

Research Article

Banking Performance Facilities and its Impact on Member Satisfaction Towards Urban Cooperative Banks

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Abstract: satisfaction is mostly a result of expectations. Customers will be disappointed and probably regard their experience as less than satisfactory when their expectations are high and the reality falls short. This study was conducted to find the significant difference in the groups of employments variables with respect to factors of member satisfaction in urban cooperative banks. A sample of 87 members randomly selected from the 5 different cooperative banks in Chennai City. The instrument poses a set of 20 questions designed to calculate the member's satisfaction level. Multivariate techniques like ANOVA and t-test were tested for this study. Results of this study indicated that there is significance difference between male and female of members with regards to factors of Employee Performance Facilities and Overall Member Satisfaction of urban cooperative banks. Based on mean score male members have better satisfaction in Employee Performance Facilities and overall member's satisfaction than female members in Chennai City urban cooperative banks.

Keywords: Banking Tangible Facilities, External Facilities, Employee Performance Facilities, Member Satisfaction, Transaction Facilities.

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INTRODUCTION

Urban cooperative banks are essential in meeting the financing needs of small businesses, weaker communities, and niche industries. However, both commercial banks and international institutions pose a serious threat to the urban cooperative bank. John, M. E., & Thoomkuzhy, J. J. (2018) Cooperative banks offer their members a wide range of banking and financial services such loans, savings, banking accounts, etc. A cooperative bank is a financial institution that is owned by its members, who also serve as both the owners and the clients of the institution.

In comparison to cooperative banks, commercial banks are better able to offer their consumers swift and creative service. Commercial banks have benefited greatly from cutting-edge technology over the years. In fact, the use of innovative technology has increased competition in the commercial banking industry and given commercial banks the ability to better serve their customers by bolstering internal control systems that are then supported by efficient ICT procedures. The most significant and dynamic area of the cooperative sector is its urban cooperative banking sector, which is entirely independent and self-sufficient.

In the co-operative credit structure, urban cooperative banks occupy a prominent position. These institutions have a proud history of self-reliance, voluntarism, democratic management and financial independence with low operational risk. Even in the highly competitive market environment of the banking business, they have a bright future despite the uneven and asymmetrical growth they have experienced. According to Shriram, K., & Suresh, A. J. (2019) a cooperative bank is a

financial institution that works with its members, who are also its owners and clients. Cooperative banks were often created by person residing at the same local or professional community or sharing common concern. Ganjawala, M., & Joshi, P. (2018) were of the view that the cooperative banks are attempting to assist the repressed and depressed masses. In India particularly in the metro cities, cooperative movement has developed significantly and cooperative banks cater the needs of members and non-members. Banks should assess if their services and products meet or surpass customers' expectations in order to improve their performance.

As a result, customer satisfaction serves as an important performance measure for firms and has a significant impact. They educate staff members on the value of exceeding consumers' expectations. As a result, satisfaction is mostly a result of expectations. Customers will be disappointed and probably regard their experience as less than satisfactory when their expectations are high and the reality falls short. Currently, cooperative banks play a significant role in the Indian financial system, playing a far larger role in India than anywhere else in the world.

REVIEW OF LITERATURE

Soyeliya, U. L. (2013) conducted a study to evaluate and compare the effectiveness of cooperative banks and offer suitable solutions to increase their effectiveness. 200 members were chosen as the sample size for this study and the findings indicated that members were happy with the staff's service quality and the instalment payback schedule. This study recommended that banks implement cutting-edge banking practises including online banking, credit cards, ATMs, etc. Banks should seek to expand their branch network in addition to introducing fresh promotions to draw in more clients and satisfy existing ones.

Singh, B., & Soni, R. (2015) in their study tried to attempted the satisfaction levels of four urban cooperative banks (UCBs) in Punjab, seven in Haryana, and five in Himachal Pradesh. For this study, 302 members of urban cooperatives were chosen as a sample. The study's findings showed that the majority of the participants were highly satisfied with the bank's location, personnel demeanour, cleanliness of the branch, teller/enquiry counter, security systems, feedback system and overall level of customer care. This study also revealed that the most crucial element in ensuring members' satisfaction is tangibility.

Joshi, A. M., & Sankaranarayanan, K. G. (2016) have conducted a study to understand the expectations and perceptions of urban cooperative bank clients as well as to pinpoint the discrepancy between these two. 160 bank customers were included in the sample. The study's findings showed that there was a significant difference between state cooperative banks and multistate cooperative banks in every parameter. This study recommended that the bank increase the introduction of contemporary equipment to assist customer service as well as to boost effectiveness, productivity and service quality. The bankers should prioritise ensuring customer satisfaction by providing prompt & polite service as well as a compassionate response.

Ganjawala, M., & Joshi, P. (2018) carried out a study to determine the degree of customer satisfaction and the key elements influencing customer satisfaction in the various co-operative banks in south Gujarat. Convenience sampling and other non-probability sampling approaches were utilised to gather data from the 137 cooperative members. The findings of this study showed that the environment of the bank, interactions with customers, differentiation in services, goods and services, access to services, and availability of services are the primary factors determining customer satisfaction.

In a study conducted by John, M. E., & Thoomkuzhy, J. J. (2018) to find members' satisfaction levels in Pathanamthitta District Co-operative Bank. For this study, 40 cooperative bank members were chosen as respondents. Findings showed that the majority of members strongly agreed convenient banking hours, current equipment, prompt resolution of banking-related issues, well-behaved banking staff, member privacy and safe and secure transactions. Based on the findings, it was suggested that the bank should be upgraded with cutting-edge electronic banking tools including E-Banking ATMs (Automated Teller Machines) and CDMs (Cash Deposit Machines), which might appeal to and reassure users from the newest generation.

Radhakrishnan, D. P. (2018) conducted a study to find customer satisfaction and the factors influencing customers' perceptions of nationalised banks and cooperative banks. 200 customers from two banks in the district of Palakkad make up the sample size used for the study. According to survey findings, there is no discernible difference between nationalised banks and cooperative banks in terms of timely passbook updates, problems addressed by the banks, approachability, and product information based on client age. To draw in more clients, it was advised that cooperative banks implement additional technology, such as e-banking capabilities, into their daily operations. Cooperative banks may provide its branches core banking solutions.

Balavenkatesh, N. G. (2019) undertook a study to determine the key variables influencing customer satisfaction in Tamil Nadu's urban cooperative banks. To gather the data, a multistage sampling method was used. For this study, 560 members made up a sample. The study's findings showed that all other elements, including financial services, value-added services,

staff factors and guidance facilities are associated but that the members' educational backgrounds, routine operational factors are not correlated. It was suggested in this study that ATMs be installed all around the state so that customers of Urban Cooperative Bank may withdraw cash whenever they wanted and use their services wherever they went.

Shriram, K., & Suresh, A. J. (2019) in their study tried to assess how customers felt about the quality of the service at the state cooperative banks in Pondicherry. 90 cooperative members' responses were chosen at random to learn about their interactions with the bank. The findings showed that while cooperative members were very satisfied with banking services and employee attitudes. Members were not happy with the lack of technical developments of cooperative banks. This study suggested since cooperative banks are not always informed about the new services and products offered by the bank, phone services or toll-free lines might be offered to keep consumers up to date on the bank's operations.

Jayasree, T. O. (2021) undertook a study to determine the urban cooperative banks' customer satisfaction and service standards, as well as the factors that went into the decision to choose an urban cooperative bank. A systematic interview schedule was used to gather information from 450 urban cooperative bank clients in Kerala during a field study. The survey indicated that, with the exception of the tangibility and empathy dimensions, customers were extremely satisfied with the main service quality aspects of Kerala's urban cooperative banks. The study's findings also showed that there was no statistically significant relationship between demographic characteristics and total customer satisfaction as measured by various aspects of service quality. This study concluded that urban cooperative banks should emphasise "empathy" and "tangibility" more in order to attract and impress consumers.

Jindal, M., & Srivastava, S. (2021) in their study tried to find the Almora Urban Co-operative Bank's customer satisfaction. 34 questions were included in this study, which included a sample of 100 respondents. According to the study's findings, there was a moderate association between financial activity, staff competency and customer satisfaction with infrastructure and tools. In this study, it was suggested that Urban Co-operative Bank could enhance its parking facility, loan interest rate, online banking services, service charge, locker facility and complaint/grievance resolution, redressal cell, ATM services, demand draught capability and acceptance of all modes of payment to its members for better customer service.

Smiely, S. R., & Kannapiran, P. (2021) In their study, attempted to evaluate how customers were satisfied with the various services provided by Tamil Nadu's Southern District Central Cooperative Banks. 400 clients were randomly chosen as a sample in order to learn more about their interactions with the bank. The study's findings demonstrated that bank customers were extremely delighted with the institution's services, including its convenient location, well-groomed employees, appealing printed materials, equipment accessibility, sense of security, guaranteed turnaround time and competent staff. Although the members' dissatisfaction with less technological advancement was evident in the results.

METHODOLOGY

This study tried to find the members satisfaction level and Facility Factors of Urban Cooperative Banks Ltd impacting its member's satisfaction in the metropolitan Chennai City. Urban cooperative banking members are selected for this study as respondents. This study is based on the primary data collected through structured questionnaire to observe the views of satisfaction level and facilities provided by the urban cooperative banks. A sample of 87 members randomly selected from the 5 cooperative banks namely 1. Sozhinganallur Urban Cooperative Bank Ltd, 2. Triplicane Urban Cooperative Bank Ltd, 3. Saidapet Urban Cooperative Bank Ltd, 4. Thyagaraya Nagar Urban Cooperative Bank Ltd and 5. Navallur Urban Cooperative Banks Ltd were selected for this study in Chennai City. Among the non-probability sampling convenient sampling method was used for this study. The instrument poses a set of 20 questions designed to calculate the member's satisfaction level. Descriptive analysis and Multivariate techniques like ANOVA and t-test were tested for this study.

Objectives of the study

- To find significant difference between male and female with respect to factors of member satisfaction in urban cooperative banks.
- To find significant difference in the groups of employment variables with respect to factors of member satisfaction in urban cooperative banks.

RESULTS AND DISCUSSION

Table 1 - Demographic Profile

Particulars	Classification	No. of Customers	Percentage
Gender	Male	55	63.2
	Female	32	36.8
	Total	87	100.0
Age Group	18-25	8	9.2

	26-35	23	26.4
	36-45	26	29.9
	Above 46	30	34.5
	Total	87	100.0
Education Qualification	Illiterate	10	11.5
	School Level	18	20.7
	Graduate	28	32.2
	Professional	31	35.6
	Total	87	100.0
Occupation	Private Organization	29	33.3
	IT/MNC	4	4.6
	Govt. Employees	25	28.7
	Business	29	33.3
	Total	87	100.0

Out of 87 members 63.2% of them are male and 36.8% of the female are members of urban cooperative members in Chennai City. Among the age group most of the members 32.5% of the members above the age group of 46 years in urban cooperative banks. In Chennai City urban cooperative banks, most of the members are having professional degree and least of the members 11.5% of them are Illiterates. Out of 87 members most of them are both working in private organisation and businessmen are in the urban cooperative banks in Chennai City.

Table 2 - Type of selected banks

Bank Name	No of Selected Banks	Percentage
Sozhinganallur Urban Cooperative Bank Ltd	28	32.18
Triplicane Urban Cooperative Bank Ltd	11	12.66
Saidapet Urban Cooperative Bank Ltd	19	21.83
Thyagaraya Nagar Urban Cooperative Bank Ltd	14	16.09
Navallur Urban Cooperative Banks Ltd	15	17.24
Total	87	100.00

Out of 87 members 32.18% of them were choosing Sozhinganallur Urban Cooperative Bank Ltd, 12.66% of them were members of Triplicane Urban Cooperative Bank Ltd, 21.83% of them were using Saidapet Urban Cooperative Bank Ltd, 16.09% of them were Thyagaraya Nagar Urban Cooperative Bank Ltd and 17.24% of them were members of Navallur Urban Cooperative Banks Ltd. It is observed that most of the respondents were members of 32.18% of them are Sozhinganallur Urban Cooperative Bank Ltd and least of the respondents were 12.66% of members from Triplicane Urban Cooperative Bank Ltd.

Table 3 - Facility Factors of Urban Cooperative Banks Ltd

Factors	Components	Mean	SD	Cronbach's Alpha
Banking Tangible Facilities	Banking Modern Equipment	3.41	1.377	0.808
	Attractive Banking Atmosphere	2.69	1.497	
	Convenient Banking Timing	2.60	1.588	
	Modern Technology	3.39	1.401	
	Parking Facilities	2.60	1.588	
Employee Performance Facilities	Promptness of the service	3.86	1.407	0.771
	Speed of the services	4.13	1.054	
	Courteous/friendly people	3.91	1.178	
	Reliability of the employees	4.03	1.156	
	problem Solving Efficiency	3.36	1.422	
Transaction Facilities	Employee Behaviour	2.86	1.541	0.806
	Cash depositing procedure	3.74	1.298	
	Easy Withdraw and Deposit	3.68	1.402	
	Loan availing procedure	3.86	1.296	
	E banking operation	3.03	1.410	
Banking External	ATM Facilities	3.47	1.421	0.812
	Atmosphere in the Bank	3.67	1.273	
	Layout of the Bank	4.05	0.680	

Facilities	Location of the bank	3.90	1.303	
	Clean facilities	3.63	1.415	

From the above table inferred that among the tangible facilities factor members are highly satisfied with the Banking Modern Equipment and unhappy with the factors of Attractive Banking Atmosphere, Convenient Banking Timing and Parking Facilities. Among the Employee Performance Facilities members are highly satisfied with Speed of the services and less satisfied with the Employee Behaviour in urban cooperative banks in Chennai City.

It is further observed in the above that among the Transaction Facilities cooperative members are happy with the determinants of Loan availing procedure, Easy Withdraw and Deposit and Cash depositing procedure. Even though members are little bit unhappy with E banking operation. Among the Banking External Facilities cooperative members are satisfied with the Layout of the Bank and Location of the bank. At the same time, they are dissatisfied with the factor Clean and Atmosphere facilities in the urban cooperative Banks

Null Hypothesis 1: There is no significant difference between Male and Female with respect to Factors of member satisfaction in urban cooperative banks.

Table 4. t test for significant difference between Male and Female with respect to Factors of member satisfaction in urban cooperative banks.

Factors of Members Satisfaction	Gender				t value	P value
	Male		Female			
	Mean	SD	Mean	SD		
Banking Tangible Facilities	15.93	5.500	12.88	5.351	2.521	0.014*
Banking External Facilities	23.09	4.774	20.88	5.999	1.897	0.061
Transaction Facilities	19.15	3.983	16.94	4.711	2.330	0.022*
Employee Performance Facilities	15.17	2.951	13.00	2.794	3.356	0.001**
Overall Members Satisfaction	73.09	14.130	63.69	16.167	2.827	0.001**

** Denotes significant at 1% level

* Denotes significant at 5% level

Since P value is less than 0.01 Null Hypothesis is rejected at 1% level with regard to factors of Employee Performance Facilities and Overall Member Satisfaction of urban cooperative banks in Chennai City. Hence there is significance difference between male and female of members with regards to factors of Employee Performance Facilities and Overall Member Satisfaction of urban cooperative banks. Based on mean score male members have better satisfaction in Employee Performance Facilities and overall members satisfaction than female members in Chennai City urban cooperative banks.

Since P value is less than 0.05, null hypothesis is rejected at 5% level with regard to Factors of Banking Tangible Facilities and Transaction Facilities Hence there is significance difference between male and female members with regard to the factors of Banking Tangible Facilities and Transaction Facilities in urban cooperative banks. Based on the mean score, the male members have better opinion on Banking Tangible Facilities and Transaction Facilities than female in urban cooperative banks.

There is no significance difference between male and female members with regard to Banking External Facilities. Since P value is greater than 0.05. hence the null hypothesis is accepted at 5% level with regard to Banking External Facilities in Chennai City urban cooperative banks.

Null Hypothesis 2: There is no difference in the groups of employments variables with respect to Factors of member satisfaction in urban cooperative banks.

Table 5 - Difference in the groups of employments variables with respect to Banking Tangible Facilities, Employee Performance Facilities, Transaction Facilities, Banking External Facilities and Overall Member Satisfaction.

Factors	Components	N	Mean	SD	F - Value
Banking Tangible	Private Organization	2	11.52	5.527	7.163** (p<.000)
		9			

Facilities	IT/MNC	4	16.00	4.690	
	Govt. Employees	2 5	15.12	3.961	
	Business	2 9	17.66	5.524	
	Total	8 7	14.80	5.613	
Employee Performance Facilities	Private Organization	2 9	18.76	5.810	8.864** (p<.000)
	IT/MNC	4	24.50	4.655	
	Govt. Employees	2 5	24.92	3.915	
	Business	2 9	22.43	4.114	
	Total	8 7	22.28	5.332	
Transaction Facilities	Private Organization	2 9	16.69	5.128	4.305** (p<007)
	IT/MNC	4	20.25	3.304	
	Govt. Employees	2 5	17.92	3.605	
	Business	2 9	16.48	3.491	
	Total	8 7	18.33	4.371	
Banking External Facilities	Private Organization	2 9	13.52	2.849	2.074** (p<.010)
	IT/MNC	4	16.00	1.155	
	Govt. Employees	2 5	14.16	3.275	
	Business	2 9	15.46	3.061	
	Total	8 7	14.36	3.064	
Overall Member Satisfaction	Private Organization	2 9	60.48	16.287	7.773** (p<.001)
	IT/MNC	0 4	71.75	08.302	
	Govt. Employees	2 5	70.12	11.501	
	Business	2 9	78.25	13.775	
	Total	8 7	69.59	15.516	

Banking Tangible Facilities

The obtained 'F' value is 7.163 and it is significant at 1% level. Hence null hypothesis is rejected. It indicates that there is significant difference among the members occupation with regards to Banking Tangible Facilities. Moreover, it is observed from the above table that the among the occupation group Business people have scored highest mean value of (17.66) and lowest mean value was scored by the respondents employed in Private Organization (11.52). This shows that business people are more satisfied with the urban cooperative banks and employed in private organization are less satisfied towards urban cooperative banks in Chennai City.

Employee Performance Facilities

The obtained 'F' Value is 8.864 and it is significant at 1% level. Hence null hypothesis is reacted. It indicates that there is significant difference among the occupation group with regards to Employee Performance Facilities. Moreover, it is observed that among the occupation of the respondents Govt. Employees have highest mean score of (24.92) and employees in private organization respondents have lowest mean score (18.76). it is evident that Govt Employees are more satisfied with the Employee Performance Facilities in urban cooperative banks among the Occupation group.

Transaction Facilities

The obtained 'F' Value is 4.305 and it is significant at 1% level. Hence null hypothesis is reacted. It indicates that there is significant difference among the occupation group with regards to Employee Performance Facilities. Moreover, it is observed that among the occupation working in IT/MNC respondents have highest mean score of (20.25) and business people have lowest mean score (16.48). It indicates that IT/MNC Employees are more satisfied with the Transaction Facilities than Business people in urban cooperative banks in Chennai City.

Banking External Facilities

The obtained 'F' Value is 2.074 and it is significant at 1% level. Hence null hypothesis is reacted. It indicates that there is significant difference among the occupation group with regards to Banking External Facilities. Moreover, it is observed that among the occupation working in IT/MNC respondents have highest mean score of (16.00) and Private Organization employees have lowest mean score (13.52). It indicates that IT/MNC Employees are more satisfied with the Banking External Facilities than Private organization employees in urban cooperative banks in Chennai City.

Overall Member Satisfaction

The obtained 'F' Value is 7.773 and it is significant at 1% level. Hence null hypothesis is reacted. It indicates that there is significant difference among the occupation group with regards to Overall Member Satisfaction. Moreover, it is observed that among the occupation those who are doing business have highest mean score of (78.25) and working in Private Organization respondents have lowest mean score (60.48). It indicates that business peoples are more satisfied with the Overall banking performance than Private Organization in urban cooperative banks in Chennai City.

Suggestions

Based on the result it is suggested that urban cooperative banks should be provided with more modern facilities like ATM (Automated Teller Machine), CDM (Cash Deposit Machine), Passbook Printers etc. At the same time many researchers namely Jindal, M., & Srivastava, S. (2021); John, M. E., & Thoomkuzhy, J. J. (2018); Soyeliya, U. L. (2013) and Radhakrishnan, D. P. (2018) suggested that the urban cooperative bank should be updated with the modern electronic banking facilities like internet banking, E-Banking, mobile banking which may attract and comfort new generation users. ATM facility should be provided across the state in order to take money at any time and gain Urban Cooperative Bank services at anywhere. Update the banking services by adopting information Technology to offer technological driven products and services to customers on continuously. Create exclusive "APP" for Urban Cooperative Bank money transfers.

CONCLUSION

Finally use of innovative technology has increased competition in the commercial banking industry. Therefore, urban cooperative banking Ltd are also adopt the modern technologies to providing the updated and sophisticated services to their members like private commercial banks. To improve and increase the members level urban cooperative banks should concentrate on the factors of Attractive Banking Atmosphere, Convenient Banking Timing, Parking Facilities, Employee Behaviour, Layout of the Bank and E banking operation

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