

**A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING
HDFC BANK LIMITED THIRUNELVELI**

A PROJECT REPORT

Submitted to the

In partial fulfillment of the requirements for the award of the degree
Of

MASTER OF BUSINESS ADMINISTRATION of ANNA UNIVERSITY

CHENNAI



by

**J.DARENS
(952321631006)**

Under the guidance of **Mrs. R.HEPSIBA BEULA** Assistant professor



DEPARTMENT OF MANAGEMENT STUDIES

Melathediyoor

MAY 2023



PSN ENGINEERING COLLEGE

DEPARTMENT OF MANGEMENT

STUDIES MELATHEDIYOOR-627152

Mrs. R.HEPSIBA BEULA

Assistant professor & the Guide

MRS. A. THANGA POO

Head of the Department

BONAFIED CERTIFICATE

This is to certify that the project work entitled A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING HDFC BANK LIMITED THIRUNELVELI This has been submitted in partial fulfillment for the award of **MBA** degree of Anna university was carried out by **J.DARENS** under the guidance of **Mrs. R.HEPSIBA BEULA** This has not been submitted to any other university of institution for the award of any degree/diploma/certificate.

Date: 12/7/23

Place: Melathediyoor

for R.Jel
Signature of the Guide

Signature of the HOD

Submitted for the project examination held on. 12/7/23

Internal
Signature

C.M. G...
External
Signature. 12/7/23



We understand your world



HDFC Bank limited

Thirunelveli

19 .01. 2023

The Head of the Department,
Master of Business Administration.
PSN Engineering college.
Melathediyoor,
Thirunelveli...

Dear Sir,

This is to certify that Mr. J. Darens (Reg No: 952321631006), Final Year MBA Student of your college has been approved to do main project, to undertake project work in our bank during period on 20.01.2023 to 20.04.2023

For HDFC Bank LTD

Aditya
19/01

Bank Manager signature



Branch: Tirunelveli IFSC CODE: HDFC0003644

Address: Hdfc Bank Ltd Cto Bldg Bsnl Telephone Exchange Sripuram Tirunelveli Tax

Phone: 9840673333 MICR: 627240007

https://bankcodeifsc.com/searchby_ifsc_details/HDFC0003

Reg. No: 952321631006

Department of Management Studies

PSN Engineering College.

DECLARATION

I hereby declare that this project work entitled ". Submitted to the Anna University, A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING HDFC BANK LIMITED THIRUNELVELI Chennai in partial fulfillment to requirements of MBA programmed is a bonafide work carried out by **J.DARENS** under the guidance of **Mrs. R.HEPSIBA BEULA** This has not been submitted earlier to any other university of institution for the award of any degree/diploma/certificate or published any time before.

Date: 12/11/23

J.D.A. -
Signature of the student

Place: Melathediyoore

ABSTRACT

This report is the outcome of the study conducted on the topic A STUDY ON CUSTOMER SATISFACTION TOWARDS E-BANKING HDFC BANK LIMITED THIRUNELVELI The main objective of this project is to study, measure and analyzes the employee opinion towards safety measures to sriramaiha spinners public., ltd.

The study has been conducted in the area of human resources .The purpose of to survey process is to provide a more accurate measurement of the employee opinion towards safety measures to the employees. Their research design adopted for this study is descriptive Research. Primary data is used for the study .The primary data was collected by interview schedule method with close ended questions.

Analysis is done through simple percentage analysis, weighted average method, these are methods used to derive the appropriate statistics on opinion of the employees .The researcher concentrate on some of the key factors that mainly influence employee opinion towards safety measure. Factors are working hours work stress, work and family, managing stress, employee relationship.

This study concludes that to reduce attrition industries should create some opportunities for the growth of their employees within the organization by adopting new Innovative Technologies and Effective training programs The company should also think of recruiting people who are in the vicinity of the industry, so that the family related problems will not lead to opinion towards safety measures.