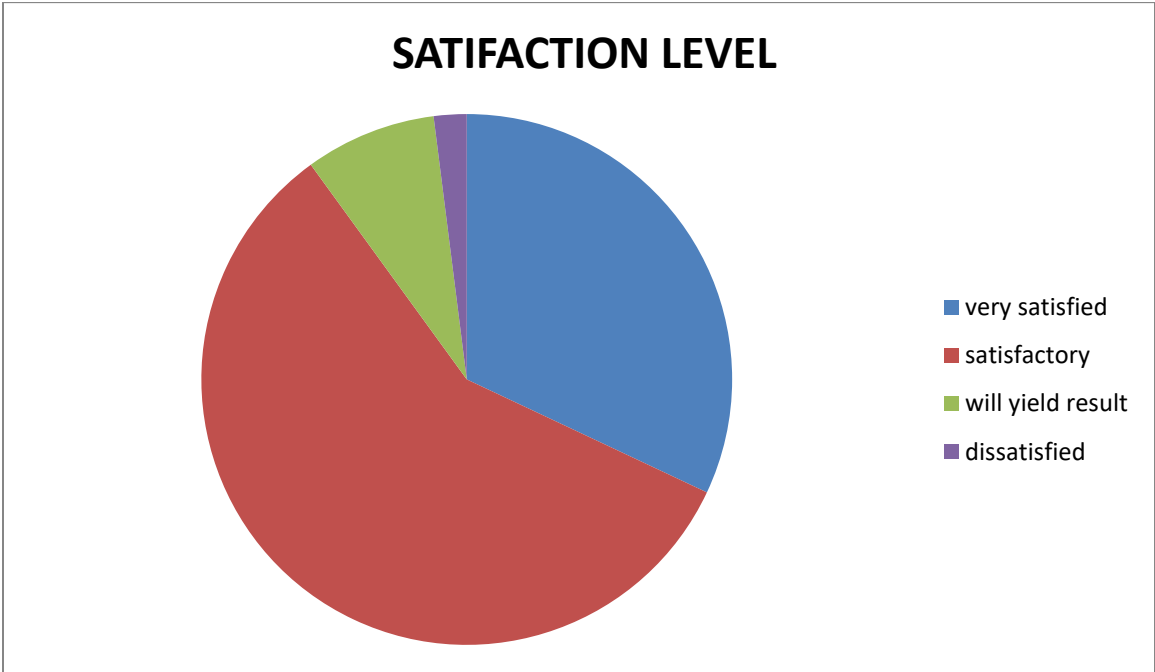
HANCE THERE ARE CORE BANKING FACILITY

YES = 78%

NO = 22%

15. YOUR OVER ALL OPINION ABOUT THIS SURVEY

SATISFACTION LEVEL	NO. OF RESPONDENTS
VERY SATISFIED	32
SATISFACTORY	58
WILL YIELD RESULT	8
DISSATISFIED	2
TOTAL	100



HENCE THERE ARE THE MAJORITY OF SATISFACTORY LEVEL IS 58% AND THE REMAINING

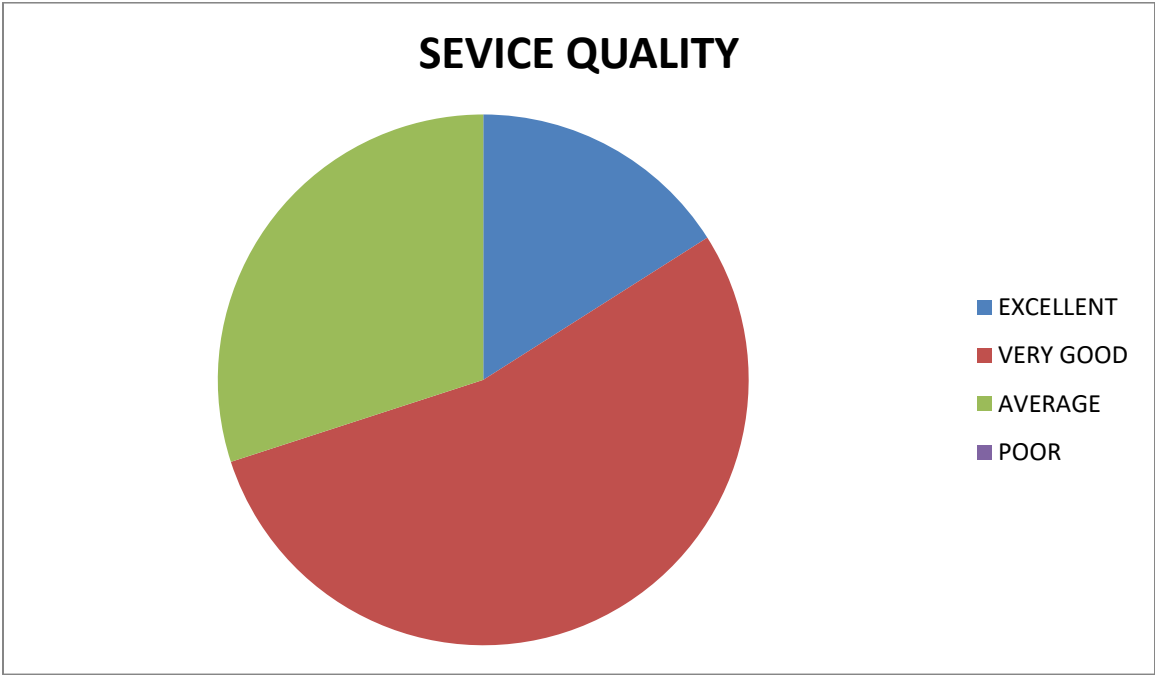
VERY SATISFIED=32%

WILL YIELD RESULT=8%

DISSATISFIED=2%

16. WHAT DO YOU FEEL ABOUT OVERALL SERVICE QUALITY OF YOUR BANK?

SERVICE QUALITY	NO. OF RESPONDENTS
EXCELLENT	16
VERY GOOD	54
AVERAGE	30
POOR	0
TOTAL	100



HANCE THERE ARE THE MAJORITY OF VERY GOOD IS 54% .THE PROVIDE THE SERVICE QUALITY AND NO ONE IS POOR SEVICE QUALITY PROVIDE BY BANK
EXCELLENT=16%
AVERAGE=30%
POOR=0%

FINDING

Customer awareness about bank service

It is observed from the analysis of bank service for different banks like ICICI, HDFC, and BANK OF BARODA etc. there are focus on bank of Baroda because that is the my field project topic.

- 58% of the customer are satisfactory with the behaviour of the employees and 32% of the customer highly satisfied and 2% of the customer are dissatisfied
- 54% of the customer satisfied for the good service quality provide by the bank and no one is tell the bank provide the poor service quality.
- According to this analysis the bank providing ATM service so the 32% of the customer are satisfied.
- Employee's behaviour and attitude in the bank is the first reason of the customer dissatisfaction.
- 48% of the customer aware the bank of Baroda listed in stock customer market.
- Customer complaint in the bank the ATM machine doesn't work properly so that the bank provides the good service in ATM machine.
- Many customers are unaware with the service like mobile banking etc. provide by the bank.
- Customer aware the bank provides loans like home loan, vehicle loan and property loan etc.

SUGGESTIONS

According to this finding gives a few suggestion are made there:

- The bank staff should be well trained.
- Bank should be improving their infrastructure according to environment.
- The bank staff behavior should be friendly for the customer.
- The bank should fulfill your promises.
- The bank should be fulfilled customer's needs and they can help out in a better way for the customer's.
- The bank should provided good services like ATM, mobile banking etc.
- According to this finding 2% of the customer are dissatisfied on bank service.
- According this analysis the customer's usually says that the bank branches should increases. It will good for customers.
- Only 48% of customer aware the bank of Baroda listed in stock market.
- Mostly customer try to opening of an account in the bank but the bank staff should be take care new customers as well as old customers.

CONCLUSION

There were a few lights which are shed on some negative variables and furthermore produce a mindfulness on Online exchange, A.T.M offices and financing costs on advances and so on, That's the reason Some recommendation were given to the administration focusing on Online administrations, mobile banking issue with a snappy time and advance offices. Some factors are promoting industrial, advances and so on, with a drawing in promotions. it is extremely basic that the bank should set up the correct sort of frameworks to additionally eliminate administration time and render momentary administrations to the client. Just such banks will in general get by in the futile way of life for pieces of the pie in the days to come. Offering great and satisfactory financial offices in the urban regions is the need of great importance and Bank of Baroda should upgrade the clients' fulfillment so as to be fruitful. The concerned specialists of Bank of Baroda fastidious loudly think about the recommendations, it would absolutely empower Bank of Baroda to appreciate the serious edge and even become a lead bank in India.

QUESTIONNAIR

Hello Sir/Madam,

I **SACHIN KUMAR** here to conduct a research on the topic “**CUSTOMER'S SATISFACTION ON THE SERVICES OF BANK OF BARODA: A STUDY IN DELHI, NCR**”. Please give your honest opinion and be understood that this information collected will be purely confidential and not to be shared for any purpose other than research.

RESPONDENT'S PROFILE

SECTION: A

1. Name

2. Contact No.

3. For the past how many years you have account with this bank?

SECTION: B

4. Gender

- Male**
- Female**
- Prefer not to say**

5. What is your Occupation?

- Business**
- Service**
- Student**
- Other**

6. What is your Age Group?

- Under 20**
- 20-40**
- 40 – 50**
- 50+**
- Other**

7. What is your Annual Income?

- less than 1 Lac**

- 3 to 5 Lac
- 5 to 10 Lac
- More than 10 Lac
- Other

8. Do you have Bank Account?

- Yes
- No

9. Which Bank do you have your Account?

- ICICI Bank
- HDFC Bank
- Bank of Baroda
- SBI
- Other

10. Which type of Bank Account do you have?

- Saving Account
- Current Account
- Other

11. Are you using Online Banking?

- Yes
- No

12. Which of the following facilities is given more importance in your bank?

- Loan facilities
- O/D facilities
- ATM facilities
- Other

13. Does your bank have listed its share in stock exchange?

- Yes
- No
- Not Aware

14. Do you think your bank offers competitive interest rate?

- Yes**
- No**

15. Do you use the service of alternative bank?

- Yes**
- No**

16. Would you recommend this bank to your friends, relatives, associates

- Yes**
- No**

17. Does your bank have core banking facility for the customers

- Yes**
- No**

18. You're over all opinion about this survey

- Very Satisfied**
- Satisfactory**
- Will yield result**
- Dissatisfied**

19. What do you feel about overall service quality of your bank?

- Excellent**
- Very Good**
- Average**
- Poor**

REFERENCE

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<https://docs.google.com/forms/d/e/1FAIpQLSfXWGCC2eMd-MqWlraON5g5umCTZk0kainJzMrumOnNDetyzA/viewform>