

**A STUDY ON CUSTOMER SATISFACTION
TOWARDS -E-BANKING SERVICE WITH
REFERENCE OF CHENNAI CITY**

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

RADHAKRISHNAN M

(952321631035)

Under the guidance of

Ms. R.JESIKA

Assistant professor



DEPARTMENT OF MANAGEMENT STUDIES

Melathediyoore

MAY 2023



PSN ENGINEERING COLLEGE

DEPARTMENT OF MANGEMENT

STUDIES MELATHEDIYOOR-627152

Ms. R.JESIKA

Assistant professor & the Guide

Mrs. A. THIANGA POO

Head of the Department

BONAFIED CERTIFICATE

This is to certify that the project work entitled "A STUDY ON CUSTOMER SATISFACTION TOWARDS -E-BANKING SERVICE WITH REFERENCE OF CHENNAI CITY" This has been submitted in partial fulfillment for the award of MBA degree of Anna university was carried out by **RADHAKRISHNAN M** under the guidance of **Ms. R.JESIKA** This has not been submitted to any other university of institution for the award of any degree/diploma/certificate.

Date: 13. 07 - 2023

R. Jesika
Signature of the Guide

Place: Tirunelveli

[Signature]
Signature of the NOD

Submitted for the project examination held on.....13.. 07. 2023

Signature of the Internal Examiner

C.M. G 13/7/23
Signature of the External Examiner



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19.01.2023

The Head of the Department,
Master of Business Administration,
PSN Engineering College,
Melathediyoor,
Tirunelveli.

Dear sir/mam,

This is to certify that Mr. RADHAKRISHNAN M (952321631035), Final year MBA student of your college has been approved to do main project, to undertake project work in our factory during period on 20.01.2023 to 24.04.2023


Authorized Signatory

RADHAKRISHNAN M

Reg. No: 952321631035

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 SERVICE WITH REFERENCE OF CHENNAI CITY" Chennai in partial fulfillment to requirements of MBA programmed is a bonafide work carried out by **RADHAKRISHNAN M** under the guidance of **Ms. R.JESIKA**. 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: 13.07.23



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 SERVICE WITH REFERENCE OF CHENNAI CITY”** 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.