



Automated Teller Machine-A Study in the Public Sector Banks with Special Reference to Virudhunagar District

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Abstract

ATMs are an innovative technique for banking services. Through ATMs, customers can withdraw their money, accept deposits, book e-tickets, transfer money across accounts and purchase online, etc. The customer can access the ATM at any time at anywhere because it functioning at 24X 7 hours service. Convenient sampling methods were used for collecting the data. A scholar collected the data from 120 customers through a questionnaire in an interview schedule. The analysis was conducted through percentage analysis, mean and rank correlation.

Keywords: ATM, customer satisfaction, fund transfer

Introduction

Advanced technology of the new era, the banking industry implements much of the innovative technology in the banking area. Banks in commercial banks and government banks have met stiff competition in this competitive world. These days, banking activity is not only receiving deposit money and providing lending money. Apart from that, in this digital world, all banks are provided with various kinds of electronic products and services. In recent technologies, internet banking and ATMs are frequently used by customers because they will encourage the users and the cost of service is very low. The ATMs are located onsite and also offsite of the bank. Onsite ATMs are at a bank branch, whereas offsite ATMs are situated away from a branch.

The first ATM was introduced in 1967 by Barclays Bank in London, England. The ATM user can withdraw the amount only at a fixed level from the machine through the PIN. In later, the advanced technology of banking, ATMs are more convenient, effective and easy to reach customers in and around the world. Most people access ATMs in overall the world. Now the ATM is functioning at a more advanced level, like checking the deposit amount, bill payment, account transfer and e-ticket booking etc. For that, the researcher desire to study the customer satisfaction of ATM services in the banking business. Because ATMs are most suitable for customers.

Review of Literature

Mohammad and Al. Smadi (2012) published an article entitled "Factors affecting the Adoption of



Electronic Banking: An Analysis of the Perspectives of Bank Customers”. The study revealed that e-banking services help safeguard accounting transaction details and minimize delays in payments while also identifying customers’ patterns of online banking usage. To support the analysis, three models were applied: the Technology Acceptance Model, the Theory of Planned Behavior, and the Culture and Perceived Risk model. The findings indicate that services such as ATMs, online banking, and mobile banking are the most preferred forms of e-banking among customers.

Manish Dhingra and Vaishali Dhingra (2013) published an article entitled “Determinants of Electronic Customer Relationship Management (e-CRM) for customer satisfaction in the banking sector in India”. The researchers analyzed that e-CRM offers many benefits to banks and their customers. This study examines various aspects related to customer interaction, satisfaction, convenience, processing speed, service quality and trust. The findings indicate that a majority of customers consider convenience to be the primary advantage of e-CRM systems. In addition, customers tend to place greater trust in banks, as employees are perceived to be reliable and consistent in delivering their services.

Sohail Khan and Nabaz Nawzad Abdulah (2019) have published an article entitled “The Effect of ATM Service Quality on Customer Satisfaction and Loyalty: An Empirical Analysis”. The researcher said that customer satisfaction is a very important tool for the banking industry.

Sohail Khan and Nabaz Nawzad Abdullah (2019) have published an article entitled “The Effect of ATM Service Quality on Customer Satisfaction and Loyalty: An Empirical Analysis”. All banks need to adopt advanced technologies to effectively meet customer expectations and improve satisfaction. ATMs are commonly installed in convenient locations such as shopping malls, hospitals, and fuel stations to ensure easy access. Most customers feel that ATM services successfully meet their financial needs while also providing a sense of safety and reliability.

The use of ATMs is particularly high among young people and graduates. However, perceptions of ATM services vary from one individual to another based on personal experience and preferences.

Manjushree (2020) has published an article entitled “Customer Preference Towards the Use of ATM Services”. This technology increases the efficiency and reduces the workload of the banker. They help to increase the speed, accuracy, save time, money and effort of customers. So the ATM is more popular among customers for cash withdrawal, utility payments and other ATM services.

Statement of the Problem

Customer Satisfaction is the primary tool in the banking sector. Every bank offers a range of services to its clients. Nowadays banks meet many challenges in this competitive world and banks are induced by implementing new technologies. The innovation of banking facilities are ATMs, Online banking, telebanking, mobile banking and Electronic Fund Transfer etc. Through this system, all banks extend their banking facilities to the quality of customer experience.

The operation of ATM Services, banks can earn more benefits, such as reduced transaction costs, providing 24X7 hours services, better security and operational control.

Objectives of the Study

1. To understand the customers profile in the study area.
2. To Study the awareness and preferences to use ATM facilities.
3. To assess the satisfaction level of customer related to different aspects of ATM services rendered by banks

Methodology

The study is based on both primary and secondary data. Primary data is collected from ATM users of public sector banks by using an interview schedule. The size of sample taken was 120 as per convenient sampling methodology. The researcher collected the secondary data from journals and websites.



Analysis the Satisfaction Level of Customers About ATM Services of Banks

Table 1 – Demographics Respondents Profile (%)

		No.of Respondents	Percent
Gender	Male	60	50.00
	Female	50	41.67
	Transgender	10	8.33
Total		120	100
Age	Lesss than 30 years	20	16.67
	30 – 40 years	30	25.00
	40 – 50 years	55	45.83
	Above 50 years	15	12.5
Total		120	100
Marital Status	Married	80	66.67
	Unmarried	40	33.33
Total		120	100
Educational Qualification	School Level	15	12.5
	Graduate	20	16.67
	Post Graduate	35	29.17
	Diploma Holders	30	25.00
	Professional Degree	20	16.67
Total		120	100
Occupation	Government Employee	25	20.83
	Private Employee	22	18.33
	Businessman	30	25.00
	Professionaslist	20	16.67
	Housewife	10	8.33
	Pensioner	06	5.00
	Others	07	5.83
Total		120	100
Monthly Income	Less than 20,000	12	10.00
	20,000 – Less than 40,000	16	13.33
	40,000 – Less than 60,000	15	12.50
	60,000 – Less than 80,000	32	26.67
	80,000 – Less than 1,00,000	20	16.67
	Above 1,00,000	25	20.83
Total		120	100

Source: Primary data



Table1 understood that out of 120 respondents, 50 per cent respondents are male, 45.83 per cent of them comes under the age group of 40 – 50 years, 66.67 per cent of them are married, 29.17 per cent of them studied up to Post Graduation Degree, 25 per cent of them are business people, 26.67 per cent of them are earning 60,000 to Less than 80,000 per month.

Purpose of Usage of ATM Services

Usage of ATM is differ from customer to customer. Customer may use the ATM for deposit the money, withdraw the amount, to check the bank balance and verify the account statement. Customer can access the account at anywhere and need not to stand on the queue. The researcher collected data related to the purpose of usage of ATM and the result is presented in the below table.

Table2 Purpose of Usage of ATM

S.No	Purpose of Usage of ATM	No. of Respondents	Percent
1.	Cash Withdrawal	20	16.66
2	Avoid Queue	10	8.33
3	24 X 7 hours Services	25	20.83
4	Save Time	15	12.50
5	Reduce the Tension	14	13.33
6	Balance Enquiry	06	05.00
7	Bills Payments	10	8.33
8	E-ticket Booking	08	6.66
9	Account Statement	12	10.00
	Total	120	100

Source: Primary data

Table2 reveals that 25 respondents used the ATM for 24X7 hours services followed by, 20 of them withdraw the cash through ATM, 13.33 of them preferred the ATM for reduce the tension, 15 of them use the ATM for saving the time, 12 of them access for verifying the account statement, 10 of them used the ATM for payment of bill and to avoid queue, 8 of them use the services for booking the E-ticket and the remaining 6 of them verify the account balance through ATM

It reveals that, most 25 (20.83 %) of the customers

use the ATM for the purpose of 24X 7 hours service because all the respondents are very busy, so they prefer ATM for access various purpose

Customer Satisfaction level of ATM Services

Quality of service leads to the customer satisfaction. High service quality can be achieved through identifying problems in service and defining measure for service performances and outcome along with customer satisfaction.

Table3 Customer Satisfaction level of ATM Services

Sl. No.	Level of Satisfaction towards ATM Services Provided by the Bank	S.A	A.	N.O.	D.A.	S.D.A	Total	Mean	Rank
1.	Easy to Operate	70 (350)	40 (150)	5 (15)	5 (10)	- (0)	120 (525)	35.00	5



2.	Main location of ATM centre	65 (325)	45 (180)	- (0)	10 (20)	5 (5)	120 (530)	35.33	4
3.	Mini statement	96 (480)	24 (96)	- (0)	- (0)	- (0)	120 (576)	38.40	1
4.	Cash availability	65 (325)	45 (180)	- (0)	10 (40)	- (0)	120 (545)	36.33	2
5.	E-ticket booking	60 (300)	40 (160)	20 (60)	- (0)	- (0)	120 (520)	34.67	7
6.	Request a cheque book	67 (335)	43 (172)	8 (24)	2 (4)	- (0)	120 (535)	35.67	3
7.	Security	40 (200)	30 (120)	10 (30)	18 (36)	12 (12)	120 (398)	26.53	8
8.	Quick access	56 (280)	34 (136)	15 (45)	5 (10)	10 (10)	120 (481)	32.06	6

Source : Primary data

From Table 3 highlights that satisfaction level of customers “Mini statement” got first rank with the mean score of 38.40

Conclusion and Recommendations

Banking is the one of the important sector in India. Banks are diversified their markets and provide a range of services for their customers. All banks are implementing various new technologies for their customers like ATMs, mobile banking and electronic fund transfer. Because more number of customers use ATMs for withdrawing cash, 24-hour services, taking mini statement, and bill payments etc. The customers need not depend upon the banker for everything. Because all customers know about accessing the ATM. So the ATM is a self-service technology for customers.

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