

ABSTRACT

Customer satisfaction is not a new concept. It is a simple business concept but very important. Customer satisfaction is used to analyze which specific factor is important to customer and what action needs to be taken to improve the performance. This concept is important because it costs more expensive gaining new customer (customer acquisition) as compared to remaining the old customers (customer retention).

The purpose of this research is to investigate the problems related to the service quality of ATM. The data will be collected by questionnaires from the customers of bank XYZ. The collected data will be processed and analyzed using Importance – Performance analysis and correlation analysis.

The benefit of this research is to provide information for the bank in order to comprehend the customer satisfaction level it possess. Customer Satisfaction plays important role for the services company like banks. Their profit mostly come from the services they deliver to customers, Thus, the more customer satisfied means the more customer they have. If the banks can keep maintaining their customer satisfaction then it will directly influence the bank in generating profits.

The research result indicates that the assurance factor has been considered as the most important factor from the ATM services which to be improved on account of this factors also has the biggest gap among other factors. This research also indicates that tangible factor needs to be improved although it is not considered critical. The reliability and responsiveness are considered almost satisfied the customer. Empathy factor is considered not important but nearly satisfied the customer. Generally there is a gap between performance and importance which need to be improved.

Keywords: ATM, Customer Satisfaction, Service, Quality, Importance-Performance and Correlation

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