



“A Study on Consumer Satisfaction towards Cooperative Banks of Gujarat with Special Reference to SERVQUAL Model”

-Mr. Jay J. Patel¹

-Dr. Jayshri Datta²

Abstract

The growth of financial services in India has largely been led by the banks. The regulators as well as the banks have led the initial thrust, development and support of digital payments infrastructure and systems. Banking is mainly a service-oriented industry where the customers wish for personalized service and attention whether it is private, government or cooperative. Customer is the key to any business and their satisfaction is the vital factor that helps to improve financial performance and efficiency in the competitive business environment. Thus, the importance of customer satisfaction and service quality has been proven relevant which help to improve the overall performance of organizations. Though the products and services offered by banks are very similar, a bank can differentiate itself from competitors by providing high quality customer service. In today's world of fierce competition, service quality has been considered as an important tool to gain success and to sustain in the business world. In the present scenario, the Urban Cooperative Banks have been facing diverse challenges in retaining their customers because of competition from public sector banks as well as new generation banks. In this backdrop the paper presents an empirical investigation to measure different dimensions of service quality and perception of customers regarding service quality using SERVQUAL model. Data were collected through field survey using a structured interview schedule among 105 urban cooperative bank customers in Gujarat. The study found that the customers were very much satisfied on the various service quality dimensions of the urban cooperative banks in Gujarat.

Keywords: Customer Satisfaction, Service Quality, Urban Co-operative Banks.

¹ Research Scholar, Faculty of Management Studies, Sankalchand Patel University, Visnagar, Gujarat.

² Principal, Smt. S. B. Patel Institute of Business Management, Faculty of Management, Sankalchand Patel University, Visnagar, Gujarat.

INTRODUCTION:

The word ‘bank’ is derived from the French words ‘Bancus’ or ‘Banque’. According to Oxford Dictionary; defining banking “as an establishment for custody of money, which it pays out on customer's order”. Initially banks started by Britisier’s. The origin of banking in India is traceable in ancient time through the modern banking hardly 200 years old. Generally, banks do the business of money. For people, it is difficult to keep a very big amount of money in their houses safely. So, people save their money to bank. But in this age, for the Convenience of customer, banks provides some other services to their customer such as banker’s Cheque, overdraft, internet banking, ATM facility, paying of bills, credit Card, telegraphic transfer, insurance, de-mat etc.

In India, Co-Operative Banks came into being with the passing (enactment) of the Co-Operative Credit Societies Act, 1904, which allowed the formation of Co-Operative credit institutions. The Co-Operative banks supplement the efforts of the Commercial banks in mobilizing savings and advancing loans to the local population. A Co-Operative bank is promoted by the members and is registered with the state-based Registrar of Co-Operative Societies. It functions on the basis of no-profit no-loss principle and according to the one member one vote rule. The Co-Operative structure in India is composed of urban Co-Operative banks and rural Co-Operative banks.

The urban Co-Operative banks are engaged in retail banking. Their Corporate wholesale banking is limited because of their small size and inadequate expertise. There are 1872 urban Co-Operative banks in India. These are supervised by the RBI, while rural Co-Operative banks are supervised by the NABARD. UCBs are included in the second schedule of the RBI Act, if their demand and time liabilities are Rs 100 Crore and their performance is satisfactory. The UCBs cater to the needs of small borrowers in non-agriculture sectors.

The rural Co-Operative banks play an important role in rural credit system. These banks are divided into two categories: short term and long term structure rural Co-Operative banks. The short term structure Consists of (i) State Co-Operative Banks (i) Central Co-Operative Banks and (ii) Primary Agricultural Societies. The long-term structure consists of (i) State Co-Operative Agriculture and Rural Development Banks and (ii) Primary Co-Operative

Agriculture and Rural Development Banks. The long-term credit Co-Operative banks were earlier known as land development banks.

DEFINITIONS OF BANK:

“Bank is an establishment which makes to individuals, such advances of money as may be required and safely made to which individuals entrust money when not needed by them for use.” -**Walter Leaf**

“A Co-Operative is an autonomous association of persons united voluntarily to meet their Common economic, social and cultural needs and aspirations through a jointly owned and democratically controlled enterprise.”- **ICA Congress Manchester 1995.**

FUNCTIONS OF BANKS:

✚ Primary Function of Banks:

➤ Accepting Deposits:

- ✓ Saving Deposits
- ✓ Fixed Deposits
- ✓ Current Deposits
- ✓ Recurring Deposits

➤ Granting of Loans and Advances

- ✓ Overdraft
- ✓ Cash Credits
- ✓ Loans
- ✓ Discounting of Bill of Exchange

✚ Secondary Functions of Banks:

➤ Agency Functions

The bank acts as an agent of its customers. The bank performs a number of agency functions which includes:

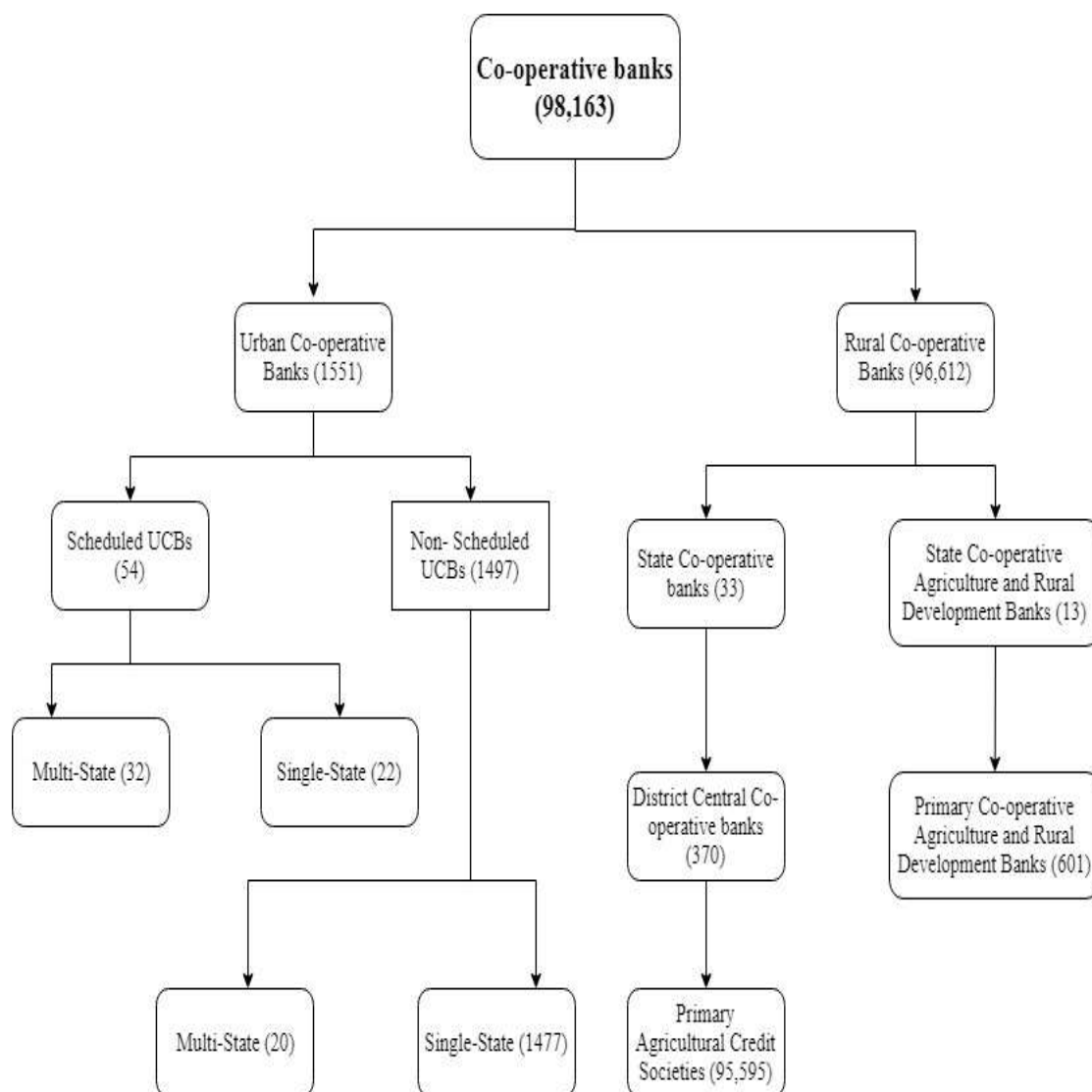
- ✓ Transfer of Funds
- ✓ Collection of Cheque
- ✓ Periodic Payments
- ✓ Portfolio Management
- ✓ Periodic Collection

➤ **General Utility Functions**

The bank also performs general utility functions, such as:

- ✓ Issue of Drafts and Letter of Credits, etc
- ✓ Locker Facility
- ✓ Underwriting of Shares
- ✓ Dealing in Foreign Exchange
- ✓ Project Reports
- ✓ Social Welfare Programmes
- ✓ Other Utility Function

STRUCTURE OF CO-OPERATIVE BANKING IN INDIA:



(Source: Report on Trend and Progress of Banking In India – 2017-2018.)

REVIEW OF LITERATURE

Kiran J. Patel and Hiren J. Patel (2018) Adoption of Internet Banking Services in Gujarat: An Extension of TAM with Perceived Security and Social Influence have researched that an extended TAM has greater predictive power than independent TAM to explain and understand customers' intention to adopt or use internet banking services in Gujarat. The study revealed that perceived security has a strong impact and appears to be the primary positive determinants of customers' intention to use internet banking services, followed by social influence. It implies that perceived security is the most important predictor of customers' behavioral intention to use internet banking services, which is consistent with many previous studies. One of the interesting finding of this study is that PEOU has a significant positive impact on customers' intention to use internet banking services. This result is found to be similar to the original TAM. Finally, an interesting outcome of this research is that social influence exerted a significant positive impact on customers' intention to use internet banking services.

Dr. D. C. Agarwal, Sakshi Chauhan and Ankur Kukreti (2017) A Comparative Study of E-banking in Public and Private Sector Banks (With Special reference to SBI and HDFC Bank in Haridwar) have concluded that people have more accounts in private banks than in public banks. People face more problems in public banks than in private banks. People also want a change in the behavior of the staff of public sector banks. People are more satisfied from the private sector banks due to their better services provided by them. Majority of respondents don't want to shift from their present bank. From their study they have also concluded that 90% despondence favored that private banks are providing better services than nationalized banks.

G. Kumar and V. M. Shenbagaraman (2017) A Study on customer's perception of online banking and e-service quality among Chennai customers have used ten key dimensions which are used for measuring e-service quality of online banks. They are efficiency, assurance, online service, physical appearance, access and ease of use, security. The study reveals that the variables recovery and compensation, access, personalization and assurance more important dimensions in online banking e-service quality dimensions. Also, the study results that the customer satisfaction leads to customer loyalty. The study concludes

that the online banking method is the future banking method. So, the banks concentrate more on providing online services to their customer rather than traditional face to face banking.

STATEMENT OF THE PROBLEM

Now banks are accessible even to a common man and their activities reach areas hitherto untouched. The customers are ready to choose their banker from variety of banks offering wide selection of services and delivering quality service. The cooperative banks are now becoming more market oriented and customer friendly. Efforts are being taken to enhance their competitiveness through enhanced quality service, which is significant for keeping their customers well contented and satisfied. Satisfied customers are fundamental to ideal performance and financial returns. Customers are seen as a group whose satisfaction with the banks must be essential in strategic planning efforts. Banks are finding value in directly measuring and tracking customer satisfaction as a crucial strategic success indicator. With better understanding of customers' perception, banks can determine the actions required to satisfy their customers' needs.

❖ OBJECTIVES OF STUDY:

1. To know the awareness of customers towards banking services provided by scheduled co-operative banks in Gujarat
2. To know the opinion customers towards banking services provided by scheduled co-operative banks in Gujarat
3. To analyze demographic factors (Age, sex, education level, and occupation) influencing the awareness and opinion of customers towards banking services provided by scheduled co-operative banks in Gujarat

❖ RESEARCH METHODOLOGY:

Research Design	Exploratory Research Design
Sources of Data	Primary and Secondary
Sampling Frame	The sampling frame includes urban co-operative banks and the sample is only schedule co-operative banks in Gujarat.
Sampling Unit	Sample collected from Head Office of Urban Schedule Co-Operative Bank in Gujarat.
Sample Size	15 Consumers from each Banks i.e. 105 Respondents.
Data Collection	Well- structured Questionnaires
Sampling Method	Convenience Sampling Method
Software Used	MS Excel, SPSS and Word

❖ **HYPOTHESES:**

H₀₁: There is no significant relation between Age, sex, education level, and occupation and awareness of customers towards banking services provided by scheduled co-operative banks in Gujarat.

H₀₂: There is no significant relation between Age, sex, education level, and occupation and opinion of customers towards banking services provided by scheduled co-operative banks in Gujarat.

H₀₃: There is no significant relation between customer awareness and opinion of customers towards banking services provided by scheduled co-operative banks in Gujarat.

DATA COLLECTION AND ANALYSIS

1. Gender

Table 1: Gender

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Male	83	79.0	79.0	79.0
Female	22	21.0	21.0	100.0
Total	105	100.0	100.0	

(Source: Primary Data)

2. Age Group

Table 2: Age Group

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Below 20 Years	10	9.5	9.50	9.5
21 Years to 40 Years	54	51.43	51.43	60.9
41 Years to 60 Years	33	31.43	31.43	92.4
Above 60 Years	8	7.62	7.62	100.0
Total	105	100.0	100.0	

(Source: Primary Data)

3. Educational Qualification

Table 3: Educational Qualification

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Under Graduate	21	20.0	20.0	20.0
Graduate	41	39.0	39.0	59.0
Post Graduate	35	33.3	33.3	92.4
Professional Degree	8	7.6	7.6	100.0
Other (Pl. Specify _____)	0	0.0	0.0	100.0
Total	105	100.0	100.0	

(Source: Primary Data)

4. Professional Status

Table 4: Professional Status

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Service	53	50.5	50.5	50.5
Business	18	17.1	17.1	67.6
Farmer	5	4.8	4.8	72.4
Student	16	15.2	15.2	87.6
Housewife	6	5.7	5.7	93.3
Other (Pl. Specify _____)	7	6.7	6.7	100.0
Total	105	100.0	100.0	

(Source: Primary Data)

5. Marital Status

Table 5: Marital Status

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Married	72	68.6	68.6	68.6
Unmarried	33	31.4	31.4	100.0
Divorced	0	0.0	0.0	100.0
Widow	0	0.0	0.0	100.0
Total	105	100.0	100.0	

(Source: Primary Data)

6. Annual Income

Table 6: Annual Income

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Below Rs. 250,000	40	38.1	38.1	38.1
Rs. 250,001 to Rs. 500,000	38	36.2	36.2	74.3
Rs. 500,001 to Rs. 1,000,000	21	20.0	20.0	94.3
Above Rs. 1,000,001	6	5.7	5.7	100.0
Total	105	100.0	100.0	

(Source: Primary Data)

7. Zones of Gujarat

Table 7: Zones of Gujarat

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
North	30	28.6	28.6	28.6
South	15	14.3	14.3	42.9
Central	45	42.9	42.9	85.7
Saurashtra	15	14.3	14.3	100.0
Total	105	100.0	100.0	

(Source: Primary Data)

8. Place of Resident

Table 8: Place of Resident

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Urban	34	32.4	32.4	32.4
Rural	35	33.3	33.3	65.7
Semi – Urban	36	34.3	34.3	100.0
Total	105	100.0	100.0	

(Source: Primary Data)

9. Do You have Bank Account in Scheduled Co-Operative Bank?

Table 9: Having Bank Account in Scheduled Co-Operative Bank

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	99	94.3	94.3	94.3
No	6	5.7	5.7	100.0
Total	105	100.0	100.0	

(Source: Primary Data)

10. Account Type

Table 10: Account Type

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Saving	81	77.1	77.1	77.1
Current	1	1.0	1.0	78.1
Both	17	16.2	16.2	94.3
Other (Pl. Specify _____)	0	0.0	0.0	94.3
No Account	6	5.7	5.7	100.0
Total	105	100.0	100.0	

(Source: Primary Data)

11. Mark the Bank in which you have Account

Table 11: Mark the Bank in which you have Account

Particulars	Frequency	Percent	Valid Percent	Cumulative Percent
Ahmedabad Mercantile Co-Operative Bank Ltd.	14	13.3	13.3	13.3
Kalupur Commercial Co-Operative Bank Ltd.	14	13.3	13.3	26.7
Mehsana Urban Co-Operative Bank Ltd.	15	14.3	14.3	41.0
Nutan Nagarik Sahakari Bank Ltd.	14	13.3	13.3	54.3
Rajkot Nagarik Sahakari Bank Ltd.	14	13.3	13.3	67.6
SBPP Co-Operative Bank Ltd.	14	13.3	13.3	81.0
Surat Peoples Co-Operative Bank Ltd.	14	13.3	13.3	94.3
No Account	6	5.7	5.7	100.0
Total	105	100.0	100.0	

(Source: Primary Data)

Table 12: Mann-Whitney Test Statistics

RATING OVERALL BANKING SERVICES BASIS OF SATISFACTION_	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)	At 5% Level of Significance
ATM / Recycler / Debit Card / Teller System	557.000	3960.000	-1.537	.124	Not Significance
Debit Card	673.500	4076.500	-.224	.823	Not Significance
Internet Banking	630.500	4033.500	-.666	.505	Not Significance
WhatsApp Banking	583.000	736.000	-1.094	.274	Not Significance
IMPS	643.000	4046.000	-.542	.588	Not Significance
Cheque Book Request	587.500	3990.500	-1.097	.273	Not Significance
E – Statement	548.500	3951.500	-1.458	.145	Not Significance
National Electronic Fund Transfer	623.500	4026.500	-.712	.476	Not Significance
Real Time Gross Settlement	622.500	4025.500	-.725	.468	Not Significance
Electronic Clearance Service	665.500	818.500	-.303	.762	Not Significance
Bill Pay	612.000	4015.000	-.823	.410	Not Significance
Online Fixed Deposit	656.000	809.000	-.398	.691	Not Significance
Demat Account & ASBA Facility	641.000	4044.000	-.563	.573	Not Significance
E – Insurance	592.500	745.500	-1.082	.279	Not Significance
UPI / BHIM Facility	617.500	4020.500	-.815	.415	Not Significance
Locker	651.000	4054.000	-.447	.655	Not Significance
Stamp Franking	601.000	4004.000	-.957	.339	Not Significance
PMSBY/PMJJBY/APY	648.000	4051.000	-.481	.631	Not Significance
FOREX	639.000	4042.000	-.647	.518	Not Significance
Missed Call Banking	690.500	4093.500	-.066	.948	Not Significance
E – Tax Payment	637.500	790.500	-.583	.560	Not Significance
PAN Card Services	640.000	4043.000	-.554	.580	Not Significance
Easy Share	655.000	808.000	-.491	.624	Not Significance
SMS Alerts	595.500	3998.500	-.976	.329	Not Significance

(Source: SPSS 27.0)

H₀₁: There is no significant relation between Age, sex, education level, and occupation and awareness of customers towards banking services provided by scheduled co-operative banks in Gujarat.

Table 13: Frequency Distribution of Awareness of Banking Services

Sr. No.	AWARENESS OF SERVICES	Frequency Distribution & Weightage			Total	Mean	X ²	P - Value	Accept / Reject	
		N	HA	SWA						NA
1	ATM / Recycler / Debit Card / Teller System	N	0	5	94	99	4.90	1.992	0.165	Accepted
		%	0	5.05	94.95	100				
2	Debit Card	N	10	53	36	99	3.53	5.070	0.079	Accepted
		%	10.10	53.54	36.36	100				
3	Internet Banking	N	6	16	77	99	4.43	0.034	0.983	Accepted
		%	6.06	16.16	77.78	100				
4	Whats App Banking	N	51	33	15	99	2.27	1.400	0.497	Accepted
		%	51.51	33.33	15.15	100				
5	IMPS	N	16	47	36	99	3.40	4.005	0.135	Accepted
		%	16.16	47.47	36.36	100				
6	Cheque Book Request	N	0	16	83	99	4.68	3.957	0.047	Rejected
		%	0	16.16	83.84	100				
7	E – Statement	N	10	17	72	99	4.25	3.101	0.212	Accepted
		%	10.10	17.17	72.73	100				
8	National Electronic Fund Transfer	N	1	15	83	99	4.66	1.291	0.524	Accepted
		%	1.010	15.15	83.84	100				
9	Real Time Gross Settlement	N	0	19	80	99	4.62	0.249	0.618	Accepted
		%	0	19.19	80.81	100				
10	Electronic Clearance Service	N	4	45	50	99	3.93	0.779	0.677	Accepted
		%	4.040	45.45	50.51	100				
11	Bill Pay	N	14	21	64	99	4.01	4.021	0.134	Accepted
		%	14.14	21.21	64.65	100				
12	Online Fixed Deposit	N	58	36	5	99	1.93	1.174	0.556	Accepted
		%	58.58	36.36	5.051	100				
13	Demat Account & ASBA Facility	N	87	12	0	99	1.24	0.750	0.386	Accepted
		%	87.87	12.12	0	100				
14	E – Insurance	N	96	1	2	99	1.10	1.740	0.419	Accepted
		%	96.97	1.01	2.02	100				
15	UPI / BHIM Facility	N	20	47	32	99	3.24	4.954	0.084	Accepted
		%	20.202	47.47	32.32	100				
16	Locker	N	5	24	70	99	4.31	1.137	0.566	Accepted
		%	5.0505	24.24	70.71	100				
17	Stamp Franking	N	2	59	38	99	3.73	0.566	0.757	Accepted
		%	2.0202	59.6	38.38	100				
18	PMSBY/PMJJBY/APY	N	21	55	23	99	3.04	1.675	0.433	Accepted

		%	21.21	55.56	23.23	100				
19	FOREX	N	96	3	0	99	1.06	15.502	0.000	Rejected
		%	96.97	3.03	0	100				
20	Missed Call Banking	N	86	12	1	99	1.28	3.103	0.212	Accepted
		%	86.86	12.12	1.01	100				
21	E – Tax Payment	N	63	33	3	99	1.79	1.075	0.584	Accepted
		%	63.63	33.33	3.03	100				
22	PAN Card Services	N	15	65	19	99	3.08	0.257	0.879	Accepted
		%	15.15	65.66	19.19	100				
23	Easy Share	N	94	5	0	99	1.10	0.030	0.863	Accepted
		%	94.94	5.051	0	100				
24	SMS Alerts	N	13	3	83	99	4.41	3.957	0.138	Accepted
		%	13.13	3.03	83.84	100				

(Source: Primary Data)

Table 14: Frequency Distribution of Awareness of Banking Deposits Services

Sr. No.	DEPOSITS AWARE	Frequency Distribution & Weightage			Total	Mean	X ²	P - Value	Accept / Reject	
		N	HA	SWA						NA
1	Fixed Term Deposits	N	0	3	96	99	4.94	0.641	0.423	Accepted
		%	0	3.03	96.96	100				
2	Recurring Deposits	N	1	19	79	99	4.58	0.250	0.883	Accepted
		%	1.01	19.19	79.79	100				
3	Tax Plan Deposits	N	83	12	4	99	1.40	0.879	0.644	Accepted
		%	83.83	12.12	4.04	100				

Table 15: Frequency Distribution of Awareness of Loans & Advances Services

Sr. No.	LOANS & ADVANCES AWARE	Frequency Distribution & Weightage			Total	Mean	X ²	P - Value	Accept / Reject	
		N	HA	SWA						NA
4	Housing Loan	N	2	17	80	99	4.58	0.904	0.636	Accepted
		%	2.02	17.17	80.80	100				
5	Education Loan	N	5	59	35	99	3.61	1.235	0.539	Accepted
		%	5.05	59.59	35.35	100				
6	Vehicle Loan	N	0	24	75	99	4.52	3.205	0.073	Accepted
		%	0	24.24	75.76	100				
7	Loan Against Government Security	N	67	25	7	99	1.79	0.746	0.689	Accepted
		%	67.67	25.25	7.07	100				
8	Mortgage Loan	N	49	47	3	99	2.07	0.776	0.678	Accepted
		%	49.49	47.47	3.03	100				
9	Self Employed & Professional Loan	N	66	33	0	99	1.67	0.142	0.706	Accepted
		%	66.66	33.33	0	100				
10	Technology Upgradation Fund Loan	N	82	17	0	99	1.34	0.422	0.516	Accepted

		%	82.82	17.17	0	100				
11	Business / Industrial Loan	N	41	49	9	99	2.35	1.178	0.555	Accepted
		%	41.41	49.49	9.09	100				
12	Machinery Loan	N	66	25	8	99	1.83	2.359	0.307	Accepted
		%	66.67	25.25	8.08	100				
13	Gold Loan	N	5	54	40	99	3.71	0.230	0.892	Accepted
		%	5.05	54.54	40.40	100				
14	Loan Against Deposit	N	1	15	83	99	4.66	1.630	0.443	Accepted
		%	1.01	15.15	83.83	100				
15	Overdraft Facility	N	3	9	87	99	4.70	2.831	0.243	Accepted
		%	3.03	9.09	87.87	100				
16	Loan Against Demate Securities	N	63	33	3	99	1.79	3.267	0.195	Accepted
		%	63.63	33.33	3.03	100				
17	Loans against Stock in Trade	N	85	13	1	99	1.30	0.250	0.882	Accepted
		%	85.85	13.13	1.01	100				
18	D. A. Bills Discounting	N	93	6	0	99	1.12	0.001	0.973	Accepted
		%	93.94	6.06	0	100				
19	Clean Loan	N	85	13	1	99	1.30	1.192	0.551	Accepted
		%	85.86	13.13	1.01	100				
20	Personal Loan	N	3	17	79	99	4.54	0.641	0.726	Accepted
		%	3.03	17.17	79.79	100				

(Source: Primary Data)

Table 16: Frequency Distribution of Rating Overall Banking Services Basis of Satisfaction

H₀₂: There is no significant relation between Age, sex, education level, and occupation and opinion of customers towards banking services provided by scheduled co-operative banks in Gujarat.

Sr. No.	RATING OVERALL BANKING SERVICES BASIS OF SATISFACTION	Frequency Distribution & Weightage					Total	Mean	X ²	P - Value	Accept / Reject	
			VERY POOR	POOR	AVERAGE	GOOD						VERY GOOD
1	ATM / Recycler / Debit Card / Teller System	N	11	18	15	36	325	405	4.09	2.8	0.578	Accepted
		%	2.71	4.44	3.70	8.89	80.24					
2	Debit Card	N	16	36	87	92	65	296	2.99	0.5	0.970	Accepted
		%	5.41	12.1	29.39	31.08	21.96					
3	Internet Banking	N	13	10	30	84	250	387	3.91	3.1	0.533	Accepted
		%	3.35	2.58	7.75	21.70	64.52					
4	Whats App Banking	N	27	60	75	48	25	235	2.37	2.5	0.635	Accepted
		%	11.48	25.5	31.91	20.42	10.64					
5	IMPS	N	9	34	150	84	10	287	2.90	1.3	0.856	Accepted
		%	3.15	11.8	52.26	29.26	3.48					
6	Cheque Book Request	N	9	16	66	200	50	341	3.44	3.1	0.526	Accepted
		%	2.63	4.69	19.35	58.65	14.66					
7	E – Statement	N	12	18	60	180	65	335	3.38	6.8	0.145	Accepted

		%	3.58	5.37	17.91	53.73	19.40	100				
8	National Electronic Fund Transfer	N	9	14	54	152	135	364	3.68	2.1	0.708	Accepted
		%	2.47	3.85	14.84	41.75	37.08	100				
9	Real Time Gross Settlement	N	10	10	54	160	130	364	3.68	1.8	0.760	Accepted
		%	2.75	2.75	14.83	43.95	35.72	100				
10	Electronic Clearance Service	N	6	34	96	116	75	327	3.30	6.4	0.168	Accepted
		%	1.83	10.4	29.35	35.47	22.94	100				
11	Bill Pay	N	15	18	81	152	50	316	3.19	3.5	0.470	Accepted
		%	4.74	5.70	25.64	48.11	15.82	100				
12	Online Fixed Deposit	N	33	58	84	8	35	218	2.20	1.8	0.767	Accepted
		%	15.13	26.6	38.54	3.66	16.05	100				
13	Demat Account & ASBA Facility	N	43	80	15	8	45	191	1.93	2.2	0.689	Accepted
		%	22.51	41.8	7.85	4.19	23.56	100				
14	E – Insurance	N	54	64	15	8	30	171	1.73	5.9	0.207	Accepted
		%	31.58	37.4	8.77	4.67	17.54	100				
15	UPI / BHIM Facility	N	16	30	165	40	15	266	2.69	2.2	0.695	Accepted
		%	6.01	11.2	62.03	15.04	5.64	100				
16	Locker	N	8	28	117	112	50	315	3.18	0.2	0.991	Accepted
		%	2.54	8.89	37.14	35.55	15.87	100				
17	Stamp Franking	N	8	46	144	72	10	280	2.83	5.0	0.284	Accepted
		%	2.86	16.4	51.43	25.71	3.57	100				
18	PMSBY/PMJJBY/APY	N	22	26	132	68	15	263	2.66	1.4	0.833	Accepted
		%	8.37	9.89	50.19	25.86	5.70	100				
19	FOREX	N	66	44	9	0	40	159	1.61	1.3	0.720	Accepted
		%	41.51	27.6	5.66	0	25.16	100				
20	Missed Call Banking	N	40	90	15	8	35	188	1.90	2.3	0.667	Accepted
		%	21.28	47.8	7.98	4.26	18.62	100				
21	E – Tax Payment	N	36	72	60	16	15	199	2.01	2.4	0.648	Accepted
		%	18.09	36.1	30.15	8.04	7.54	100				
22	PAN Card Services	N	18	66	105	44	10	243	2.45	3.2	0.513	Accepted
		%	7.41	27.1	43.21	18.11	4.12	100				
23	Easy Share	N	70	50	12	0	0	132	1.33	0.7	0.691	Accepted
		%	53.03	37.8	9.09	0	0	100				
24	SMS Alerts	N	20	28	105	92	35	280	2.83	4.4	0.352	Accepted
		%	7.14	10	37.5	32.86	12.5	100				

(Source: Primary Data)

H₀₃: There is no significant relation between customer awareness and opinion of customers towards banking services provided by scheduled co-operative banks in Gujarat.

Table 17: KMO and Bartlett's Test

KMO and Bartlett's Test ^a		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.780
Bartlett's Test of Sphericity	Approx. Chi-Square	840.307
	Df	210
	Sig.	.000

a. Only cases for which GENDER = 1 are used in the analysis phase.

(Source: SPSS 27.0)

Table 18: Rotated Component Matrix

Rotated Component Matrix ^{a,b}						
	Component					
	1	2	3	4	5	6
Convenient open hours & Till open in busy hours.	.839	-.022	.260	.019	.065	-.002
ATM has always money & Products are according to my needs.	.755	.227	.092	.042	.190	-.012
Assurance Employee Service Quickly & Bank Service Quick.	.572	.289	.258	.384	-.076	.065
Sufficient staffs are available to provide customers banking services.	.429	.099	.409	.172	.272	-.264
The ATM's of this bank is adequate in numbers and Documents are visually appealing.	.312	.772	.025	.000	.008	-.010
Employees inform exactly when service performs.	-.017	.728	.156	-.042	.043	-.294
Staff can provide customers prompt and appropriate services.	.069	.614	.319	.192	-.082	-.215
Employees have Knowledge.	.540	.562	.005	.323	.258	.129
Employees are Sincere.	.534	.549	-.005	.323	.187	.274
Tangibility The equipment of bank is sufficient and visible for customers' usage.	.085	-.035	.836	.154	.093	-.041
Reliability Minimum Error Service & Quick Problem Solving.	.269	.400	.694	-.128	.146	.151
Empathy Employee understand my needs & gives individual attention.	.367	.266	.629	.295	.045	.197
The bank facilities and designs make customers feel comfortable	.117	.170	.455	.127	.256	-.388
Secure personal privacy.	-.073	.040	.211	.809	.139	.096
Security Aware of the security devices.	.186	.040	.036	.751	.108	.189
Technology based services is secure and safe from any fraud or hacking	.281	.062	.018	.579	-.062	-.371
Employees willingly to help.	.271	.340	.358	.462	.380	.218
Banking service can increase customers' confident and trust in quality services.	.041	-.130	.231	.020	.789	.046
Functionality, Comfort ability, Neat & Modern of the branch.	.257	.115	-.030	.106	.728	-.127

Safe Transactions.	-.092	.361	.367	.387	.514	.250
Responsiveness Employees skills are necessary.	.125	-.212	.092	.294	.013	.683
Extraction Method: Principal Component Analysis.						
Rotation Method: Varimax with Kaiser Normalization.						
a. Rotation converged in 10 iterations.						
b. Only cases for which GENDER = 1 are used in the analysis phase.						

(Source: SPSS 27.0)

CONCLUSION

Co-operative banks play an important role in the Indian Banking System. On the basis of the empirical findings, the study documented tangibility, reliability, responsiveness, assurance and empathy as the significant dimensions of services having impact on service quality. Customer is the needy person who seeks genuine organisation to be trusted. Satisfying a customer is the ultimate goal and objective of the bank. Organisation sometimes does not really understand what actually in a customer's mind. On the other hand, a business organisation survives depending on its services. So, an excellence in their service is a key to achieve its long term goal. Numerous studies have emphasized the importance of customer expectations. Accordingly, this study proposes a systematically and qualitative customer expectation measurement model based on service quality tool “SERVQUAL”, A 5 dimensions namely i.e., Reliability, Responsiveness, Accuracy, Tangibility, and Empathy were used to measure the satisfaction level. The study will explore the impact of customer satisfaction on the existing system and how far the customers are satisfied with the performance of the bank.

Even though they are comfortable with the service rates, they are dissatisfied with the bank in updating them with the information of new services. From the opinion of one of the staffs it is clear that the legal constraints put forward by the Government have restricted the growth of the co-operative banks. In addition, this study also found a positive relationship between all service quality dimensions and customer satisfaction except empathy and tangibility dimension. Thus, the results of this research study confirmed the theory of literatures regarding the relationship between service quality dimensions and customer satisfaction. Moreover, customers' overall satisfaction on the various service quality dimensions is same irrespective of their income level, gender, occupation, marital status and age. With regard to the relationship exist between customers and staff of the urban bank, majority of the respondents expressed a strong relationship with officials of the bank which shows the very good relationship maintained by the customers and the officials of the UCBs. Thus, we can conclude that the banks should focus more on “empathy” and “tangibility” dimension to win and impress the customers.

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