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“A STUDY ON CUSTOMERS AND EMPLOYEES SATISFACTION INDEX OF INDIA POST PAYMENTS BANK IN AKOLA AND WASHIM DISTRICT”

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ABSTRACT:

This chapter presents analysis of data obtained with the help of questionnaire for Customers and Employees Satisfaction Index of India Post Payments Bank in Akola and Washim District. This includes sample size 1000 customers and 100 IPPB employees. The center of any research project is regarded to be the data analysis phase. Data analysis and interpretation are the next logical steps after data collection using the appropriate tools and techniques, with the goal of arriving at an experiential explanation for the issue. The data analysis for the present research was done quantitatively with the help of both descriptive statistics and inferential statistics.



KEYWORDS : *analysis of data , experiential explanation , tools and techniques.*

INTRODUCTION:

In customer and employee satisfaction most often and commonly used terms are quality, efficiency, service, feedback, loyalty, and reliability. Attracting new customers and retaining existing customers and also increasing productivity of employees is an art.

To know customers and employees loyalty, reliability a simple way of measuring this collecting a feedback form from them. This research study will find out any issues that related to customers. Employees and customers satisfaction are a vital variable in increasing organizational performance.

This research study will found that factors which influence the Indian Postal department ability to meet customers wants, desires, and needs. Considering the set up cost, operation cost, and a strong competitive financial market, it is significant form Indian Postal department point of view that they should aim on customers and employee satisfaction, retaining and attracting new customers.

To deliver superior customer value, to build customer brand loyalty, to provide high degree of performance and customers satisfaction, for increasing the profit and performance of India Post Payments Bank, high quality service is essential. The importance of this research will help in designing and developing marketing strategy and program which in turn will reduce customers disconcert and provide high quality service to customers.

There are many studies related to India Post Payments Bank and this study will provide a basic framework for other researcher in the form of literature review. The other importance of this research study will be that it will help India Post Payments Bank to build a loyal customer and employees.

The study will also be able to know what their customers and employee’s satisfaction level ought to be and how to boost their trust and attract positive word of mouth publicity. I am hoping that this research will not only benefit to India Post Payments Bank in providing best practices as well as it will also contribute to body of knowledge.

Table 1: Information regarding ranks provided by IPPB employees about nature of job

Statements	Mean	SD
My current position is fascinating.	3.33	0.470
I can use a range of skills and abilities at work.	3.60	0.678
My work makes me feel accomplished.	3.14	0.520
I'm not sure what my obligations and tasks are at work.	2.59	0.291
The work seems to be cognitively taxing to me.	2.57	0.344
I have a lot of opportunities to be independent and free in my profession.	3.35	0.579
At work, I have more work than anyone could possibly complete.	2.72	0.259
I believe that my work is one that is respected by society.	3.42	0.525
I think that society respects the work that I do.	3.31	0.428
Total	3.11	0.375

Above Table 1 shows information regarding ranks provided by IPPB employees about nature of job. The mean rank calculated about having fascinating position at job was 3.33±0.470. The mean rank calculated about having authority to use a range of skills and abilities at work was 3.60±0.678. The mean rank calculated about feeling accomplish at job was 3.14±0.520. The mean rank calculated about unawareness regarding obligations and tasks at work was 2.59±0.291. The mean rank calculated about cognitively taxing from work was 2.57±0.344. The mean rank calculated about having opportunities to be independent and free in profession was 3.35±0.579. The mean rank calculated about having more work at job was 2.72±0.259. The mean rank calculated about recognising a work as respected in society was 3.42±0.525. The mean rank calculated about respecting by society 3.31±0.428. The mean rank calculated about overall satisfaction with nature of job in IPPB was 3.11±0.375. Hence, it is evident from the information that employees are satisfied with the job in IPPB.

Table 2: Information regarding ranks provided by IPPB employees about promotion policy of bank

Statements	Mean	SD
Those who perform well at work have a good possibility of getting promoted.	3.43	0.477
My employment offers enough prospects for promotion.	2.93	0.395
Promotions are granted by the bank based on an individual's capacity to follow its regulations.	3.60	0.569
The bank's promotion program is unjust.	2.74	0.219
I'm happy with the bank's promotion selection procedure.	3.31	0.431
The work offers a commendable possibility for advancement.	3.46	0.473
The bank's promotion program is advantageous to its staff	3.33	0.419
Total	3.26	0.296

Above Table 2 demonstrates information regarding ranks provided by IPPB employees about promotion policy of bank. The mean rank calculated about having good possibility of getting promoted

by performing well was 3.43 ± 0.477 . The mean rank calculated about offering enough prospects for promotion at IPPB was 2.93 ± 0.395 . The mean rank calculated about granting promotion based on an individual's capacity to follow its regulations by the bank was 3.60 ± 0.569 . The mean rank calculated about having unjust promotion program of bank was 2.74 ± 0.291 . The mean rank calculated about satisfaction with selecting procedure of bank was 3.31 ± 0.431 . The mean rank calculated about offering a commendable possibility for advancement by bank was 3.46 ± 0.473 . The mean rank calculated about advantageousness of promotion program to IPPB staff was 3.33 ± 0.419 . The mean rank calculated about overall satisfaction with promotion policy in IPPB was 3.26 ± 0.296 . Hence, it is evident from the information that employees are satisfied with employee promotion policy of IPPB.

CONCLUSION

Employees working in IPPB in Akola and Washim District are satisfied with the nature of job they performed at IPPB. Employees are satisfied with employee promotion policy of IPPB. Employees are satisfied with employee payment policy of IPPB. Employees are satisfied with employee supervision policy of IPPB. Employees are satisfied with co-workers in IPPB. Employees are satisfied with policies on innovation and difficulties in IPPB. Employees are satisfied with employee's operational situation in IPPB.

Employees are satisfied with employee decision making in IPPB. Employees are satisfied with employee policies and procedures in IPPB. Employees are satisfied with employee workload in IPPB. Employees are more satisfied with employee career opportunities in IPPB. Employees are more satisfied with employee training programmes in IPPB. Employees are satisfied with employee policy on human resources in IPPB. Employees are satisfied with employee policy on online banking in IPPB.

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