

Assessment of e-banking service on customer satisfaction with special reference to commercial bank of Ethiopia visa card users, at Jimma branch



A RESEARCH SUBMITTED TO MANAGEMENT DEPARTEMENT IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR B.A DEGREE IN MANAGEMENT

PREPARED BY: - AMIN YASIN

ADVISOR: -TESFAYE HAILU (MBA)

JIMMA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MANAGEMENT

MAY, 2016

JIMMA, ETHIOPIA

ACRONYMS

CBE

Commercial Bank of Ethiopia

ATM

Automated teller machine

PDA

Personal digital assistance

EFT

Electronic fund transfers

Acknowledgement

All praises and thanks to be almighty ALLAH the lord of the universe, who gave me strength in completing this paper. Next to Allah, my greatest thank goes to my advisor instructor TESFAYE H. (MBA) for his professional guidance and critical comment to successful accomplishment of this study. And my gratitude and heartfelt thank goes to my beloved family for their support. Finally I would like to thanks all the staff of CBE at Jimma main branch for their helping during data collection.

Abstract

This study assessed the level of customer satisfaction in ATM service quality with special reference to ATM visa card users at commercial bank of Ethiopia in Jimma main branch. The general objective of the study is to assess the level of customer satisfaction in ATM service at commercial Bank of Ethiopia in Jimma branch. The specific purpose of this study were; to assess the level of customer satisfaction with various aspect of ATM service quality provided by commercial bank of Ethiopia in Jimma branch , to analyze customer perception of ATM service quality of commercial bank of Ethiopia in Jimma branch ,to identify the factors affecting customer satisfaction with ATM service. The research reviewed different text books and procedures and other business related materials. Based on the study data collection process was done through using primary data with the help of questionnaire to obtain relevant information pertaining to the study. The data were collected through questionnaires from ATM users of the bank. Questionnaires were distributed to selected 100 respondents based on convenient sampling techniques. After collecting the data, the researcher had processed and analyzed by descriptive analysis using tables and percentage This study assessed different dimensions related to ATM service quality like efficiency of operation, convenience and security and privacy dimension in all these aspects ATM users are satisfied as they replied. Finally the researcher forward and recommendation to the organization that was discovered factors that affect customer satisfaction in ATM service quality.

Chapter One

1. Introduction

1. 1. Background of the study

The history of banking refers to the development of banks and banking throughout history, with banking defined by contemporary sources as an organization which provides facilities for acceptance of deposits, and provision of loans. The history begins with the first prototype banks of merchants of the ancient world, which made grain loans to farmers and traders who carried out goods between cities. This began around 2000BC in Assyria and Babylonia(Routledge 2013).

The banking industry has under gone a major change due to the adoption of e-banking. One of the latest channel distributions to be used in financial service organization is electronic banking this was established in the mid-1990s. There after steadily e-banking business rely on efficient and rapid access to banking industry for cash flow review auditing and daily financial transaction processing. E-banking offers ease of access, secure transaction and 24 hours banking option from startup companies to more established entities small business rely on e-banking gives broad services to provide the customer and other financial institution (Pantouvak, 2010).

The Most widely used e banking instrument is ATM. It was the first well know machine to provide electronic access to customer, this first well known machine to provide electronic access to customer, it is designed to perform the important function of bank. It is operated by plastic card with its special features; it allows a bank customer to conduct their banking transaction from almost every other ATM machine in the world. Such as payment of bill Insurance payment, printing of statement or even accessing the internet (Al hawari et al, 2006).

According to Tuli, Khatri & Yadav (2012) analyzed that most important factor which influence customer to use the ATM services is it's convenience in use & availability of machines. Found that Size of respective bank, year of establishment, & performance of bank are the major factors which are responsible for the customer satisfaction towards ATM service of banks. It observed that other than cost effectiveness of ATM service perception about all service quality dimensions is approximately same in public and private sector banks. Overall results shows that cost

effectiveness of ATM service were core service quality dimension and it were significantly affecting on overall customer satisfaction in ATM service provided by commercial banks. It has identified that customer satisfaction is one of the major factors measuring the performance of the banks. They examined the relationship between various ATM facilities, factors affecting the choice of ATM and its interplay with customer satisfaction.

Customer satisfaction is the extent to which product perceptive performance reaches a buyer expectation. Satisfaction is generally recognized as a pleasurable out come a desirable and state of consumption or patronization. Prices definition of satisfaction vary, but common themes emphasizes that it is a customer Judgment of the consumption experience formed through some kind of psychological process that involves some form of what was expected with what received similar customer may form satisfaction Judgment about specific attributes of service, example responsiveness of staff, the amount of information provided and branch opening hours about the service over all, different author define customer satisfaction differently define customer satisfaction as follows. Satisfaction is a person feeling of pleasure or disappointment resulting from comparing a product perceived performance or outcome of the product or service features. In conducting satisfaction studies most firms will determine through some means what the important features as well as overall service satisfaction (Kottler, 2004).

Nowadays Ethiopia is growing in economic growth and development. The modern banking activity is one of the stimulation of the economic activity. And jimma is one of the largest zone that found in oromiya region and the this zone is known among fastly growing zone in the Ethiopia, so the society that found in jimma are now learners the modern banking system and also use the ATM machine among those technology. It is obvious that using ATM is very suitable for everyone who wishes to use it .most banks that found in Ethiopia provide at ATM service to their customer, CBE bank is one of those banks and provide ATM service to its customers. This study focus on that ATM service of commercial bank of in jimma main branch.

1.2. Statement of the problem

E-banking gives broad service to the customer and Banks. The rapid Technological change led the banking industry to give better service for the customer. It use ATM as one the tools in improving the service rendering mechanism, therefore the study interested at investigating automated teller machine service quality and customer satisfaction in CBE.As many literature set important to assess e-banking service and attitudes of customer satisfaction so it is important to know about customer attitude and their satisfaction for the growth of ATM service quality. But the researcher has observed some problem in the organization those problems are the customers are confused in using visa card better than the window based service, because using ATM service ask knowledge and skill. The customers are not satisfied with various aspect of ATM service quality not only this but also there are factors that affect customer perception of ATM service delivery in Commercial Bank of Ethiopia. Keeping the above problem in mind the researcher would answer the following basic question:

1. Are customers satisfied in using visa card better than the window based service?
2. Are the customers satisfied with various aspect of ATM service quality (Conveniences, Reliability, ease of use, responsiveness)?
3. What are the factors that affect customer perception of ATM service?

1.3 Objectives of the study

1.3.1 General objective

The general objective of the study was to asset the level of customer satisfaction in ATM service at commercial Bank of Ethiopia in Jimma branch.

1.3.2 Specific objectives

- ❖ To assess whether customers are satisfied by ATM service rather than window based service or not.
- ❖ To analyze customer perception of ATM service quality of commercial bank of Ethiopia in Jimma branch.
- ❖ To identify the factors affecting customer satisfaction with ATM service.

1.4 Significance of the Study

This study has expected to show essential factors that contribute to ATM service quality and chance customer satisfaction

- ❖ The study maintain it significance to banks as follows
- ❖ This selected bank can use the study as a stepping stone to improve the service quality and ease of use
- ❖ It may be a valuable input to handle potential customer complaints.
- ❖ The study can make the machine to be accessible and readily available everywhere.
- ❖ The research can be useful for other research those who study in the other organization on the same problem
- ❖ It is significant for society through improving awareness of E-banking system
- ❖ The organization can be benefited from the recommendation and conclusion to be draw from the study in improving customer satisfaction.

1.5 Scope of the study

The study was focus on the customer satisfaction with ATM service delivery in commercial bank of Ethiopia in Jimma branch. The study delimited on customer view, regarding service delivery. Regarding to data gathering system (Methodology) the study is also delimited on questionnaires and interview. Depending up on analysis and presentation the studies also delimited on the way descriptive, that acquired by using the degree of agreement, which is presented using table.

1.6 Limitation of the study

- ❖ There is no latest reference in Jimma university
- ❖ Hence there is a scope for the respondent to be biased or pretentious.
- ❖ Another limitation of the study is that from distributed questionnaires (100) fifteen questionnaires are no retuned this has its own effect on the study.

1.7 Organization of the paper

This research paper comprises of five chapters. The 1st chapter deals about introduction such as background of the study, statement of the problem, objectives of the study, scope of the study, significance of study and organization of paper. Chapter two deals with

related literature review. Chapter three, deals with research methodology. Chapter four, deals with data analysis and interpretations while last chapter deals with conclusions and recommendations

Chapter Two

2. Literature Review

2.1 E- Banking Definitions;

Electronic banking, also known as electronic funds transfer (EFT), is simply the use of electronic means to transfer funds directly from one account to another, rather than by check or cash. Electronic banking, or e-banking, is the term that describes all transactions that take place among companies, organizations, and individuals and their banking institutions. First conceptualized in the mid-1970s, some banks offered customers electronic banking in 1985. However, the lack of Internet users, and costs associated with using online banking, stunted growth. The Internet explosion in the late-1990s made people more comfortable with making transactions over the web. Despite the dot-com crash, e-banking grew alongside the Internet. E Banking started in 1980s, since then e-banking concept is flourishing with popular model, theory and practices concept like innovation technology, acceptance, and affluence in internet business. So before going to discuss any core content of E- banking, it is good to memorize the fundamental concept of e banking which helps to realize basic concept of e- banking. Electronic banking is an umbrella term for the process by which a customer may perform banking transaction electronically without visiting a brick and perform mortal institution, therefore transaction related to bank activities via electronic mean and medium have called electro banking (WilliamW.Lang, and E.Nolle, 2002).

2.2 E-banking classification

According to Nabi, G.M et al (2012) e banking is classified as in to three;

1. Telephone banking: - is a service provided by a financial institution that enables customers of the financial institution to perform financial transaction over the telephone without the need to visit a bank branch or ATM.
2. Online banking (Internet banking):- allow customer of a financial institution to conduct financial transaction on a served web site operated by the institution which can be a real or virtual bank, credit union or society, It may include of any transactions related to online usage.
3. Mobile banking (M banking):- is a term used for performing balance checks, account transaction, payments, credit application and other banking transaction through a mobile device such as a mobile phone or personal digital assistance (PDA).

2.3 Automated Teller machine

Automated teller machine (ATM) has emerged as a major channel for routing banking service to customer. The firms would reap benefits such as cost savings, efficiency, greater consumer involvement, customer satisfaction and loyalty and improved financial performance. The ATM is an innovative service delivery mode that offers diversified financial service like cash withdrawal funds transfer, cash deposit, payment of utility& credit cards bills checkbook request and other financial enquires (Parasurman et al. 2005).

According to Khank, and Kucukemiroglu (2010), define customer satisfaction as “Satisfaction is the customer fulfilled response, It is a Judgment that a product or service itself provides a pleasurable level of consumption related fulfillment.

According to Khan (2011, ATM is the abbreviation of automated teller machine. Which acts as a teller in a bank who takes and give money over the country, and it was the first well-known

machine to provide electronic access to customer. With the appearance of automated teller machine banks are able to serve customer outside the banking hall because ATM are placed inside or near the banks and also outside the banks such as shopping malls, restaurant air ports or any places that people may gather.

2.4 ATM service quality

Organizations are aware that service quality provides strategic competitiveness in dynamic business environment literature provide significant relationship between service quality and firm's performance based on improved productivity increased market share, enhanced customer profitability. Research has found that service quality in banks is critical for satisfaction and retention of customer keeping in view the significance of service quality advantage and organization sustainability the banks are pursuing multidimensional approaches to improvement in service quality to attract and retain customer (New man, 2011 and lasser et al 2000).

2.5 Dimension of ATM Service quality

According to Diligonas et al. (2009), the essential aspects of ATM service quality in Baltic States. They identified essential resource (adequate number of ATM, convenient and secure location and use friendly system, important dimension of operation of ATM maximum speed, minimum, errors, high uptime, cash back up and valve based aspects (quality service at reasonable cost and maximum offering to cover maximum needs of customers) as vital facts.

According to Al hawari et al (2006) compiled a list of five major items about ATM service quality that include convent and secured location functions of ATM adequate number of machine and user friendliness of the systems and procedures an empirical study found that the items constitute important aspects of ATM service. The study found significant relationship of ATM service quality with customer satisfaction the study identified that location, personnel response, quality of currency notes, promptness of card delivery and performance of ATM are positively related to customer satisfaction. The security, frequent breakdown of machine and in sufficient number of ATM was major contributors of customer's dissatisfaction.

2.6 Customer satisfaction

Satisfactions are generally recognized as a pleasurable outcome, a desirable state of consumption or patronization. Prices definition of satisfaction vary, but common themes emphasize that it is a customer judgment of the consumption experience formed through some kind of psychological process that involves some form of what was expected with what received. Similar customer may form satisfaction judgment about specific attributes of service e.g. responsiveness of staff. The amount of information provided, branch opening hours about the service over all, different authors define customer satisfaction differently. Kottler defines customer satisfaction as follows. Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome of the product or service features. In conducting satisfaction studies, most firms will determine through some means (often focus group) what the important features as well as overall service satisfaction (Kottler Philip, 2005).

Customer satisfaction is defined as "the individual's perception of the performance of the product or service in relation to his or her expectations" (Schiffman and Karun, 2004).

2.6.1 Customer emotion

Customer emotions can also affect their perception of satisfaction with products and services. This emotion can be stable, preexisting emotion for example mood state or life satisfaction.

2.6.2 Attribution for service success or failure

Attribution is perceiving cause of events, instance perception of satisfaction as well. When they have been surprised, by an outcome, the service is either much better or worse than expected, customers tend to look for the reason or their assessment of the reason can influence their satisfaction.

2.6.3 Perception of equity or fairness

Customers ask themselves have they been treated compared with other customer. Did other customer get better prices or better quality service? Did I pay a fair price for the service? Notions of fairness are central to customer's perception of satisfaction. Fairness is central to customer's perception of satisfaction with products or service.

2.6.4 Other customer, family members and coworkers

In addition to products and services features one's own individual feelings and belief, customer satisfaction is often influenced by other people. Customer satisfaction has been a central concept in marketing literature and is an important goal of all business activities. Today companies face their toughest, which gives a company a better chance of outperforming competition (IBED).

Customer satisfaction translates to more profits for companies and many researchers and academicians have highlighted markets share increase, the importance of customer. The principal concern of marketing is to connect with customer by building a strong customer relationship in order to meet their expectation. What is evident in most discussion of satisfaction or even delight is that consumer judgments have made by comparing the service that are experienced against some pre-existing standard. One of the comments bases for comparison is that of perceptions against expectations, this is commonly referred to as the disconfirmation of expectations or a positive disconfirmation (where performance exceeds expectations) will result in a positive evaluation usually satisfaction usually satisfaction but perhaps also delight (Christine T, Ennew and Nigel waite 2003)

2.7 What Determines Customer Satisfaction

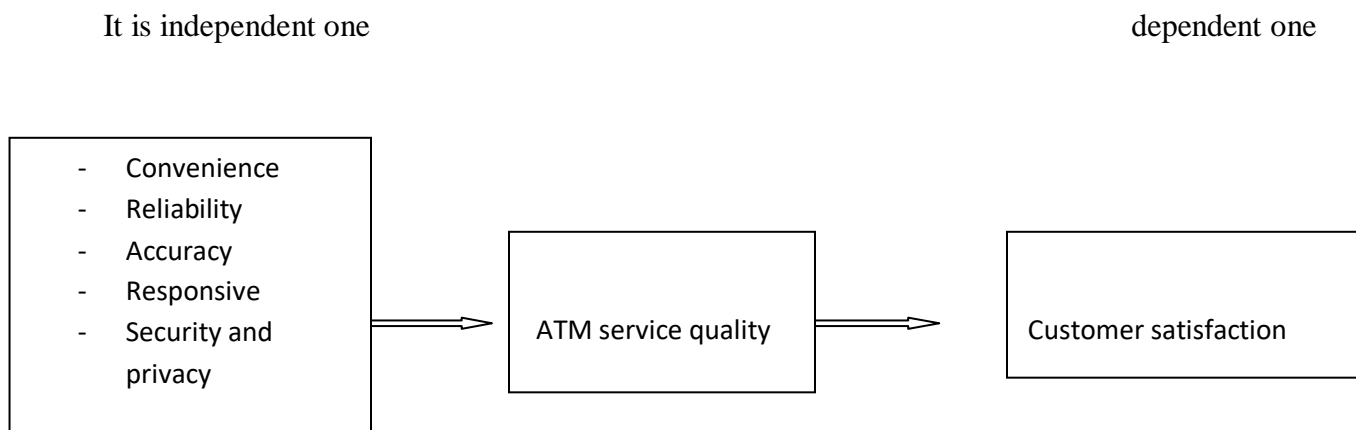
Product and Service feature: - Customer satisfaction with product or service is influence significantly by the customer's evaluation of a product of services feature, disappointment resulting from comparing a product performance or out come in relation to his or her expectation (Josey and Stone 2003).

According to Helens mark and Albiinsson (2004) satisfaction is an overall customer attitude towards a service provides, or an emotional reaction to the difference between what customer anticipate and what they receive, regarding the fulfillment of some need, goal or desire, further more researcher perceived service quality whereas, satisfaction is related to a specification section.

2.8 Consumer expectation

Expectation play an important role in the satisfaction formation the extent to which a product service fulfills a customer's need and desire may play an important role in forming feelings of satisfaction because of the impact of confirmation or disconfirmation that have on satisfaction. Consumer expects to be delivered quality products and service, there for companies try to offer quality products and service. The term expectation really matters to companies because they want to know what customer expectation are the term “ expectation” has different uses in the satisfaction literature, it is viewed as a production made by a consumer about what is likely to happen during an exchange or transaction (Dabholkar et al, 2003).

2.9 Diagram of conceptual framework



2.10 operational definitions

In the last two decades, some recent contribution is service quality and customer satisfaction has come from such scholars as lymeropulos et al (2006): Day, (2003)

According to Gursay and swagger, (2007) who suggest that the ability of firms to satisfy customer needs is a key to their long term business success most studies on customer satisfaction

have been guided by confirmation/ disconfirmation theory. This posts that customer compare perceived service with expected service the outcome of which may determine whether they are satisfied, dissatisfied or delighted. Service quality and customer satisfaction in automated service research has been on increase in recent years.

According to Santos (2003) defines out mated service quality as the customers over all evaluation and judgment of excellence and quality of electronic service offering in the virtual market place.

2.10.1 Convenience

Most early studies found location convenience as an important influence on bank selection. As the ATM offers an alternative way of conducting banking halls location, Convenience refers to the site at which the ATM is located. The most ATMs are located in bank branches, or off sites such as in shopping malls and college confuses sometimes the bank's visa card is compatible with other banks, ATM plat form and this makes it possible for customers withdraw money from other ATMs at a small fee. Convenience also involves "an all day all right" availability of the service to the customer. If the ATMs are conveniently located, in moving long distance in order to carry out transmission will be minimized convenience of it will they positively related to customer satisfaction (kaynak and kucukemiroglu, 2010).

2.10.2 Reliability

Technology can be intimidating to most customers and therefore one expects that ATMs should be design to simplify the transaction process for customer. Ease of us eyes one concept that was been investigated in the technology adoption studies especially in work place environment. In this regard, Davies et al define ease of uses as "the degree to which the prospective user expects the target system to be free of hustle, and then the chance of them using the system will be greater. This study used the coherent to mean the degree to which ATMs system offer (Davies et al 2005).

A hassle free transaction for the customer, research shows that case of use is a major factor determining the adoption and use of various corporate information technologies such as online banking (Governaris and kotitos, 2008).

2.10.3 Accuracy

As ATMs are, determine by machines customer interaction one expects error that occur during employee customer interaction at the banking halls to be minimize. It's should provide accurate transaction such as correct identification of name of customer, recording of routine transaction and printing of receipts, caller and being stock found information accuracy, and order accuracy criteria dimension of on line of the retailer service quality. The higher accuracy of ATM service is the higher customer satisfaction with ATM services.

2.10.4 Responsiveness

It is sometimes impossible to expect flawless ATM service delivery at all times to customer. Because technologies can sometimes fail to deliver as expected responsiveness measure, the extent to which the banks put in place measure to recover service. When ATM service are negatively confirmed and to response quickly to requests, suggestion and provide, assistance to customer in case of problem. Effective service recovery has been show to have positive impact on customer satisfaction, most electronic service quality sales have responsiveness or recovery as a major dimension such with ATM, response or recovery quality deals with the bank's ability to handle customer complaint. Arising because of transaction failures as well as compensating customer against losses insured such as monies withdrawal illegally out of their account, increased responsiveness will increase customer ATM satisfaction (Parasurman et al, 2005).

2.11 The role of ATM service quality on customer satisfaction

A univariate comparative study of public and private banks, designed to measure satisfaction level amongst consumer banking customers focusing ATM machines. The study would tend to operationally customer satisfaction through ATM usability ($\alpha = 0.79$), security ($\alpha = 0.80$), perceived value ($\alpha = 0.84$), trust ($\alpha = 0.83$) and perceived risk ($\alpha = 0.80$) which are beyond service quality and service performance measures being used in banking sector. The overall α of the variable is obtained through inter dimensional as well as inter item consistency which confirms the high level of instrument and data reliability. The demographic data also conclude very useful information pertaining to bank customers in order to draw influencing inferential if need be. ATM services concerns are seemingly associated with private/ government sector employees with fair educational backgrounds surviving at mid of their careers with moderate

level of income to fulfill needs of their dependents. Therefore, they would require errorless, efficient, and consistent, user friendly, time saving and reliable services to meet their day-to-day liabilities ([www.Lap. Publishing.com](http://www.Lap.Publishing.com))

Chapter three

3. Research methodology

3.1 The research study area and population description

The researcher has conducted this research in the town of Jimma, far 350km from Addis Ababa. It located in southwest part of Ethiopia. The geographical features of this town are woyenadaga. The target population of the study comprises 121,000 customers that use ATM card users at commercial bank of Ethiopia in Jimma town.

3.2 Research design

On the bases of the purpose, the reason why the research was conducted to assess the main problem that exists in commercial bank of Ethiopian particularly in the town of Jimma branch, regarding to the service quality and customer satisfaction on ATM service quality, it has used a descriptive research design and the time horizon of this research is cross sectional.

3.3 sampling technique

The population of the study was difficult, since it has difficult to assess the whole population of the study, the researcher would have used non-probability sampling technique; particularly convince sampling.

3.4 sample size

According to the researcher found it difficult to assess satisfaction of total populations of users of ATM service. For that reason, the researcher has taken 100 customers as a sample size to conduct this study.

3.5 Source of data

For this study, the researcher obtained data from both primary and secondary source of data. The primary source of data obtained from structured questionnaire. As noted by Mwituria (2012), questionnaire is a written or printed form used in gathering information on some subject or subjects consisting of a list of questions to be submitted to one or more persons. The secondary data obtained through published document of the organization.

3.6 Method of data collection

The researcher has obtained the primary data through structured questionnaires. Structured questionnaire was deployed to collect data from customers of CBE visa card users. Secondary data collected from documents analysis of the organization and customer data base.

3.7 Method of data analysis

The data collected from primary and secondary data source and analyzed by using descriptive method of data analysis. The data which analyzed through descriptive method presented in the form of table and percentage in order to understand easily

Chapter four

4. Data presentation, analysis and interpretation

This section deals with the analysis, presentation and interpretation of data. For the sake of clarifying the basic findings of the study tables are used to present the collected data and using percentage these data are analyzed accordingly. In order to get a representative data 100 questionnaires were prepared and distributed to customer of the bank. Out of these 85 were filled or collected and returned but 15 questionnaires were not collected because of unknown reason failed. From these accounts 85% response rate are returned.

4.1. Analysis of demographic information

Table4.1. Demographic profile characteristics of the respondents

No	Item	No of respondents	Percentage
1.	Sex		
	Male	54	63.55
	Female	31	36.47
	Total	85	100
2.	Age		
	18-24	32	37.65
	25-34	20	23.53
	35-44	17	20
	45-54	10	11.76

	54 above	6	7
	Total	85	100
3	Educational level		
	Illiterate	0	0
	High school	1	1.17
	Certificate	3	3.52
	Diploma	20	23.5
	1 st degree	41	45.2
	2 nd degree	20	23.5
	Total	85	100
4.	Profession		
	Students	24	28.2
	Business man	34	40
	Salary worker	27	31.8
	Retried	0	0
	Total	85	100

Source: own survey (2016)

The above table shows that the number of male respondent is 54(63.55%) and is greater than female respondent 31(36.47%). This shows that the majority of respondent is male.

When we come to the second item that is the age group of the respondent 32(37.64%) are from eighteen up to twenty four years and accounts of the majority of respondents that is 41(48.2%). The diploma and 2nd degree use equal in number of respondents 20(23.5%) & 20(23.5%) while

the other respondents include in certificate and high school level. when we come to the 4th item that is the profession of the respondents clearly stated in the above table. 34(40%) are business man and 27(31.8%) are salary worker. On other hand, only 24(28.2%) of the respondents are students.

4.2. ATM service quality item analysis.

Table4.2. Analysis of customer satisfaction with regard to responsiveness dimension of ATM service quality

No	Dimension	No of respondents	Percentage
1.	Responsiveness		
	The bank deliver ATM visa card quickly		
	Strongly agree	10	11.76
	Agree	25	29.41
	Neutral	3	3.52
	Disagree	37	43.53
	Strongly disagree	10	11.76
	Total	85	100
2.	The cash is withdrawal from the machine promptly		
	Strongly agree	6	7.05
	Agree	12	14.1
	Neutral	0	0
	Disagree	43	50.5

	Strongly disagree	24	28.2
	Total	85	100
3.	The bank take care for problem promptly		
	Strongly agree	5	5.88
	Agree	14	16.4
	Neutral	2	2.35
	Disagree	45	25.9
	Strongly disagree	19	22.3
	Total	85	100

Source: own survey (2016)

Regarding the first item of table No2, which asks quick delivery of ATM visa card, 37(43.5%) of the respondent are disagree with quick delivery of ATM visa card and the other 10(11.76%) show their strong disagreement on the other hand only 25(29.41%) are agree in the statement. In general the majority of the respondents show their disagreement with quick delivery of ATM visa card. This further explains that the majority of the respondents are dissatisfied with this item. With respect to the 2nd item which show prompt withdrawal cash from the machine, 43(50.5%) of the respondent are disagree and 24(28.2%) of the respondent strongly disagree. In contrast to this the other 12(14%) and 6(7.05%) of the respondent agree with prompt cash with drawl from the machine. In general, the preceding analysis shows that most respondents are dissatisfied with prompt cash withdrawal from ATM machine. Regarding the 3rd item which asks that the bank take care of problem promptly, about 45 (52.9%) of the respondent of are disagree and the other 19(22.3%) of the respondents are strongly disagree on the other hand 14(16.4%) and 5(5.88%) of the respondent are agree and strongly agree respectively from this analysis we can observe that the vast majority of the respondent (about 75%) are dissatisfied with prompt housing of problems by the bank.

Effective service responsiveness or recovery has been show to have positive impact on customer satisfaction as stated in the literature review part. Based on the respondent's response the researcher concluded that the costumers are not satisfied in the responsiveness dimension.

Table4.3. Analysis of customer satisfaction regarding efficiency of operation dimension of ATM service quality.

No	Dimension	No of respondents	Percentage
	Efficiency of operation		
1.	Cash always available in ATM		
	Strongly agree	16	18.8
	Agree	50	58.8
	Neutral	3	3.52
	Disagree	14	16.4
	Strongly disagree	2	2.35
	Total	85	100
2.	Cash is withdrawal correctly as it ordered		
	Strongly agree	10	11.76
	Agree	40	47.0
	Neutral	4	4.7
	Disagree	20	23.5
	Strongly disagree	11	12.9

	Total	85	100
3.	Notes(currency) on good quality are available in ATM machine		
	Strongly agree	37	43.5
	Agree	14	16.4
	Neutral	3	3.52
	Disagree	19	22.3
	Strongly disagree	12	14.1
	Total	85	100
4.	ATM machine can be accessed anywhere in the city at researchable distance		
	Strongly agree	9	10.5
	Agree	14	16.4
	Neutral	3	3.52
	Disagree	42	49.4
	Strongly disagree	17	22.3
	Total	85	100
5	Using visa card better than window based services		
	Strongly agree	25	29.45
	Agree	40	47
	Neutral	5	5.9

	Disagree	15	17.65
	Strongly disagree	0	0
	Total	85	100

Source: own survey (2016)

The above table No 3 shows responses obtained on the efficiency dimension of ATM service quality. Regarding the 1st item, cash always available in ATM 50(58.8%) of respondents are agree with the statement and others 16(18.8%) of respondents are strongly agree with cash available in ATM machine. But 14(16.4%) of respondents are disagree and 2(2.35%) are strongly disagree. Out of the total respondents 3(3.52%) of respondents are neutral. From the total respondents 66(76.9%) are agree with cash always available in ATM machine.

With respect to the 2nd item which show that cash is withdrawal correctly as it ordered. Based on the data 40(47%) of respondents agree of the statement and 10(11.76%) of the respondents are strongly agree with the cash is withdrawal correctly as it ordered. On the other hand 20(23.5%) of respondents are disagree with the statement and 11(12.9) are strongly disagree

Regarding the 3rd items of table 3 which means note on good quality are available in ATM machine, 37(43.5%) of respondents strongly agree and 19(22.3%) of respondent are disagree and the other 14(16.4%) respondents show their agreement on the other hand 12(14.1%) of respondents strongly agree with not on good quality are available in ATM machine out of the total respondents 51(59.9%) are shows their agreements of the not on good quality available in ATM machine.

When they come to the last item that is ATM machine can be accessed anywhere in the city at a reasonable distance 42(49.4%) of respondents are disagree and 17(22.3%) of respondents shows their agreement. Only 3(3.52%) of respondent are neutral.

In the above table item 5 shows the response that obtained from respondent about the usage of ATM visa card is suitable than window based service. Is the 25 (29.45%) of respondents are strongly agreed that the using ATM visa cards better than window based service. And 40 (47%) of the respondents are agree that the service of ATM is suitable, 5 (5.9%) of respondents are

neutral about this question. On the other hand 15(17.65%) of respondents are disagree with using visa card other than window based service. Based on response obtained from researcher understand that the ATM visa card better than using window based service.

As stated in the literature part the higher accuracy of ATM service is the high customer satisfaction in ATM service quality. When we see those operational efficiency dimension and related questions discussed in the above table 66(77.6%) of respondent agree in availability of cash and 50(58.8) of respondents are agree for the question above the cash withdrawal with correctly provide as ordered. And for the question that related to good quality of the note 51(59.9) respondents are agree for this question and again the respondents 65(76.45%) are agree that visa card is more suitable than window based service. But for the question about ATM accessibility 57(71.7%) of respondent disagree in at reasonable distance. From the above table4.3 related to operation efficiency dimensions the researcher concluded the mentioned bank has good operational efficiency except the accessibility of ATM at reasonable distance.

Table4.4 Analysis of customer satisfaction with convenience dimension of ATM quality.

No	Dimension	No of respondents	Percentage
	Convenience		
1.	The ATM machine enable me to complete transaction quickly		
	Strongly agree	23	27.05
	Agree	29	34.1
	Neutral	2	2.35
	Disagree	21	24.7
	Strongly disagree	10	11.76

	Total	85	100
2.	The ATM user interface is simple and easy to understand		
	Strongly agree	13	15.2
	Agree	42	49.4
	Neutral	5	5.88
	Disagree	16	18.8
	Strongly disagree	9	10.5
	Total	85	100
3.	I can access the ATM near by		
	Strongly agree	6	7.05
	Agree	9	10.5
	Neutral	1	1.17
	Disagree	46	54.1
	Strongly disagree	23	27.0
	Total	85	100
4.	Information of the ATM serene well organized		
	Strongly agree	15	17.6
	Agree	35	47.1
	Neutral	5	5.88
	Disagree	20	23.5

	Strongly disagree	10	11.8
	Total	85	100
5.	The ATM screen interface makes it easy to find what I need		
	Strongly agree	15	17.6
	Agree	53	62.3
	Neutral	4	4.7
	Disagree	11	12.9
	Strongly disagree	2	2.35
	Total	85	100

Source: own survey (2016)

Concerning the 1st item of the above table No 4 which asks whether ATM enables to complete transaction quickly or not, about 29(34.1%) and 23(27.05%) of respondents are agree and strongly agree respectively with the statement. On the other hand 21(24.7%) and 10(11.76%) of the respondents are disagree and strongly disagree respectively. However only 2(2.35%) of the total respondent are neutral.

In general we can observe that the majority of the respondent 52(61.15%) are agree with the statement which shows that they are satisfied with quick completion of transaction using ATM machine. Regarding the 2nd item which asks that ATM users interface is simple and easy to understand, about 42(49.4%) of the respondent are agree and the other 13(15.2%) show strong agreement. On the other hand 16(18.8%) and 9(10.5%) of the respondent are disagree and strongly disagree respectively. As the researcher understand from the analysis the second item the majority of the respondent 55(64.6%) are agree with simple and easy to understand ATM user interface.

When we come to the 3rd item which asks that one can access the ATM machine in the nearby area, 46(54.1%) of the respondent are disagree and 23(27%) of the respondent are strongly disagree however the other 9(10.5%) show their agreement and the remaining 6(7.05%) are strongly agree in statement. In general the majority of the respondent shows their disagreement with the access of ATM in the nearby area. This further indicates these respondents are dissatisfied with this item of convenience dimension considering the 4th item of well organized information on ATM machine screen. 35(41.1%) and 15(17.6%) of the respondent are agree and strongly agree respectively. Besides the other 20(20.5%) and 10(11.8%) of the respondent are disagree and strongly disagree respectively.

In general the more of the respondents are 50(58.8%) show that their agreed and satisfaction with well organized information on the ATM screen. With respect to the 5th item which asks wither the ATM screen interface make it easy to find what is needed or not 53(62.3%) of the respondent are agree and 15(17.6%) of the respondent are strongly agree and the other 13(15%) of the respondent are disagree. Only 4(4.7%) of the respondent are neutral. In general the majority of the respondent it easy to find what is needed. From this we can observe that the majority are satisfied with the above statement.

According to kaynak and kucukemiroglu convenience refers to the site of which the ATM is located, the most ATMs convenience also involve an all day all right availability of service to the customer. Convenience and customer satisfaction are positively related. Based on the response given by the respondent the researcher generalized about the convenience dimension 52(61.15%) of respondents agree that the ATM service help to quick the transaction and 55(64.6%) of respondents replied about tireless and easy to understand. From 85 respondents 50(58.8%) of respondents are agreed about the serene of information and well organized. On the other hand 68(79.9%) of respondents agreed with easiness to find what they need on the screen, and finally 69(81.1%) of the respondent disagreed with to find near by.

Table4.5. Analysis of satisfaction of customer with the reliability dimension ATM service quality

No	Dimension	No of	Percentage

		respondents	
	Reliability		
1.	The ATM is always available for business		
	Strongly agree	3	3.52
	Agree	5	5.88
	Neutral	3	3.52
	Disagree	51	60.0
	Strongly disagree	23	27.0
	Total	85	100
2.	Generator is available at every ATM machine location		
	Strongly agree	4	4.77
	Agree	16	18.2
	Neutral	3	3.52
	Disagree	47	55.29
	Strongly disagree	15	17.6
	Total	85	100

Source: own survey (2016)

Regarding the first item of table number 5, which tasks that ATM is always available for business, about 51(60%) of the respondents are disagree and 23(27%) of the respondents are strongly disagree. However, only 8(9.4%) of respondents are agree. In general about 87% of

respondents replied as disagree with the statement which suggests that they are dissatisfied with the availability of cash in ATM machine at any time and this item of reliability is questionable.

Concerning the 2nd item of the same table, 47(55.29%) and 15(17.64%) of respondents are disagree and strongly disagree respectively with availability of generator. Besides, only 16(18.8%) of respondents are agree. The above percentage shows that the majority of respondents are dissatisfied with availability of generator in the bank.

In general as the above table shows 74(87%) and 72(73.8%) of respondents were dissatisfied on the reliability and availability of generator respectively. As Davies et al defines ease of uses as the degree to which the prospective use expects the target system to be free of hustle and then the chance of them using the system will be greater. So that the researcher understood that there is a problem in the reliability dimension of ATM service quality in the commercial bank of Ethiopia and also there is a problem related to generator availability at the every ATM location.

Table4.6. Analysis of satisfaction of customer with the regarding to the security and privacy dimension of ATM service quality.

No	Dimension	No of respondents	Percentage
	Security and privacy		
1.	I feel secured in using ATM visa card		
	Strongly agree	18	21.1
	Agree	57	67.0
	Neutral	0	0
	Disagree	7	8.23
	Strongly disagree	3	3.52

	Total	85	100
2.	Location of ATM machine are safe to withdraw money		
	Strongly agree	3	3.52
	Agree	12	14.1
	Neutral	3	3.52
	Disagree	47	55.2
	Strongly disagree	20	23.5
	Total	85	100
3.	Satisfaction with ATM service quality		
	Strongly agree	17	20
	Agree	36	42.35
	Neutral	2	2.35
	Disagree	27	31.76
	Strongly disagree	3	3.52
	Total	85	100

Source: own survey (2016)

When we come to 1th item of table number 6 which means I feel secured in using ATM visa card 57(67%) of the respondent are agree with good feel secured in using ATM visa card and the others 18(21.1%) respondents are strongly agree with the statement. But only 10(11.73%) of respondent are disagree with the security of ATM visa card. According to the data the majority respondents are agree with the security of the ATM visa card. When we come to 2nd item of table 6 which tells location of ATM machine are safe to withdraw money 47(55.2%) of respondent are

disagree with the location of ATM machine and 20(23.5%) of respondent are strongly disagree. On the other hand only 15(17.62%) of respondent are agree with location of ATM machine are state to withdraw money. In general majority of the respondents its show their agreement with location of ATM. When we come 3nd items of table number 6 shows that satisfied with ATM service quality of the bank. Based on the data 36(42.35%) of respondent are agree and 27(31.76%) of respondent are disagree with ATM service quality and 17(20%) of respondent are strongly agree with ATM service quality. But 3(3.52%) of respondent are strongly disagree only 2(2.35%) of respondent are neutral from the data.

As stated in the literature review part, satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product perceived performance or outcome of the product or service features based on the result of responses the researcher understood that the ATM users are satisfied on the security and privacy and also again they are satisfied on the ATM service quality. In contrast to this they are not satisfied on the number of ATM machine location to make withdraw money.

Table4. 7 Dimensional Analysis of ATM service qualities

No	Dimension	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
1.	Responsiveness						
	No	21	51	5	125	53	85
	Average	7	17	1.66	41.6	17.6	
	Percent	8.23	20	1.96	49.0	20.7	100
2.	Efficiency of operation						
	No	58	151	13	62	56	85
	Average	14.5	37.72	3.25	15.5	14	

	Percent	17.05	44.4	3.82	18.23	16.47	100
3.	Convenience						
	No	72	168	17	114	54	85
	Average	14.4	33.6	3.4	22.8	10.8	
	Percent	16.9	39.5	4	27.5	12.7	100
4.	Reliability						
	No	7	21	6	98	38	85
	Average	3.5	10.5	3	49	19	
	Percent	4.11	13.35	3.52	57.64	22.35	100
5.	Security and privacy						
	No	55	140	5	46	9	85
	Average	18.3	46.6	1.6	15.3	3	
	Percent	21.6	54.9	1.96	18.03	3.52	100

Source: own survey (2016)

When we come to overall analysis of the different dimensions of ATM service quality, the above table indicates that about 49% of respondent are disagreeing with the responsiveness dimension and the other 17(20.7%) of respondent are strongly disagree.

However about 20% and 8.23% are agree and strongly agree respectively. From the analysis we can observe that the majority of the respondent reported their disagreement and dissatisfaction with the responsiveness dimension.

Concerning the efficiency of operation dimension (61.45%) of the respondent is agreeing and on the other hand (35.28%) of the respondent is disagreed. This suggests that a great percentage of the respondent are satisfied with efficiency of operation dimension.

Regarding the convenience dimension of the same table (56.4%) of the respondent are agree with ATM service quality and only (40.2%) of the respondent re disagree. This indicates that above fifty percent of the respondents are satisfied with the convenience dimension of ATM service.

With respect to reliability dimension of the above table it has been shown that (79.99%) of the respondent are disagree and on the other hand (17.46%) of the respondent are agree from the preceding analysis one can observe that the great majority of the respondent are not satisfied with the reliability dimension of ATM service quality.

The final analysis of the above table is maintained for security and privacy dimension with (76.5%) of the respondent are agreed and the other (21.55%) of the respondent are disagree with this dimension.

In generally among the above five dimension of ATM service quality the research found out that fortunately greater percentage of respondents reported that they are satisfied with dimension of convenience, security and privacy and efficiency of operation with regard to ATM service. As opposed to this, the respondents are dissatisfied with the reliability and responsiveness dimension of ATM service.

The researcher generalized that there are factors that affect customer perception regarding to ATM service. As mentioned in the above different dimension those and like factor highly affect the customer satisfaction

Chapter five

5. Conclusion and recommendation

5.1. Conclusion

From the preceding findings the following conclusions are drawn;

It is well known that the service offered by an organization is the blood and oxygen of the organization. So an organization wanted to stay in running the business it has offer the better service quality to its consumer and thereby it can defeat its competitor easily and stand profitability. A business organization must be commitment in all services that provide to its customer in all dimensions that buildup of organizations business activity. This study assessed five dimensions of ATM service quality with different aspects that are related to ATM service quality, to assess these dimension the researcher used 85 respondents response based on the respondents replay the researcher understood that in responsiveness dimension the majority of respondents are disagreed with the listed aspects.

According to the efficiency of operation dimension the majority of customers are agree with different aspects listed under the efficiency of operation dimension like availability cash in ATM, it respond at order, currency quality, and using visa card better than window based service except that the availability of ATM machine anywhere in the city at researchable distance. Another dimension is convenience and customer satisfaction is positively related so this finding indicates that the majority of respondents are satisfied by this dimension.

Based on reliability dimension of ATM service quality the respondents replay implied that they are not satisfied by the listed aspects under the reliability such as availability of ATM machine and generator. Finally the security and privacy dimension of ATM service is satisfactory to customers. Generally the researcher concludes that the ATM service quality is satisfactory in some dimension like efficiency operation, convenience and security and privacy. In contrast responsiveness and reliability dimension are not satisfactory.

5.2. Recommendation

- In order to solve customer's complain regarding responsiveness of the bank in taking immediate actions, it should work on delivering ATM service with quality so that customers easily withdrawn money and it should also take care of problems which occur in the process of withdrawing money from the ATM machine. The bank should be active in solving problem or minimizing and queuing immediate response to customers compliant.
- To solve the problems of the efficiency of operation dimension related to distance, the bank should make ATM machine available anywhere in the city at a reasonable distance with available cash in the ATM machine.
- On parallel to the other dimension, the convenience dimension the customer have a good better to complete transaction quickly, easiness and simplicity and available information was there in ATM machine. The banks should go beyond this so that its customer will have greater trust and satisfaction by the service it delivers and it will beneficial for the bank over its competitors.
- Based on the customer satisfaction regarding the reliability dimension of ATM service quality standing from the customer compliant the bank should improve its reliability in having generator when the power is off. Making ATM available for business and so on. As a result customers will have a good awareness about bank service reliability and confidence on it.
- The bank security and privacy dimensional of service quality is good according to the customers' response. Based on this the bank should to more and more to improve the existing service quality in secured ATM service, safe place to with draw money to satisfy customers with service quality. In this dimension customer are dissatisfied with sate of ATM machine to withdraw money therefore the bank has to increase location of ATM machine.

