

## **PERCEIVED ATM SERVICES QUALITY AND CUSTOMER SATISFACTION OF DUTCH-BANGLA BANK LIMITED (DBBL)**

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### **Abstract**

The Bangladeshi banking sector over the years has been experiencing significant changes and development in its Information and Communication Technology. Among the developments, the introduction of ATM services intended to reduce the number of customers in the local branch as customers now can go to the closest ATM booth to do their banking transactions, such as withdrawals, bill payments, deposits, and funds transfer. The purpose of this study was to identify the dimensions of ATM service quality that affected the customer satisfaction of Dutch-Bangla Bank Limited (DBBL). For conducting this study, quantitative research method was followed and required data were collected from ATM card holders of Dutch-Bangla Bank Limited (DBBL) in Patuakhali and Barishal District through questionnaire from 100 ATM cardholders by using a convenient sampling technique. Through Pearson correlation analysis and regression analysis, a positive and significant relationship between efficiency, customer service, technology, tangibility, and security with customer satisfaction of DBBL were observed. So, it is clear that the customer satisfaction with ATMs service is unsatisfactory level in Dutch-Bangla Bank Limited (DBBL).

**Key Words:** ATM services, Bangladesh, Customer satisfaction, DBBL.

### **Introduction**

Now-a-days through electronic banking, banks have made their customer services increasingly convenient. Electronic banking service makes money transactions through the use of computers and internet. Researchers viewed electronic banking service as a service that consumers can access by using network framework or an internet service to a bank's computer center to perform banking tasks, receive and pay bills, and so forth. Through the internet, many other financial services can be gained access (Olusanya & Fadiya, 2017). To most of the people, it is meant electronic banking service which gives 24hour access to cash through an ATM or paychecks deposited directly into checking or savings accounts (Hillier, 2002). A broad range of established and emerging technologies is encompassed by electronic banking. Service concept exists in every stage of human life and different aspects of service interrelated to society and human nature. The service concept is currently used and existed in the history of humans. This point of view is calculated by Service concept that the knowledge of service relates with nature, quality, and other similar features with technical dimensions in a perfect way (Machleit & Eroglu, 2000). In the banking sector, the perception and expectations of the customer about service will determine the service quality.

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The service perceived is below the standards when provided service does not fulfill the customer satisfaction. On the contrary when customer satisfaction according to the perception and expectations then perceived customer satisfaction remains high (Wanjau, Muiruri, and Ayodo, 2012). Due to the change in the economic system like globalization, technology, and information the deposit service has changed all over the world. Such changes create a competition in the banking sector. In the era of modern technology, the banking sector is considered with the lifeblood of global business. Innovation in technology increase the efficiency and effectiveness of banking activities and system. to develop the competitive market share to compare their rivals beside this their customers are Muslims or non-Muslims. every bank wants to attract and attain more and more customers (Cheserek, Kimwolo, & Cherop, 2015).

The Innovation of new technology and globalization increase the fierce competition among financial institutions, especially banks. The banking sector faces many challenges from customer demand and competition in banking sectors. To satisfy and attain the customers, the banking sector provides economical service. There is no or little study on identifying factors affecting dimensions of ATM service quality that affect the customer satisfaction of Dutch-Bangla Bank Limited (DBBL). Thus our objective was to overcome this gap.

Dutch-Bangla Bank Limited (DBBL) is the most renowned and technologically updated bank in the present world. It started its operation as first joint venture bank in Bangladesh. The bank was an effort by local shareholders spearheaded by M Sahabuddin Ahmed (founder Chairman) and the Dutch company FMO. It tries to give the most innovative banking products to its clients. The Electronic-Banking Division was established in 2002 for rapid automation and providing modern banking services into this field. DBBL completed its full automation in 2003 and hereby introduced plastic money to the Bangladeshi masses. It stands for improving the country as one of the largest private donors in Bangladesh.

Problem identification includes the dimensions of ATM service quality effect on customer satisfaction of Dutch-Bangla Bank Limited. Dimensions involve the overall accomplishment of ATM service, reasonable charges, locations aspects, service quality, complaint book availability, proper delivery of ATM cards, sufficient numbers of ATM machines, pay in slip/deposit envelopes availability, cash withdrawals, security issue, safety issue, behavior of ATM personal guard, and privacy issues.

The purpose of the study is to identify the relationship between efficiency, customer service, technology, tangibility, and security with the customer satisfaction of Dutch-Bangla Bank Limited (DBBL). So many research works have not been done in Bangladesh in the special context of ATM service quality and customer satisfaction. A researcher has conducted a study on the impact of customer satisfaction and customer loyalty. Security and privacy, coefficient operations, convenience, responsiveness, and reliability are the five measurements that are considered in his study (Khan, 2012). The efficiency and effectiveness in ATM service that affect the customer satisfaction. It includes that number of ATMs and errors in withdrawals, the problem in currency notes, and availability of ATM machine to geographical location and delivery of complaint book, service and pays slip in further, and the reaction of the security guard. As the

banking system establishes in urban areas so the rural areas customer faces various problems in service. Sometimes errors occur in cash withdrawals due to some technical and other transaction problems. After three attempts ATM card can't be recovered in case of the wrong pin code. Sometimes the availability of cash in the ATM is not sufficient according to the customers need. After receiving money from ATM chances of theft because that place filled with people and general people can't distinguish between the thief and the general public.

The status of ATM and its use by banks' customers is just gaining popularity and has spread out in Bangladesh after the consolidation of banks and make it possible for more banks to deliver ATMs services (Fasan, 2007). Banks that adopted the ATM profited handsomely, often growing far faster. At first, a person who already had current or savings accounts with that bank, through the bank's proprietary ATM network, a bank's ATMs could only be used by customers (Ugwu, 2008). The deployment of ATMs in the banking sector nowadays has made the issue of technology relevance essential. ATM awareness also ranked higher than awareness level about current accounts slightly below savings account (Omankhanlen, 2009). Bank originally does not charge customers any fees for using ATMs in order to encourage customers to embrace the technology and overcome their fears of putting their ATM cards into a machine's slot rather than a teller's hand.

The term service quality means determining whether perceived service delivery meets, exceeds or fail to meet customer expectation. Service quality perception result from a comparison of customers' expectation with actual provided service performance and service quality is a measure of how well the service level delivered matches customers' expectation. Researchers defined service quality as a direction of discrepancy and the degree between the customer's expectancy and understanding or the extent to which a service meets or exceeds customer perceptions (Parasuraman, Zeithaml, & Berry, 1994).

Customer satisfaction is an operation of the disagreement between a consumer's prior perception regarding the purchase and his or her expectations which is claimed by the academic literature (Churchill Jr & Surprenant, 1982).

### **Methodology**

For conducting this study, quantitative research method was followed and required data were collected through questionnaire by conducting survey. The current research is conducted in the previous model but the change in location.

This study was conducted on users of ATM card users of Dutch-Bangla Bank Limited in Patuakhali and Barishal district and 100 sample were taken conveniently to conduct this study.

Collected data were analyzed by using computer software of Statistical Package for Social Science (SPSS version 16.0). Pearson correlation analysis and regression were used to analyze the data with regard to the objectives of the study. For this study, a five percent (0.05) level was determined as the accepted level of significance for statistical analysis.

Five null hypotheses are developed to analyze the relationship between the dependent variable (customer satisfaction) and independent variables (security, customer service, technology, tangibility, and efficiency). The hypotheses of this study are

1.  $H_0$ : There is no significant positive relationship between security and customer satisfaction.
2.  $H_0$ : There is no significant positive relationship between tangibility and customer satisfaction.
3.  $H_0$ : There is no significant positive relationship between customer service and customer satisfaction.
4.  $H_0$ : There is no significant positive relationship between efficiency and customer satisfaction.
5.  $H_0$ : There is no significant positive relationship between technology and customer satisfaction.

### Correlation Analysis

**Table 1. Pearson Correlation Analysis**

		Satisfaction	Security	Service	Technology	Tangibility	Efficiency
Satisfaction	Pearson Correlation	1	.682**	.801**	.840**	.700**	.652**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100
Security	Pearson Correlation	.682**	1	.615**	.718**	.626**	.508**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100
Service	Pearson Correlation	.801**	.615**	1	.598**	.942**	.923**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100
Technology	Pearson Correlation	.840**	.718**	.598**	1	.526**	.572**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100
Tangibility	Pearson Correlation	.700**	.626**	.942**	.526**	1	.942**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100
Efficiency	Pearson Correlation	.652**	.508**	.923**	.572**	.942**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100
**. Correlation is significant at the 0.01 level (2 tailed).							

The result shows that there is a moderate positive and significant relationship between security and customer satisfaction; tangibility and customer satisfaction; efficiency and customer satisfaction. The result also shows that there is a strong positive and significant relationship between service and customer satisfaction; technology and customer satisfaction.

**Regression Analysis****Table 2. Coefficients Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.192	.130		1.486	.141
	Security	-.329	.055	-.307	-5.975	.000
	Service	.832	.075	.943	11.100	.000
	Technology	.796	.047	.803	16.910	.000
	Tangibility	.562	.101	.661	5.544	.000
	Efficiency	-.900	.081	-1.144	-11.151	.000
a. Dependent Variable: Satisfaction						

According to the coefficients analysis in this section, all of those hypotheses are rejected. So, the results indicate that the efficiency, customer service, technology, tangibility, and security have been influential on customer satisfaction and also there is a positive relationship between efficiency, customer service, technology, tangibility, and security with customer satisfaction of DBBL.

**Conclusion**

Through Pearson correlation and regression analysis, it was found that there was a significant positive relationship between efficiency, customer service, technology, tangibility, and security with customer satisfaction of Dutch-Bangla Bank Limited (DBBL). So, it is clear that the customer satisfaction with ATMs service is satisfactory level in Dutch-Bangla Bank Limited (DBBL). DBBL authority should proactively monitor customers' preferences with the changing demand of world. Dutch-Bangla Bank Limited should also focus on important aspects of security and privacy as well as the efficient operation of ATMs.

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