

CUSTOMERS' SATISFACTION IN ATM SERVICE: AN EMPIRICAL EVIDENCES FROM PUBLIC AND PRIVATE SECTOR BANKS IN INDIA

Vijay M. KUMBHAR

Aabasaheb Marathe College, Rajapur Dist-Ratnagiri (MS) 416 702, India
vijay.kumbhar9@gmail.com

Abstract

The aim of this paper was to provide a preliminary comparative investigation of the customer satisfaction in ATM service of public and private sector banks in India. For this investigation primary data was collected from 150 respondents of public and private sector banks through a structured questionnaire. Collected data was analyzed according to the objectives of the present research and result of the statistical analysis indicates that private sector banks are providing more satisfactory ATM service as compared to public sector banks. Empirical evidences indicates that customers perception about Efficiency, Security and Responsiveness, Cost Effectiveness, Problem Handling and Compensation and Contact service related to ATM service is low in both public and privates sector banks (ranging between 3.00 to 3.50). Therefore both types of banks should aware about these aspects of ATM service to enhance customers' satisfaction.

Keywords: ATM,Service quality, Brand perception, Perceived value, Satisfaction, Public and Private Banks, India

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