

A STUDY ON CUSTOMER SATISFACTION ON SBI YONO WITH REFERENCE TOSTONEHOUSE PET, NELLORE

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INTRODUCTION:

In India, Banking industries has elaborated various financial rearrangements that would create a shift from all the traditional banking to digitalized banking services to gratify the customer's requirement. Mobile banking increasing rapidly in India because customers find it more easy and comfortable way for doing banking transactions. Thus digitalized banking services has taken a step further in its digital platform through applications to access account information and other services provided by banks. This type of digitalized banking services will diminish branch level transaction and in due course of time it will make ease for customer services pressure, thus declines the operating cost for banks. SBI provides a lot of applications can be downloaded to the smart phones from app store and are free to experience the freedom to access anywhere anytime the banking services. SBI has several applications for their customers for ease transactions such as SBI ANYWHERE, SBI E-PAY, SBI QUICK, SBI BUDDY and SBI YONO. YONO is the latest application of SBI where the user's savings bank account can be opened digitally using new YONO app and portal SBI. YONO is new app launched by State Bank of India.

STARTED OF YONO SBI APP:

YONO emerged from SBI's initial plan to make an "online marketplace" to attract millennials. The initiative was named "Project Lotus". It was nurtured for initial four years by Rajnish Kumar as an MD and then as the Chairman of bank. The app as launched in November 2017.

PURPOSE OF YONO SBI APP:

YONO cash is a unique feature available in the YONO platform (both on the App as well as the online portal). It enables an account holder to withdraw money instantly from any of the SBI ATMs and most of SBIs Merchant POS terminals or Customer Service Points (CSPs) within India without using any physical card or filling up any physical withdrawal slip.

CUSTOMER SATISFACTION:

It is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

REVIEW OF LITERATURE:

1. Martin Kweyu (2013), this study attempts on factor analysis of customers perception of mobile banking services in Kenya. In this study investigated factors that fluence the adoption of mobile banking services in Kenya. In particular we have shown empirically that the influence of the intervening demographic factors and the consumer perception may have differential impact in emerging markets compared to developed market situation. This study results indicts that there was no significant difference in the perception of ease of use and risk of use between genders in the decision. The major findings of the study will therefore provide the financial industry with a better understanding of the factors underlying consumer adoption of mobile banking services.
2. Lalitha Balakrishnan (2016), this study also revealed on factors on factors affecting mobile banking services-An empirical study on adoption of mobile banking mode of services, presently the internet technology has brought the third revolution to this world. The banking sector has been upgrading their services with the use of technology from time to time like introducing the ATM- Automatic teller machine which took more thana decade to get popular and the phone and net banking took half the time of ATM. In this study identifies mobile banking technology which is the third era of technology of banking sector after phone and net banking and comparatively its growth is phenomenal when compared to the first two eras. Even in India the Mobile Banking is growing fast because of the world's largest subscriber base in mobile sector after China.
3. Prema Sharma (2012), this study was conducted on mobile banking in India: barriers in adoption and services preferences. He revealed in his study mobile banking is growing yet there are numbers id issues and threats in mobile banking system and the major problem of mobile banking is its non-adoption of mobile banking. It further focuses on preferred services by the mobile banking services adoption. A cross-section descriptive design was adopted and data collected was subject to product moment correlation, one-way Kolmogorov-Smirnov test and frequency analysis. Finally this study suggests that customers' security concern is the major barrier in adopting mobile banking services and also preferred services are concern balance check tops, ascustomers prefer information based services rather than financial services provided by bank.
4. Suresh (2017) 14, this study focused on changing consumer behavior for mobile banking services in India. Mobile banking is the latest and most innovative services offered by the Banks. The purpose of the study is to investigate determinants of Mobile banking adoption based on an individual's benefits and costs of adopting mobile banking. The main factors that determine the customer satisfaction of mobile banking in India are security, efficiency, cost effectiveness, easy demand fulfillment and correctness in results. It aims to analyze the customer response and customer satisfaction of mobile banking through these factors. Mobile Banking is one of the alternatives in e- channels available to customer for quick and efficient of services at any time of the day and form anywhere to use. Banks can also use to unable the banking for increasing the efficiency of their staff consumer satisfaction of the new electronic payment services as mobile banking and the factors influencing the adoption of mobile banking services.
5. Mahmood Jasim (2014)11, this study conducted on the factor influencing customer usage of mobile banking services in Jordan. This current study seeks to determine the factors that affect the acceptance of the use of mobile banking services from the viewpoint of customers. These factors are divided into two groups in terms of their impact; the first represents the motivating factors that drive customers to use mobile banking services. The major finding provided support for the model of the study. The design and development of this questionnaire was based on an initial pretested survey distributed to a

sample consisting of (56) customers of Jordan Banks. Finally this study result is acceptable as the member'. All the hypotheses regarding the impact of the factors included in the study on usage of mobile banking were supported and hypotheses of the study have been accepted, indicating the positive impact of the motivating factors on the usage of mobile banking services.

RESEARCH METHODOLOGY:

PROBLEM STATEMENT:

SBI Bank provides a lot of services to their customers. SBI have launched a new app YONO (You Only Need One) it is necessary to study whether all the banking customers especially SBI bank account holders are aware of the SBI YONO. The study is attempted to analyze they know the features of the YONO app.

NEED OF THE STUDY:

1. To analyze the aware of the SBI YONO app.
2. To analyze the SBI YONO app features.
3. TO know the satisfaction level of the customers.
4. To improve the facilities of SBI YONO app which is helpful to customers.

SCOPE OF THE STUDY:

The study was confined only to the customers of SBI, Stonehouse pet, Nellore District Branch. Through this study an attempt was created to communicate the uses and benefit of using 'YONO SBI' app among the customers.

OBJECTIVE OF THE STUDY:

1. To study customer awareness level of SBI YONO.
2. To know the level of satisfaction related to SBI YONO.
3. To identify the problems/technical issues related to SBI YONO app.

DEPENDENT AND INDEPENDENT VARIABLE:

DEPENDENT VARIABLE: Customer satisfaction & Awareness. INDEPENDENT VARIABLE: SBI YONO E-Banking services.

POPULATION AND SAMPLE:

POPULATION –120

SAMPLE – 100

DATA COLLECTION METHODS:

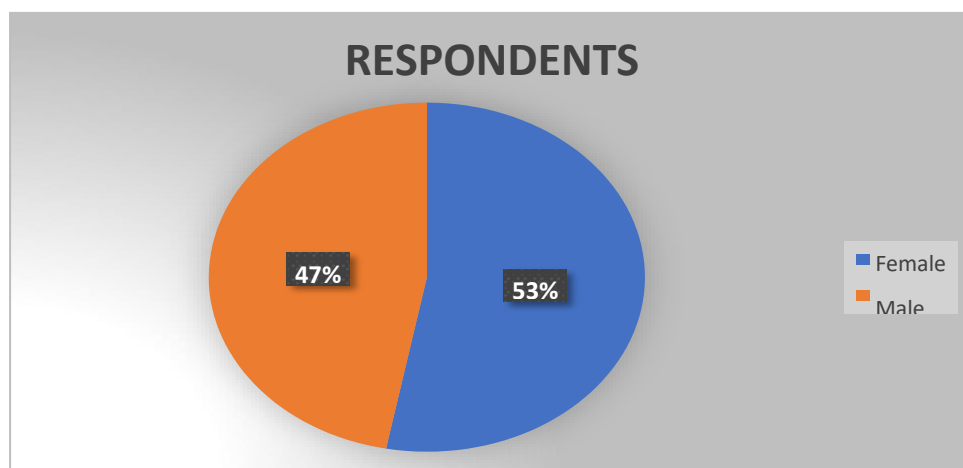
PRIMARY DATA: The primary data is collected through the questionnaire i.e., google form.

SECONDARY DATA: The secondary data is collected from articles and websites.

DATA ANALYSIS

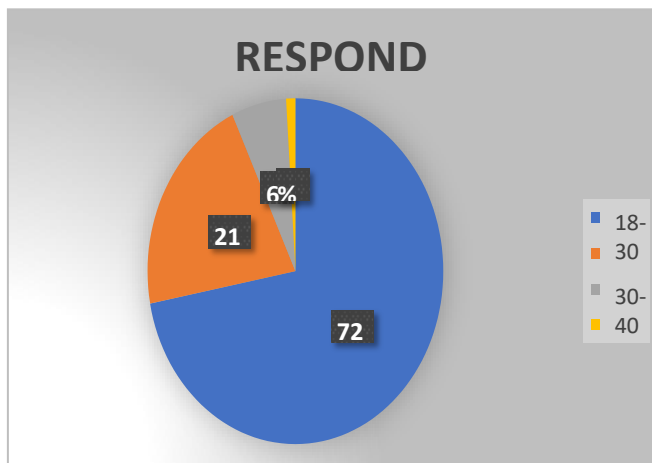
1. GENDER

GENDE R	RESPO NDENT S	PERCE NTAGE
Female	53	53%
Male	47	47%
Total	100	100%



2. AGE

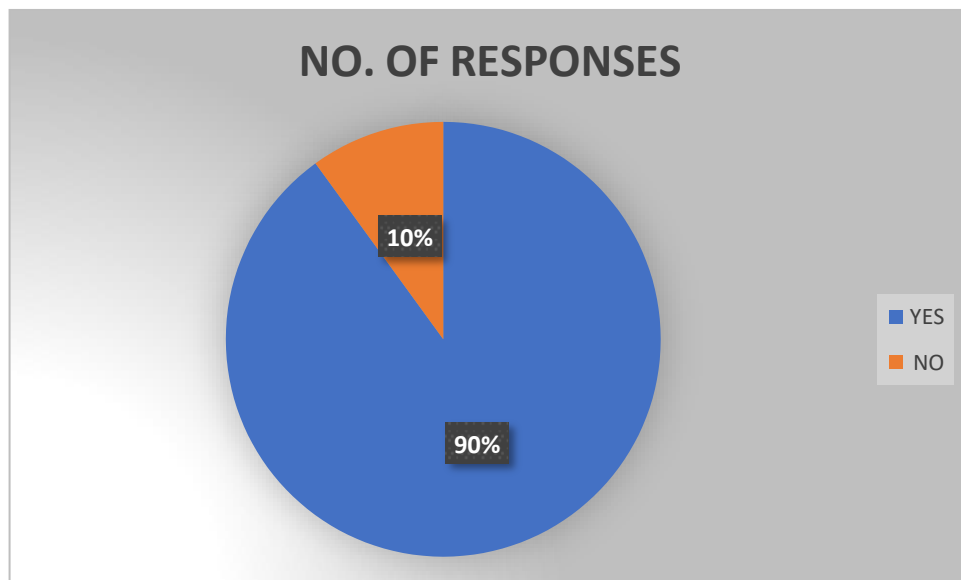
AGE	RESPONDENT S	PERCENTAGE
18-30	72	72%
30-40	21	21%
40-50	6	6%
50-60	1	1%
TOTAL	100	100%



3. Do you know about the ‘YONO SBI’ application?

TYPES OF RESPONSES	NO. OF RESPONSES	PERCENTAGE
YES	90	90%
NO	10	10%
TOTAL	100	100%

Source: Primary Data

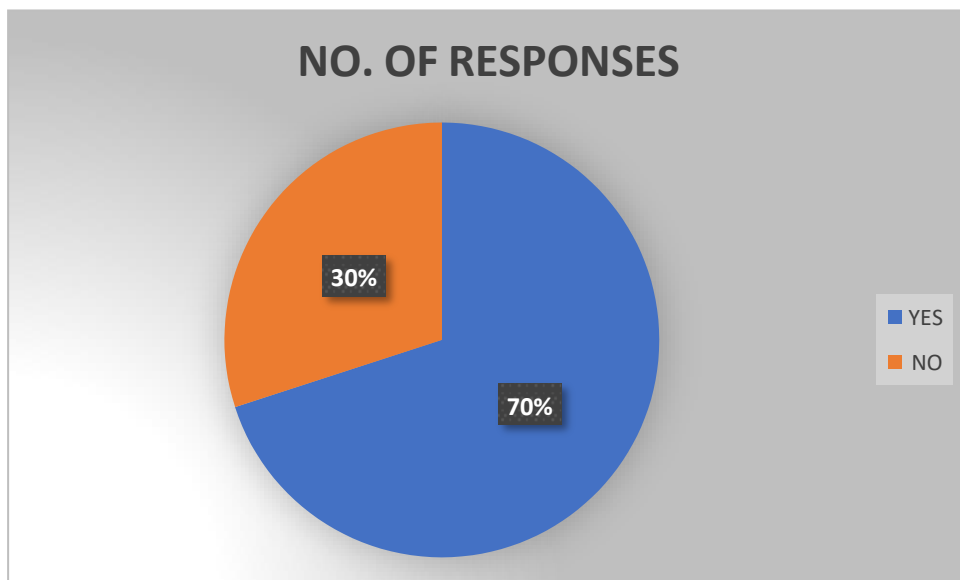


INTERPRETATION: From the above table and figure we can see that out of 100 customers, 90% says Yes and 10% says No.

4. Do you use 'YONO SBI' or 'YONO SBI LITE' applications?

TYPES OF RESPONSES	NO. OF RESPONSES	PERCENTAGE
YES	70	70%
NO	30	30%
TOTAL	100	100%

Source: Primary Data

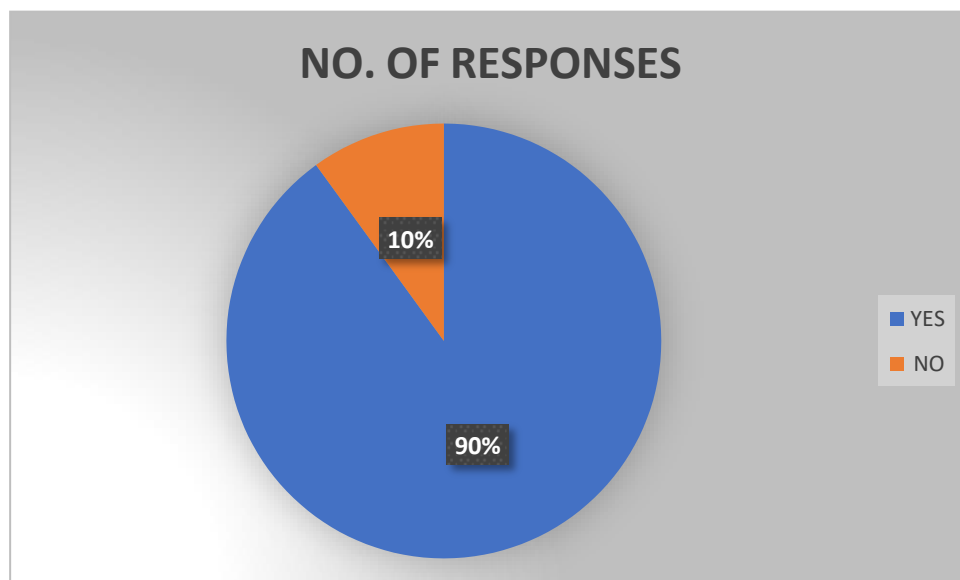


INTERPRETATION: From the above table and figure we can see that out of 100 customers, 70% says Yes and 30% says No regarding the issues. It can be interpreted that more than half of the customers from the sample size actually uses the 'YONO SBI' or YONO LITE SBI' app.

5. Are you familiar with SBI YONO app?

TYPES OF RESPONSES	NO. OF RESPONSES	PERCENTAGE
YES	90	90%
NO	10	10%
TOTAL	100	100%

Source: Primary Data

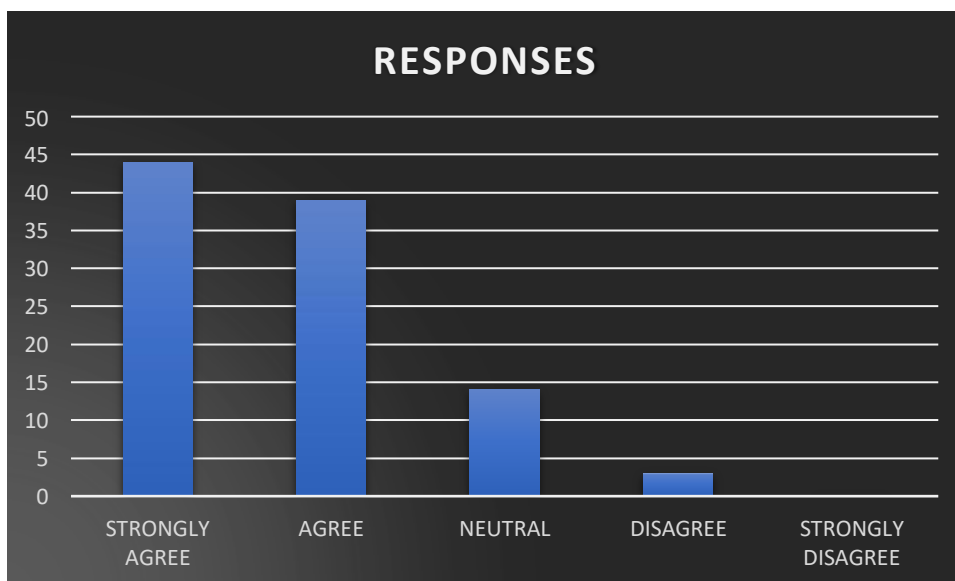


INTERPRETATION: From the above table and figure we can see that out of 100 customers, 90% says yes & 10% says No i.e., almost everyone is familiar with the facility provided by SBI.

6. SBI YONO is very reliable.

OPINION	RESPONSES	PERCENTAGES
STRONGLY AGREE	44	44%
AGREE	39	39%
NEUTRAL	14	14%
DISAGREE	3	3%
STRONGLY DISAGREE	0	0%
TOTAL	100	100%

Source: Primary Data

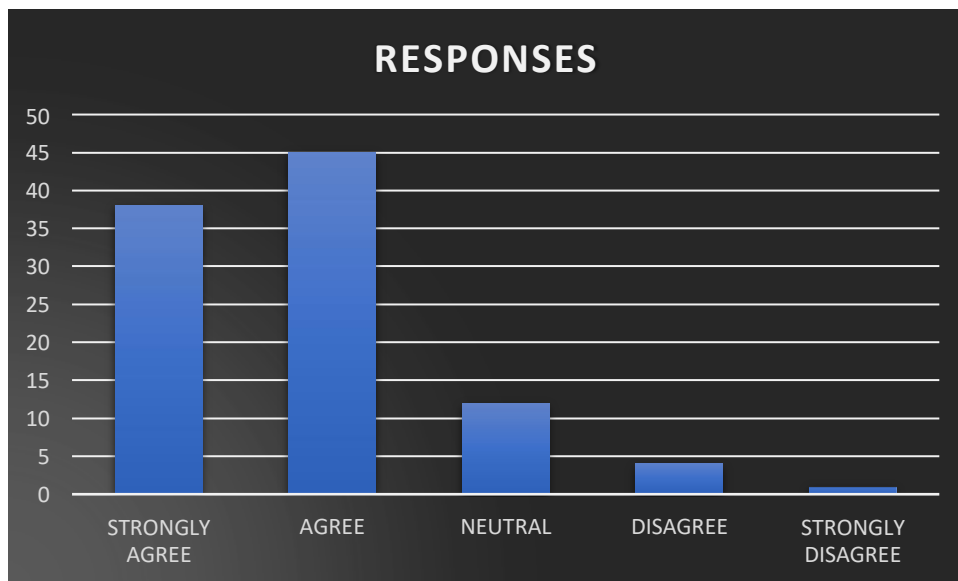


INTERPRETATION: From the above table and graph the SBI YONO app facility is reliable to 44 members are Strongly Agree & 39 members are Agree & 14 members are neutral & remaining are Disagree.

7. Registration process of YONO SBI is complex and difficult to understand.

OPINION	RESPONSES	PERCENTAGE
STRONGLY AGREE	38	38%
AGREE	45	45%
NEUTRAL	12	12%
DISAGREE	4	4%
STRONGLY DISAGREE	1	1%
TOTAL	100	100%

Source: Primary Data

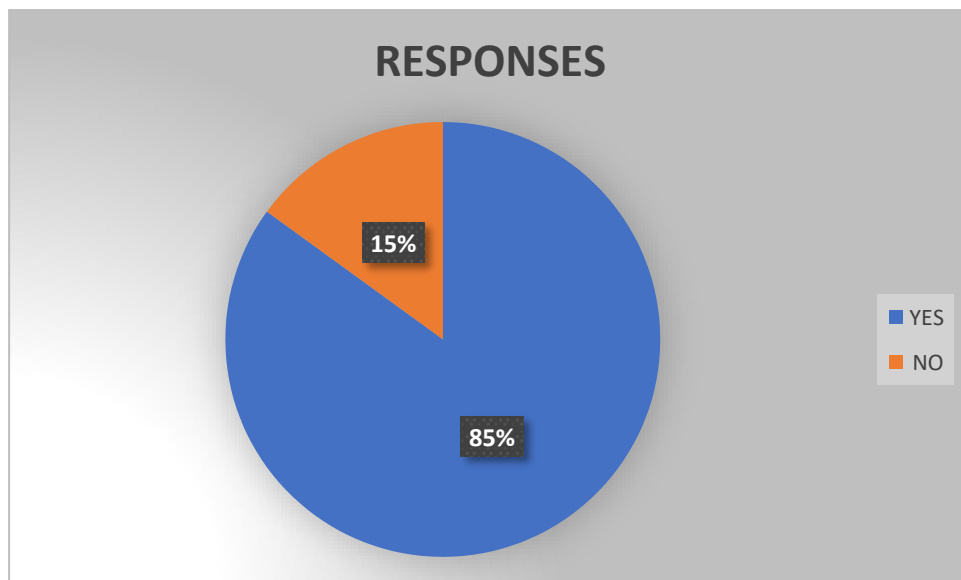


INTERPRETATION: From the above table and graph the registration process of YONO SBI is complex or difficult. 38 members are Strongly Agree & 45 members are Agree & 12 members are Neutral & remaining are disagree.

8. Have you ever transferred money using SBI YONO app?

TYPES OF RESPONSES	RESPONSES	PERCENTAGE
YES	85	85%
NO	15	15%
TOTAL	100	100%

Source: Primary Data

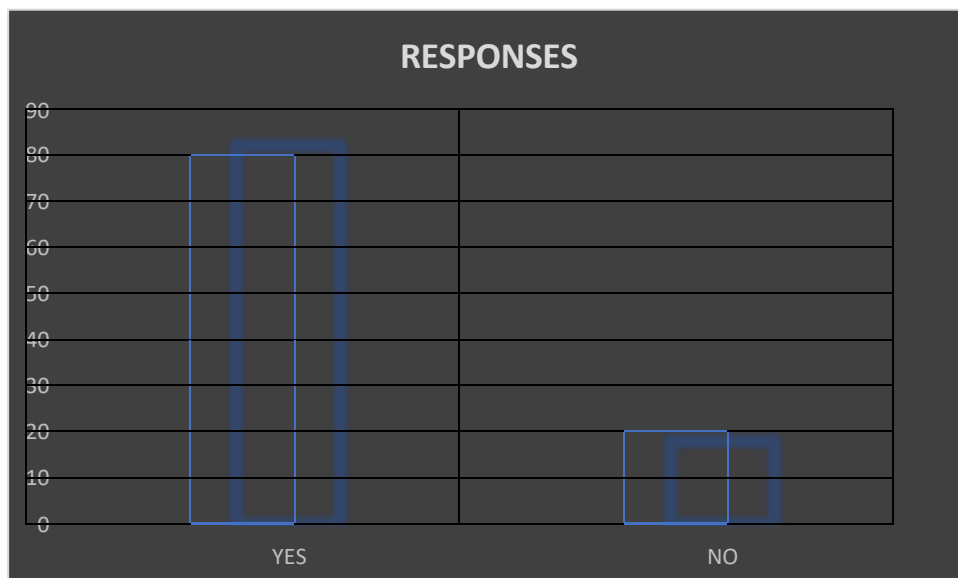


INTERPRETATION: From the above table and figure the transferred money using SBI YONO app, 85% are Yes & 15% are No. The result is most of the customers are transferred money in SBI YONO app.

9. Do you know that you can check your saving accounts balance and transaction at any place at any time using YONO app?

TYPES OF RESPONSES	RESPONSES	PERCENTAGE
YES	82	82%
NO	18	18%
TOTAL	100	100%

Source; Primary Data

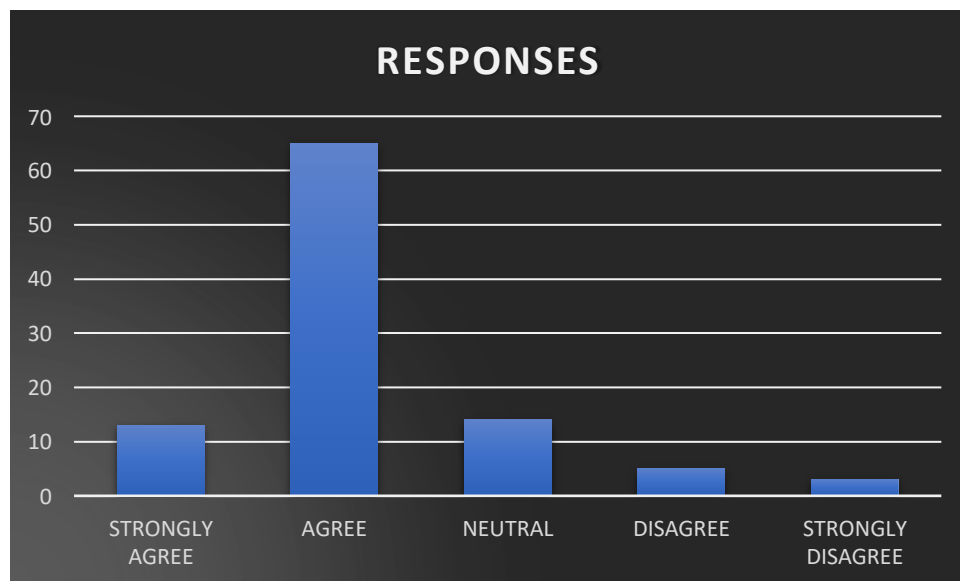


INTERPRETATION: From the above table and graph we can see that out of 100 customers, 82% say Yes & 18% say No.

10. Is it very easy to transfer money from one bank account to another through SBI YONO?

OPINION	RESPONSES	PERCENTAGE
STRONGLY AGREE	13	13%
AGREE	65	65%
NEUTRAL	14	14%
DISAGREE	5	5%
STRONGLY DISAGREE	3	3%
TOTAL	100	100%

Source: Primary data

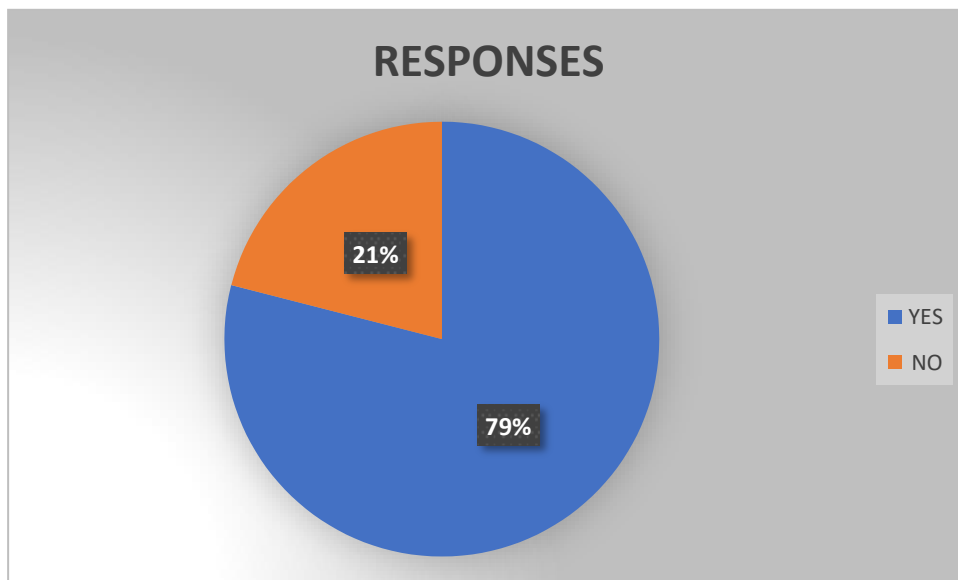


INTERPRETATION: From the above table and figure, the result is mostly Agree to transfer from one bank account to another through 'YONO SBI' app.

11. Do you know about the feature provided with 'YONO SBI' app?

TYPES OF RESPONSES	RESPONSES	PERCENTAGE
YES	79	79%
NO	21	21%
TOTAL	100	100%

Source: Primary Data

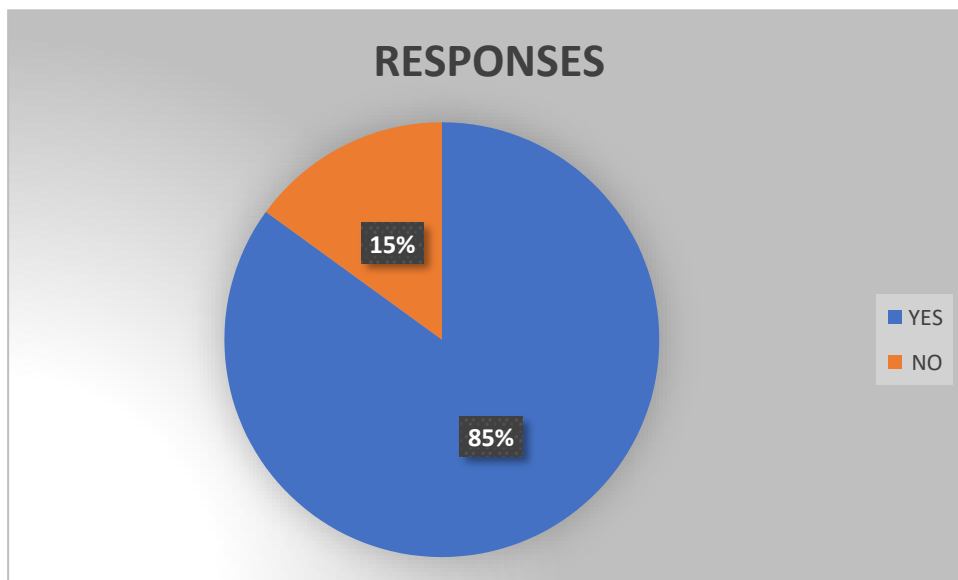


INTERPRETATION: From the above table and figure we can see that out of 100 customers, 79% says yes & 21% says No, which shows that 79% of the customers of the sample size know about 'YONO CASH'.

12. Do you know that you can apply/request, block/stop, Debit/ATM card and Cheque Bookthrough 'YONO SBI' app without visiting any SBI Bank?

TYPES OF RESPONSES	RESPONSES	PERCENTAGE
YES	85	85%
NO	15	15%
TOTAL	100	100%

Source: Primary Data

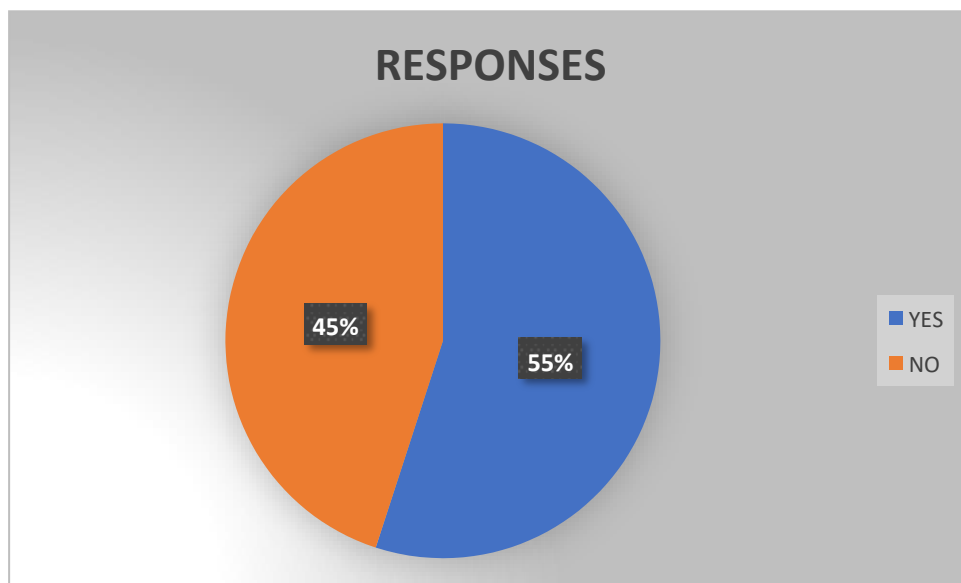


INTERPRETATION: From the above table and figure we can that out of 100 customers, 85% yes & 15% No, which shows that some people does not know about the useful features of the app.

13. Do you know that you can create Fixed & Recurring Deposits and invest in Mutual Funds and purchase Insurance Policies using the 'SBI YONO' app without visiting your Branch?

TYPES OF RESPONSES	RESPONSES	PERCENTAGE
YES	55	55%
NO	45	45%
TOTAL	100	100%

Source: Primary Data

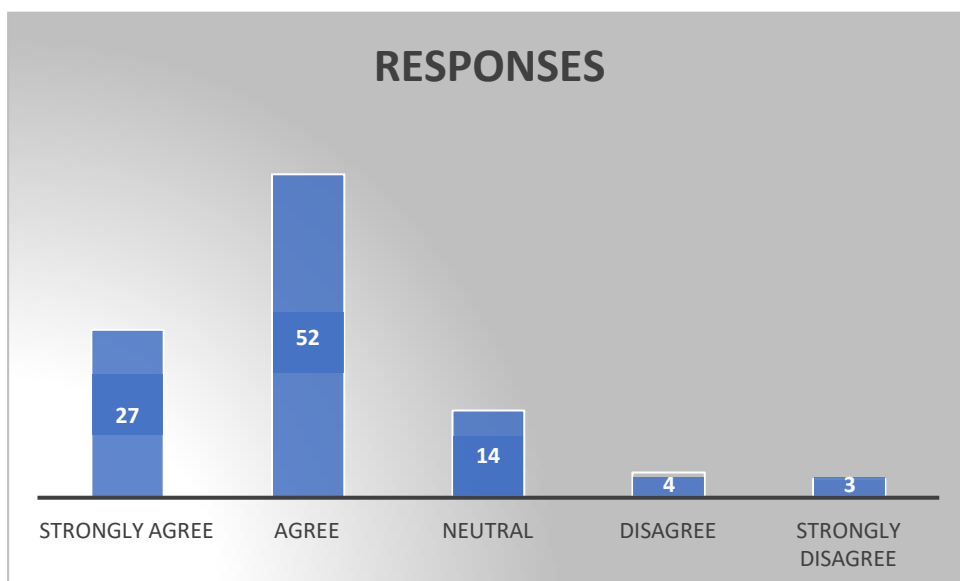


INTERPRETATION: From the above table and figure we can see that out of 100 customers, 55% of the aware the invest in mutual funds and purchase policies.

14. There are so many important registration & login information related to SBI YONO app needed to be remembered.

OPINION	RESPONSES	PERCENTAGE
STRONGLY AGREE	27	27%
AGREE	52	52%
NEUTRAL	14	14%
DISAGREE	4	4%
STRONGLY DISAGREE	3	3%
TOTAL	100	100%

Source: Primary data

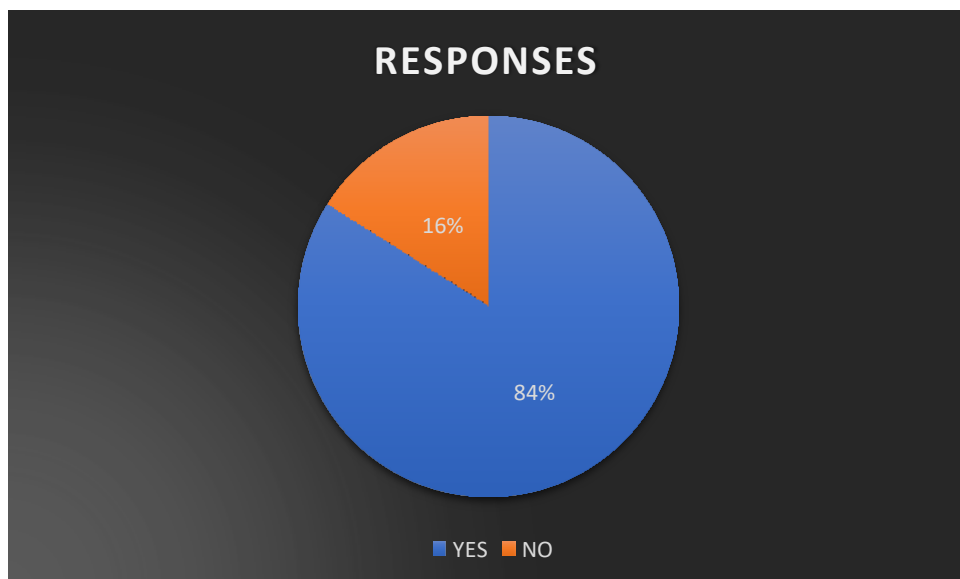


INTERPRETATION: From the above table and figure we can see that out of 100 customers, mostly registration and login information related to internet banking needed to be remembered.

15. Do you know that you can book tickets for travel and tour, book hotels, pay your bills, recharge your mobile number and shop through 'YONO SBI' app sitting at your home?

TYPES OF RESPONSES	RESPONSES	PERCENTAGE
YES	84	84%
NO	16	16%
TOTAL	100	100%

Source: Primary Data

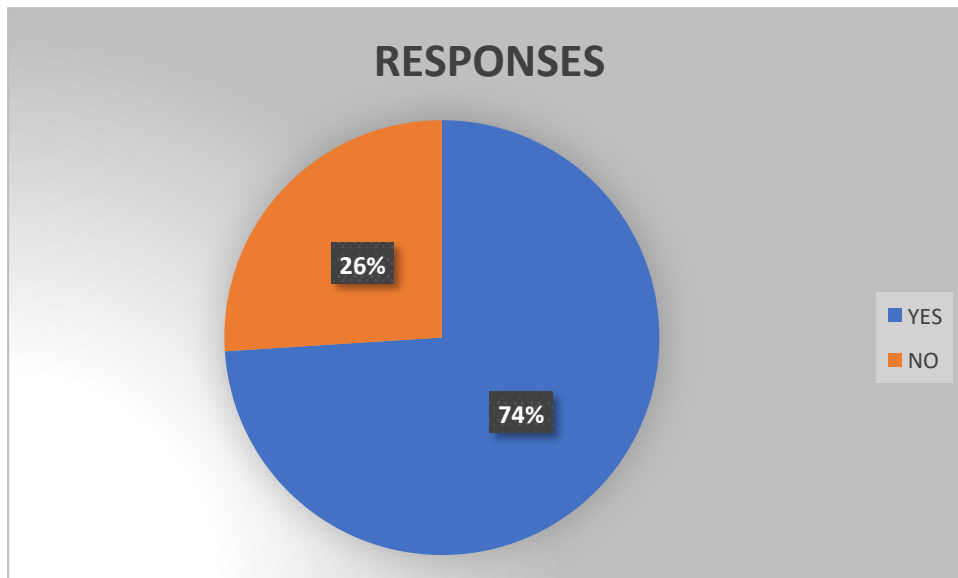


INTERPRETATION: From the above table and figure we can see that out of 100 customers, 84% agrees, 16% disagrees which shows that the majority of customers of sample size are aware of features YONO SBI app.

16. Do you know that you can withdraw cash from ATM without using your ATM Card?

TYPES OF RESPONSES	RESPONSES	PERCENTAGE
YES	74	74%
NO	26	26%
TOTAL	100	100%

Source: Primary Data

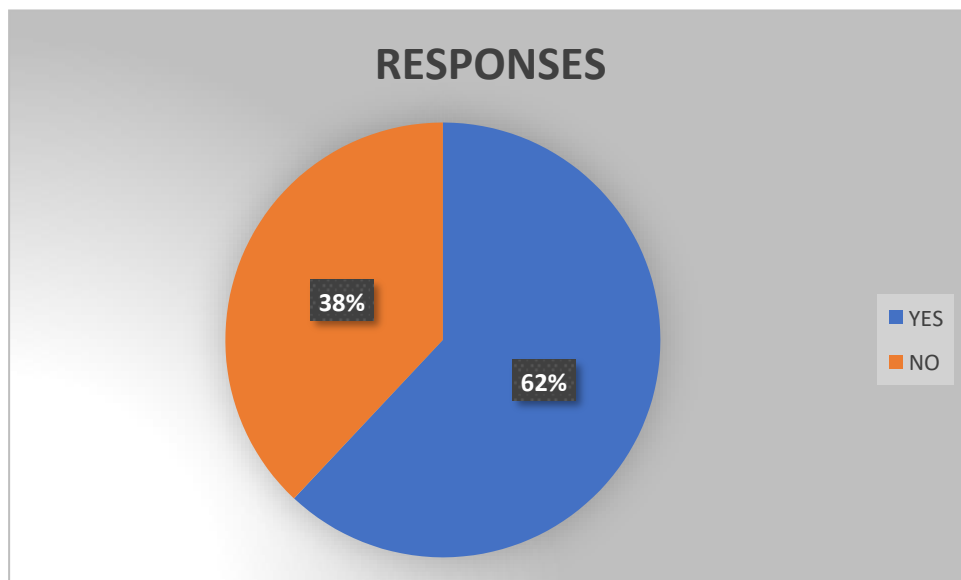


INTERPRETATION: From the above table and figure we can see that out of 100 customers, 74% agrees & 26% disagrees which shows that most of the customers are aware of cardless withdrawal.

17. Have you ever seen a YONO Cash Point or YONO Enabled ATM?

TYPES OF RESPONSES	RESPONSES	PERCENTAGE
YES	62	62%
NO	38	38%
TOTAL	100	100%

Source: Primary Data

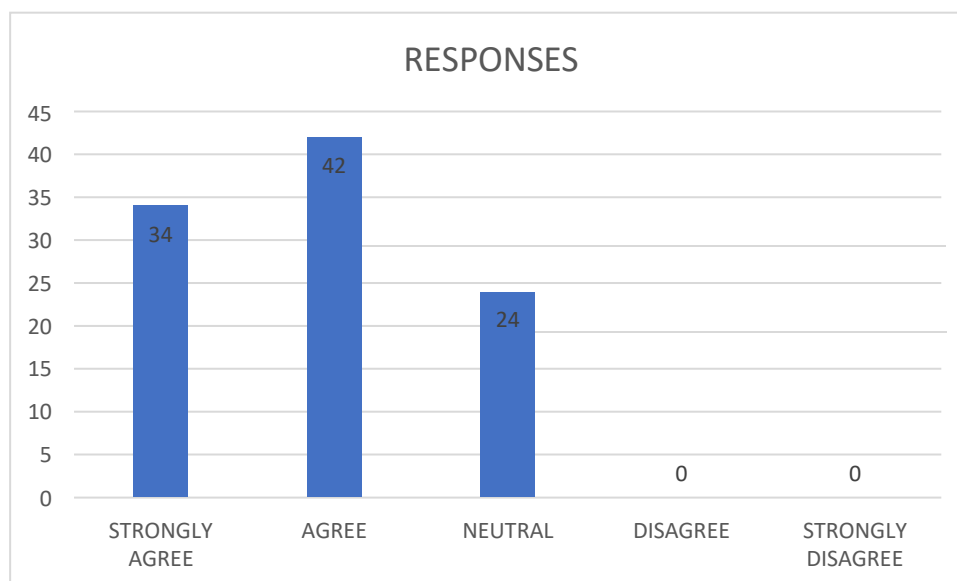


INTERPRETATION: From the above table and figure we can see that out of 100 customers, 62% agrees and 38% disagrees which shows that the study area lacks large number of YONO cash Points.

18. All the financial information is safe and secured?

OPINION	RESPONSES	PERCENTAGE
STRONGLY AGREE	34	27%
AGREE	42	52%
NEUTRAL	24	14%
DISAGREE	0	4%
STRONGLY DISAGREE	0	3%
TOTAL	100	100%

Source: Primary data

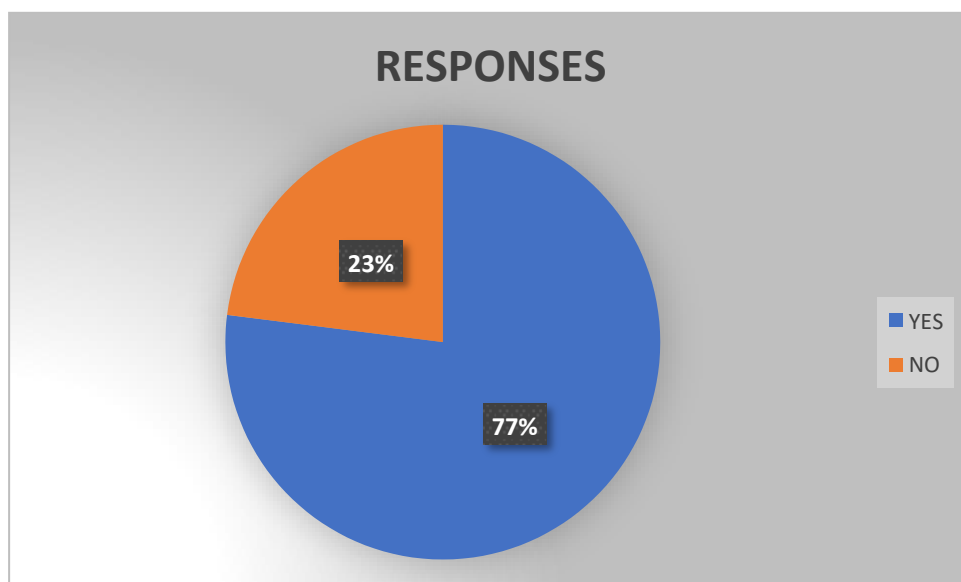


INTERPRETATION: From the above table and graph, mostly the customers are feeling safe and secured.

19. The SBI YONO app is satisfied?

TYPES OF RESPONSES	RESPONSES	PERCENTAGE
YES	77	77%
NO	23	23%
TOTAL	100	100%

Source: Primary Data



INTERPRETATION: From the above table and figure, 77% are agrees & 23% are Disagree which mostly the customers are satisfied.

STATISTICAL ANALYSIS:

1.

TABLE-1: Observed value

GENDER	POSITIVE RESPONSES(highly satisfied)	NEGATIVE RESPONSES(not satisfied)	TOTAL
FEMALE	47	6	53
MALE	43	4	47
TOTAL	90	10	100

HYPOTHESIS:

H0: There is no significance difference in satisfaction level based on Gender.H1: There is a significance difference in satisfaction level based on Gender.

CHIA SQUARE TEST:

HOW TO PREPARE CHIA SQUARE RESULT:

TABLE-2:

OBSERVED	EXPECTED	(O-E)	(O-E) ²	(O-E) ² /E
43	42.3	0.7	0.49	0.01
4	4.7	-0.7	0.49	0.12
47	47.7	-0.7	0.49	0.01
6	5.3	0.7	0.49	0.08

Calculated value $\sum = (O-E)^2/E$

= 0.22

Significant level = 0.05 X² tabular value= 3.841
X² calculated value > X² Table value

0.22 < 3.841 then Accept N.H (H₀)

H₀: There is no significance difference in satisfaction level based on Gender.

2.

Table-3: Observed value

GENDER	POSITIVE RESPONSES(awareness)	NEGATIVE RESPONSES (not aware)	TOTAL
FEMALE	36	6	53
MALE	41	17	47
TOTAL	77	23	100

HYPOTHESIS:

H₀: There is no significance difference between awareness based on gender
H₁: There is a significance difference between awareness based on gender

CHIA SQUARE TEST:

HOW TO PREPARE CHIA SQUARE RESULT:TABLE-4:

OBSERVED	EXPECTED	(O-E)	(O-E) ²	(O-E) ² /E
41	36.19	4.81	0.56	0.56
6	10.81	-4.81	0.56	3.85
36	40.81	-4.81	0.56	0.64
17	12.19	4.81	0.56	1.35

Calculated value $\sum = (O-E)^2/E$

= 6.4

Significant level = 0.05 X2 tabular value= 3.841
X2 calculated value > X2 Table value

6.4 > 3.841 then Accept N.H (H_1)

There is a significance difference between awareness based on gender

FINDING:

- From the above table and figure we can see that out of 100 customers, 90% says Yes and 10% says No.
- we can see that out of 100 customers, 70% says Yes and 30% says No regarding the issues. It can be interpreted that more than half of the customers from the sample size actually uses the 'YONO SBI' or YONO LITE SBI' app.
- we can see that out of 100 customers, 90% says yes & 10% says No i.e., almost everyone is familiar with the facility provided by SBI.
- The SBI YONO app facility is reliable to 44 members are Strongly Agree & 39 members are Agree & 14 members are neutral & remaining are Disagree.
- The registration process of YONO SBI is complex or difficult are 38 members are Strongly Agree & 45 members are Agree & 12 members are Neutral & remaining are disagree.
- The transferred money using SBI YONO app, 85% are Yes & 15% are No. The result is most of the customers are transferred money in SBI YONO app.
- we can that out of 100 customers, transaction of money at any place at any time 82% are says Yes & 18% are says No.
- The result is mostly Agree to transfer from one bank account to another through 'YONOSBI' app.
- we can see that out of 100 customers, 79% says yes & 21% says No, which shows that 79% of the customers of the sample size know about 'YONO CASH'.
- we can that out of 100 customers, 85% yes & 15% No, which shows that some people does not know about the useful features of the app.
- we can see that out of 100 customers, 55% of the aware the invest in mutual funds and purchase policies.
- we can see that out of 100 customers, mostly registration and login information related to internet banking needed to be remembered.
- we can see that out of 100 customers, 84% agrees, 16% disagrees which shows that the majority of customers of sample size are aware of features YONO SBI app.
- we can see that out of 100 customers, 74% agrees & 26% disagrees which shows that most of the customers are aware of cardless withdrawal.
- we can see that out of 100 customers, 62% agrees and 38% disagrees which shows that the study

area lacks large number of YONO cash Points.

- Mostly the customers are feeling safe and secured.
- 77% are agrees & 23% are Disagree which mostly the customers are satisfied.

SUGGESTIONS:

- The application (YONO SBI) should be more user-friendly.
- Number of YONO Cash enabled ATM should be increased i.e. all ATMs should have this facility as soon as possible.
- If YONO SBI app is uninstalled and re-installed; it does not allow registration the exiting user and shows “This device is already registered with another user”. Lot of customers is facing the similar problem, so it should be fixed as soon as possible.
- The response speed of the app should be faster.
- Beneficiary activation should be faster.
- If customers register for Internet Banking facility through YONO SBI app and if they wrongly select ‘View Only’ transaction right then it cannot be changed, neither from the YONO SBI app nor through ‘onlinesbi.com’. So, it is necessary to fix this problem as soon as possible because the transaction right restricts the user from accessing various features
- It will be very helpful if a ‘Back’ button is added to the YONO SBI app or at least the smartphone back button should work in the app.

CONCLUSION:

State Bank of India, has launched a unified integrated app called YONO that would offer all kinds of financial and lifestyle products. YONO application the clients to fulfil many needs with minimum human involvement. YONO app is a distinctive weapon for survival of banks and retains the customers loyalty. App provides numerous services like shop, transfer, bill pay, my relations, credit card. But the security under YONO app is always questionable one. If the bank builds trust about the securities system amongst the customers it easily achieves its landmark.