

A STUDY ON USERS SATISFACTION TOWARDS DEBIT CARD SYSTEMS IN SBI AT SALEM DISTRICT

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ABSTRACT

The advent of electronic fund transfer system in late 1970 made the ways for the induction of ATMs Direct Deposit of Payroll, Pay by Phone, Point of Sale, Credit and Debit Cards, Automated Clearing House, Credit Deposit Machines, Auto-banking or so. Thus the process of development started gaining the momentum. Futurologists forecast some more changes and reforms in the banking operation since the foreign banks have made the services more competitive by promoting work culture and welcoming techno- culture.

The downward moving share of the public sector commercial banks to the process of socio-economic transformation makes it essential that audit their policies and strategies. On the one hand, they are expected to sub serve social interests while on the other hand, they also bear the responsibility of generating profits and maintaining commercial viability. It is right to mention that the public sector commercial banks find it difficult to work since the interference of government makes it difficult to make the services competitive. The regulations of the Reserve Bank of India stand as a major obstacle while making and innovating the policy decisions. Of late, the foreign banks and a few of the SBI have been found establishing and edge over the public sector commercial banks. The customers are found satisfied with the quality of services made available by them.

KEY WORDS: RBI regulations, ATMs, public sector Banks, Debit and Credit Cards, and Users Satisfaction.
