

A Study on Customer Satisfaction in Homefirst Finance

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Abstract: This research work titled “A study on Customer Satisfaction in HomeFirst Finance”, was done with the main objective to study on Factors influencing the Customer Satisfaction and to know the customer needs and preferences in order to assess the customer satisfaction levels. To provide the suggestion for the organization in Customer Satisfaction at HomeFirst Finance. It is descriptive research design. The Primary data has been used to collect data with the help of Questionnaire. The sample size is 120. Tools used in this study is Correlation and Chi square. The major findings are the majority 75% of the respondents are the current customers of the HomeFirst Finance company. The majority 52.5% of the customers are very satisfied with the company services. The suggestions for the betterment of the company is provide the customer feedback collection to create new customer and to retain the existing customers from the competitors. Providing a positive experience for customers can lead to long-term relationships and increased business success for lenders in the competitive home loan market. Create a supportive and inclusive workplace culture where everyone feels valued.

Keywords: Factors Influencing customer satisfaction, customer loyalty, retention, growth opportunities, working environment, customer service.

1.1 INTRODUCTION TO THE TOPIC

I. INTRODUCTION

The purpose of this paper is to give an overall assessment of Customer Satisfaction in HomeFirst Finance. Descriptive design is used in this report. Customer preference serves as a barometer of a finance company's performance, reflecting its ability to meet and exceed customer expectations across various touchpoints. A satisfied customer not only contributes to the company's financial success through repeated business and positive word-of-mouth referrals but also acts as a brand ambassador, bolstering the company's reputation in the market. However, achieving and sustaining high levels of customer preference in the finance sector presents unique challenges. Financial products and services are inherently complex, often involving intricate processes and regulatory requirements. Moreover, customers' financial needs and preferences are highly personal and can vary significantly from one individual to another. In this project, we delve into the multifaceted aspects of customer preference within finance companies, exploring the underlying factors that influence customer perceptions and loyalty.

II. OBJECTIVES OF THE STUDY

Promotion of Customer – centric culture
Implementation of Customer feedback mechanism
Understanding customer needs and preferences
Assessment of current satisfaction levels

III. SCOPE OF THE STUDY

The main aim of this study is to know the Factors Influencing the Customer Satisfaction in HomeFirst Finance.

IV. NEED FOR THE STUDY

The purpose of this study is to know the Factors Influencing the Customer Satisfaction to influence of company management on their engagement, satisfaction of the customer and their growth and development on customer engagement in HomeFirst Finance.

II. REVIEW OF LITERATURE

1. **G. Shoba (2016)** concludes that cluster analysis reveals that around 20% of the respondents are extremely satisfied, 38% of respondents are moderately satisfied and 42% of respondent's possess least level satisfaction with lending practices provided by the Vaniyambadi branch of cooperative bank.
2. **Suresh Chandra Bihari and Shovita Mahapatra (2016)** In their study found that a customer gives highest importance to reliability dimension, second to the responsiveness and third to assurance dimension. Tangibility is the least focused dimension for the customers. Their study revealed that the attributes, such as promptness of service, interest of the bank employee in serving the customers, care and concern, operating hours, service charges & interest rates of the bank are the most important key factors to be considered in achieving high end customer satisfaction.
3. **Ali Naghi Mansour Beigi et al (2016)** the research aimed to study the effects of e-banking services quality on customers' satisfaction and loyalty. the results show that e-banking services quality has positive and significant effects on customer loyalty.
4. **R.A. Chanaka Ushantha et al (2014)** The study revealed that consumers have higher level of positive perception of SERVPERF dimensions. All dimensions contributed significantly - i.e. 'reliability', 'assurance', 'empathy', 'tangibles' and 'responsiveness' - towards the service quality in state banks in Sri Lanka. It has also been mentioned that, there is a strong positive linear relationship between overall service quality and customer satisfaction in state banks in Sri Lanka..
5. **S.Velanganni (2014)** study reveals that improved people, process and physical evidence aspect of service quality help in increasing customer satisfaction. These results confirmed the past research results. Improved human, technical and tangible aspects of service quality increase customer satisfaction.

III RESEARCH METHODOLOGYRESEARCH DESIGN

A research design is the plan or framework used to conduct a research study. It involves outlining the overall approach and methods that will be used to collect and analyze data to answer research questions or test hypotheses. This paper has employed a descriptive research method. This study aims to study effectiveness of the labour welfare measure on employee satisfaction.

METHOD OF DATA COLLECTION

This paper is solely based on the primary data. A well-structured questionnaire have been used to collect the data. The interview method was employed while the data was collected.

POPULATION

A population is a group of people, objects, or events that have specific characteristics and are of interest to the researcher and here customers of the company HomeFirst Finance are taken as the population for this research.

SAMPLING UNIT

A sampling unit is a basic unit that is selected from a population. It is the unit about which information is collected and data are analyzed. The sampling unit will be with customers of HomeFirst Finance.

SAMPLE SIZE

The Sample size is 120.

SAMPLING METHOD

The Simple Random sampling method was employed for the sampling of data collection.

TOOLS FOR DATA ANALYSISDESCRIPTIVE STATISTICS

This chapter deals with the descriptive and statistical analysis of the primary data collected from the employee who working in the organization. The hypotheses drawn by the researcher are confirmed with the support of statistical tools and results are inferred. Percentage analysis is a simple statistical instrument which is widely used in analysis and interpretation of primary data. It deals with the number of Respondents' reply to a questionnaire in percentage attained from the total population nominated for the study. It is one of the simple forms of analysis which helps the researcher to realize the outcome of the research.

CORRELATION

Correlation is a statistical measure that indicates the extent to which two or more variables fluctuate together. A positive correlation indicates the extent to which those variables increase or decrease in parallel, a negative correlation indicates the extent to which one variable increase as the other decreases. For example, height and weight are related, taller people tend to be heavier than shorter people.

CHI-SQUARE

Chi Square test of homogeneity is used to determine if two or more independent sample vary by distribution on a single variable. A common use of this test is to compare two or more groups or conditions on a categorical result. Formulation of omnibus test statistic is formed as independence test and homogeneity test.

SCALING METHOD

The process of arriving at a set of statements to measure attitude, opinion, or perception is known as scaling. In this paper, the impact of the welfare measures on the customer satisfaction is analyzed using a questionnaire based on a five-point Likert scale.

IV DATA ANALYSIS AND INTERPRETATION DATA ANALYSIS

Data analysis is a process of inspecting, cleaning, transforming and modelling data with the goal of discovering useful information, informing conclusions and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science, and social science domains. It provides a deeper understanding of processes, behaviors, and trends. It allows organizations to gain insights into customer preferences, market dynamics, and operational efficiency.

4.1 DESCRIPTIVE STATISTICS

TABLE NO 4.1.1
The employees are friendly in nature

The employees are friendly in nature	No. Of respondents	Percentage
Strongly Disagree	6	5.0%
Disagree	9	7.5%
Neutral	27	22.5%
Agree	45	37.5%
Strongly Agree	33	27.5%
Total	120	100.0%

Inference

From the above table 4.1.1 It was found that 37.5% of the customers agree that the employers are friendly and 27.5% strongly agree the same statement with the friendly nature of the employees, 22.5% are neutral in their decisions, 7.5% of the respondents are disagree the same, 5% of the respondents strongly disagree that the employees are friendly in nature.

4.2 CORRELATION

4.2.1 HYPOTHESIS STATEMENT

H0 – There is no statistical significant correlation between would you recommend Home first Finance to others and How satisfied are you with the overall services provided by Home first Finance

H1 – There is a statistical significant correlation between would you recommend Home first Finance to others and How satisfied are you with the overall services provided by Home first Finance

TABLE 4.2.1

Would you recommend Home first Finance to others and How satisfied are you with the overall services provided by Homefirst Finance

		Would you recommend Home first Finance to others	How satisfied are you with the overall services provided by Home first Finance
Would you recommend Home first Finance to others	Pearson correlation	1.000	0.616
	Sig. (2-tailed)		0.000
How satisfied are you with the overall services provided by Home first Finance	Pearson correlation	0.616	1.000
	Sig. (2-tailed)	0.000	

Inference

From the correlation table 4.2.1, it can be seen that the correlation coefficient value is 0.616 which lies in the moderate correlation region. Since p-value (0.00) > 0.05, we accept the null hypothesis. It can be concluded that there is no statistical significant correlation between would you recommend Home first Finance to others and How satisfied are you with the overall services provided by Home first Finance.

4.2.2 HYPOTHESIS STATEMENT

H0 – There is no statistical significant correlation between How likely are you to recommend Homefirst Finance to a friend or family member and The employees are friendly in nature

H1 – There is a statistical significant correlation between How likely are you to recommend Homefirst Finance to a friend or family member and The employees are friendly in nature

TABLE 4.2.2

How likely are you to recommend Homefirst Finance to a friend or family member and The employees are friendly in nature

		How likely are you to recommend Homefirst Finance to a friend or family	The employees are friendly in nature
How likely are you to recommend Homefirst Finance to a friend or family	Pearson correlation	1.000	0.347
	Sig. (2-tailed)		0.000
The employees are friendly in nature	Pearson correlation	0.347	1.000
	Sig. (2-tailed)	0.000	

Inference

From the above correlation table 4.2.2, it can be seen that the correlation coefficient value is 0.347 which lies in the low correlation region. Since p-value (0.00) < 0.05, we accept the alternate hypothesis. It can be concluded that there is a statistical significant correlation between How likely are you to recommend Home first Finance to a friend or family member and The employees are friendly in nature.

4.3 CHI-SQUARE

4.3.1 HYPOTHESIS STATEMENT

H0 – There is no significant relationship between Income Per annum and They educate people and give clear view regarding the process

H1 – There is significant relationship between Income Per annum and They educate people and give clear view regarding the process

TABLE 4.3.1

Income Per annum and They educate people and give clear view regarding the process

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi Square	42.36	12	.000
Likelihood Ratio	26.51	12	.009
Linear-by-Linear Association	1.60	1	.206
No. of valid cases	120		

Inference

From the above table no 4.3.1, it was found that the Pearson Chi-Square significant value is .000 which is less than 0.05. Hence Null hypothesis (H0) is rejected and Alternative hypothesis (H1) is accepted. Therefore, it is inferred that there is significant relationship between Income Per annum and They educate people and give clear view regarding the process.

4.3.2 HYPOTHESIS STATEMENT

H0 – There is no significant relationship between Age and How likely are you to recommend Home first Finance to a friend or family member

H1 – There is significant relationship between Age and How likely are you to recommend Home first Finance to a friend or family member

TABLE 4.3.2

Age and How likely are you to recommend Home first Finance to a friend or family member

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi Square	10.29	4	.036
Likelihood Ratio	10.43	4	.034
Linear-by-Linear Association	.07	1	.786
No. of valid cases	120		

Inference

From the above table 4.3.2, it was found that the Pearson Chi-Square significant value is .036 which is less than 0.05. Hence Null hypothesis (H0) is rejected and Alternative hypothesis (H1) is accepted. Therefore, it is inferred that there is significant relationship between there is significant relationship between Age and How likely are you to recommend Home first Finance to a friend or family member.

V FINDINGS

1. The majority of 62.5% of the respondents commented that have not faced any challenges or issues while using HomefirstFinance services.
2. The majority of 35% commented that they knew about the company through referral from family/ friend
3. The majority of 42.5% people are likely to use this company products in the future.
4. There is a statistical significant correlation between How likely are you to recommend Home first Finance to a friend or family member and The employees are friendly in nature.
5. There is significant relationship between Income Per annum and They educate people and give clear view regarding the process.

VI SUGGESTION

Customer satisfaction is a crucial aspect of any business, as it directly impacts customer loyalty, retention, and advocacy. Improving customer satisfaction is crucial for any business to thrive in the marketing domain. Customer Feedback collection plays a vital role to create new customers and to retain them in the market from their competitors. Utilize multiple channels including email, website forms, and social media.

VII CONCLUSION

Customers' perception of home loans is shaped by various factors such as the loan application process, interest rates, customer service, repayment options, transparency in fees and charges, and educational resources. By focusing on these areas, lenders can improve the customer experience, increase customer satisfaction, and make their home loan product more attractive to potential borrowers. Ultimately, providing a positive experience for customers can lead to long-term relationships and increased business success for lenders in the competitive home loan market.

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