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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ROLE OF HR PRACTICES, JOB SATISFACTION, AND ORGANIZATION COMMITMENT IN EMPLOYEE RETENTION <i>SWAPNA ROSE & DR. RAJA K.G</i>	1
2.	ROLE AND PERFORMANCE OF SELF HELP GROUP IN PROMOTING WOMEN EMPOWERMENT <i>DR. S. CHITRA & DR. A. IRIN SUTHA</i>	4
3.	IMPACT OF INTERNET USAGE RISKINESS, ATTITUDE TOWARDS WEBSITE SAFETY, ONLINE SHOPPING CONVENIENCE ON ONLINE PURCHASE INTENTION <i>DR. UPASNA JOSHI SETHI & RAJBIR SINGH SETHI</i>	11
4.	A STUDY ON WOMEN CONSUMERS' SERVICE EXPECTATIONS AT A BEAUTY PARLOUR WITH SPECIAL REFERENCE TO MUMBAI CITY <i>VIDYA B. PANICKER & DR. KHALIL AHMAD MOHAMMAD</i>	15
5.	BOLSTERING STARTUPS AND INCUBATORS CENTERS THROUGH INDUSTRY-ACADEMIA PARTNERSHIP <i>DR. RAMESH SARDAR</i>	20
6.	MEASURING CUSTOMER SATISFACTION USING ATM CARD IN BANGLADESH: AN APPLICATION OF EXPECTANCY-DISCONFIRMATION THEORY <i>REBEKA SULTANA REKHA, DR.MD. AMIRUL ISLAM & MD IKBAL HOSSAIN</i>	24
7.	CORPORATE ACQUISITION IN AUTOMOBILE SECTOR: A GROWTH DRIVER AND CHALLENGES <i>NARESH KUMAR GOEL, ANINDITA CHATTERJEE & KULDEEP KUMAR</i>	31
8.	IMPACT OF COMPENSATION PACKAGE ON EMPLOYEE RETENTION <i>BABU MICHAEL, DR. ANDREW FRANKLINE PRINCE & ANNEY CHACKO</i>	36
9.	LIQUIDITY PERFORMANCE ANALYSIS OF FMCG COMPANIES: A STUDY OF TEN LEADING FMCG COMPANIES IN INDIA <i>DR. A. N. TAMRAGUNDI & PURUSHOTTAM N VAIDYA</i>	41
10.	A STUDY ON ENTREPRENEURIAL DEVELOPMENT AMONG THODA TRIBE IN NILGIRIS DISTRICT <i>MYTHILI.L & DR. C. BEULAH VIJAYARANI</i>	45
11.	SERVICE BASED BRAND EQUITY AND ITS IMPACT ON BRAND PREFERENCES AND PURCHASE INTENTION: A STUDY OF CUSTOMERS OF HEALTH INSURANCE IN THANJAVUR DISTRICT <i>DR. R. LATHA</i>	47
12.	A STUDY ON FACTORS DETERMINING THE SELECTION OF HIGHER EDUCATIONAL INSTITUTIONS AFTER SCHOOLING AMONG STUDENTS IN INDIA <i>K. MOHANASUNDARAM & S. DHARMENDRAN</i>	54
13.	THE IMPACT OF OWNERSHIP STRUCTURE ON THE EXTENT OF VOLUNTARY DISCLOSURE: A REVIEW OF THE EMPIRICAL LITERATURE <i>QADRI AL JABRI & DR. DAW TIN HLA</i>	57
14.	Z SCORE EVALUATION OF PHARMACEUTICAL COMPANIES <i>PRITISH BEHERA</i>	64
15.	REFORMS IN INDIRECT TAXATION IN INDIA <i>T. ADILAKSHMI</i>	69
16.	HR PRACTICES AND ITS IMPACT ON EMPLOYEE JOB SATISFACTION IN IT COMPANIES: A CASE STUDY OF BANGALORE IT COMPANIES <i>K. PAVAN & DR. T.L. NARASIMHA REDDY</i>	74
17.	THE RELATIONSHIP BETWEEN PORTFOLIO PERFORMANCE AND ASSET ALLOCATION POLICY - EQUITY <i>MUKESH JINDAL</i>	78
18.	SUCCINCT GLIMPSE OF MGNREGA IN HIMACHAL PRADESH <i>KHEM RAJ</i>	82
19.	THE IMPACT OF CELEBRITY ENDORSEMENT ON BRAND POSITIONING: AN EMPIRICAL RESEARCH <i>SWAROOP KUMAR</i>	85
20.	A STUDY ON INCOME EARNERS OF NORTH LAKHIMPUR TOWN AND THEIR PERSPECTIVE TOWARDS HEALTH INSURANCE <i>SRI PANKAJ SAHU</i>	89
	REQUEST FOR FEEDBACK & DISCLAIMER	93

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MEASURING CUSTOMER SATISFACTION USING ATM CARD IN BANGLADESH: AN APPLICATION OF EXPECTANCY-DISCONFIRMATION THEORY

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ABSTRACT

This empirical study is conducted to understand the satisfaction of customer using ATM (Automated Teller Machine) card in Bangladesh. It applies the Expectancy-Disconfirmation theory to meet the study objectives. A total 222 samples were collected using 5 points Likert-scale considering convenience sampling. Descriptive statistics, exploratory factor analysis (EFA) and regression analysis are conducted using SPSS.15.00. The descriptive study indicates that the average value of customer expectation is greater than the average value of customer perception. It indicates that the services offered by banks using ATM cards are disconfirmed. The result of the EFA explores six perceived performance factors (i.e., Assurance; Tangibles; Responsiveness; Cost; Empathy and Reliability) and the regression analysis confirms their positive relationship with overall satisfaction of customers. The study result also finds that all these factors are negatively disconfirmed. The result of regression analysis also indicates that negative disconfirmation negatively affects the overall satisfaction of customers. Therefore, the study suggests increasing the quality of services offered by different banks, it will also act to satisfy the ATM users or customer. The bankers will be benefited from this study in operating the banking activities smoothly to satisfy its clients and theoretical implications are discussed with limitations and future research directions.

KEYWORDS

ATM card, customer overall satisfaction, expectancy-disconfirmation paradigm, expectation, perception.

INTRODUCTION

Automated Teller Machine (ATM) is the most popular computerized electronic device in banking sector at present (Islam, 2015). It makes the normal banking activities easier for bank clients. The clients can be connected 24 hours with the bank. It links the bank with other financial institutions for several types of routine banking transactions (Santos & Peffers, 1993). Their study also states that it can fulfill the client's many special requirements (i.e., inquiries deposits, cash withdrawal, cash transfers and payments) at the closing time of bank. It was first introduced in America in the early 1970s (Santos & Peffers, 1993) and now using as one of the most important medium to satisfy the customer and to make them easily connected with the bank over the world. ATM card services have been introduced firstly by Standard bank in 1997 at Khulna division in Bangladesh. It is used now widely used all over the banks to satisfy and to retain the bank clients. It is the wonder of modern science in banking sector and the contribution of this technology has changed life style as well as the standard of living in the society (Kamal, Unndin & Oan, 2012, pp. 291).

However, ATM system is an inter-organizational system (Santos & Peffers, 1993) which enables to improve the operational efficiency of banks and customer services in the banking sectors (Banker & Kauffman, 1988; Glaser, 1988; Laderman, 1990). Although this system requires high fixed cost, it enables lower variable transaction processing cost (Mwatsika, 2016). This system also advocates bank to less direct customer service employment (Kantrow, 1989). Though ATM system is used as one of the most competitive tolls for bank to increase operational efficiency and customer service, it does not affect to increase market share (Banker & Kauffman, 1988). Moreover, other study states that it decreases the bank efficiency in some exceptional cases sometimes (Santos & Peffers, 1993).

LITERATURE REVIEW CUSTOMER SATISFACTION

The term customer satisfaction is the most important issue in banking sector. This concept does not arise in sudden rather than a gradual modification. The term satisfaction is defined in different ways in different studies empirically also. This concept of satisfaction is primarily developed considering three constructs (i.e., cognitive, affective and systematic) by Hartmen (1973). Later on, Hunt (1977) redefines satisfaction as post purchase assessment and compares between expectation and perceived service to measure satisfaction. Further definition is given by Oliver (1980) and he has drawn a theory of satisfaction which is known as expectancy-disconfirmation paradigm. It comprises expectation, perception, disconfirmation and satisfaction. Again, Westbrook and Oliver (1981) define that customer satisfaction is the mental state with the comparison of performance prior purchase (i.e., expectation) and performance after a purchase (i.e., perception). The difference between expectation and perception exerts satisfaction (i.e., perception is greater than expectation) and dissatisfaction (i.e., expectation is greater than perception).

If the perception of customer regarding a product or service is higher, they are delighted towards the product or service. But the measurement of customer satisfaction is not an easy task. Literatures suggest that there are a lot of theories and ways to measure customer satisfaction. Seth, Deshmukh and Vrat (2005) conduct a review of nineteen service quality models that can be used to measure customer satisfaction with a product or service. These models include: Technical and functional quality model by Gronroos (1984); GAP model by Parasuraman, Zeithaml and Berry (1985); Attribute service quality model by Haywood (1988); Synthesis model of service quality by Brogowicz, Delene and Lyth (1990); Performance only model by Cronin and Taylor (1992); Ideal value model of service quality by Mattson (1992); Evaluated performance and normed quality model by Teas (1993); IT alignment model by Berkley and Gupta (1994); Attribute and overall effect model by Dabholkar (1996); Model of perceived service quality and satisfaction by Spreng and Mackoy (1996); PCP attribute model by Philip and Hazlett

(1997); Retail service quality and perceived value model by Sweeney, Soutar and Johnson (1997); Service quality customer value and customer satisfaction model by Oh (1999); Antecedents and mediator model by Dabholkar, Shepherd and Thorpe (2000); and Internal service quality model by Frost and Kumer (2000). However, the importance-performance model by Fishbein and Ajzen (1975) is the first and popular model to measure customer satisfaction. Whereas the measurement of customer satisfaction is dominated by the expectancy- disconfirmation paradigm model (Mwatsika, 2016). This study basically has considered this model to measure the satisfaction of ATM users in Bangladesh.

EXPECTATION

It is the first and an important element in expectancy-disconfirmation model. Customer expectation is the pretrial beliefs about a product or service that acts as a standard or reference points which is considered to judge a product performance (Li, Lai, Harril, & Wong, 2011). It is the simple and primary desire of customer before using a product or service and it is developed in their mind before purchasing a product or taking a service. Expectation of a customer can be developed through mass media, advertising, feedback of existing customer and from friends and relatives. The level of expectation may differ from one customer to another which indicates the customer satisfaction and dissatisfaction comparing with their perception. It may be formed either from user past experience or through existing user. The baseline or anchor level of satisfaction is also provided by expectation for a customer towards a service or product. This study considers 21 variables which are already used in different studies to know customer expectation of using ATM cards (Table-1).

PERCEIVED PERFORMANCE

It is the actual experience of customer regarding products or services which indicate the benefit received after using the products or services. It can be either better or worse than expectation. Hui, Wan and Ho (2007) suggest that the expected results are the higher quality of performance. Higher quality indicates a positive disconfirmation which makes customer satisfied to a product and service (Churchill & Surprenant, 1982). Performance may solely account for satisfaction even if simultaneously considered with expectation and/or disconfirmation (Wong & Dioko, 2013). Due to that, disconfirmation or perception is the only approach which can be used to measure customer satisfaction. This study considers 21 variables to know the customer perception or perceived performance using ATM card which are empirically tested by different studies (Table - 1).

DISCONFIRMATION

Disconfirmation is another important issue to measure customer satisfaction. It refers to the comparison of customers' expectations and to their experiences regarding a product or service offered by seller (Hui et al., 2007; Oliver, 1980; Pizam, Neumann, & Reichel, 1978). It might be positive disconfirmation or negative disconfirmation. Positive disconfirmation indicates higher perception than expectation of customer about a product and service. This is the expected results and it makes customer to be delighted concerning the product and service. On the other hand, negative disconfirmation occurs when perceived performance is lower than the expected performance.

OVERALL SATISFACTION

Customer satisfaction is the most important predictor to know about the customer purchase tendency. It is also the main topic in consumer behavior for investigating customer interest toward a product or service. If the customer will be satisfied, the company can sell its product and service easily. The satisfied customer is the valuable asset for the business survival. The task to satisfy a customer toward a product or service is not an easy task. Because the level of satisfaction varies from one customer to another customer and the level of parameter to satisfy them is not definite. It may also vary from situation to situation. Satisfaction is also the emotional condition of a customer after experiencing a product or service (Baker & Crompton, 2000; Valle, Silva, Mendes, & Guerreiro, 2006). It is the perceived performance which will exceed or equal to the level of expectation. While the overall satisfaction is the total benefits enjoyed during the use or consumption of a product or service (Hoffman & Bateson, 2001; Yu & Goulden, 2006). It can be measured using multi-dimensions of performance (Valle, et. al., 2006). Basically the satisfactions of customer toward ATM services are the service performance factors (i.e., Assurance; Tangibles; Responsiveness; Cost; Empathy and Reliability) which are considered by Mwatsika (2016). If a customer is being satisfied toward a product or service, he/she will repurchase it and recommend it with others. This gaining of a company will play for investment opportunity and will increase market share (Bhat & Quadir, 2013; Ojo, 2010). It indicates that the consumer decisions of repurchasing and loyalty are derived from customer satisfaction (Bhat & Quadir, 2013; Hawkins, Lamoureux, & Clemmons, 2005; Lee, Graefe., & Burns, 2004; Moore & Taplin, 2014; Rodger, Taplin., & Moore, 2015; Weaver & Lawton, 2011). On the other hand, a visitor becomes a threat when he/she gets dissatisfaction. This study considers one variable to understand the overall satisfaction of customer using ATM cards which is already used in different studies (Table-1) to measure customer satisfaction. Beside these, the following published academic articles are reviewed which mainly focusing the customer satisfaction regarding ATM services offered by different bank in Bangladesh and other countries. These are the important part for the study to find out gap and for designing questionnaire which are discussed in below.

Mwatsika (2016) conducted an empirical study on impact on ATM banking performance on customer satisfaction with the bank in Malawi. This study considered 25 ATM banking attributes (i.e., number of ATMs per station, convenient location, corporate branding appearance on ATMs, readable slips, issuing of clean notes, cleanliness of ATMs and ATM stations, range of services at ATMs, accuracy of ATM transactions, speed of ATMs, ATMs not out of order, ATM system usability, ease of access to ATMs, cash availability in ATMs, quick replacement of lost ATM cards, waiting times at ATMs, fast return of swallowed ATM cards, employee speed in dealing with ATM problems, employee effectiveness in solving ATM problems, privacy at ATMs, ATM usage and security advice, security at ATM stations, employee friendliness, ATM fees, ease of ATM card application process and employee accessibility to solve ATM issues) and applies regression analysis to attain the study objectives. It finally concludes that ATM banking has 40 % predictive capability of customer satisfaction. But it has no capability to attract customers for switching to other bank. This study also does not follow any reputed theory to measure ATM banking impacts on customer satisfaction.

Islam (2015) conducts an empirical study on customer satisfaction and ATM services in Bangladesh. This study considers some items as factors (i.e., speed of the ATM, location and number of ATM booth, sufficient amount of cash in the ATM, quality of notes, network capacity, security, safety and privacy of ATM, power backup, manners of guards and their consent to other related issues on ATM services) to measure the customer satisfaction. It also applies the Z-test and ANOVA to meet the study objectives. Beside these, the study concludes that security and PIN number represent the highest satisfaction of customer using ATM card. The rest of the factors also represent near less or same meaning. This study does not consider any theory (i.e., SERVQUAL or Confirmation and Disconfirmation Theory etc.) to measure satisfaction.

Finally, by reviewing different literatures it is noticed that some studies consider some variables which are excluded by others. It is also seen that most of the study does not considered any recommended theory to measure customer satisfaction regarding ATM services offered by the different banks. In this consequence, this study tries to consider all the variables or factors to measure customer satisfaction toward ATM services offered by different banks in Bangladesh by consider expectancy-disconfirmation theory. To fill up these gaps, this study considers the following **OBJECTIVES**:

1. To know about the services available to customer using ATM card.
2. To explore the perceived performance factors of customer using ATM card.
3. To understand the relationship between disconfirmation and customer overall satisfaction.
4. To understand the relationship between perceived performance and customer overall satisfaction.

METHODOLOGY OF THE STUDY

SAMPLING AND DATA COLLECTION

This study considers quantitative method to collect data which is very much popular in social science research. Data were collected using convenience sampling method. This method is used due to the convenience and availability of respondents (Babbie, 1990). A total 250 questionnaires were distributed to customers at bank and ATM both who are interested to participate in the survey. The respondents were selected who are used to at least one bank's ATM card among the selected 15 private and public banks in Bangladesh for this study. Data were collected from two cities (Dhaka & Rajshahi) in Bangladesh on July-August in 2016. After screening the completeness of the questionnaire, a total 222 samples were considered for final analysis.

SURVEY QUESTIONNAIRE DESIGN

The survey questionnaire was developed considering the existing literatures. The questionnaire contains three sections. The first section contains 22 variables where 21 variables were service item offered by different banks to customer using ATM card. The last variable was the overall satisfaction within this section. These variables are considered in different studies and are empirically tested (**Table 1**). The customer expectation and perception are asked to know for 21 variables using five points Likert-scale ranging 5= strongly agree and 1= strongly disagree. This scale is very much popular and widely used to understand and measure perception, evaluation, beliefs and attitude of customers or visitors toward an object, brand, place and product (Malhotra, Hall, Shaw, & Crisp, 1996). This scale was also used to ask the overall satisfaction of customer. The second section of the questionnaire was related to the socio-demographic information of the respondents to identify their characteristics.

PRE-TESTING OF THE QUESTIONNAIRE

Pre-testing of the questionnaire was also conducted for this study to ensure clarity, reliability and comprehensiveness of the questionnaire. A total twenty (20) questionnaires were distributed to 10 students and 10 faculties at University of Rajshahi (2nd largest University in Bangladesh) who were used to ATM card services among the selected fifteen (15) banks. The recommendations of the participants were considered and some modifications of wording were made.

SCALE RELIABILITY

Scale reliability test is used to determine the internal consistency or average correlation of items in a study. It is measured by the alpha coefficient value and the rules of thumbs for this value is greater than 0.5 (Hair, Anderson, Tatham, & Black, 1998). The alpha coefficient is 0.783 which exceed the minimum coefficient indicating the suitability of data for factor analysis.

PROPOSED MODEL

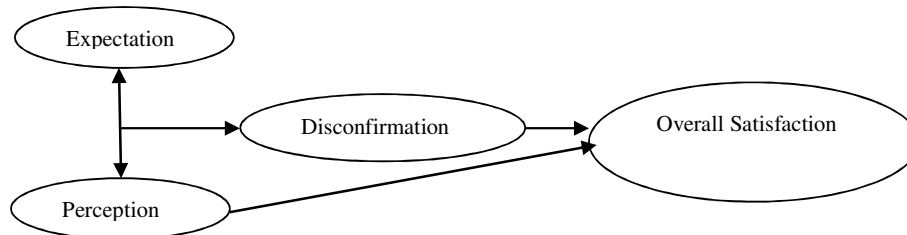
This study considers the Expectancy-Disconfirmation model that was proposed by Oliver (1980; 1997) to measure the customer satisfaction toward a product or service. The author used two components (i.e., expectation and perception) to measure the satisfaction level of customer. The customer satisfaction is the difference where perception is equal or greater than the expectation (Hoffman & Bateson, 2001; Hui et al., 2007). The model also concluded that there is a direct relationship of perception and satisfaction with overall satisfaction. Therefore, this study proposed the conceptual model (**Figure-1**) which was also used to measure satisfaction (Hui et al., 2007). Therefore, the proposed hypotheses are as follows which are given in below.

H1: Customer expectations about the six factors are positively disconfirmed.

H2: Positive disconfirmation/satisfaction positively affects the overall satisfaction of customers.

H3: The six factors of perceived performance positively affect the overall satisfaction of customer.

FIGURE 1: A CONCEPTUAL MODEL FOR MEASURING CUSTOMER SATISFACTION TOWARD ATM SERVICES

**DATA ANALYSIS**

The collected data are analyzed using SPSS 15.00. Descriptive study, exploratory factor analysis (EFA), and finally regression analyses were performed to achieve the study objectives. Descriptive statistics are used to analyze the distribution of the data. An exploratory factor analysis is performed to reduce the number of items to a few correlated dimensions. It has been used to explore the possible underlying factor structure of a set of observed variables without imposing a preconceived structure on the outcome (Child, 1990). The Principal components and orthogonal (VARIMAX) rotation methodology is used and only factors with Eigen-value equal or greater than one (1) are retained. A variable with a factor loading of 0.5 or more is kept in a factor. Finally, regression analysis is performed where dependent variable is overall satisfaction and independent variables are disconfirmation and perceived performance factors (i.e., Assurance; Tangibles; Responsiveness; Cost; Empathy and Reliability).

RESULTS AND DISCUSSION**DEMOGRAPHIC PROFILE OF THE RESPONDENT**

The demographic profile of the respondents is shown in the table -2. The highest group of ATM user is from Dutch Bangla Bank and the second largest group of respondents uses Brac Bank ATM cards. 49.1% of the respondents have completed their post-graduation level of education (17 years) and 27.0% have completed their Graduation level (16 years) of education. Only 3.6% of users have completed their secondary school certificate (SSC) level of education (10 years) and 11.3% have completed higher secondary certificate (HSC) level of education. On the other hand, 37.8% of the respondents are students and 18.5%, 21.2% and 14.0% are government employee, private organizational employee and businessman respectively. While, 35.1% of the respondents live in Rajshahi division and 15.3% and 17.6% are from Rangpur and Dhaka division respectively. There are seven divisions in Bangladesh. 27.9% of the respondents represent their income 45,001-50,000 BDT (\$1=80 BDT) and 15.8% of the customers show their income level from 30,001-35,000 BDT. It is also shown from the demographic study that 55.4% of the respondents are male and the rests of them are female. Whereas, 54.5% of the customer are single and the rests of them are married.

EXPLORATORY FACTOR ANALYSIS

The Bartlett test of Sphericity which shows significant results ($\chi^2=717.398$, $p=0.000$). It also indicates that nonzero correlation exists where the overall value of the Kaiser-Meyer-Olkin overall measure of sampling adequacy (MSA) is 0.710. This study fulfilled the criteria. The value of sampling adequacy should be 0.50 (Hair et al., 1998). These two tests suggest that the data are suitable for exploratory factor analysis (EFA). The result EFA shows finally six factors which contain 17 variables based on Eigen value greater one, scree-plot criteria and percentage of variance criterion (**Table-3**) that captures 62.10% of total variance. Four variables are being deleted following the deletion criteria proposed by Hair et. al. (1998). These variables shows factor loading less than 0.5 and the name of the variables are the services (i.e., Speed of the delivery of ATM card; Complaint Book; Swiftiness/fastest of cash withdrawal and Problems solve quickly relating to ATM card).

TABLE 3: EXPLORATORY FACTOR ANALYSIS

	Component						Perception	
	F1	F2	F3	F4	F5	F6	Mean	S.D
F1: Performance of Assurance								
Privacy of client's	.802						2.75	1.26
Security of client's	.745						2.79	1.25
Safety of clients	.580						2.81	1.25
Availability of pay slips	.509						2.72	1.25
F2: Performance of Tangibles								
Network capacity of ATM Booth		.750					2.82	1.10
Sufficient cash in ATM Booth		.744					2.88	1.09
Quality of notes is good		.731					2.89	1.09
F3: Performance of Responsiveness								
Clear directions to use ATM machine			.766				2.63	1.30
Card locking is avoidable			.705				2.50	1.29
Working keypad of ATM machine			.544				2.68	1.29
F4: Performance of Cost								
Charge of getting ATM card				.820			2.77	1.25
Cost of ATM using Card				.714			2.68	1.31
Fees for transactions through ATM card				.566			2.82	1.25
F5: Performance of Empathy								
Available power backup / Generator					.795		2.62	1.33
Manners of ATM guard / personnel					.765		2.69	1.22
F6: Performance of Reliability								
PIN (Personal Identification Number)						.783	2.97	1.04
Sufficient number of ATM Booths						.768	2.96	1.07
Eigen Values	3.335	2.105	1.587	1.292	1.159	1.078		
Variance (%)	19.62	12.38	9.34	7.60	6.82	6.34		
Cumulative Variance (%)	19.62	32.00	41.34	48.94	55.76	62.10		

HYPOTHESIS TESTING

The difference between customer expectation and customer perception indicates disconfirmation. If the perception is greater than the expectation, this situation means positive disconfirmation. While the expectation is greater than the perception, it indicates negative disconfirmation. Positive disconfirmation makes customers delighted and negative disconfirmation makes customers disappointed towards the product or service. This study tries to understand and considers the average value of customer expectation and customer perception (Table-4) about the six factors regarding ATM services offered by banks in Bangladesh. It has been seen that all these factors show negative disconfirmation. It indicates that customer expectation is greater than their perception. Therefore, the first hypothesis is rejected, it indicates the dissatisfaction of customers using ATM card.

TABLE 4: FACTOR WISE DISCONFIRMATION ABOUT SIX PERFORMANCE FACTORS

Factors	Expectation	Perception	Disconfirmation
Performance of Assurance	3.37	2.77	-0.60
Performance of Tangibles	3.43	2.86	-0.57
Performance of Responsiveness	3.31	2.60	-0.71
Performance of Cost	3.30	2.76	-0.54
Performance of Empathy	3.21	2.66	-0.55
Performance of Reliability	3.44	2.97	-0.47
Average	3.34	2.77	-0.57

If the perception of customers will match with the expectation, it indicates confirmation. The mismatch of the situation indicates disconfirmation. Confirmation indicates satisfaction of customers while disconfirmation indicates disappointed of customer toward the product and service. Positive disconfirmation or confirmation positively affects the overall satisfaction of customer and negative disconfirmation negatively affects the overall satisfaction of customer. Though the disconfirmation is negative, it negatively affects the overall satisfaction. Finally, the regression analysis is conducted where the independent variables are the six perceived performance factors and disconfirmation and the dependent variable is the overall satisfaction of customer. The test results show these values ($R^2 = 0.693$, $F\text{-value} = 69.011$ and $p\text{-value} = 0.000$) (Table 5).

TABLE 5: THE EFFECT OF SIX PERCEIVED PERFORMANCE FACTORS AND DISCONFIRMATION WITH OVERALL SATISFACTION OF CUSTOMER

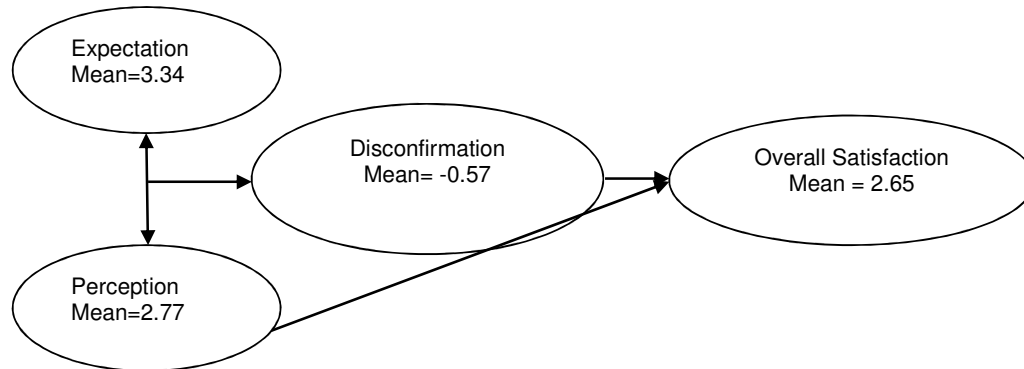
Multiple R	0.832					
Multiple R Square	0.693					
Adjusted R Square	0.683					
Standard error of estimates	0.335					
F value	69.011					
Significance F	0.000					
Model	Unstandardized Coefficients			Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.	
1						
(Constant)	2.727	.036		75.673	.000	
Performance of Assurance	.256	.026	.430	9.952	.000	
Performance of Tangibles	.160	.023	.268	6.868	.000	
Performance of Responsiveness	.232	.023	.390	10.174	.000	
Performance of Cost	.163	.023	.274	6.952	.000	
Performance of Empathy	.241	.024	.404	9.851	.000	
Performance of Reliability	.124	.023	.208	5.437	.000	
Disconfirmation	-.003	.049	-.003	-.054	.957	
a Dependent Variable: Customer Overall Satisfaction						

The result of regression analysis indicates that the independent variable (*i.e., disconfirmation*) negatively affects the overall satisfaction of customer. The second hypothesis is rejected. The results of regression analysis also indicate the positive relationship of the six perceived performance factors with overall satisfaction of customer at 95% confidence level. Therefore, third hypothesis is accepted.

EXPECTANCY- DISCONFIRMATION MODEL TOWARD ATM SERVICES

Customer expectation and perception are the two important components of expectancy-confirmation model. The average value is 3.34 for expectation of customers and the average opinion is 2.77 for the perception of customer toward the ATM services in Bangladesh. Though the average value of customer expectation is greater than the average value of perception, it leads to make disconfirmation. The average value of disconfirmation is -0.57 which leads to create disappointed customer. The bank should try to make it positive. Because the disappointed customer creates risk for the bank to retain them, it also negatively affects the overall satisfaction of customers to the bank offerings or services. The average value of overall satisfaction is 2.65 for the customers also.

FIG. 2



CONCLUSION

This study is conducted to measure the customer satisfaction toward ATM services offered by different banks in Bangladesh. To fill up these objectives this study considers the expectancy-disconfirmation theory which is proposed by Oliver (1980 & 1997). Though there are numerous established theories to measure satisfaction of customers toward a product or service, this theory is one of the most important. Mwatsika (2016) states that the expectancy-disconfirmation theory dominates and widely used to measure the customer satisfaction. This study conducts descriptive study, exploratory factor analysis and finally regression analysis to meet the objectives. The exploratory factor analysis explores six perceived performance factors which are important to use ATM cards by the customer. These factors positively affect the overall satisfaction of customer. These factors contain 17 variables (Table-3) which are the services available to customer using ATM cards. The study also finds that the average value of customer expectation is higher than the average value of customer perception for all these factors. It indicates that all the factors are disconfirmed. It negatively affects the overall satisfaction of customer and makes customer disappointed about the ATM services offered by the banks. The study results also confirmed that customers are not satisfied towards the ATM services. Therefore, this study suggests improving the services that indicate the lowest average opinion of customers.

PRACTICAL IMPLICATION

This empirical study will increase the existing literatures and will provide some sought of valuable information for banks and customers. This valuable information will help a lot for them to conduct their banking activities properly and to satisfy their clients. The customer will also be benefited from this study getting information about the available ATM services. The researchers, practitioners and academicians will also get some valuable information for their studies also.

LIMITATION AND FUTURE RESEARCH DIRECTION

This study uses convenience sampling method to collect data from the customers at Dhaka city and Rajshahi city in Bangladesh. This may not enough to represent the overall population. It also considers only 15 public and private banks and the sample size is only 222. If the numbers of banks and sample size increase the study result may be changed. So, our future research plan is to increase the sample at least up to 350 and to develop a model. This study will act as a reference and will be tested extensively to generalize the results by increasing the samples. It will be provided in future.

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APPENDIX

TABLE 1: REVIEWED LITERATURES TO SUPPORT THE STUDY VARIABLES/ ATM SERVICES

Items/Attributes of ATM Services	Supported Literatures
Cost of getting ATM Card	Islam, 2015
Charge of using ATM card	Mwatsika, 2016; Islam, 2015
Fees for transactions through ATM card	Mwatsika, 2016; Islam, 2015
Speed of the delivery of ATM card	Islam, 2015; Verma, 2014
Sufficient number of ATM Booths	Mwatsika, 2016, Islam, 2015; Verma, 2014
PIN (Personal Identification Number)	Islam, 2015
Network capacity	Mwatsika, 2016; Islam, 2015
Sufficient cash in ATM Booth	Mwatsika, 2016; Islam, 2015; Verma, 2014
Quality of notes	Mwatsika, 2016; Islam, 2015; Verma, 2014
Available power backup / Generator	Mwatsika, 2016; Islam, 2015; Verma, 2014
Manners of ATM guard / personnel	Mwatsika, 2016; Islam, 2015; Verma, 2014
Complaint Book	Islam, 2015; Verma, 2014
Availability of pay in slips	Mwatsika, 2016; Islam, 2015; Verma, 2014
Swiftiness/fastest of Cash withdrawal	Mwatsika, 2016; Islam, 2015; Verma, 2014
Security of client's	Mwatsika, 2016; Islam, 2015; Verma, 2014
Privacy of client's	Mwatsika, 2016; Islam, 2015
Safety of clients	Mwatsika, 2016; Islam, 2015; Verma, 2014
Problems solve quickly relating to ATM card	Mwatsika, 2016; Verma, 2014
Working Keypad of ATM machine working properly	Verma, 2014
Clear directions to use ATM machine	Verma, 2014
Card locking	Islam, Sheel., & Biswas, 2007
Overall satisfaction	Islam, 2015; Verma, 2014

TABLE 2: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Demographic Characteristics	Frequency	Percent (%)	Demographic Characteristics	Frequency	Percent (%)
ATM Users			Educational background:		
Brac Bank	25	11.3	SSC	8	3.6
Dutch Bangla Bank	72	32.4	HSC	25	11.3
Marchentile Bank	18	8.1	Graduation	60	27.0
NCC Bank	14	6.3	Post-Graduation	109	49.1
Agrani Bank	8	3.6	More	20	9.0
Sonali Bank	5	2.3	Division of Customers:		
Dhaka Bank	7	3.2	Rajshahi	78	35.1
Islami Bank	12	5.4	Rangpur	34	15.3
Exim Bank	17	7.7	Dhaka	39	17.6
Jamuna Bank	3	1.4	Khulna	18	8.1
BDBL	18	8.1	Chittagong	21	9.5
FSIB	6	2.7	Barisal	12	5.4
HSBC	2	0.9	Sylhet	20	9.0
AB Bank	7	3.2	Monthly income:		
Standard Bank	8	3.6	>10,000 Tk.	6	2.7
Age:			10,001-20,000 Tk.	22	9.9
Less than 20 Years	24	10.8	20,001-25,000 Tk.	33	14.9
21-30 Years	89	40.1	25,001-30,000 Tk.	26	11.7
31-40 Years	65	29.3	30,001-35,000 Tk.	35	15.8
41-50 Years	25	11.3	35,001-40,000 Tk.	15	6.8
51-60 Years	19	8.6	40,001-45,000 Tk.	15	6.8
Occupation of Customer:			45,001-50,000 Tk.	62	29.9
Student	84	37.8	50,000 more	8	3.6
Govt. Employee	41	18.5	Gender:		
Private org. employee	47	21.2	Male	168	55.4
Housewife	10	4.5	Female	89	44.6
Businessman	31	14.0	Marital status:		
Others	9	4.1	Single	123	54.5
			Married	99	45.5

Note: BDBL = Bangladesh Development Bank; FSIB = First Security Islami Bank; HSBC = The Hongkong and Shanghai Banking Corporation Limited (HSBC) ; AB Bank = Arab Bangladesh Bank

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Thanking you profoundly

Academically yours

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Co-ordinator

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