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"A Case Study on examine the factor Affecting customer pleasure of SHGs with credit Linkage Program of bank"

Dr.Raja Kamal Ch[1], Prof.Glady Agnes. L[2]

[1]*Assistant Professor, KristuJayanti College, Bangalore.*
[2]*Assistant Professor, KristuJayanti College, Bangalore.*

Abstract:Objectives: The paper attempts to look at different SHGs part's discernments about credit offices gave and different variables influencing fulfillment level towards administration gave. The paper features the different credit offices gave and different obstacles looked by the bank to give such offices.
Design Methodology: The information were gathered utilizing comfort testing from a cross-segment of the SHGs gathering to assess their fulfilment level. Present paper populace considers were comprise of clients and in this examination, the focused on client was SHGs part who was connected to SBI bank of Bangalore locale. Consumer loyalty of value credit administrations gave is examined by utilizing the Kano model. For the review, Kano type survey was created and dispersed to different SHGs individual from SBI and different measurement used to plan poll depends on the SERVQUAL model.

Findings: Bank director faces different issues like monetary force, hazard, uneducated client, and so on Study review that substance, responsiveness, and confirmation are should be the necessity of SHGs part so need should be given to this measurement first.

Conclusions: SHGs on the off chance that accepting every one of these administrations, at that point clients will profoundly fulfilled. On the off chance that the bank can't satisfy should be necessity assumption than it prompts disappointment and client may change their bank. At last, the current examination helps the bank chief of SBI banks to focus on their Credit administrations to upgrade better productivity.

Keywords: Banking, Kano Model, SERVQUAL, Customer Satisfaction, SHG, Bank Linkage

1. INTRODUCTION:

Out of billions of populace poor are considered as the more vulnerable gathering who need credit office for the beneficial resource, horticulture, lodging, crisis, sickness, and so on the interest for credit is heterogeneous for helpless part of individuals. Till the 1990 state of the nation, India was poor to supply credit. In 1991 under IMF activity India's monetary approach was changed and at this period the requirement for a country credit framework was felt. In India after an underlying pilot study made by RBI selection of microfinance approach taken a type of SHG-Bank linkage program. RBI has encouraged the bank to step up to the

plate and start the SHGs credit country activity. Presently a day SHGs bank linkage program is acquiring prominence among NGOs and financiers.

The bank assumes a predominant part in the development of society. Banks by and large acknowledge the stores who can save it and give credit to those segments who need it. The financial area is the significant wellspring of credit for the different economy area (Singh, 2016). In the financial area microfinance is a path for channelizing credit to destroy destitution. In 2000 RBI has given a rule for advancing the arrangement of microcredit. The miniature credit stretched out by the bank may either done through bank representatives or some office. Business bank has executed a self-help gathering (SHGS) - Bank linkage program which viewed as a significant program and approach to outreach the credit. The self-help gathering linkage project is presented by NABARD in 1992. Microfinance is a program for strengthening and eliminating neediness to the so far dismissed objective gatherings, for example, ladies, poor, etc(Dr.Dev Raj Jat, 2016).

Self-help gathering part fulfilment is these days a significant part of the development and advancement of the financial areas. To build the credit level fulfilment offices banks ought to be arranged towards SHGs part. Today the financial area is attempting to pull in more clients by offering proficient and quality types of assistance and furthermore to get by in this serious time. Credit linkage administrations assume a prevailing part in the SBI bank of Bangalore District. The accomplishment of the financial framework relies upon a productive framework.

This paper try to know the diverse credit workplaces gave and various obstructions looked by the bank to give such workplaces. Besides, it in like manner sees distinctive SHGs part knowledge about credit workplaces gave and various segments affecting satisfaction level towards organization gave.

The current examination depends on Customer fulfilment of value credit administrations gave which is broke down by utilizing the Kano model and different measurement used to get ready survey depends on the SERVQUAL model.

Kano model is utilized to gauge consumer loyalty level commonly model was created by Prof. Noriaki Kano in 1980. In this model, client discernment is sorted into 6 classifications. SERVQUAL is an exploration instrument used to quantify different administrations given by the association by thinking about 5 elements of administration quality. While checking on different overviews on SHGs-bank linkage program and estimating consumer loyalty utilizing the Kano model, it is seen that no such examination has been embraced up until this point. In this manner the analyst has chosen to embrace the current investigation on SHGs bank linkage in Bangalore area.

The paper is organized as follows: Section 1 trade off of brief introduction, Section 2 comprise of Detail on self-improvement gathering, Section 3 comprise of writing work, Section 4 comprise of the goal of the examination, Section 5 arrangement with the issue looked by the bank administrator, Section 6 arrangements with the strategy of the investigation, Section 7 shows examination and results, Section 8 see limit of the investigation, Section 9 shows finishing up comments

Self-help group:
A self-improvement gathering is shaped and eagerly connected with 10-20 individuals. Individuals from the gathering are propelled to save routinely which for the most part utilized pooled assets to meet the credit necessity of the part. Gathering individuals consistently settle on an aggregate choice. SHGs are connected to a bank for credit conveyance purposes. They commonly consent to join the gathering having shared objectives. SHGs are the casual

association to give part monetary security and financial advantages. The principle thought process to make the SHGs bunch is to make individuals of beneath destitution line strives and independence. They for the most part work for social just as monetary upliftment of individuals.

2.1 Advantage to SHGs:
•   Encourage the poor to save consistently.
•   Poor became bankable clients,
•   Members are prepared for new abilities and innovation.
•   Empower more vulnerable class people groups.
•   Employment benefits.

2.2 Self-help group bank linkage problem:
In the financial area, SHGS-Bank linkage issue is new wave means to offer monetary help to helpless segment by connecting them to the monetary foundation. In 1992 SBLP is a test case program suggested by the SK Kalia advisory group. Over the most recent couple of many years, it is seen that the SBLP program is indicated development. SHGs-Bank linkage program help to improve the financial, social condition. SHGs expect to
•   To advance certainty and trust among poor and financiers.
•   To expand credit offices.
•   To decrease the effect of neediness.
•   To engage poor people.

2.   REVIEW OF LITERATURE:

Madzík, P. et al (2019) means to comprehend the necessities of clients and partners during the time spent making the item in instructive administrations utilizing the Kano model. Study shows that "practice direction" and "quality assets" are the steadiest necessities, while "quality staff" is the most un-consistent. Borgianni (2018) endeavors to check the possibility of guaging client inclinations in the impending years utilizing Kano's model. The investigation uncovers consumer loyalty and disappointment coordinates to a more solid figure. Chen, Chou, Chang(2018) means to assess the administration quality given by the vehicle administration focus utilizing an altered Kano model. Rotar and Kozar (2017) plan to dissect consumer loyalty utilizing the Kano Model in home apparatuses. Kano model outcome shows that advertisers should zero in on enjoyment highlights, for example, more extensive information on the sales rep, plan of the home apparatus, proficient abilities of the sales rep and brand of home machine. Feng-Han Lin (2017) centers around consumer loyalty towards quality items utilizing the Kano model. The investigation is an exact one. The aftereffects of the current investigation give a recommendation to item architects to cause appealing quality ascribes in their items and subsequently to improve consumer loyalty. Bit, S. et al (2016) specialists in the current paper mean to distinguish the momentum issue looked by 43 transporters while on the long course and there administration assumption on the thruway. Raj Jat (2016) intention to contemplate the advancement of SHGs bank linkage model of microfinance. The examination closes microfinance and SHGs Bank linkage programs center around monetary and essential requirements. Sarma's (2015) research plans to assess the client amuse boundary in the Indian financial area. Finding an audit that the bank should zero in on joy factor for consumer loyalty. Mostafa (2013) explore the factor that influences consumer loyalty in Maskan Bank. 3 credits are taken for study purposes. Target clients are Maskan bank clients. The examination infers that the nonavailability of certain

variables has the most effect on consumer loyalty. Chang and Chang (2013) means to assess medical care administration quality, 400 grown-up patient was considered for the study. Kano's poll was created. Results shows should be a quality factor are to be centered more. Gaileviciate's (2011) primary spotlight is to explore detail on the Kano model and to examine the factor prompts consumer loyalty. The specialist presumes that the model has the two favorable circumstances and inconveniences to it.

The objective of the study:
•   The paper features the different credit offices gave and different obstacles looked by the bank to give such offices.
•   The paper attempts to look at different SHGs part discernments about credit offices gave and different variables influencing fulfillment level towards administration gave utilizing the Kano model.

The problem faced by Bank manger while dealing with SHGs member
   • **Illiteracy/ignorance:** SHGs individuals are untaught so it was hard for the bank chief to mindful of them with respect to the standard and guideline of credit offices.
   • **Economic Problem**: Economic issue commonly confronted is delinquency of credit taken, absence of trust on SHGs status while authorizing advance
   • Lack of force by banks to manage the SHGs autonomously.
   • The bank chief needs to confront a ton of dangers while managing SHGs like default instalment, part status.

3.   THE METHODOLOGY OF THE STUDY:

6.1 Research Approach
To accomplish the goal of the examination, information is gathered from optional just as essential sources these information are dissected by utilizing the Kano model.

6.2 The Choice of the Kano Model:
Kano model is utilized to decide client insight and fulfillment levels utilizing different classifications. Kano overview assists with deciding the need and assumptions for clients. It assists with recognizing different standards that lead to consumer loyalty and disappointment. The current model is a decent decision for knowing better credit quality investigation and furthermore helpful for expanding consumer loyalty.

6.3 Explanation of the Model:
6.3.1 Kano Model
It is a client fulfillment model dependent on different help highlights utilizing two dimensional approaches to distinguish client insight, it centers to decide consumer loyalty and disappointment level when the factor is available and missing. The model was created by Noriakikano. The significant administrations necessity is appeared in Fig 1 beneath where it additionally centreson the level of accomplishment for every class.
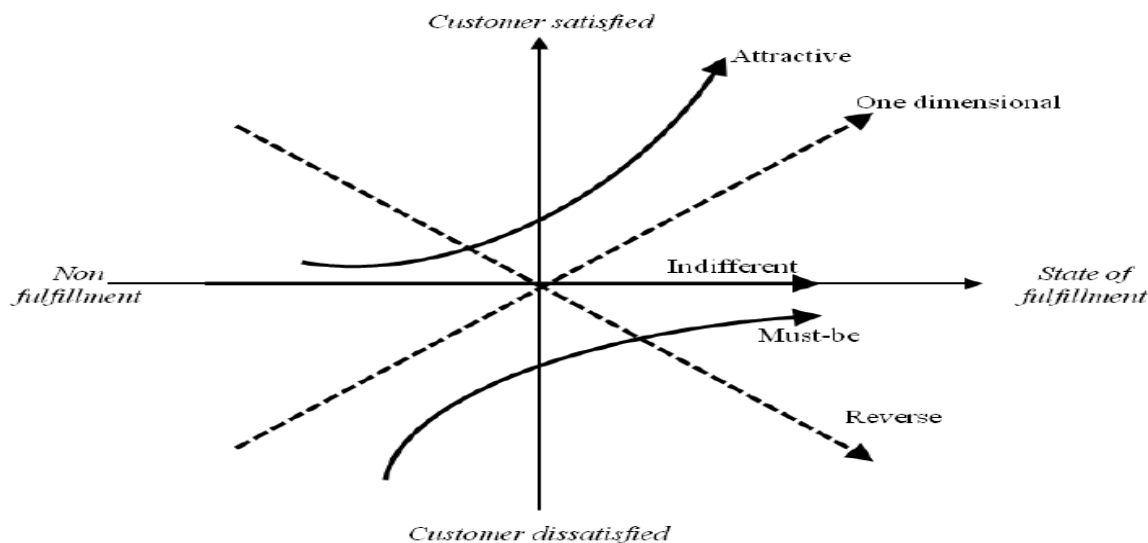
Sources: Google   Fig: 1 Kano Model

6.3.2 Kano requirement are segregated into the following categories based on user needs

Must be (M): This category feature is expected by the customer. If such expectation is not fulfilled customer will be dissatisfied but its presence does not create satisfaction. This feature is must be and basic need feature.

One dimensional (O): This feature or attribute if fulfilled leads to satisfaction, if not fulfilled leads to dissatisfaction.

Attractive (A): when achieved fully this attribute provides satisfaction but does not lead to dissatisfaction if not provided.

Indifferent Quality (I): These attributes are neither good nor bad, they neither lead to satisfaction nor dissatisfaction

Reverse Quality (R): This is the opposite concept where customers are satisfied when this attribute is not present.

Questionable (Q): These attributes says either the question is wrong or not relevant.

6.3.3 Step in the Kano model

Step 1: Identification of Credit service requirement basing on the dimension

Dimension is developed using the SERVQUAL model in the present paper. 5 dimension are taken like Tangibility, Reliability, Responsiveness, Assurance, Empathy

Step 2: Developing a Kano questionnaire

This model will give services to the target customer; here target customer is mainly self-help group members. The questionnaire is prepared to base on two parts such as functional questions and Dysfunctional questions. Five alternatives are provided to answer the question

e.g**Functional question:** How do you feel when credit is provided?

Rate: "like it"; "must be present"; "Neutral"; "can live"; "I dislike it".

Dysfunctional question: How do you feel when credit is not provided?

Rate: "like it"; "must be present"; "Neutral"; "can live"; "I dislike it".

The perception of the respondent is evaluated using dysfunctional and functional questions into a 5×5 evaluation sheet, as shown in Table 1 below.

Table: 1

Customer Requirement → ↓	Dysfunctional (Negative Question)				
	like	Must be	Neutral	Live with	Dislike

	like					
Functional (Positive Question)	Must be					
	Neutral					
	Live with					
	Dislike					

Source: Kano Model
Requirement is…..

A: Attractive, M: Must be, O: One Dimensional, R: Reserve, I: Indifference, Q: Questionable

Step 3: Calculation of customer satisfaction coefficient
The customer satisfaction coefficient shows whether customers are satisfied or dissatisfied with the service provided.
The extent of Satisfaction =
A+O/A+O+M+I……………………………………………………………………………………………
…………. (1)

The extent of Dissatisfaction = -
1*(O+M)/A+O+M+I……………………………………………………………………………………………
…(2)

Step 4: Analysis

4.4 Universe – Respondents from banks situated in Bangalore district who are the SHGs member and are linked to SBI. For the present study SBI bank of Bangalore has taken.

4.5 Sample Size –203 self-help group member were customers were taken for study.

4.6. Sampling Technique Convenient samplings were used to collect the data.

4.7 Data collection – The present field study is based on primary data a survey conducted on self-help group members of SBI bank, using a well-structured Kano questionnaire. For questionnaire dimension, the SERVQUAL model is used

4.8 Statistical Techniques Used – For analysing the dataKano model is used.

4. RESULT AND DISCUSSION:

Providing Credit facility to poor sections is becoming an important concern for Banks in the competitive era. For growth and expansion of bank customer satisfaction is important. A total of 240 sets of questionnaires were distributed among the SHGs member out of whom 203 questionnaires are taken for study purpose to measure the satisfaction level with the help of the Kano model. The questionnaire having 5 dimensions and 5 rating scale. Both functional and Dysfunctional questions were prepared and with 5 rating scale. Various steps followed in the above section of the Kano model are implemented to get the result.

Table 2: Kano model application

Dimension	Question	A	O	M	I	R	Q	Total	Category
Tangibility	1. Bank provide up to date equipment	40	58	74	28	3	0	203	M
	2. Bank employee personally visit you to motivate to open a bank account	33	60	39	70	0	1	203	I
	3. Bank employees Create individual members' awareness or not.	50	57	68	23	5	0	203	M
	4. Location of bank is suitable place	69	47	59	28	0	0	203	A
	5. Satisfied with bank employee approach	52	73	45	33	0	0	203	O O
Reliability	6. When your bank promise to do something, does it done in time	38	78	70	17	0	0	203	O
	7. When you face trouble does bank try to solve it	32	81	64	19	7	0	203	M
	8. Bank employees provide you up to date information on credit facility	53	54	73	10	13	0	203	O
	9. Bank provides error free services	23	73	69	38	0	0	203	O
	10. Low interest rate/interest subvention on credit facility are available or not	18	93	75	17	0	0	203	I
Responsiveness	11. Provide customer service representative.	63	18	81	41	0	0	203	M
	12. Employees always respond to your request	30	79	68	26	0	0	203	O
	13. Employees informed when new credit scheme comes	48	65	67	23	0	0	203	M
	14. Employees gives your prompt services	42	43	75	43	0	0	203	M
	15. Gestation period for repayment are provided by bank or not	69	30	49	55	0	0	203	A
Assurance	16. Feel safe with transactions	61	63	50	29	0	0	203	M
	17. Bank employees know to answer your queries	43	45	88	27	0	0	203	0

	18. Employees are always willing to help you.	33	73	57	40	0	0	203	M
	19. Provision of better service quality.	18	65	59	61	0	0	203	O
	20. Assurance of credit enhancement after regular payment	24	91	50	38	0	0	203	M
Empathy	21. Employees provide individual attention to you.	71	68	53	11	0	0	203	A
	22. Employees understand specific problem	68	41	38	49	7	0	203	A
	23. Credit service is satisfactory.	58	86	26	33	0	0	203	A
	24. Provision of better financial advises.	73	38	65	27	0	0	203	A
	25. Coordination with NGOs/local bodies for training and awareness	60	42	79	22	0	0	203	M

Table 3: Customer Satisfaction Coefficient Calculation

In the present paper, Customer satisfaction coefficient is calculated using formula 1 and 2 discuss above

Dimension	Question	Category	Satisfaction		Dissatisfaction
Tangibility	1. Bank provide up to date equipment	M	0.49		-0.66
	2. Bank employee personally visit you to motivate to open a bank account	I	0.46039604		-0.49009901
	3. Bank employees Create individual members' awareness or not.	M	0.54040404		-0.631313131
	4. Location of the bank is a suitable place	A	0.571428571		-0.522167488
	5. Satisfied with the bank employee approach	O	0.615763547		-0.581280788
Reliability	6. When your bank promise to do something, does it done in time	O	0.571428571		-0.729064039
	7. When you face	O	0.576530612		-0.739795918

	trouble does bank try to solve it				
	8. Bank employees provide you up to date information on credit facility	M	0.563157895		-0.668421053
	9. Bank provides error-free services	O	0.472906404		-0.699507389
	10. Low-interest rate/interest subvention on the credit facility is available or not	O	0.54679803		-0.827586207
Responsiveness	11. Provide customer service representative.	I	0.399014778		-0.487684729
	12. Employees always respond to your request	M	0.536945813		-0.724137931
	13. Employees informed when new credit scheme comes	O	0.556650246		-0.650246305
	14. Employees give your prompt services	M	0.418719212		-0.581280788
	15. The gestation period for repayment is provided by a bank or not	M	0.487684729		-0.389162562
Assurance	16. Feel safe with transactions	A	0.610837438		-0.556650246
	17. Bank employees know to answer your queries	M	0.433497537		-0.655172414
	18. Employees are always willing to help you.	O	0.522167488		-0.640394089
	19. Provision of better service quality.	M	0.408866995		-0.610837438
	20. Assurance of credit enhancement after regular payment	O	0.566502463		-0.694581281
Empathy	21. Employees provide individual	M	0.684729064		-0.596059113

	attention to you.				
	22. Employees understand the specific problem	A	0.556122449		-0.403061224
	23. The credit service is satisfactory.	A	0.709359606		-0.551724138
	24. Provision of better financial advice.	A	0.54679803		-0.507389163
	25. Coordination with NGOs/local bodies for training and awareness	A	0.502463054		-0.596059113

While calculating the customer satisfaction coefficient if the value is close to 0 then the service effect is low, if it was close to 1 then the customer is extremely satisfied if it near to -1 they are completely unsatisfied. From the above table, we can conclude that SHGs member's coefficient satisfaction factor showing that 0.709359606 satisfied if credit delivery services are provided in the attractive attribute.

Table 4: Kano category for employee satisfaction elements and number of items

Kano category	Employee satisfaction services	No
Must be	1,3,8.12,14,15,17,19,21	9
One dimensional	5,6,7,9,10,13,18, 20	8
Attractive	4,16,21,22,23,24	6
indifference	2,11	2
Reserve	----	0
Questionable	-----	0

Note: name of employee satisfaction services with dimension are shown in Table 2

As from the above table, we can anticipate that there SHGs part's fulfillment administrations are classes as 9 should be components, 8 one dimensional components, 6 alluring components, 2 aloof components and there are no converse and sketchy components. The examination will be for each measurement.

It tends to be assessed from table 2 that some quality if not gave it lead to disappointment. In a current paper in substance measurement 'should be' factor are seen more like bank ought to give forward-thinking hardware, make attention to singular part moreover in responsiveness and Assurance measurement additionally 'should be' necessity is more similar to give client care agent, data about new credit plot, brief administrations, Bank workers know to answer your questions, Provision of better help quality, In Reliability measurement 'one-dimensional' factor is seen more like bank guarantee to accomplish something at that point does it as expected, when you face inconvenience banks attempt to address it, bank give blunder free administrations delegate, data with respect to new credit conspire, brief administrations, Assurance of credit upgrade after customary instalments. In the compassion measurement 'Appealing' highlights are seen more like Employees comprehend the particular issue, Credit

administration is acceptable, Coordination with NGOs/nearby bodies for preparing and mindfulness. In bank don't give an appealing component than it prompts disappointment.
Table 4 shows the consumer loyalty coefficient gives greater need to credit administration acceptable level and give min need to give client support agent similarly client disappointment coefficient givemore priority to Gestation period and min priority to Low-interest rate.

Limitations of the study:
- The study is limited to selected SHGS members.
- The limited size of the sample is taken due to which perception of all customers cannot be taken into consideration.
- For analysing the topic period is too short.
- The study is focused on only one Bank (SBI)

5. CONCLUSION:

It can be concluded from above that SHGs if receive all these services then the customer will highly satisfied. Result shows must be one dimensional and attractive requirements should be focused. If a bank can fulfil must be requirement than it leads to dissatisfaction and customer might change their bank. But attractive requirements are not like must be a requirement but to fight and survive in a competitive world this requirement must be fulfilled. In a dimensional requirement if not provided lead to dissatisfaction. So the bank must focus first on must need than one dimensional than attractive. From the study, it previews that tangibility, responsiveness, and assurance are must be a requirement of SHGs member so priority must be given to this dimension first.

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