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Ultimate Point in the Service Provided by the Banks to Their Customers: Customer Satisfaction in the Common Use of ATMs

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Abstract

As is the case with the other sectors, intensive competition is experienced in the banking sector as well. In order to keep position in this sector, it is required to find new customers or duly satisfy the already existing customers. To this effect, banks are compelled to introduce diverse services to their customers. One of the most important services is Automatic Teller Machines (ATM) generated from the combination of technology and electronics and which enable customers to draw as well as deposit money through the ATMs without visiting banks in all occasions. Customers are entitled to check their accounts and provide for transfer of funds. In our study, ATM users are asked the questions prepared in relation to customer satisfaction and the answers received are processed through SPSS 17.0 statistical software programs, factor analyses of the same are made, their reliabilities are tested, and according to the data for the year 2014, 550 individuals are accessed from amongst 60.000 ATM users through random sampling method and five banks are examined. The results of the study demonstrates that bank customers are very much satisfied with the ATMs about which exists little information and research.

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1. Introduction

Fierce competition is experienced in the banking sector. In order to achieve the desired aims, banks are required to find new customers or duly satisfy the already existing customers. To this effect, they are compelled to introduce diverse services to their customers. One of the most important of these services is Automatic Teller Machines (ATM) generated from the combination of technology and electronics and which enable customers to draw as well as deposit money without visiting banks in all occasions. Customers are entitled to check their accounts and provide for transfer

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of funds. Accordingly, the present study investigates customer satisfaction in the context of ATMs about which exists little information and research.

2. Literature Review

2.1. Banking and Common Money Payment Machines (ATM)

In the early years of the Turkish Republic, Türkiye İş Bankası (1924), Sınai ve Maadin Bankası (Industrial and Mines Bank) (1925) and Emlak Bankası (Emlak Bank) (1927) were established. In the 1960s, investment and development banks were founded within the framework of Five-Year Plans. In 1960, Turizm Bankası (Tourism Bank) was established, in 1963 Sınai Yatırım ve Kredi Bankası (Industrial Investment and Credit Bank), in 1964 Devlet Yatırım Bankası (State Investment Bank), and in 1976 Devlet Sanayi ve İşçi Yatırım Bankası (State Industry and Labor Investment Bank) were established. It is a well-known fact that finance sector is one of the sectors most influenced by the rapid advances in technology. Implementation of electronic banking is on one hand accelerating the banking transactions, and on the other hand enabling transaction volumes and market shares of banks appearing before their customers with brand new services (Avşar, 2005: 52).

Automated Cash Dispensers/CDs which were started to be used in the 1960s were in the form of money dispensers providing a specific amount of cash. Automated Teller Machines/ATMs developing in parallel to technological advances at present provide, besides drawing cash, several other functions such as depositing money to the account, making transfers between accounts, giving information to their customers about their account status, realizing regular payments, asking for check books, accepting and approving loan applications.

In parallel to the use of credit cards on ATMs, loan allowance is also provided (with high rates of interest) by banks. Moreover, in Turkey every bank makes use of the banking infrastructure either individually or in small confined groups. They continue to serve their customers by installing more than one ATM at any particular point, saving resources substantially.

2.2. Cover and Use of Electronic Card

Individuals failing to use cash in a careful and diligent manner, and the wear and tear as well as the adverse influences created on health thereby have currently guided people to card-aided payment systems. Such cards made of plastic, used for purchasing goods and services, given to the individuals by banks or any other institutions are referred to as plastic Money or plastic card. On the back sides of these cards there is a magnetic strip generally containing several data and particulars. Plastic money is a misuse of phrase. Credit cards offer the card holder a specific credit limit for the period till the reimbursement of the money back to the bank. Similarly, ATMs are converting the bank deposits into cash by means of regular signals transmitted from the magnetic field of the plastic card. Plastic does not represent any value on its own, but its function is of particular essence (Yılmaz, 2002: 9).

Smart card is an integrated mobile entity keeping data and processing such data, in other words a sophisticated version of standard memory/chip cards. These cards incorporating microprocessors encompass a wide variety of use in several sectors ranging mainly from telecommunication (as SIM cards on cellular phones) and transportation, thanks to their embedded calculation capacity, ensuring mobile security and convenience for use. In standard memory-chip card systems (for instance, magnetic cards), data processing hardware and software read the information on the card, making calculations and re-writing data back onto the card. However, smart cards include a microprocessor in addition to the memory and thus necessary calculations are allowed to be made through this microprocessor. In other words, smart cards are cards with computers installed onto them (Kardaş, 2003: 29).

2.3. Customer Satisfaction

Today, customer satisfaction has become one of the busiest segments of marketing. In parallel to the social communities reserving money for consumption in a very serious manner, it has been commenced with conducting research on the concept of customer satisfaction. A major part of the changes in the field of marketing have directed business enterprises towards the application of such concepts such as customer value, customer compatibility, customer communication, further to and besides conventional marketing mix. "Customer focused marketing

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