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CUSTOMER'S SATISFACTION IN ATM SERVICE: AN EMPIRICAL STUDY OF BANKS IN CHANDIGARH

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ABSTRACT

The study investigates various dimensions of service quality and their effect on customer satisfaction. For this purpose primary data was collected from 100 respondents, who are the customers of various leading public and private sector banks of Chandigarh through a structured questionnaire. Data was analysed to meet the objectives of study and the result indicate that people are satisfy from service of ATM provided by banks. Accessibility, Convenience, Efficiency, Responsiveness, Security & Privacy and Reliability are important dimensions of service quality. Majority of people still use ATM for cash withdrawal purpose only.

KEYWORDS

ATM, Banks, Customer Satisfaction Service Quality.

INTRODUCTION

Technology has been one of the most important factors for the development of mankind. Information and communication technology is the major advent in the field of technology which is used for access, process, storage and dissemination of information electronically. Banking industry is fast growing with the use of technology. In the last few decades, information technologies have changed the banking industry and have provided a way for the banks to offer differentiated products and services to their customers. Advancement in technology made the banks which were used to branch based operations for over 200 years, change the nature of financial services offered to its customers. For instance, automated teller machines (ATM) displaced cashier tellers, telephone represented by the call centres replaced the branch banking, the internet replaced mail, credit cards and electronic cash replaced bank transactions. The changes occurring in the banking sector can be attributed to increasing deregulation and globalization, the major stimulus for rationalization, consolidation, and an increasing focus on costs (Ibrahim et al., 2006). Banks gain competitive advantage over their rivals by providing electronic banking services as technology induced services reduce cost of operations, removes geographical barriers, provides 24 hours banking, extended hours of business and efficiency in daily banking processes. Without even interacting with the bankers, customers can transact banking activity from any corner of the world.

The introduction of technology-enabled banking service delivery probably started off with HSBC bank introducing ATM for the first time in India way back in 1987 (N. Thamaraiselvan and J.Raja, 2007). Even though these electronic delivery channels were introduced by foreign banks and new private banks in order to surmount their limitation of fewer branches, of late even the public sector banks are also aggressively investing in these services. So the action in this field really got heated up during the last 10-12 years

On 27th June 1967 the first "Cash Machine" colloquially called as "Hole on the walls" and was described as "Mini-Banks" which was designed to allow customers access to cash 24 hours a day, outside of the restrictive opening times of banks. This is the origin of the Alternate delivery Channel for Banks services, via ATM which is the first such delivery channel Bank's started using.

Forty years ago cash was only available from 9-3 pm Monday to Friday and Saturdays from 9 -12.30 pm, and as cash was king queues outside branches on a Saturday morning to get weekend money were common. Now you can get money anytime, anywhere".

REVIEW OF LITERATURE

Review of various studies on internet banking has been summarized in the following table:

AUTHOR/YEAR	TITLE	PURPOSE	FINDINGS
Angeli Antonella De Athavankar Uday, Joshi Anirudha, Coventry Lynne& Johnson Graham I(2004)	Introducing ATMs in India: a contextual inquiry	Paper presents a method and results of an ethnographic study aimed at building an understanding of Automatic Teller Machine (ATM) adoption in Mumbai, India.	Culture has a unique role in affecting users' expectations and behavioural possibilities, which determine people's response to the machine.
Al-Hawari Mohammed, Hartley Nicole & Ward Tony(2005)	Measuring Banks' Automated Service Quality: A Confirmatory Factor Analysis Approach	To develop model of banking automated service quality.	The study proposed five factors of customer perceptions i.e. strong unidimensionality, reliability, convergent, discriminant, and criterion related validity.
SinghSultan, Ms. Komal(2009)	Impact of ATM on customer satisfaction	To analyse the present ATM facilities provided by SBI, ICICI & HDFC Bank and to examine the impact of ATM on customer satisfaction.	Satisfaction level is highest in SBI as compare to other banks.
Asif Khan Muhammad,(2010)	An Empirical Study of Automated Teller Machine Service Quality and Customer Satisfaction in Pakistani Banks	To know significant dimensions of ATN service quality and its effect on customer satisfaction.	Convenience, efficient operation, security and privacy, reliability and responsiveness are significant dimensions of ATM service quality which positively contributes toward customer satisfaction.
Islam Md. Rafiqul, Sheel Sameer Kumar& Biswas Pallab(2010)	Customer Satisfaction of ATM Service: A Case Study of HSBC ATM	To investigate the satisfaction level of HSBC ATM staff and non staff card holders.	The average satisfaction level of staff ATM users is more than that of non staff ATM users in all respects.
Kumbhar Vijay M.(2011)	Customer's satisfaction in ATM service: An empirical evidences from public and private sector banks in India	To provide comparative investigation of customer satisfaction in ATM service in public and private sector banks	Private sector banks are providing more satisfactory ATM service than public sector banks.
Kumbhar Vijay M.(March2011)	Factors affecting on customer's satisfaction: An empirical investigation of ATM service	To identify key factors that has influence on customer satisfaction.	Cost effectiveness, easy to use and security and responsiveness in ATM service were most important factors in customer satisfaction.

RESEARCH GAP AND IMPORTANCE OF THE STUDY

The review of various studies reveal that majority of studies have been done on Internet banking, in spite of the fact that ATM has come much earlier in India. Issues related to ATM and its customer satisfaction has been ignored. Present study is an attempt to fill this gap by examining customer's satisfaction in ATM services provided by public and private sector banks.

OBJECTIVES OF THE STUDY

1. To examine the important dimensions of ATM service quality.
2. To examine the customer's satisfaction in ATM service provided by banks of Chandigarh.
3. To offer suggestions to improve ATM service of banks.
4. To find out the main purpose of using ATM.

RESEARCH METHODOLOGY

For study purpose primary data(N=100) was collected from customers of various leading banks of public and private sector (SBI, PNB,CANARA Bank, State Bank of Patiala, IDBI Bank, ICICI, HDFC, AXIS Bank, YES Bank) of city Chandigarh. A five point Likert scale ranging from strongly agree to strongly disagree was adopted as the scale for the statements in the questionnaire and method of data collection was through personal mode. The survey questionnaire has been designed using 30 statements related to service quality dimensions i.e. Accessibility(3), Convenience(4), Efficiency(4), Responsiveness(4), Security & Privacy(7), Reliability(6). Reliability of the construct was tested using Cronbach's alpha reliability test. The data has been analysed by using SPSS 17.0 software and Reliability Tests.

DEMOGRAPHICS OF RESPONDENTS

Table-1 shows demographics of respondents. It shows that there are equal number of males and females using ATM services, taking public and private sector banks together. Majority of the respondents using ATM services falls in the age of 25 to 34, are post graduates and belong to service class.

TABLE-1: DEMOGRAPHICS OF RESPONDENTS

		Type of Banks		Total
		Public Sector	Private Sector	
Gender	Male	19 (38)	31 (62)	50
	Female	31 (62)	19 (38)	50
	Total	50	50	100
Age	Below 25	13 (26)	3 (6)	16 (16)
	25-34	14 (28)	20 (40)	34 (34)
	35-44	12 (24)	13 (26)	25 (25)
	44 and above	11 (22)	14 (28)	25 (25)
	Total	50	50	100
Education	Under Graduate	7 (14)	0	7 (7)
	Graduate	10 (20)	13 (26)	23 (23)
	Post Graduate	30 (60)	26 (52)	56 (56)
	Others	3 (6)	11 (22)	14 (14)
	Total	50	50	100
Occupation	Professional	3 (6)	7 (14)	10 (10)
	Business	4 (8)	9 (18)	13 (13)
	Service	34 (68)	25 (50)	59 (59)
	Retired	1 (2)	1 (2)	2 (2)
	Others	8 (16)	8 (16)	16 (16)
	Total	50	50	100
Income	Less than 20,000	3 (6)	1 (2)	4 (4)
	20,001-35000	6 (12)	3 (6)	9 (9)
	35,001-50,000	12 (24)	19 (38)	31 (31)
	50,001andabove	29 (58)	27 (54)	56 (56)
	Total	50	50	100

RESULTS OF CRONBACH'S ALPHA RELIABILITY TEST

The reliability has been calculated for different dimensions using Cronbach Alpha. Table-2 shows that the value of Alpha ranges from .603 to .802. The dimensions are therefore considered as reliable. Table further shows Mean score and Standard deviation of each item used in the construct to present picture of

data collected from respondents. The item 'Screen language of my ATM is understandable' has highest mean i.e. 4.4600±.57595 where as the item 'Balance in my account reduced without withdrawal of cash' has the lowest mean i.e. 2.6061±1.0382.

TABLE-2: DESCRIPTIVE STATISTICS AND RELIABILITY OF SCALE

Dimensions	Items in the scale	Mean±S.D.	Cronbach Alpha
Accessibility	I can easily locate my bank's ATMs in my city	4.4100±.69769	.707
	I can locate my bank' ATMs easily when I am out of station	3.7200±.87709	
	ATMs of my bank are easily found at all useful places like hospitals, malls, station etc	3.5700±1.0175	
Convenience	Screen language of my ATM is understandable	4.4600±.57595	.802
	Directions to operate ATM are clear	4.4200±.49604	
	It is easy to operate ATM of my bank	4.3800±.61595	
	Menu options are aligned with their corresponding menu keys	4.0900±.77973	
Efficiency	Touch screen of my bank's ATM is working smoothly	4.0100±.78490	.771
	Key pad of ATM machine is working properly	3.9300±.85582	
	I am happy with request processing time of my ATM	3.9700±.90403	
	ATM card is always accepted by machine in very first attempt	3.5556±1.0993	
	Processing of transaction is very fast	4.0200±.75183	
Responsiveness	I always find exact amount of money as requested by me	3.9600±.94195	.607
	My ATM slip always shows updated balance in my account	4.1600±.67749	
	Helpline numbers are displayed inside the ATM cabin and easy to locate	3.5200±.88169	
	My ATM grievances are settled within reasonable time by my bank	3.4100±.76667	
Security & Privacy	Only one person is allowed to enter in ATM cabin	3.3131±1.1397	.730
	I feel safe & secure when I withdraw cash from ATM	3.5100±.97954	
	I feel safe & secure when I deposit cash to ATM	3.0600±.76303	
	I feel safe & secure when I enter my PIN/Password to ATM	3.3100±1.0291	
	I am sure that my PIN will not be hacked	3.0300±.89279	
	Only one person is allowed to enter in ATM cabin	3.5354±.96164	
	I feel safe & secure when I withdraw cash from ATM	2.9000±1.087	
Reliability	In case of two ATMs in same premises, there is a partition between them to maintain privacy	3.0200±1.1718	.603
	Balance in my account reduced without withdrawal of cash	2.6061±1.0382	
	I never found my ATM out of cash	2.8600±1.0919	
	I don't find fake currency notes from my ATM	3.6600±.89104	
	I am happy with denomination of currency of my ATM	3.7500±.78335	
	I always get mini statement	3.7000±1.04929	

NORMALITY OF DATA

The data was checked for normality with the help of One -Sample Kolmogorov-Smirnov test. P values were more than .05 indicating that data was normally distributed.

TABLE-3: ONE-SAMPLE KOLMOGOROV-SMIRNOV TEST

One-Sample Kolmogorov-Smirnov Test	Dimensions					
	Accessibility	Convenience	Efficiency	Responsiveness	Security & Privacy	Reliability
Kolmogorov-Smirnov Z	1.239	2.231	1.239	1.289	.783	.948
Asymp. Sig. (2-tailed)	.093	.000	.108	.072	.572	.330

FINDINGS OF THE STUDY

The following table shows the customers' satisfaction towards ATM through mean score. Mean values are more than 2.5 in all the cases, indicates that people of Chandigarh are satisfied from ATM service of various public and private sector banks. Results indicate that 'Convenience' has the highest mean score implying that it is the most important dimension of service quality. Thereafter 'Accessibility' and 'Efficiency' are next important dimensions of service quality.

TABLE-4: CUSTOMERS' SATISFACTION TOWARDS ATM

Dimensions	Mean Score
Accessibility	3.9000
Convenience	4.3375
Efficiency	3.8970
Responsiveness	3.7625
Security & Privacy	3.2104
Reliability	3.3160
Total Service quality	3.7372

PURPOSE OF USING ATM

These days ATMs are used not only for cash withdrawal but a number of other services can be availed from them. Following table shows that maximum numbers of people (100%) are using ATMs for cash withdrawal. Seventy four percent (74%) of sample use ATM for balance enquiry. Twenty five percent (25%) of sample use it for making bill payments. A very small percentage of sample use ATM for cash deposit (12%), transfer funds (11%), ordering cheque book (17%) and recharging pre-paid cards (10%). This shows that culture of using ATMs for other banking services is yet to grow in Chandigarh.

TABLE-5: PURPOSE OF USING ATM

PURPOSE	FREQUENCY	PERCENTAGE
Cash Withdrawal	100	(100)
Balance Enquiry	74	(74)
Cash Deposit	12	(12)
Transfer Funds	11	(11)
Order Cheque Book	17	(17)
Bill Payments	25	(25)
Recharging of Prepaid Cards	10	(10)
Other Services	07	(7)

SUGGESTION FOR IMPROVEMENT IN ATM SERVICE

Few suggestions for improvement in ATM service based on feedback from respondents are as under:

1. ATM should offer choice of denomination of currency. While few small Private banks have adopted this feature, leading banks are yet to adopt this feature.
2. Security provided at ATM's is namesake with the private security personnel not being vigilant. It is suggested that banks should carry out surprise checks at ATM to monitor effectiveness of security.
3. Hidden Charges for exceeding limit / using other bank ATM should be displayed prominently. Most people are unaware of same while doing transactions.
4. Procedure in the event of any failure during transaction, like ATM card getting withheld in the ATM or cash not getting dispensed, should be prominently displayed with contact numbers.
5. ATM are mostly in small closed room and therefore proper air conditioning is very important for comfort of customer. At times at many ATMs Air conditioning does not work. Banks should focus on upkeep of such facilities at ATM.

CONCLUSION

It is concluded that people of Chandigarh are satisfied from ATM services of all leading public and private sector banks. People prefer accessibility and convenience of operating the ATM as the most important dimension of service quality. The most important purpose of using the ATM is still the cash withdrawal and balance enquiry, which shows that the culture of using ATM for other banking purpose is still to grow.

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