

SURVEY QUESTIONNAIRE

Dear Sir / Madam, I am a second year MBA student from Anna University, Chennai. We are conducting this survey to know about customer satisfaction and loyalty after merger of associate banks of SBI with itself. There is no right or wrong answer. Please read the statements carefully and answer. All the data will be kept confidential. It will be used only for educational and research purposes only. None of the data will be disclosed.

Age:

Gender:

Bank Name:

Year of account opening:

Location:

Education:

SECTION 1 (PSYCHOLOGICAL CONTRACT VIOLATION)

Please indicate to what extent you agree with the following statements.

1 = Not at all, 2 = Somewhat, 3 = Neutral, 4 = Some extent, 5 = Very great extent

(Tick in the appropriate box)

		1	2	3	4	5
1	I feel happy about the merger					
2	I feel pleased about the merger					
3	I feel disappointed about the merger					
4	I feel violated about the merger					
5	I feel grateful about the merger					
6	I have difficulty in obtaining information post merger.					
7	I find difficult to commute.					
8	I lost my personal care / identity after merger.					

SECTION 2 (SERVICE PERFORMANCE)

Please rate the following statements.

1 = Very High, 2 = High

3 = Same,

4 = Low, 5 = Very Low

(Tick in the appropriate box)

		1	2	3	4	5
9	Time required to avail a service					
10	Effort taken to receive a service					
11	Employees provide consistent service					
12	Employees are willing and provide service in a timely manner					
13	Employees are approachable and easy to contact					
14	Employees are courteous, polite and respectful					
15	Employees listen and speak to me in a language I understand					
16	Employees are trustworthy, honest and believable.					
17	Employees make effort to understand my needs.					
18	Physical facilities and employees are neat and clean.					
19	The overall ability of bank to satisfy my needs and wants is.					

Please rate the following statements.

1 = Pathetic, 2 = Poor

3 = Same,

4 = Good, 5 = Excellent

(Tick in the appropriate box)

		1	2	3	4	5
20	Overall service					

SECTION 3 (CUSTOMER SATISFACTION)

(Tick only one option)

21. Overall satisfaction level

☐ Very dissatisfied.

☐ Dissatisfied.

☐ Neutral.

☐ Satisfied.

☐ Very satisfied.

22. To what extent, service has met expectation ?

- ☐ Much worse.
- ☐ Worse than expectation.
- ☐ Neutral.
- ☐ Equal to expectation.
- ☐ Better than expectation.

23. Compare the current service with before merger.

- ☐ Very far from ideal.
- ☐ Far from ideal.
- ☐ Neutral.
- ☐ Close to ideal.
- ☐ Very close to ideal.

SECTION 4 - (LOYALTY)

Please rate the following statements.

1 = Not at all likely, 2 = Not very likely

3 = Quite likely, 4 = Very likely

(Tick in the appropriate box)

		1	2	3	4
24	Would you recommend to a friend / relatives?				
25	Will you avail service continuously ?				
26	Will you open account again ?				

Please rate the following statements.

1 = Strongly disagree, 2 = Disagree

3 = Neutral 4 = Agree, 5 - Strongly agree

(Tick in the appropriate box)

		1	2	3	4	5
27	I had a problem or negative experience after merger?					
28	Given an option to switch, I will switch to other banks.					