

A STUDY ON CUSTOMER SATISFACTION TOWARDS FINANCIAL SERVICES PROVIDED BY KEERTANA FINANCE

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ABSTRACT

This study examines customer satisfaction towards financial services provided by Keertana Finance. The main objective of the research is to analyze the level of satisfaction among customers regarding loan facilities, interest rates, repayment flexibility, service quality, and overall trust in the organization. The study is based on primary data collected from customers through structured questionnaires and supported by secondary data from books, journals, and company records. Statistical tools such as percentage analysis and simple charts were used for data interpretation. The findings reveal that most customers are satisfied with the timely loan disbursement, friendly staff behavior, and flexible repayment options offered by Keertana Finance. However, the study also identifies areas for improvement, including interest rate transparency and faster grievance redressal mechanisms. The research concludes that customer satisfaction plays a vital role in building trust, loyalty, and long-term growth of financial service institutions.

Keywords:- Customer Satisfaction, Financial Services, Loan Facilities, Service Quality, Trust and Loyalty, Keertana Finance.

I. INTRODUCTION

Customer Satisfaction:- Customer satisfaction refers to the degree to which customers feel that a product or service meets or exceeds their expectations. In today's highly competitive business environment, especially in the financial services sector, customer satisfaction has become a key factor for organizational success and sustainability. Satisfied customers are more likely to remain loyal, recommend services to others, and contribute to the long-term growth of an organization.

Customer Satisfaction Meaning And Definition: According to Philip Kotler "The level of a person's felt state resulting from comparing a product's perceived performance with his or her expectations."

In the financial services sector, customer satisfaction depends on factors such as:

- Interest rates
- Loan processing time
- Transparency
- Staff behavior

- Customer support
- Trust and reliability

II. REVIEW OF LITERATURE:

A literature review is a piece of academic writing demonstrating knowledge and understanding of the academic literature on a specific topic placed in context. Here the previous researches related with the present study:

1. Singh & Gupta (2021) examined the impact of service quality on customer satisfaction in Indian financial institutions. Their study found that **reliability and transparency in interest charges** significantly influence overall satisfaction and likelihood of continued borrowing. The authors emphasized that meeting customer expectations in terms of fair interest calculation drives customer retention

2. Kumar & Sharma (2020) investigated the relationship between service delivery and customer experience in NBFCs. They reported that **digital services, prompt query resolution, and clear loan terms** are key to enhancing

overall customer experience, with firms lagging in digital adoption showing lower satisfaction scores.

3. Reddy, R. & Prasad, S. (2022) focused on customer perception towards interest rate transparency. The study concluded that **complex interest calculation practices** negatively affect customer confidence and satisfaction, especially among retail borrowers who prefer simplicity and clarity.

4. Patel & Mehta (2023) studied customer expectations vs actual service performance in finance firms. Their research showed a **significant gap between expectations regarding turnaround time and actual processing times**, suggesting that firms that close this gap experience higher satisfaction and better word-of-mouth referrals.

5. D'Souza & Kapoor (2024) explored how non-price factors (employee behavior, grievance handling, digital communication) impact customer satisfaction. The study revealed that when **actual performance matches or exceeds expectations**, customers report higher satisfaction even if interest rates are relatively higher, provided the overall experience is smooth and fair.

6. Jain & Verma (2021) analyzed customer loyalty drivers in financial services. They found that **consistency in service quality and transparency in terms and conditions**, including interest computation, were key predictors of long-term repeat business and positive customer perception.

NEEDS FOR THE STUDY:

1. Customer satisfaction is a key factor for the growth and success of any financial institution. This study is needed to understand the level of satisfaction of customers towards the financial services provided by Keertana Finance
2. The financial services sector is highly competitive, and customers have many alternatives. Hence, this study helps Keertana

Finance identify the factors that influence customer satisfaction and loyalty.

3. The study is required to evaluate customer perceptions regarding loan procedures, interest rates, service quality, staff behavior, and overall service efficiency.

4. Understanding customer expectations and problems helps the company improve its services and maintain long-term relationships with customers.

OBJECTIVES OF THE STUDY:

1. To study the level of customer satisfaction towards the financial services provided by the company.

2. To study on to suggest ways to improve overall customer experience.

3. To analyze customer satisfaction with interest calculation methods.

4. To compare customer expectations with actual service performance.

III. RESEARCH METHODOLOGY:

Research design: Descriptive research designs are useful tools used by researchers and professionals to collect data about specific collections or features. This type of research provides a clear and accurate picture of the nature and behavior of a particular group or subject.

Sources of Data :- Data sources can be classified in to two types as follows.

Primary Data :- Primary data was collected from the consumers by completing the questionnaire."

Secondary Data :- Secondary data is collected from various books. Magazines, newspapers, company reports, and various websites.

SAMPLING METHOD: I preferred to use random sampling method for this project

SAMPLING ELEMENT: CUSTOMER

SAMPLING SIZE: 100

RESEARCH INSTRUMENT: The instrument use for the research is a well-structured questionnaire.

STATISTICAL TOOL: Simple percentage analysis has been used to analysis the data

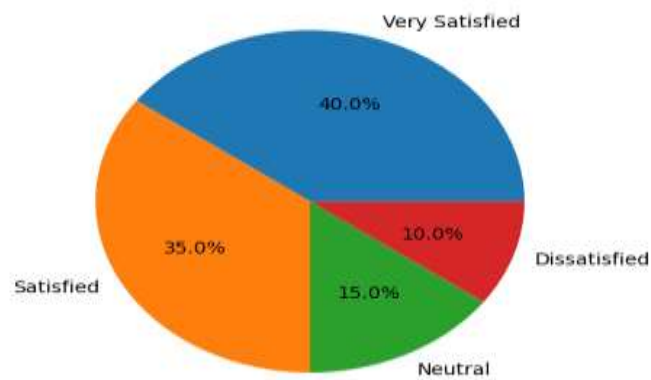
"Simple percentage = no of respondents/toral no of respondents* 100

IV. DATA ANALYSIS & INTERPRETATION

1. How do you feel while dealing with Keertana finance?

Options	No. Of respondents	Percentage
Very satisfied	40	40%
Satisfied	35	35%
Neutral	15	15%
Dissatisfied	10	10%
Total	100	100%

1. Feeling While Dealing with Keerthana Finance

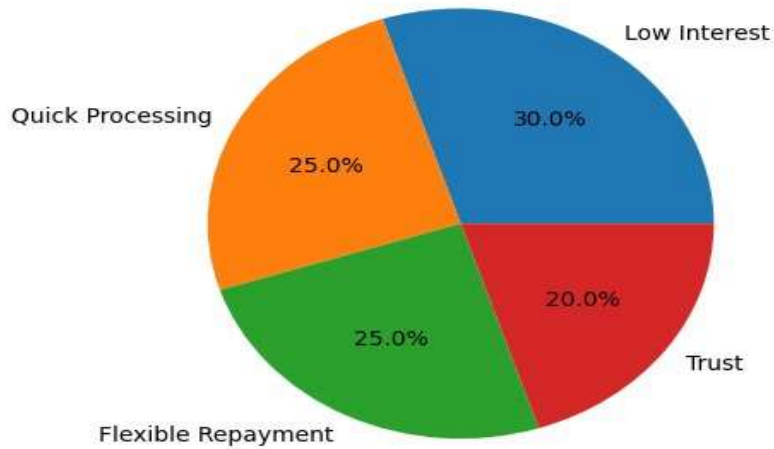


Interpretation:- The majority of respondents (40%) feel **very satisfied**, and 35% are **satisfied** while dealing with Keertana Finance. Only 10% expressed dissatisfaction. This shows that most customers have a positive experience, indicating good service quality and customer handling.

2. What the main reason for choosing Keertana finance?

Choosing Keertana finance	No. of respondents	Percentage
Quick process	25	25%
Flexible repayment	25	25%
Low interest	30	30%
trust	20	20%
Total	100	100%

2. Main Reason for Choosing Keerthana Finance

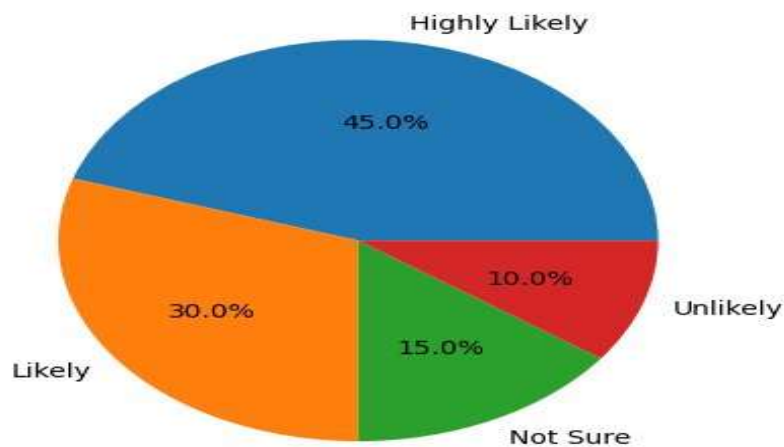


Interpretation:- About 30% of customers chose Keertana Finance due to **low interest rates**, while 25% selected it for **quick processing** and 25% for **flexible repayment options**. Trust accounts for 20%. This indicates that competitive interest rates and fast service are key factors attracting customers..

3. How likely you to recommend Keertana finance to other??

recommend	No. of customers	Percentage
Highly likely	45	45%
likely	30	30%
unlikely	10	10%
Not sure	15	15%
Total	100	100%

3. Likelihood to Recommend

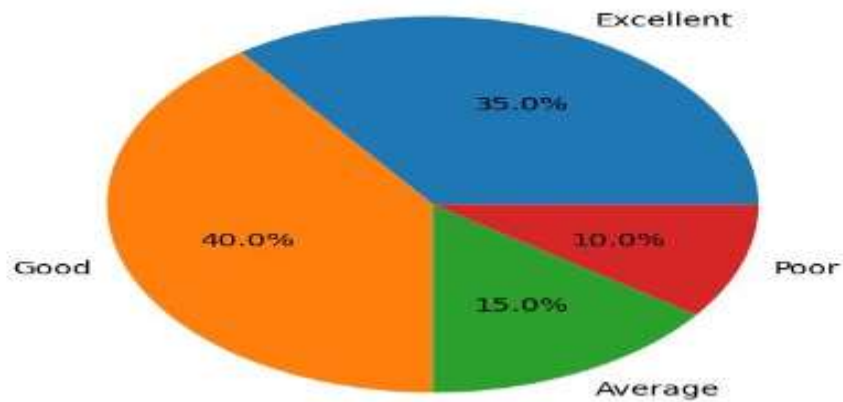


Interpretation :- Most respondents rated the services as **good (40%)** or **excellent (35%)** compared to other finance companies. Only 10% rated it as poor. This indicates that Keertana Finance performs competitively in the market.

4. Compared to the other finance companies, Keertana finance services are?

Compared to the other finance companies	No. of customers	Percentage
Excellent	35	35%
good	40	40%
average	15	15%
poor	10	10%
total	100	100%

4. Comparison with Other Finance Companies

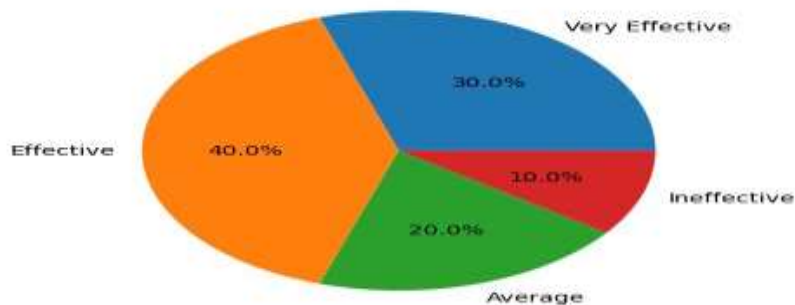


Interpretation :- Most respondents rated the services as **good (40%)** or **excellent (35%)** compared to other finance companies. Only 10% rated it as poor. This indicates that Keertana Finance performs competitively in the market.

5. How effectively does Keertana finance resolve customer complaints?

resolve customer complaints	No. of customers	Percentage
effective	40	40%
Very effective,	30	30%
ineffective,	10	10%
Average	20	20%
Total	100	100%

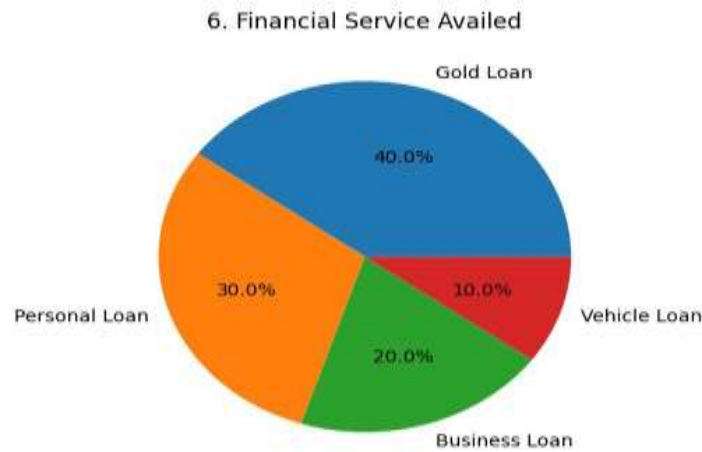
5. Complaint Resolution Effectiveness



Interpretation:- 40% of customers feel the complaint resolution process is **effective**, and 30% say it is **very effective**. However, 10% believe it is ineffective. This shows that while most customers are satisfied, there is still room for improvement in handling complaints

6. Which financial service have you availed from Keertana Finance??

S.no	Options	Response	Percentage
1	gold loans	40	40%
2	personal loans	30	30%
3	business loans	20	20%
4	Vehicle loans	10	10%
	total	100	100%

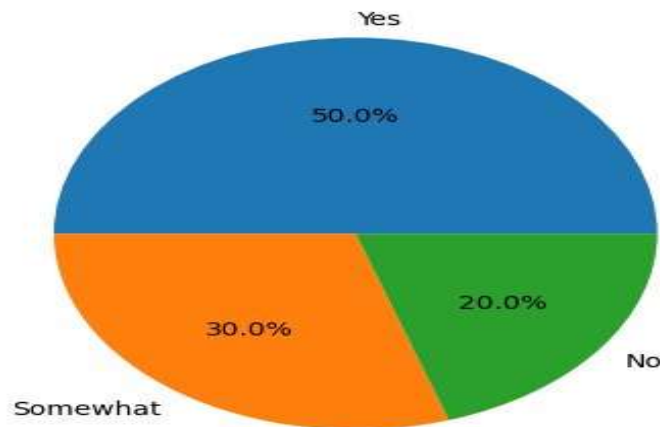


Interpretation :- The majority (40%) have availed **gold loans**, followed by personal loans (30%) and business loans (20%). Vehicle loans account for 10%. This indicates that gold loans are the most popular service offered by the company..

7. Does Keertana Finance provide personalized service based on your needs?

s.no	Personalized service	No. of respondents	Percentage
1	yes	50	50%
2	No	20	20%
3	Some what	30	30%
Total no. of respondents		100	100%

7. Personalized Service

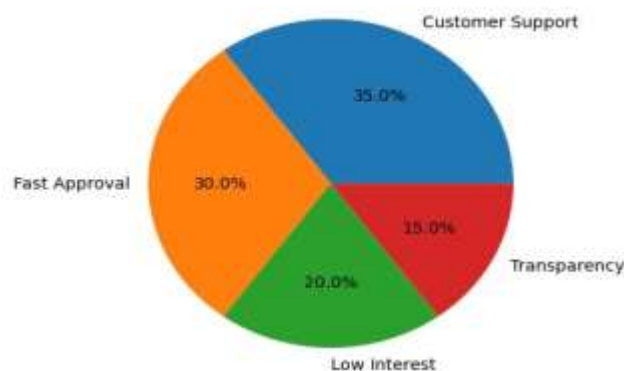


Interpretation :- Half of the respondents (50%) believe Keertana Finance provides **personalized service**, while 30% feel it is somewhat personalized. This reflects a customer-focused approach, though improvement is possible..

8. what is the one service aspect Keertana finance does better than other?

s.no	service aspect	No. of respondents	Percentage
1	customer support	35	35%
2	fast approval	30	30%
3	Low interest	20	20%
4	transparency	15	15%
Total no. of respondents		100	100%

8. Best Service Aspect



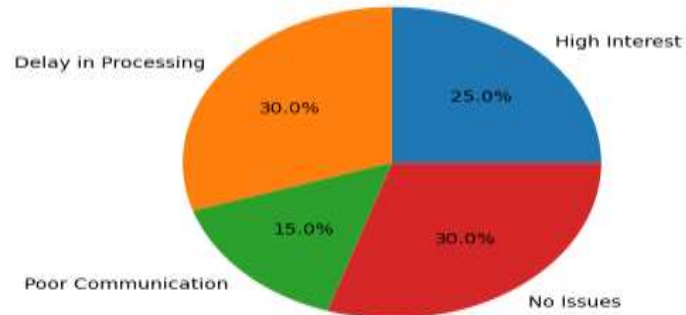
Interpretation :- 35% of customers believe **customer support** is the best aspect, followed by **fast approval (30%)**. This shows that service quality and speed are the company's major strengths.

9. What is the biggest problem you faced with Keertana?

s.no	Options	Response	Percentage
1	delay in processing	30	30%
2	High interest	25	25%
3	Poor communication	15	15%

4	No issues	30	30%
	Total response	100	100%

9. Biggest Problem Faced

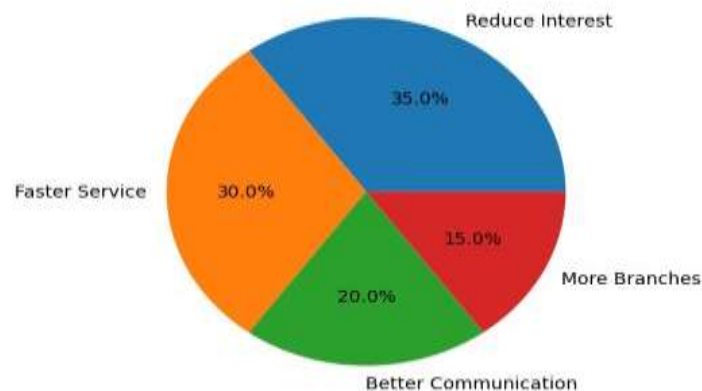


Interpretation:- 30% reported **delay in processing**, and another 30% faced no issues. 25% mentioned high interest as a problem. This suggests that processing time and interest rates are areas requiring attention

10. What changes would most improve your satisfaction?

s.no	Changes to improve satisfaction	No. of respondents	Percentage
1	Reduce interest	35	35%
2	Faster service	30	30%
3	More branches	15	15%
4	Better communication	20	20%
Total no. of respondents		100	100%

10. Changes to Improve Satisfaction



Interpretation :- 35% of respondents suggest **reducing interest rates**, while 30% recommend faster service. This indicates that customers expect more competitive pricing and quicker service for higher satisfaction.

V. RESEARCH FINDINGS:

1.High Level of Customer Satisfaction

The majority of respondents are either very satisfied or satisfied with the services of Keertana Finance. This indicates that the company maintains good service quality and customer relationships.

2. Low Interest Rate is the Major Attraction

Most customers choose Keertana Finance mainly because of its competitive interest rates, followed by quick loan processing and flexible repayment options. Strong Customer Loyalty.

3. Strong Customer Loyalty

A large percentage of customers are highly likely to recommend Keertana Finance to others. This reflects strong trust, positive experience, and customer loyalty.

4. Competitive Market Position

Customers rated the company's services as good or excellent compared to other finance companies. This shows that Keertana Finance has a strong position in the local financial market.

5. Effective Complaint Handling System

Most respondents feel that complaints are resolved effectively. However, a small percentage expressed dissatisfaction, indicating the need for faster grievance redressal.

6. Gold Loan is the Most Popular Service

Among the financial services offered, gold loans are the most widely availed service, followed by personal and business loans.

7. Personalized Service is Appreciated

Half of the respondents agree that the company provides personalized services based on their needs. This reflects a customer-oriented approach.

8. Customer Support and Fast Approval are Key Strengths

Customers identified customer support and quick loan approval as the strongest service aspects of Keertana Finance.

9. Processing Delay is a Major Issue

Some customers reported delays in loan processing as a significant problem. A few also mentioned high interest rates as a concern.

10. Need for Interest Rate Reduction and Faster Service

Customers suggested reducing interest rates and improving processing speed to enhance overall satisfaction.

VI. SUGGESTIONS:

Based on the findings of the study, the following suggestions are recommended to improve customer satisfaction towards Financial Services Provided by Keertana Finance:

1.Reduce Interest Rates

Since many customers suggested lower interest rates, the company should review its pricing strategy and offer competitive interest rates to attract and retain more customers

2.Improve Processing Speed

Delays in loan processing were identified as a major issue. The company should streamline internal procedures and adopt digital systems to ensure faster loan approvals and disbursement.

3. Strengthen Complaint Handling Mechanism

Although most customers are satisfied with complaint resolution, improvement is needed. A dedicated grievance redressal team and faster response time can enhance customer trust.

4. Enhance Communication with Customers

Clear and regular communication regarding loan terms, repayment schedules, and policy changes will improve transparency and customer confidence.

5. Expand Personalized Services

The company should focus more on understanding individual customer needs and offering customized loan schemes.

6. Introduce Customer Feedback System

Conducting regular customer satisfaction surveys and feedback programs will help identify service gaps and areas for improvement.

7. Promotional Awareness Programs

Creating awareness about various financial services through advertisements, social media, and local campaigns can increase customer base.

8. Employee Training Programs

Continuous training for employees in customer service, communication skills, and financial knowledge will improve overall service quality.

9. Introduce Loyalty Benefits

Providing benefits such as interest concessions for repeat customers or referral incentives can increase customer retention.

10. Adopt Digital Services

Introducing online loan application, EMI reminders through SMS/WhatsApp, and digital payment options will enhance customer convenience.

VII. CONCLUSION:

The study titled “A Study on Customer Satisfaction Towards Financial Services Provided by Keertana Finance” reveals that the majority of customers are satisfied with the services offered by the company. The findings indicate that competitive interest rates, quick loan processing, flexible repayment options, and strong customer support are the key factors contributing to customer satisfaction.

The research also shows that most customers are willing to recommend Keertana Finance to others, reflecting a high level of trust and loyalty. Gold loans are the most preferred service among customers, highlighting the company’s strong performance in this segment.

However, certain areas require improvement. Some customers expressed concerns regarding processing delays and interest rates. Addressing these issues by improving operational efficiency, enhancing transparency, and adopting digital services can further increase customer satisfaction.

Overall, Keertana Finance has established a positive image in the financial services sector. By implementing the suggested improvements, the company can strengthen its customer relationships, enhance service quality, and achieve long-term growth and sustainability.

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