THE ASSESSMENT OF ATM SERVICE QUALIY AND ITS IMPACTS ON CUSTOMER SATISFACTION THE CASE OF COMMERTIAL BANK OF ETHIOPIA GUBRE BRANCH



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Declaration

I hereby declare that the study entitled “The Assessment of ATM service quality and its impacts on customer Satisfaction the Case of Commercial bank of Ethiopia Gubre branch is the outcome of my own effort under the supervision and guidance of Berhanu Tereda (Assist. Professor). This study has not been submitted for any Degree or Diploma in other university or institutions. All the necessary sources of materials used for the study have been duly acknowledged.

Name of the student	Signature	Date
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Letter of Certification

This is to certify that this senior essay work, "The Assessment of ATM service quality and its impacts on customer Satisfaction the Case of Commercial bank of Ethiopia Gubre branch", undertaken by **Dibabu Dasse** for the partial fulfillment for the requirement of Bachelor of Art Degree in Management at Wolkite University, complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

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Approval Sheet

As an examining member of the final research defense program I certify that I have read and evaluated the research prepared by **Dibabu Dasse** entitled: “The Assessment of ATM service quality and its impacts on customer Satisfaction the Case of Commercial bank of Ethiopia Gubre branch”, and recommended that it is accepted as fulfilling the research requirements for BA degree in Management.

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Contents

AKNOWLEDGEMENT iv
Table List vii
Abstract viii
CHAPTER ON1
1.1. Back ground of the study 1
1.2. Statement of the problem 1
1.3. Research questions 2
1.4. Objective of the Study 2
1.4.1. General objective 2
1.4.2. Specific objective 2
1.5. Scope of the Study 2
1.6. Significance of the study 3
1.7. Organization of the paper 3
CHAPTER TWO 4
2. Review related literature 4
2.1. Definition of service 4
2.2. Characteristics of service 4
2.3. Service quality 5
2.3.1. The concept of service quality 5
2.3.2. Service quality dimensions 6
2.3.3. Gaps model of service quality 8
2.4. An over view of customer satisfaction 9
2.5. Measuring Customer Satisfaction 10
2.5.1. Service quality and customer satisfaction 10
2.6. EMPERICAL REVIEW 10
2.6.1. ATM Service Quality and its Dimensions 11
CHAPTER THREE 13
3. RESEARCH METHODOLOGY 13
3.1. Research Design 13
3.2. Target Population 13

3.3. Sampling size 13
3.4. Sampling technique 13
3.5. Methods of Data collection and sources 13
3.6. Method of data processing and analysis 14
CHAPTER FOUR 15
4. Data analysis and presentation 15
4.1. Back Ground of Respondents 15
CHAPTER FIVE 23
5. Summary, Conclusion and Recommendation 23
5.1. Summary 23
5.2. Conclusion 24
5.3. Recommendation 25
Reference 26

Table List

Table 1, Age and sex of respondents……..……..14

Table 2, Tangibility dimension ……...……..15

Table 3, reliable dimension……..……..16

Table 4, responsiveness dimension……..17

Table 5, assurance dimension…….…….18

Table 6 empathy dimension…….……..19

Table 7 Open ended question ……..……..20

Acronyms

ATM=>Automatic Teller Machine

CBE=>Commercial Bank of Ethiopia

Abstract

The objective of this study was assessment of ATM service quality and it impact on customer satisfaction in case Commercial bank Ethiopia Gubre branch. to assess level of customer satisfaction. It deals with knowing customer satisfaction level. The researcher was used descriptive research to used descriptive research to assess on the level of customer satisfaction with the performance of service quality in urban development and construction sub city Gubre. ATM service of bank five service quality dimension that includes tangiblity, reliablility, responsiveness, assurance and empathy towards ATMs The study used both primary and secondary source data. Primary data were collected from customer using questionnaire and manager interviews. and secondary data was collected through internet and reference books.researchar would use kolhari formula to take sample size. The collected data have been analyzed using descriptive analysis tools such as table and percentage.

Finally moreover the survey results also implied that the bank to pay attention gives training to customer how to use ATM machine properly and put effective ATM management and maintenance program, in addition to installing the ATM in appropriate and accessible places.

CHAPTER ONE

1.1. Back ground of the study

Service is any activity or performance that one party can offer to another like supporting costumers with minimum time. Customer satisfaction is a personal feeling of pleasure or disappoints which means resulting from comparing service perceived performance or out came in relation to his/her expectation (koltre,2005 and 2006).

ATM service firms can differentiate on from the other in its delivering high quality service than competitors. High quality service can also be indicated by customer retention which is perhaps the best measure of quality service in every service counter or not. Giving a quality service will result in customer satisfaction and in turn helps to retain many customers. According to braderly(2001)Service quality is an elusive construct because it is the unique features that differentiate services from goodsented service has a features like Intangibility, inseparability of production and consumption, heterogeneity and perish (berry,1980).

According to Komal (2009) the study establishes that ATM quality services enhance operations and customer satisfaction in terms of flexibility of time, add value in terms of speedy handling of voluminous transactions which traditional services were unable to handle efficiently and expediently. Accompany failure to provide the business level of service which means the loss of customer. Maintaining performance quality is critical, but frequently a product that leaves the factor at performance quality is damaged as it passes through the distribution chain (cateora, and graham p.384)

1.2. Statement of the problem

Over the last four decades, automated teller machine (ATM) has emerged as a major channel routine has wari and ward (2006) argue that bank would reap benefit such cost saving, efficiency, create customer involvement. Customer satisfaction and loyalty and improved financial performance of provide quality services through electronic banking channel. Like ATM (narten and owusu-firmingpont,2011) where it was first introduced the ATM was mean to reduce the un necessary traffic in banking hall, make customer have a quick access to their money and make life convenient to a certain level when we come to our country Ethiopia ATM were fist introduce in2001 with commercial bank of Ethiopia being the pioneers in this kind of services to the banking sector getachewworku(2010) ,since the year 2002, when CBE introduced electronic payment been employee in the delivery of banking services and expanded though out the county.

However these development ATM services in CBE seem not has achieved their aim that is CBE is not taking advance of the technical advantage of technological advancement by introducing ATM the retention of customer cards. The bank dispensing the cash is unable to access data base network problem at time can also deduct, absence of domination of option when we use, long queue ATM service. All those are create customer dissatisfaction. The researcher aimed to study how to improve effective ATM quality service satisfaction in CBE Gubre branch.

1.3. Research questions

- ✓ What determines ATM service quality?
- ✓ How does a customer perceive the service quality of ATM?
- ✓ What is the problem with regard to service level?
- ✓ What procedure complaint handling used regarding ATM service quality?

1.4. Objective of the Study

1.4.1. General objective

The general objective of the study is to assess service quality and customer satisfaction of ATM in the case of commercial bank of Ethiopia in Gubre Branch

1.4.2. Specific objective

- ✓ To identify the dimension of ATM service quality
- ✓ To assess the effectiveness of ATM service
- ✓ To identify the problem with regard to customer satisfaction.
- ✓ To establish relationships between ATM services and customer satisfaction

1.5. Scope of the Study

The scope of the study of our research is seen from different perspectives one geographically this research is going to be conducted at Gubre branch and its ATM service point located within the same District. And we decided to carry out the study in the branch because of the ever long queue at the bank's ATM service point day in day out but worst at the end and beginning of the month. Conceptually, quality is a broad term as a result the researcher was only focus on ATM service quality. The effectiveness of the ATM services on customer's service shall be measured using variables like; reliability tangible, responsiveness, assurance and empathy of ATM services in solving the queuing problems of banks clients. While customer satisfaction shall be measured by variable like; less or no customer complaints about ATM services offered. Moreover, methodologically service quality exists in more banks, however, the researcher use simple random sampling method in order to save time and efforts. In addition to this the study consumed more time period. Nevertheless, it can be completing within eight months.

1.6. Significance of the study

The findings of the study can to help the banking industry in the identification of the weaknesses in the use of ATM system of banking on the ways of improving its services.The findings of the study can help the Gubre sub city as well as the banking industry by showing how quality services offered by ATM service points are essential and its relationship to customer satisfaction.This study can also to be of great importance to future scholars who will pursue research in fields related to ATM system of banking and service satisfaction.

1.7. Organization of the paper

The researcher would be organized in to five chapters. The first chapter covers back ground of the study, back ground of the organization, statement of the problem, research question, objective of the study, general objective, specific objective, scope of the study, limitation of the study, significance of the study; the second chapter will address the review of literature. In this section literature related service quality customer satisfaction obtained from various sources is presented. The third chapter will be reserved for research methodology, data type and source, research design, target population, sampling size and sampling technique, method of data processing and analysis; the fourth chapter will be reserved for data presentation analysis and interpretation. Finally, the study will end with chapter five presenting the summary of research finding conclusion and recommendation.

CHAPTER TWO

2. Review related literature

2.1. Definition of service

Service are behavioral rather than physical entities, and have been described as deeds, performances or effort (Rathmel, 1966); deeds, acts or performances (berry, 1980); activities or performance (gronroos, 1991, all cited in HILL, 1995).service is any act or performance that one party can offer to another that is essentially intangible and does not fault in the owner ship of anything. Its production may or may not be tied to a physical product (kotler; 2006).

On the other hand Paerreault and McCarthy also stated; service is a deed performed by one party for another. When you provide a customer with a service the customer can't keep it. Rather, a service is experienced, used or consumed. Customer can't hold a service. And it may be hard to know exactly what customer will get when he/she buy it (Paerreault and McCarthy 2005).

2.2. Characteristics of service

According to (killer, 2006) service have four distinctive characteristic that greatly affects the design of marketing program; intangibility, in reparability variability and portability.

- **Intangibility** refers to the lack of tangible assets which can be seen, touched, smelled, heard, or tasted prior to purchase. Services vary in the degree to which they are intangible. Services such as a college education, air travel. And sporting events are highly intangible. However, for each of these services there are tangible items which are used to perform the service. Consider a college education: there are the physical structures such as the buildings and classrooms which can be seen during a campus visit (Kurtz & Clow, 1998). Service cannot be seen tasted felt, heard or smelled before they are bought. The person getting a face lift cannot see the purchase and the patient in the psychiatrist office cannot know the exact outcome (kotler,2006).
- **Inseparability** refers to the notion that, in many operations production and consumption cannot be separated; that is a service is to a great extent consumed at the same time as it is produced. For instances, getting a haircut involves a customer going to a hair styles and being present while the service is being produced (baron et al., 2003; Kurtz and Clow, 1998)
- **Perish ability** Service cannot be stored. The producer of service who cannot sell all its output in the current period cannot get chance to carry for word for sale in subsequent period perish ability of service result in a greater attention to management of demand on

a time cannot be stored for use in future seller has described several strategies for producing a better much between demand and supply in service business.

- **Variability** Service industries tend to be labor intensive whereas manufacturing is more capital intensive. As a result service is much less standardized than products (baron et al., 2003; Venugopal and Raghu, 2001.

2.3. Service quality

2.3.1. The concept of service quality

Service quality is an elusive construct, mainly because of the unique features that differentiate services from goods. Intangibility of production and consumption, heterogeneity and perish ability are the four well documented features of services acknowledge in the service marketing literature (berry,1980; Bitner, 1992; lovelock, 1983; Zeithaml et al., 1985 all cited in Leblanc and Nguyen, 1997). Because of these unique features, and the difficulties of defining and delimiting quality as it applies to intangibles, the measurement of service quality in specific service industries still remains a challenge (Leblance et al., 1997). Delivering quality service is considered to be essential strategy for success in today's competitive environment (Parasuraman, Zeithaml and berry, 1985; Zeithaml, berry and Parasuraman, 1996).

According to baron et al. (2003) defining and monitoring the quality of a service is very different from defining and monitoring the quality of a tangible product. from the internal perspective, a manufacture can grade pieces of fruit received form a supplier according to certain objective quality criteria, and from an external perspective, that is customer view point, a quality assessment of the fruit be made in the supermarket prior to purchase, by touching or Feeling the merchandise, albeit at a more subjective level.

Similarly berry, Zeithmal, and Parasuraman (1985); walker and baker (2000) customers asses service quality by comparing the service they receive (perceptions) with the service they desire (expectations). A company can achieve a strong reputation for quality service only when it consistently meets customer service expectations.

Berry, Prasuraman and Zeithaml (1988) see consumers as being the sole quality, berry et al. (1985) conclude that consumer perceptions of service quality result from comparing expectations prior to receiving the service, and their actual experience of the service. Not surprisingly, if the consumer's expectations are met, service quality is perceived to be satisfactory: if they are not meet, it is perceived to be less than satisfactory: and if they are exceeded, it is perceived to be more than satisfactory (delighting the customer).A similar approach is taken by Gronroos (cited in Hill, 1995).

The complicate matters, service quality can be broken down in to two subcomponents, namely technical quality and functional quality. Technical quality relates to what is provided during the service process (knowledge, tangibles, technical solutions, etc.). Functional quality, on the other hand, refers to how the service is provided the interpersonal behaviors contributed by the service employee during the service encounter (Venugopal and Raghu, 2001; baron et al., 2003).

Recognizing the role of the consumer in the service delivery process Kelly et al. (Cited in Hill, 1995) add two further components to this service quality framework- customer technical quality and customer functional quality.

Therefore, service quality is a measure of how well the service level delivered matches customer expectations. Delivering quality service means conforming to customers' expectations on a constant basis. Using this definition of service quality, one of the first steps before implementing a quality improvement programmed involves establishing precisely which components of the service influence the consumer's perception of quality (baron et al., 2003).

2.3.2. Service quality dimensions

Johnston et al., (cited in Kitchroen, 2004), identify fifteen dimensions of service quality categorized as "hygiene factors", "enhancing factors" and "dual-threshold factors". Hygiene factors" are expected by the customer and dissatisfaction of customers would occur if they are not delivered. "Enhancing factors" will lead to customer satisfaction but will not necessarily lead to customer dissatisfaction if they are not delivered. Failure to deliver "dual-threshold factors" will cause dissatisfaction and will enhance customer's perceptions of service and lead to satisfaction if they are delivered above a certain threshold.

Customers do not perceive quality in a dimensional way, but rather judge quality based on multiple Factors relevant to the context. For example, quality of automobiles is judged by such factors as reliability, serviceability, prestige, durability, functionality, and ease of use, whereas quality of good products might be assessed on other dimensions like flavor, freshness, aroma, and so on. Similarly, specific dimensions of service quality have been identified through the pioneering research of Parasuraman, et al., (1985) their research identified ten specific dimensions of service quality that apply across a variety of service contexts.

- **Reliability:** this relates to the ability of the service provider to perform the promised service dependably and accurately.
- **Access:** is the service accessible and delivered with little waiting.
- **Security:** is the freedom from danger, risk or doubt.

- **Credibility:** involves trustworthiness, believability and honesty. It involves having the customer's best interests at heart.
- **Understanding the customer:** involves making the effort to understand the customer's needs.
- **Responsiveness:** concern the willingness or readiness of employee to provide service. It involves timeliness of service.
- Competence**:** means possession of the required skills and knowledge to perform the service.
- **Courtesy:** involves politeness, respect, consideration and friendliness of contact personnel.
- **Tangibles:** what assessment can be made of the appearance of the physical facilities, equipment, personnel and communication materials
- **Communication:** means keeping customers informed in language they can understand and listen them.
- **Parasuraman et al.** (1988) subsequently reduced these ten determinants to five the following first three being the original ones and the other seven original ones categorized in to (4) and (5): (1) tangibles; (2) reliability and (3) responsiveness; (4) assurance (knowledge and courtesy of employees); and (5) empathy (caring, individualized attention the firm provides its customers).
- **Tangibles:** representing the service physically, Tangibles are defined as the appearance of physical facilities, equipment, personnel, and communication materials. All of these provide physical representations or images of the service that customers, particularly new customers, will to evaluate quality.
- **Reliability:** delivering on promises, Reliability means the ability to perform the promised service dependably and accurately promises about delivery, service provision, problem resolution, and pricing.
- **Responsiveness:** being willing to help, Responsiveness means willingness to help customers and provide prompt service. This dimension emphasizes attentiveness and promptness in dealing with customer requests, questions, complaints, and problems.
- **Assurance:** inspiring trust and confidence, Assurance is defined as employees' knowledge and courtesy and the ability of the firm and its employees to inspire trust and confidence.

- **Empathy:** treating customers as individuals**,** Empathy is defined as the caring individualized attention the firm provides its customers. Parasuraman, et al., (1988) marketing researchers use these five dimensions to form an assessment of service quality, based on the comparison between expected and perceived service. As suggested by Parasuraman, et al., (1988), it can be appropriate to modify the items of the SERVQUAL instrument to make the survey more relevant to the context of a particular service environment.

2.3.3. Gaps model of service quality

The model developed by Parasuraman et al., (1985) indicated that consumer quality perceptions was influenced by a series of five distinct gaps- where there may be a short fall between expectation of service level and perception of actual service delivery. This gap model is widely used by many service firms to measure the gap between expected and perceive service through a customer feedback process.

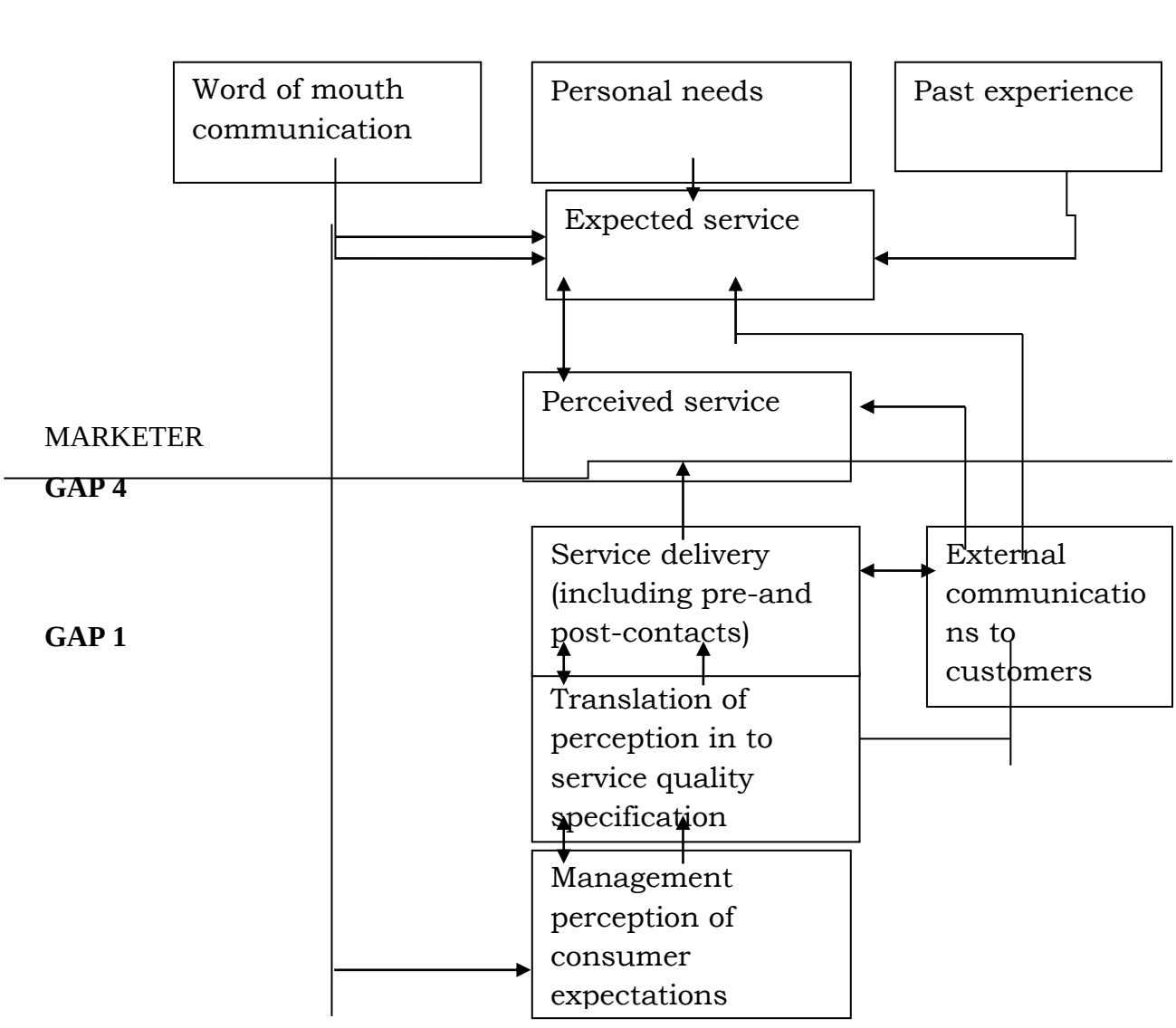


Figure 1: - gapes model of service quality

Source: Parasuraman et al. (1985). A conceptual model of service quality and its implications for future research, journal of marketing. Vol. 49, pp. 41-50.

- **Gap 1 Management perception gap**

Service firm may not always understand what features are regarded as high quality by the customer and what attributes a service must have in order to meet consumer needs.

- **Gap 2 Service quality specification gap**

Managers of service firms often experience difficulty in attempting to bring about standards of specification to match customer expectation.

- **Gap 3 Service delivery gap**

Though the service firm develops customer driven standards, there still might be discrepancies in the actual is the extent to which service do not perform at the level expected by management.

- **Gap 4 External communications gap**

Promises made by a service company through its sales force, advertising and other communication may potentially raise customer expectations. These expectations serve as basis against which customers access service quality.

- **Gap 5 Perceived service/ service performance**

Parasuraman et al. (1985) gap 5 is the difference between expected service and perceived service, which supported the notion that the key to delivering quality is to meet or exceed customer expectations. Gap 5 is defined as service quality.

2.4. An over view of customer satisfaction

Customer is a person or an organization that buy good and service either to sale for profit or to use for personnel consumption (kotler, 2006). According to Hansemark (cited in Singh and khanduja,2006) “satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire” “satisfaction is the customers evaluation of a product or service in terms of whether to meet needs and expectations is assumed to result in dissatisfaction with the product or service” (Zeithaml and Bitner, 2003).

Venugopal and Raghu (2001); Johnston and Clark (2005) similarly explained comparing the expected and perceived service quality; the outcome will reveal the satisfaction of the customer.

There are many factors that affect customer satisfaction. According to Hokanson (cited in Singh, 2006). These factors include friendly employees, courteous employees, knowledgeable

employees, helpful employees, accuracy of billing, billing timeliness, competitive pricing service quality, good value, billing clarity and quick service.

In order to achieve customer satisfaction, organizations must be able to satisfy their customers' needs and wants. Customers wants refer to "the form taken by human needs as they are shaped by culture and individual personality'' [Kotler (2000)].

2.5. Measuring Customer Satisfaction

In a competitive market customer loyalty and satisfaction are leading indicators of future sale. If they begin to decrease then it is likely future sales also will decrease therefore in an effort to avoid losing customer sales market one.

Increasingly conducting survey of customer satisfaction the most retour customer satisfaction index (CSI) counts the percentage of "happy" customers in the satisfied they would completely recommend the product or service to friends and they definitely play to continue to be loyal customer. The advantage of such a demanding standard of satisfaction are that is leaves a lot of room for improvement and it is very easy for everyone. It is virtual for taking change and more important to rise of change, it is issuer friends. It is useful for bench marketing and market as follows up diagnosis to determine why customer not happy which customer segments are more unhappy, and now their problems can be solved so they will be comes happy customer (peter R. Dickson; 2003).

2.5.1. Service quality and customer satisfaction

In varying degrees all organization attempt to satisfy customer needs and wants through the set of productivities known collectively as customer service may companies maintain in fact that service to the customer is there to apriority clearly without attracting customers and building sales as the cost of customer require a quality of service the most basic level they need fair price acceptable product fancily and dependable delivers, customers seeking a higher level of customer service may also want sizable inventories efficient order processing, availability prompt replacement of defective items and warranties because service need vary from customer to customer attention to customers' needs and preference is crucial to increasing sales and obtaining repeat sales.

2.6. EMPERICAL REVIEW

Few studies have been conducted on the impact of ATM services on customer's satisfaction in Ethiopia and other parts of the world, with a number of such studies specifically focusing on ATM usage and the level of satisfaction of bank's customers.

According to Tithes et al, 2017), Assessment of Customer Satisfaction on Automated Teller Machine in Adigrat, Ethiopia in Adigrat town using systematic sampling. Since the customers approach the ATM machine in different time, the researcher was identified the skipping interval and consider those customers approach the machine in that interval. The study used descriptive research method. This study found that Promptness of card delivery, number transaction, quality of note and conveniently located were extremely satisfied the customer. The study also indicates lack of privacy in executing the transaction, reduction in balance without cash payment; Cards get blocked of ATMs and fear of safety was the major cause of concern for the customers.

2.6.1. ATM Service Quality and its Dimensions

Davies et al., (1996) examined the factors that influence customers‟ satisfaction about ATM service quality. These factors include costs involved in the use of ATM, and efficient functioning of ATM. Joseph and Stone (2003) examined the United States customers‟ perception of ATM quality and found that user-friendly, convenient locations, secure positions, and the numbers of ATM provided by the banks are essential dimensions of ATM service quality.

The study shows that all service quality dimensions are positively correlated with customer satisfaction indicating quality banking service as a prerequisite for establishing and having satisfied customers. Mboma (2006) studied the effects of ATMs on customers‟ satisfaction in banking by interviewing customers study. The study established that ATM services enhance operations and customer satisfaction in terms of flexibility of time.

Also they add value in terms of speedy handling of voluminous transactions which traditional 36 Services were unable to handle efficiently and expediently. However the level of satisfaction is reduced by technological and processing failures, the perception that the service delivery mode is expensive and insecure regarding stand-alone ATMs, which creates customer dissatisfaction.

Rajiv Sandman & Manish Goal (2012) have reviewed 8 studies on ATM banking service quality conducted in different countries across the world over a period of more than 10 years**.** They have also concluded that there is no consensus among researchers with regard to dimensions of ATM banking service quality. For the purpose of measurement of service quality of services involving face-to-face interactions between the service provider and the customer, SERVQUAL and SERVPERF scales are most commonly used**.** But there are no generally accepted dimensions and no such standard scale for measuring service quality in case of ATM banking.

It has been found that different studies have considered different service quality dimensions of ATM banking. The various dimensions proposed by various researchers have been mentioned below. Lovelock (2000) mentioned that effective service delivery in ATM system guarantees

quality excellence and superior performance and provide autonomy to the customers. He identified secure and convenient location, adequate number of ATMs, user-friendly system, and functionality of ATM as dimensions of ATM banking service quality.

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1. Research Design

This study used descriptive type of research design because the major purpose of descriptive research is description of the state of affairs as it is exist at present. Then, this study was described and critically assesses the service quality and customer satisfaction an ATM service of commercial bank of Ethiopia Gubre Branch.

3.2. Target Population

The target population of the study would be the available customers at the times of service quality and customers of the bank. The total targeted populations for the study are 8000.

3.3. Sampling size

As it is impossible to cover the whole target population due to financial and time Constraints, this enforced the researcher to take sample from target group. And in order to achieve the objectives, the researcher were take a sample size of 95 from employees and from the total of 8000 customers, the researcher was taken a sample size of 95 by using simple random sampling techniques as follows:

$$n = \frac{z^2.pq.N}{e^2(N-1) + z^2.pq}$$

$$n = (1.96)^2 x\ (0.5x0.5)\ x\ 8000\ /0.1^2\ (8000-1) + (1.96)^2 x\ (0.5x0.5)$$

Where:- n= 95

n = sampling size

N = population size

e = determined error

Z = confidence level (z-value)

q =1-p

p = proportion

3.4. Sampling technique

The total population of the study would be all customers of the Gubre CBE bank. There are 8000 customers in the bank. Simple random sampling would be used because such sampling technique enables as to minimize bias so that relatively representative sample selected and the researcher able to select respondents randomly.

3.5. Methods of Data collection and sources

This study was conducted and evidence was collected from primary and secondary data source. The primary data was collected from questionnaires, which were distributed to selected workers

and customers of the branch. Secondary data was collected from reference book, internet and tied document. And In order to achieve the objective of the study the researcher used both primary and secondary sources of data. Both open ended and close-ended questionnaire was used

3.6. Method of data processing and analysis

After the relevant data was collect from the source, the study was analyzing through descriptive data analysis techniques that ensure the objectives of the study. This Analysis technique helps the research to analyze and present the finding through Percentages and tables frequency.

CHAPTER FOUR

4. Data analysis and presentation

In the next section of the research the data gathered from the respondents through questionnaire will be presented and analyzed. To do so, 95 questionnaires were distributed. All 95 questionnaire were distributed to the customer out of this the researcher collects 50(52.63%). From 95 respondents 25 respondents do not return the questionnaire and 20 respondents do not give consistent information about the questionnaire.

4.1. Back Ground of Respondents

The purpose of the presentation of respondents profile is to indicate their back ground with regard to sex, age, marital status, occupation, and service year and education level.

Table 1:-. Age and sex of respondents

No	Item	Respondents	Frequency	Percentage
1	Sex	Male	42	84
		Female	8	16
2	Age	20-25 year	23	46
		26-35 year	26	52
		36-45 year	1	2
3	Level of education	1st degree	33	66
		2nd degree	16	32
		PhD and above	1	2

Source: Own survey questionnaire 2020

The above table evidences that 42(84%) of respondents were male while the remaining 8(16%) of respondents were female. This indicates that the majority of respondents were male. Item no 2 of table 1 evidences that 23(46%) of respondents were age 0f 20-25, 26(52%) of respondents were age of 26-35, 1(2%) of respondents were between age 0f 36-45, this implies that the majority of respondents are working age.

Item no 3 of table 1 evidences that 33(66%) of respondents were first (1^{st}) degree holders and the remaining 16(32%) of respondents were second (2^{nd}) degree holders and 2% were PHD and above. This indicates that more than half of respondents are first degree holders.

Table 2:- Tangibility dimension

No	Statement	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
		F	%	F	%	F	%	F	%	F	%
1	The bank has sufficient ATM machine	7	14	7	14	16	32	20	40	-	-
2	The bank visa card is comfortable to use	2	4	6	12	12	24	20	40	10	20
3	The machine are launch in easy to use	3	6	16	32	8	16	14	28	9	18
4	I get machine at convenient location and interest	4	8	6	12	10	20	19	38	11	22

Source: Own survey questionnaire 2020

The above table shows that 7(14%) of the respondents were strongly disagree, 7(14%) respondents are disagree, 16(32%) of respondents were neutral, and the remaining 20(40%) of respondents were agree that the bank sufficient machine. Form the above table, it can be said that the bank as sufficient machine because majority of respondents agree.

Question no 2 of the same table 2(4%) of respondents were strongly disagree, 6(12%) of respondents were disagree, 12(24%) of respondents were neutral, 20(40%) of respondents were agree and the remaining 10(20%) of respondents were strongly agreed that the bank visa card is comfortable to use. This indicates that the bank visa card is comfortable to use because majority of respondents are agree and strongly agree.

As we can see form question 3 of the above table 3(6%) of respondents were strongly disagree, 16(32%) of respondents were disagree 8(16%) of respondents were not decided to this statement, 14(28%) of respondents are agree and the remaining 9(18%) of respondents were strongly agree that the machine are launch in easy way to use. Form the above result we can understand that the machine is not launch in easy way to use.

As we can see from question 4 of the above table 4(8%) of respondents' were strongly disagree, 6(12%), 19(38%) and 11(22%) of respondents were, disagree, neutral, agree, and strongly agree. This implies that the customer get the machine at convenient location.

Table 3: reliable dimension

No	Statement	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
		F	%	F	%	F	%	F	%	F	%
1	I get the service at the designed time	11	22	18	36	7	14	8	16	6	12
2	The company Assures the customer that problem will be handled	2	4	14	28	11	22	15	30	8	16
3	The machine has all language for different customer	4	8	10	20	13	26	14	28	9	18
4	ATM transactions are accurate	2	4	5	10	10	20	22	44	11	22

Source: Own survey questionnaire 2020

From the above table, the statement says that I get the service at the designed time by this statement, 11(22%) of respondents were strongly disagree 18(36%) of respondents were disagree, 7(14%) of respondents were neutral, 8(16%) of respondents were agree and 6(12%) of respondents were strongly agree. This indicates that the customer not set the service of the designed time.

As it can be seen from question 2 of table 2(4%), 14(28%) of respondents strongly disagree and disagree, 11(22%) of respondents were neutral where the remaining 15(30) and 8(16%) of responds were agree and strongly agree that the company assure the customers that problem will

be handled. Form this we understand that the company assures the customer that problem will be handled.

Regarding questing no 3 of the statement we can see that 4(8%) respondents were strongly disagree that the machine has different language for different customer 10(20%),13(26%),14(28%) and 9(18%) of respondents were, disagree neutral, agree and strongly agree respectively. This shows that the machine has different language for different customer.

Question of table 4 of the same table 2(4%) of respondents were strongly disagree, 5(10%),10(20%),22(44%) 11(22%) of respondents were, disagree, neutral, agree and strong agreed respectively. This indicates that the ATM transaction are accurate because majority of respondents are agree.

Table 4 responsiveness dimension

No	Statement	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
		F	%	F	%	F	%	F	%	F	%
1	Employee always, willing to help you when you need them	3	6	11	22	16	32	14	28	6	12
2	I can contact the manager, employee at minimum difficult when I need them	7	14	5	10	14	28	22	44	2	4
3	When I face a problem the bank always, solve it quickly	10	20	23	46	8	16	9	18	-	-
4	The waiting time to receive times is every short	4	8	13	26	10	20	15	30	8	16

Source: Own survey questionnaire 2020

From the table above, it is evidences that the respondents 16(32%) were neutral to the statement that employee always willing to help you when you need them. 11(22%) of the respondents were disagree, 3(6%) of the respondents were strongly disagree, 14(28%) of the respondents were agree and the remaining 6(12%) of the respondents were strongly agree.

Regarding question no 2, 7(14%) of respondents were strongly disagree, that the customer contact the manager employee at minimum difficulty when the customer need them, 5(10%), 21 (44%) and 2(4%) respondents were neutral, agree and strongly agreed with the statement respectively. From this we can say that the customer can contact the manager or employee at minimum difficulty when they need them.

Form the question of table 3, above we see that 10(20%) respondents were strongly disagree, 23(46%), 8(16%), 9(18%) of respondents were,disagree, neutral and agree respectively that when they face problem the bank always solve it quickly. Form this we understand that the bank did not solve the customer problem on time.

The above question of table 4 evidences that 4(8%) of respondents were strongly disagree, 13(26%),10(20%),15(30%)and 8(16%) of respondents were, disagree, neutral, agree and strong agree respectively.so above tabel we can understand that the customer wait short time to receive service.

Table 5, assurance dimension

No	Statement	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
		F	%	F	%	F	%	F	%	F	%
1	The bank assures the customer they are free from danger risk and doubt	-	-	15	30	12	24	18	36	5	10
2	I have physical safety financial security and confidential on bank	2	4	8	16	9	18	22	44	9	18
3	The employee have good serving ability	3	6	12	24	16	32	14	28	5	10
4	The employee have the ability or knowledge to answer your request about ATM	7	14	5	10	14	28	22	44	2	4

Source: Own survey questionnaire 2020

From the above table 5, we can understand that the bank assures the customer they are safe from danger risk and doubt. Because, 15(30%) of respondents were disagree, 12(24%) of respondents

were neutral, 18(36%),5(10%) of respondents were , agree,stronglyagree. Additionally form question 2 of the same table 2(4%) of respondents were strongly disagree, 8(16%) of respondents were disagree 9(18%) of respondents were neutral 22(44%) of respondents were agree and the remaining 9(18%) of respondents were strongly agree that they have physically safety financial security and confidentiality on the bank. From this we understand that they have physical safety financial security confidentiality on bank.

Regarding question 3 of the above table 3(6%) of respondents were strongly disagree with this statement 12(24%) of respondents were disagree, 16(32%) of respondents were no idea or neutral and the remaining 14(28%) and 5(10%) of respondents were agree and strongly agree respectively. it shows that the employee have no customer serving ability.

The final statement in this table said that the employee have the ability or knowledge to answer your request about ATM. 7(14%) of respondents were strongly disagree, 5(10%) of respondents were disagree, 14(28%) of respondents were neutral, 22(44%) of respondents were agree and the remaining 2(4%) of respondents were strongly agree. From this we can say that the employee have the ability or knowledge to answer their request bout ATM.

Table 6 empathy dimension

No	Statement	Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
		F	%	F	%	F	%	F	%	F	%
1	The employee are polite enough employee are concerned about customer welfare and interest	-	-	18	36	7	14	16	32	9	18
2	Employee understand your specific need	1	2	13	26	18	36	12	24	6	12
3	I feel comfortable approaching and taking to the employee when I need them	3	6	17	34	14	28	10	20	6	12
4	Employee and customer have friendly relation	4	8	14	28	15	30	12	24	5	10

	ship										

Source: Own survey questionnaire 2020

As it can be seen from table 6 item no 1, 18(36%) for respondents were disagree 7(14%) of respondents were neutral, 16(32%) of respondents were agree and the remaining 9(18%) of respondents were strongly agree that the employee are polite enough. From this we can conclude that the employee of the bank is not polite enough on things that the bank, should do to stay respondents were strongly disagree. questions 2, 13(26%) of respondents were disagree, 18(36%) of respondents were neutral and the remaining 12(24%) of and 6(12%) of respondents were agree and strongly agree that employee understand their specific need.

From this one can understand that majority of respondents were neutral that the employee understand their specific need.

Regarding question 3, of the same table we conclude that the majority of customer are disagree that they cannot comfortable approaching and taking to employee when they need them because, 3(6%) of respondents were strongly disagree 17(34%),14(28%), 10(20%) and 6(12%) of respondents were disagree, neutral, agree and strongly agree respectively.

From the question of table above 4 we can understand that employee and custom have friendly relationship. 4(8%) of respondents were strongly disagree, 14(28%) of repents were disagree, 15(30%) of respondents were neutral while the remaining 12(24%) and 5(10%) of respondents were agree and strongly agree that the employee have no friendly relationship with customers.

Table 7 Open ended question

No.	What do you think needs to be done to improve the service you get through the ATM?	Frequency	Percentage
1	Put effective ATM management and maintenance programmes to keep ATMs in good working order, produce accurate transactions and well stocked with cash at all time.	22	44
2	Increase the ATM machine access in every of their branches and some Selected areas like hospital, shop and hotels.	18	36
3	Banks shoud active ATM machine, improving the quality of ATM network and to avoid limitation of money.	10	20
	Total	50	100

As respondents forwarded a wide range of a different aspects of the ATM service which demands measures to improve the quality of the ATM service. In order to improve the service quality of ATM, ATM users made different types of recommendation.

Some of the major forwarded by respondents include putting in place an effective ATM management and maintenance programmes; increasing the number of ATMand improving the quality of ATM network.

CHAPTER FIVE

5. Summary, Conclusion and Recommendation

5.1. Summary

The findings of the study are summarized as follows

- ✓ 20(40%) of respondents replied that the bank have sufficient machine.
- ✓ About 20(40%) of respites were replied that the bank visa card is comfortable to use.
- ✓ More than 16(32%) of response were disagree that the machine are lunched in easy way to use.
- ✓ 18(36%) of respondents replied that they did not get service at designed time.
- ✓ About 16(32%) of respondents replied neutral but 14(28%) of respects were agree that the employee always willing to help when customer need their help.
- ✓ About 22(44%)of respondents were agree that the customer can contact the manager or employee at minimum difficult when they need.
- ✓ 23(46%) of respondents replied that when the customer face the problem the bank cannot solve it quickly.
- ✓ 18(36%) of respondents agree that the bank assure the customer they are free from danger and doubt.
- ✓ 22(44%) of respondents agree that the customer have physical safety financial security and confidentially on bank.
- ✓ About 16(32) of response wren neutral that the employee have good serving ability.
- ✓ 22(44%) of responsdents agree that the employee have the ability or knowledge to answer your request about ATM
- ✓ 18(36%) of resigns war disagree that the employee are polite enough employee are concerned about customer and interest
- ✓ About18 (36%) of respondents were not decided for employee understand their specific need.
- ✓ 17(34%) of respondents replied that they cannot fall comfortable approaching and tacking to the employee when they need them.

- ✓ About 19(36%) of respects replied that they can get the machine at convenient location.
- ✓ About 15(30%) of respondents replied that the waiting time to receive service is very short.
- ✓ About 23(46%) of respondents replied that the machine have different languag all customer.
- ✓ About 22(44%) of respondents agree that the transaction are accurate.
- ✓ About 15(30%) of respondents agree that the company assure the customer that a problem will be handled
- ✓ about 22(44%) of respondent putting in place an effective ATM management and maintenance program

5.2. Conclusion

Based on the analysis the student (researcher) draw the following strong points where observed from the company.

The bank has sufficient ATM machine.The bank visa card is comfortable to use.Employee always willing to help customer when they need them.Customer can contact the manager or employee at minimum difficult when they need them.The bank assures the customer they are free from danger, risk and doubt.

The customer have physically safety financial security and confidential on bank.The employee have good serving ability.The employee have the ability or knowledge to answer customers request about ATM.The employee are polite enough to concerned about customer welfare and interest

Employees have understood customer's specific need.The customer can get machine at convenient location and interest.The machine has all language for different customer.The company assures the customer that a problem will be handled.The machine are not launch in difficult way to use .Customers are not get the service at the designed time.When the customer face a problem the bank is not always solve it quickly.Customer cannot feels comfort when approaching and talking to employee when they need them.The waiting time to receive time is very short.ATM transaction are accurate.Employee and customer have friendly relation ship.put effective ATM management and maintenance program.

5.3. Recommendation

Based on findings of the study, the researcher gives the following recommendations to the concerned bodies;

1. The machine working process better to clear for customer because of this the bank give training to the customer how they use the machine properly.
2. When the customer faces problem, the bank better to show full interest to solve it in short period of time.
3. The bank better give the service at the designed time but if it is not possible to ask excuse for the delay of the service.
4. The employee of the company better understand custome's specific need of every customer and also the bank facilitate time and effort to the customer to feel comfortable when the approaching is talking to manager
5. The bank putting in place an effective ATM management, maintenance program and increase the number of ATM and improving the quality of ATM network**.**

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Wolkite University

College of business and economics

Department of management

Questionnaires field by ATM users

Dear respondents

I am Dibabu dasse one of graduating class student at Wolkite University department of management conducting research study entitled "assessment of ATM service quality and impact on customer satisfaction(in case of commercial bank of Ethiopia Gubre branch" for the purpose of partial fulfillment of bachelor degree in management. So you are kindly requested to give accurate and relevant information which is the most valuable input for the success of my study.

The information you will provide is confidential and the researcher will for only academic purpose.

Thank you in advance for your cooperation.

General instruction

- ✓ Please use "X" mark to fill close ended questions.
- ✓ Do not write your name
- ✓ Use the space provided for open ended questions

Part- I: Personal information

1. Sex Male ☐ Female ☐
2. Age 20-25 years ☐ 26-35 years ☐
   36-45 years ☐ above 45 years ☐
3. Level of education 1st degree ☐ Second degree ☐ PHD and above ☐

Part-II: Basic research question which related with the study

As a customer of ATM Banking Service, please provide information about your perception of ATM banking Service in comparison to your expectation. Please put a tick mark "√ "on the

column that best represents your perception. 1 indicates strongly disagree (SD), 2 indicates disagree (DA), 3 indicates neutral (N), 4 indicates agree (A) and 5 indicates strongly agree (SA).

No	Item	**SD**	**DA**	**N**	**A**	**SA**
		1	**2**	**3**	**4**	**5**
	Tangibility					
1	The bank has sufficient ATM machine					
2	The bank visa card is comfortable to use					
3	The machine are launch in easy way to use					
4	I get machine at convenient location and interest					
	Reliability					
1	I get the service at the designed time					
2	The company assure the customers that a problem will be handled					
3	The machine has all language for different customer					
4	ATM transactions are accurate					
	Responsiveness					
1	Employee always willing to help you when you need them					
2	I can contact the manager/employee at minimum difficulty when I need them					
3	When I face problem the bank always solve if quickly					
4	The waiting time to receive times very short					
	Assurance					
1	The bank assures the customer they are free from Danger risk and doubt					

2	I have physical safety financial security and confidentiality on bank					
3	The employees have the ability or knowledge to answer your request about ATM					
4	The employee have good serving ability					
	Empathy					
1	The employee are polite enough employee are concerned about a customer welfare and interests.					
2	Employee understand your specific need					
3	I feel comfortable approaching and talking to the employed when I need them					
4	Employee and customers have friendly relationship					

Part- III: Open ended question (other challenges and possible suggestion)

What do you think needs to be done to improve the service you get through the ATM?
