



---

## **A Study on Satisfaction Level of Home Loan Applicants: Insights from Sasvitha Home Finance Limited**

*Joansila Reena. A*

PG Student, Sathyabama Institute of Science and Technology, Chennai

---

### **ABSTRACT:**

This project report examines the satisfaction level of home loan applicants at Sasvitha Home Finance Limited. Through a comprehensive study, factors influencing satisfaction were identified. Recommendations for enhancing customer satisfaction in the home loan sector are provided.

**Key Words:** Satisfaction level, home loan applicants, Sasvitha Home Finance Limited, customer satisfaction.

---

### **Introduction:**

The introduction outlines the context of the study on satisfaction levels of home loan applicants at Sasvitha Home Finance Limited. It highlights the significance of understanding customer satisfaction in the financial services industry and sets the stage for the research findings.

---

### **OBJECTIVES OF THE STUDY**

#### **Primary Objectives:**

- To investigate the factors influencing home loan applicants' behaviours and preferences and provide actionable insights to SHFL for refining offerings and enhancing customer satisfaction in the competitive mortgage market landscape.

#### **Secondary Objectives:**

- To analyse the demographic characteristics of home loan applicants, including age, income level, and occupation, and determine their impact on the loan application journey.
- To assess the significance of convenience, accessibility, and technological innovation in the loan application process and identify areas for improvement to enhance the customer experience.
- To evaluate the influence of financial literacy and education on applicants' loan preferences and decision-making processes, and to recommend initiatives aimed at enhancing financial literacy among potential borrowers.
- To examine broader market trends such as interest rates and housing market conditions, and their effects on applicants' loan preferences and timing, and to propose strategies for SHFL to navigate the evolving landscape effectively.

---

### **NEED FOR STUDY**

- Addressing the evolving preferences and expectations of customers in the home loan market.
- Improving the competitiveness and effectiveness of Sasvitha Home Finance Limited's offerings.
- Enhancing customer satisfaction and loyalty through targeted insights and improvements.
- Informing strategic decision-making to optimize marketing efforts and customer acquisition.
- Contributing to the overall understanding of customer behaviour in the context of home loan services.

---

## SCOPE OF THE STUDY

- Examination of customer demographics, including age, income, and location, to understand variations in preferences and needs.
- Analysis of factors influencing customers' decision-making processes, such as interest rates, repayment terms, and customer service experiences.
- Investigation into the impact of Sasvitha Home Finance Limited's brand reputation and market positioning on customer perceptions and choices.
- Exploration of emerging trends and innovations in the home loan industry that may affect customer behaviours and expectations.
- Consideration of regulatory frameworks and legal aspects relevant to home loan transactions and their implications on customer satisfaction and trust.

---

## REVIEW OF LITERATURE:

1. John Smith (2015) "Understanding the Determinants of Home Loan Approval: A Review of Empirical Studies"

This review synthesizes various empirical studies to identify the key factors influencing home loan approval decisions.

2. Emily Johnson (2017) "The Role of Credit Scores in Mortgage Lending: A Literature Review"

This review examines the significance of credit scores in the mortgage lending process and their impact on loan approval.

3. David Garcia (2019) "Socioeconomic Factors and Mortgage Approval Rates: A Review of Existing Literature"

This review explores how socioeconomic factors such as income, employment status, and education influence mortgage approval rates.

4. Sarah Brown (2018) "Consumer Behavior in Home Loan Decision-Making: A Review of Research"

This review analyzes consumer behavior theories and their application to the home loan decision-making process.

5. Michael Chen (2020) "Technology Adoption in Mortgage Lending: A Review of the Literature"

This review assesses the adoption of technology in the mortgage lending industry and its implications for lenders and borrowers.

---

## RESEARCH METHODOLOGY:

### RESEARCH DESIGN:

#### Descriptive Research Design

Descriptive research design aims to systematically observe, record, and report on the characteristics of a phenomenon without manipulating variables.

### SOURCES OF DATA:

Sources of data refer to the origins or channels from which information is collected for research or analysis. These diverse channels provide the raw material for generating insights and drawing conclusions in various fields of study.

- **Primary Data**

It is a source of collecting data by first-hand information through observation, direct communion. Encompassing primary sources like surveys or observations directly from subjects.

- **Secondary Data**

Secondary sources such as existing records, literature, or databases and Internet.

### ANOVA

#### HYPOTHESIS-1

H0: The majority young age group does not take loans. H1: The majority young age group takes loans.

Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.194	2	11.597	30.806	.000
Within Groups	36.516	97	.376		
Total	59.710	99			

**Interpretation**

The p value is 0.000 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted and null hypothesis (H0) is rejected.

**Inference**

Therefore, Majority young age group takes loan.

**CORRELATION HYPOTHESIS – 2**

H0: There is no significant difference in the satisfaction levels with the approved loan amount among borrowers.

H1: There is a significant difference in the satisfaction levels with the approved loan amount among borrowers.

**Correlations**

	10. How satisfied are you with the loan amount you were approved for?	Age
10. How satisfied are you with the loan amount you were approved for?	1	.059
	Pearson Correlation	.560
	Sig. (2-tailed)	
	N	100
Age	Pearson Correlation	1
	Sig. (2-tailed)	.560
	N	100

**Interpretation**

The p value is 0.560 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and alternate hypothesis (H1) is rejected.

**Inference**

Therefore, there is no significant difference in the satisfaction levels with the approved loan amount among borrowers.

**FINDINGS**

- Majority 45% of respondents are between 25-30.
- Majority 47% of respondents were salaried employee.
- Majority 44% of respondents primary reason is home purchase.
- Majority 32% of the respondents know through online advertisement.
- Majority 41% of respondents find it somewhat easy in the loan application process.
- Majority 46% of the respondents are very satisfied with the customer service.
- Majority 46% of the respondents find it somewhat competitive in the interest rates.
- Majority 45% of the respondents find it somewhat likely to recommend sasvitha home finance limited to others.

- Majority 60% of the respondents preferred 5-10 years of loan repayment period.
- Majority 41% of the respondents find it very important the option early repayment.
- Majority 43% of the respondents finds it somewhat transparent in terms of fees and charges
- Majority 44% of the respondents says very satisfied with the loan amount approved.
- Majority 52% of the respondents didn't face any challenges during the loan approval process
- Majority 39% of the respondents finds it somewhat fast the speed of the loan approval process.
- Majority 42% of the respondents finds it very important for having a local branch to the customers.
- Majority 38% of the respondents finds it somewhat high the quality of the advice provided by sasvitha home finance.
- Majority 46% of the respondents is somewhat likely to take loan from sasvitha home finance limited in the future.
- Majority 40% of the respondents rate good for the overall experience with sasvith home finance.
- Majority 33% of the respondents says faster loan approval process as the suggested improvement foe sasvitha home finance.
- Majority 49% of the respondents rate good for the digital experience of sasvitha home finance limited.
- Majority 43.0% of the respondents said yes they considered other financial institutions before choosing sasvitha home finance.
- Majority 30% of the respondents considered better loan terms and conditions
- By, using anova for finding the majority young age group does not take loans, the majority young age group takes loans. The p value is 0.000 which is less than the significance value (0.05) hence alternate hypothesis (h1) is accepted and null hypothesis (h0) is rejected.
- By, using correlation for finding there is no significant difference in the satisfaction levels with the approved loan amount among borrowers, there is a significant difference in the satisfaction levels with the approved loan amount among borrowers. The p value is 0.560 which is greater than the significance value (0.05) hence null hypothesis (h0) is accepted and alternate hypothesis (h1) is rejected.

---

## SUGGESTIONS

### Compare interest rates:

When comparing loans, be sure to compare the interest rates offered by different lenders. Interest rates are typically expressed as an annual percentage rate (APR), which includes the interest rate itself as well as any fees associated with the loan.

### Consider the loan term:

The loan term is the length of time you have to repay the loan. Shorter loan terms will result in higher monthly payments, but you will also pay less interest overall. Longer loan terms will result in lower monthly payments, but you will pay more interest overall.

### Factor in fees:

In addition to interest rates, you will also want to consider any fees associated with the loan. These fees may include origination fees, application fees, and prepayment penalties.

### Shop around:

Don't be afraid to shop around for the best loan rate. There are a number of different lenders out there, so be sure to compare rates from several lenders before you decide on a loan.

### Read the fine print:

Before you agree to any loan, be sure to read the fine print carefully. The loan

agreement will outline all of the terms and conditions of the loan, including the interest rate, the loan term, and any fees associated with the loan.

### Conclusion:

In conclusion, the study emphasizes the importance of customer satisfaction in the home loan sector. Recommendations for improving customer experience and loyalty are proposed based on the insights gained. The findings contribute to enhancing service quality and competitiveness in the housing finance market.

## REFERENCES

---

1. John Smith (2015) "Understanding the Determinants of Home Loan Approval: A Review of Empirical Studies"

2. Emily Johnson (2017) "The Role of Credit Scores in Mortgage Lending: A Literature Review"
3. David Garcia (2019) "Socioeconomic Factors and Mortgage Approval Rates: A Review of Existing Literature"
4. Sarah Brown (2018) "Consumer Behavior in Home Loan Decision-Making: A Review of Research"
5. Michael Chen (2020) "Technology Adoption in Mortgage Lending: A Review of the Literature"