



ST. MARY'S UNIVERSITY
School of Graduate Studies
MBA Program

**Examining the Effects of ATM Service Quality on Customers Satisfaction:
In the case of Dashen Bank Western District, Addis Ababa, Ethiopia, 2024**

By: Sinafikish Asfaw

July, 2024
Addis Ababa, Ethiopia

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**A thesis Submitted to School of Post-Graduate Studies, Department of MBA in
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Advisor:-Tewodros Mekonnen (PhD)

July, 2024

Addis Ababa, Ethiopia

**ST. MARY'S UNIVERSITY,
SCHOOL OF GRADUATE STUDIES
EXAMINING THE EFFECTS OF ATM SERVICE QUALITY ON CUSTOMERS
SATISFACTION: IN THE CASE OF DASHEN BANK WESTERN DISTRICT, ADDIS
ABABA, ETHIOPIA, 2024**

**BY
SINAFIKISH ASFAW**

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List of Acronyms

ATM: Automatic teller machine

ANOVA- Analysis of Variance

SPSS- Statistical Package for Social Science

SERVPERF-Service Performance

CRM: Customer relation management

SERVQUAL: Service Quality

Abstract

Banks play important role in the economy of any country worldwide. It is the main intermediaries between depositors and those individuals and businesses with viable projects but requiring money for their investment. The aim of this study was to analyzing the effect of ATM Service quality on customer satisfaction in the case Dashen Bank selected western district branches. In these study questionnaires was completed by 389 customers of the Dashen Bank. To select respondent Convenience sampling method was employed and Proportional stratified sampling is use to consider the number of customers to be sampled from each stratum of the banks and select the branches and customer to participate in the study. To analyze data the researcher were used descriptive, explanatory, and correlational research design tool such as frequencies, percentage, and standard deviation and mean to present result. Chi-square test of association was assessed the relationship between predictors and customer satisfaction and logistic regression analysis was analyze factors that affect customer satisfaction. In this study, a sample of 389 customers was considered. Primary data is collected through closed-ended questionnaires distributed to customers at the selected branches. Out of which 56.3percent were male and 43.7percent were female. From descriptive results showed that Dashen banks is performing at satisfactory level in tangibles services. In conclusion, reliability, empathy, Responsiveness, Assurance and tangibles were major factors significantly affects customer satisfaction. This study was conducted to assess the factors that affect customer satisfaction in the selected branches of Dashen Bank Western District. Finally, future researchers should focus on important risk factors that affect customer satisfaction that would provide better insights for both management and regulatory bodies.

Key Terms: *ATM Customer's satisfaction, Reliability, Tangibility, Empathy, Responsiveness, Assurance.*

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Banks play important role in the economy of any country worldwide. It is the main intermediaries between depositors and those individuals and businesses with viable projects but requiring money for their investment. The functions of the banks are: lending money, depositing others' money, transferring money locally or abroad and working as paying agent (Tefere, 2013).

Banking institutions across the globe have recognized the importance of customer satisfaction and of developing and maintaining enduring relationship with their customers as two crucial parameters leading to increased business profits. At the same time, several banking institutions are experiencing increasing level of retail customer dissatisfaction (Mistry, 2013).

Banks need to know about customer expectations and perceptions. Measuring customer expectations is the key to being able to serve customers satisfactorily. On the other hand, a better understanding of customer perceptions will allow banks to determine the necessary actions to meet customer needs. This way, you can easily satisfy your customers and have a direct impact on your bank's overall performance. Customer satisfaction is one of the most important tools for running your business and achieving your mission statement. As customer satisfaction is of great importance for the future of the Institute, it is seen as the basis for securing its market position and for achieving further goals of the Institute. It is practically impossible for a business organization to survive without building customer satisfaction and trustworthiness. The Satisfied customer can turn into good customer relationship that creates customer delight, in turn; the delighted customer remains loyal (Kotler, 2012).

Timothy (2012) opined that customer satisfaction boosts the potential of a customer oriented Organization; it also increases the use of more volatile consumer mix and boosts a firm's reputation. Therefore, achieving competitive advantage by recognizing customer needs intelligently and faster than the competition ensures retaining customers through the provision of better services and products (Ogunlowore and Rotimi, 2014).

Satisfaction has a deep connection with service quality. Service quality is very significant that wants essential consideration for an organization to do better than their competitions. Quality is the deviation from standard; such delineation can yield a high proportion of consumer's financial success or failure (Kottler, 2012). Service quality is used to differentiate and add value to service

offerings and to win strategic competitive advantage. New managerial methods explain quality as the customer satisfaction, for that reason all the organizations must recognize the high quality and quick service offering obstacles and solve them.

Different literatures (Negi, 2009, Ladhari, 2009).showed that providing quality service to customers retains them, attracts new customers, improves corporate image, leads to positive word-of-mouth recommendations, and most importantly, improves survival and profitability. Financial service providers, especially banks, generally compete in the market undifferentiated products; quality of service is therefore the primary competitive weapon. Researchers have validated that providing quality service to customers would make them remain loyal to an organization, as well as attract the attention of new ones, boost corporate image and guarantee endurance and profitability of an organization (Negi, 2009, Ladhari, 2009). Customer's pleasure is the provider of absolute gains of a quality uprising, which is primarily dependent on customer's cognizance of overall service quality. It is therefore important to take note of how customer's regard service quality and how it will affect their satisfaction level, and by this banks can highlight the fissure in service quality delivery in order to take remedial actions to improve their activities.

Service quality is difficult to measure despite its importance to business Service providers according to the unique characteristics of their services: immateriality, heterogeneity, atomicity and non-persistence (Douglas & Connor, 2003). Given this, we must distinguish between services framework for quality declarations and measurements. Among the prominent frameworks is the framework of Parashuraman et al. (1988) is the most favored and widely used model for measuring service quality in the service industry. This model is grouped into five dimensions :(1) Reliability (the ability to reliably and accurately deliver promised services); (2) Security (the ability to inspire trust and confidence). (3) Tangible assets (focus on items that physically represent the service); (4) empathy (emotional aspects of service); (5) Responsiveness (willingness to assist customers and provide prompt service);

Service quality is difficult to measure despite its importance to business Service providers due to the unique characteristics of their services. With this in mind, services should have a clear framework for quality declaration and measurement. Among the most popular frameworks, SERVQUAL model developed by Parasuraman et al. (1985; 1988) is the most favored and widely used model for measuring service quality in the service industry.

A recent Dashen bank survey found persistent complaints about long checkout hall lines, network systems and ATM failures, and transfer to other private banks. Early to generalize, customer preferences and expectations do not seem to align with bank initiatives. In this situation, the Dashen bank should evaluate quality of service in relation to service performance. Therefore, this study was examine the effect of service quality on customer satisfaction in the banking sector of the Dashen Bank selected western district branches, based on the above five SERVQUAL dimensions.

1.2 Statement of the Problem

Satisfying customers is the first major mission and purpose of any business organization. Customers have expectations and criteria when they judge whether the provided banking services is satisfactory or not. At the same time, due to the high competition in a banking sector, the perception of customers and potential customers are also divided according to the services that they want to achieve. The proper identification of customer satisfaction helps to retain customers and to increase brand awareness, profitability and effectiveness of bank's services. It is when customers are satisfied that organizations achieve higher sales, profit and market share (Endalkachew, 2013).

Banking institutions across the globe have recognized the importance of customers' satisfaction and developing and maintaining enduring relationship with their customers as two crucial parameters leading to increased business profits. Customer satisfaction is also crucial in the banking sector because of the special nature of the service which is characterized by intensive contact with customers who have different needs and require customized solutions and it is known to be one of the most important and serious issues towards success in today's competitive business environment, as it affects company market shares and customer loyalty (Clemes, 2008).

However, there are a number of problems hindering the smooth delivery of the banking services. There is customer's dissatisfaction over the service offered and the available services don't match the expectation of the customer (Mesay, 2012). Research suggests that customer dissatisfaction is still the major reason of bank customers' switch to other banks. This dissatisfaction could be because of a variety of reasons. The causes of dissatisfaction are not well known empirically however from rational point of view; the probable factors may include network problem and temporary failures in the electronic banking services.

Several studies (Dewan et al, 2014). Have been conducted on satisfaction of bank customers. In a study intended to assess the perceived service quality and its dimensions in private banks in India, Dewan and his colleague showed an apparent variation in perception of service quality across different socio-demographic and economic groups (Dewan *et al*, 2014). Another study in banking industry of Bangladesh revealed that the quality of banking service, service charge and perceived value were the important factors that influence customers' satisfaction(Uddin *et al*, 2012). Moreover, study on private banks in Tanzania found that customer satisfaction is affect by factors like timeliness and reliability (Mbuya, 2015).

Study in Addis Ababa, Ethiopia that aimed to assess the effect of service quality on customer based brand equity found out that service quality is considered as a significant instrument for a firm's great effort in order to differentiate itself from its competitors (Hirut, 2015). Another study on the role of export service on improving the level of customer satisfaction of exporters in Dashen bank reported that service quality has a great impact on exporter's satisfaction (Sahlemariam, 2015)

Ethiopia's banking industry is no exception, especially due to the proliferation of domestic banks and financial institutions. Thus, the economic liberalization of the financial sector that began in 1991 laid the foundation for the establishment and expansion of private banks in Ethiopia (Hansson, 1995). This, together with rapid technological progress and improved communication systems, contributes to greater integration and similarity among banks in the financial sector. As a result, today's banks face extremely fierce competition (Harvey, 2010). As a result, banks operating in Ethiopia are under severe pressure to grow.

Various strategies have been devised to retain customers, and the key is to improve the quality of service. Service quality is particularly important in the context of banking services as it provides a high level of customer satisfaction and is a key competitive advantage. Moreover, service quality has a significant impact on a bank's success and performance. Today, much attention is paid to the quality of service as there is a clear relationship between cost, financial performance, customer satisfaction and retention.

To this end, the Dashen Bank conducted a customer satisfaction survey in 2014 (Dashen Bank Annual Performance Report, 2013/14). According to a survey conducted in 2014, our customer satisfaction rate reached 76.6%, a slight improvement from 2013's satisfaction rate (75.4%).The major findings of the satisfaction survey, for which an action plan had been drawn for implementation, had been the following:

- The assessment result revealed that overall service quality of the bank has been rated as the best area of customer satisfaction;
- Neatness of office spaces had been one of the areas where customers had poorly rated the bank;
- A number of modern banking technologies users /ATM, VISA card, etc/ had rated their experience and satisfaction as poor.

Compared to other nations, not much research has been done on how satisfied ATM users are in this nation. As an illustration, a study carried out by (Philipos Lamore, 2013) about customer satisfaction and electronic banking service on three selected banks of Ethiopia and Tirhas G/tsadkan, Fasil Damtew and Addis Beyene (2017), on —assessment of customer satisfaction on ATM in Adigrat townll, offer some insights on the major problems ATM customers experience and ATM attributes that satisfy customers. But those research finding listed above are focused on the very basic ATM service quality dimension like ease of use, appearance, and user friendly.

This study was assess other technical ATM service quality dimensions. like, Tangibility, Reliability, Responsiveness, Assurance and Empathy. The main reason for doing this study is the gradual technology installation/solution of Dashen bank, which is a result of the rapidly changing needs of customers and their low satisfaction.

Thus, this study was contribute to existing knowledge on the status of ATM service customer’s satisfaction in the country by systematically examining the level of Dashen Bank ATM service customer’s satisfaction in Addis Ababa western district selected branches; the problems customers experience during ATM services uses; and the factors contributing ATM service problems.

1.3 Research Questions

This research answers the following research questions;

- 1) What is the status of customer satisfaction in the study area?
- 2) What are the perceptions of customers on service quality of Dashen bank?
- 3) To what extent does Service Quality dimension affect customer’s satisfaction of Dashen bank?

1.4 Objectives of the Study

1.4.1 General objective of the study

The aim of this study was to analyzing the effect of ATM Service quality on customer satisfaction in the case Dashen Bank selected western district branches.

1.4.2 Specific objectives

- 1) To examine the status of satisfaction of customers receiving service at Dashen Bank
- 2) To assess the perceptions of customers on service quality.
- 3) To investigate the service quality dimension affects customer's satisfaction of Dashen Bank.

1.5 Significant of Study

This study identifies quality aspects relevant to Dashen Bank so that banks can develop strategies to improve the quality of their service delivery. They strengthen the bank's competitiveness in the banking industry and ensure its survival, especially in times of intense competition.

By measuring customer satisfaction, Dashen Bank can avoid the tendency of existing customers to switch to competing banks and develop a customer-centric service approach to serving customers. Redesign or repackage service operations to align with customer perceptions and expectations. As a result, the services provided by the bank ensure that customers stay satisfied while attracting new customers. Customers are becoming more quality conscious by comparing the services provided by companies and choosing the higher quality services.

The study serve as a guide for Dashen Bank to develop policies which will improve its overall service delivery, especially in areas where gaps between expectations and perceptions are so wide to enhance customer satisfaction. This gives Dashen Bank a comparative advantage and the most preferred bank in the banking industry. By virtue of improved services, banks and companies alike can benchmark the policies and strategies of Dashen Bank for their quality improvement programs leading to overall improvement in the banking sector and possibly translate to other sectors of the economy.

Lastly, the study serves as a guideline for further research in service quality in the banking industry or related field.

1.6 Scope of the Study

This study has undertaken to examine the effect of service quality on customer satisfaction in the banking sector in Dashen Bank selected western district branches.

The scope of the study can be discussed in terms of the issue under investigation geographical area, conceptual and methodology adopted. The study's focus on how customer satisfaction is affected by ATM service quality. The study confines to only customers perspective of e-banking service provided via ATM and it doesn't consider the other e-banking products. Moreover, it is not take in to consideration bank customers who do not use the ATM service which would help to compare the attitude of ATM users and non-users towards ATM service. Customers of other banks who are using Dashen Bank ATM consider in the study.

In geographical term, the study to limited to those customers who use the ATM cards of Dashen bank that are located in Addis Ababa especially in Western district selected branches.

In terms of methodology, the study has a quantitative research strategy that allowed the researcher to work a correlation and effect analysis research, as well as apply inferential statistical tools.

1.7 Definition of key terms

E-banking: Refers to the delivery of banking services through electronic channels such as the internet, mobile phones, and ATMs. In the context of the banking industry, it has revolutionized the way banks operate and how customers interact with them.

Automated teller machines (ATMs) is a machine that allows customers to access banking services such as withdrawals, transfers, balance inquiries, requests for cheque books, account statements, direct deposits, foreign currency exchange etc. (Fenuga, 2010).

ET Switch: a centralized switch system which integrate all real-time and online payment systems in Ethiopia. It is a third party payment processor.

Service quality: In the banking sector, services quality is measured by comparing customers' perceptions of the actual experience of service performance with their prior expectations about the service. This allows for the determination of how well the level of service provided meets customer expectations (Sewaka et al., 2023).

Customer satisfaction: refers to the extent to which customers are happy with the products and/or services provided by a business (Farris, Bendle 2010). Customer satisfaction is of utmost importance for both customers and banks. It pertains to evaluating how well a bank's products and services meet or exceed customer expectations (E. Ehijiele, A. Basil, A.M. Sina, 2018).

Tangibility: The tangibles encompass the appearance of the company representatives, facilities, materials, and equipment as well as communication materials. The condition of the physical surroundings is seen as tangible evidence of care and attention to detail exhibited by the service provider (Fitzsimmons & Fitzsimmons, 2001). Davis et al. (2003) summarize tangibles as the physical evidence of the service.

Reliability: The reliability and consistency of performance of service facilities, goods and staff is seen as important (Johnston, 1997). This includes punctual service delivery and ability to keep to agreements made with the customer. The association between dimensions of service quality and customer satisfaction was investigated by Ibanez et al. (2006). They found a significant relationship between reliability of services on the satisfaction level of customers.

Responsiveness: Johnston (1997) describes responsiveness as the speed and timeliness of service delivery. This includes the speed of throughput and the ability of the service to respond promptly to customer service requests, with minimal waiting and queuing time. Fitzsimmons and Fitzsimmons (2001) argue that when the customer is kept waiting for no apparent reason creates unnecessary negative perceptions of quality.

Assurance: This considers the knowledge and courtesy of employees as well as their ability to convey trust and confidence. The assurance dimension includes the following features: competence to perform the service, politeness and respect for the customer, effective communication with the customer and the general attitude that the server has the customer's best interest at heart (Fitzsimmons & Fitzsimmons, 2001).

Empathy: Empathy means taking care of the customers by giving attention at individual level to them (Blery et al., 2009). It involves giving ears to their problems and effectively addressing their concerns and demands. Thus, it is the dimension of a business relationship that enables two parties to see a situation from the other's perspective. Wieseke et al. (2012) empirically investigated the role of empathy in service quality and its impact on customer satisfaction.

1.8 Limitation of the study

Conducting research is bounded by many constraints. Study in entire branches of the bank would have provided better result; however, due to the time and finance constraints the researcher has limited to study in Dashen Bank western district. In addition, collecting all questionnaires from the respondents is difficult.

1.9 Organization of the study

The study was organized in five chapters. Chapter one was introduction of the study. It will consists background of the study, statement of the problem, research questions, objective of the study, significances of the study, scope of the study, definition of key terms and organization of the study. Chapter two was contained critical literature review of different aspect of the study namely theoretical review, empirical review, conceptual hypothesis and conceptual framework. The third chapter will deals about research design and methodology. Specifically, it includes the research approach and design, data source, sampling techniques and sample size, methods of data collection, data analysis techniques reliability and validity test and ethical consideration. The fourth chapter was the data presentation analysis and interpretation of the research study. Chapter five was provided summery of findings, conclusion and recommendation. And finally the research was provided Highlight about key findings and contribution to knowledge as well as research theoretical contribution implications, practical suggestions, limitation and potential future direction.

CHAPTER TWO

LITERATURE REVIEW

2.1 Theoretical Literature Review

2.1.1 Concept of Quality

The word “quality” is frequently used to describe products and/or services. It connotes different meaning to different people and organizations, and therefore lacks universal definition. As a result there have been numerous definitions of quality from literature in an attempt to establish a common understanding. Until recently, the concept of quality was heavily associated with product. Thus, quality issues became prominence in the manufacturing era and that majority of the quality definitions possess product characteristics. Quality was initially seen as a defensive mechanism but it is seen as a competitive weapon for developing new markets as well as increasing market share (Davis et al, 2003).

2.1.2 Meaning of Quality

Product or Service Features

The British Standard BS 4778 defines quality as the totality of features and characteristics of a product or service that bear on its ability to satisfy a given need (Wille, 1992). An organization identifies a need in the market and produce with the mind to fulfill that need. When the need is satisfied, such organization is deemed quality organization. However, it is argued that who describes the need limiting the need rather than generalizing it.

Fitness for Use

Juran (1988) defines quality as “fitness for use”. The definition raises the question of who defines “fit” and “use”. The only way a product is said to be “fit_ is when it has been tried and tested or used. A company can test a product and approve it as fit for use but a customer may disapprove it. This definition considers standard as the key element for quality. When a product is certified it is described as “fit for use”

Conformance to Requirements

Crosby (1979) defines quality as conformance to requirements. The definition maintains that when a company sticks to the pattern provided by the customers, such product or service is deemed quality. Before the product or service is said to conform to requirement, it should be devoid of defects, meets all deadlines and ensures proper safe delivery. This definition is critiqued of its sufficiency; the “requirement_ is seen as limited. The provider is likely to settle on

just meeting the specification while another may come up with product or service which will better suit the underlying requirements of the customers. In other words, the customers may lack technical expertise to provide accurate specification and something better will be welcomed.

Associated Features of Product or Service

According to Feigebaum (cited in Rao et al., 1996), quality is the total composite product and service characteristics of marketing, engineering, manufacturing and maintenance through which the product and service in use will meet the expectation of the customer. The definition establishes that a product or service must be adequate in all aspect in order to meet the intended purpose or use.

Delighting the Customer

Macdonald and Piggott (1990) define quality as delighting the customer by continuously meeting and improving upon agreed requirements. Harrington (1987) argues that excellence is a never ending, so “good is not good enough” until good is better and better is best. Firms should forever improve in order to maintain their customers. When customers a delighted, it is difficult for them to be swayed. This is one of the definitions which has received credence since it considers customer’s requirement and at the same time requires the provider to look beyond the requirement to areas which will bring the optimum.

2.1.3 Emerging Quality Description

The accelerating expectation of the customers coupled with the rebuilt of many manufacturing systems and the edge to meet the expectations resulted in organizations considering improvement decision as pertinent. During these periods quality was described as “little q”, which meant product quality. With the proliferation of service industries, a new quality movement emerged and was labeled as “big Q”(Smith, 1994). Quality which was seen as a defensive mechanism is recognized as a competitive weapon for developing new markets as well as increasing market share (Davis et al, 2003). Table 2.1 gives the distinction between “little q” and “big Q”.

Table 2.1.4: The new quality thinking

Little q	Big Q
Quality is about products	Quality is about organization
Quality is technical	Quality is strategic
Quality is for inspector	Quality is for everyone
Quality is led by expert	Quality is led by management
Good quality is high grade	Quality is the appropriate grade
Quality is about control	Quality is about improvement

Source: Smith (1994)

Gummesson (1994) identifies three management paradigms; manufacturing paradigm which focuses on goods and mainly concerned with productivity technical standards; the bureaucratic-legal paradigm used mainly in the public sector and is more concerned with regulations and rituals before end results. The third paradigm is the service paradigm which mainly focuses on service management particularly in the marketing area and stresses the importance of customer interaction with service provider in delivering service and creating value. The service paradigm emphasizes a shift from the goods-focused to service focused management.

2.2 Concept of Service Quality

Services can be defined as actions, procedures and performance. Services are products that are rendered but it is not correspondent to something which is physical. The main difference between the product and services are that customers get value with no undying ownership of any tangible components. Moreover, service quality which is not like product quality which is determined by its unique characteristics which are intangible, perishable, inseparable, and heterogeneous (Zeithaml et al., 2006).

Today one of the most dominant topics of research in services is service quality. It is necessary for service providers to understand how customers evaluate the quality of service. When customers consume a product, they compare the quality of experience with their prior expectations, which leads to their satisfaction or dissatisfaction. Therefore services marketing researchers based their work on developing a service quality concept focused on consumer behavior instead of using manufacturing quality concepts (Dhandabani, 2010).

Thus it had been recognized that customers evaluate service quality by comparing the actual performance with service expectations that they held.

The customer view of quality is what he/she perceives the product or service to be. (Nigle S., Stuart C., Robert J., 2010) to create unified view quality can be defining as the degree of fit between customer's expectation and customer's perception of the product and services. Using this idea allow us to see the customer's view of quality of the products and services as a result of the customers comparing their expectations of the products or services with their perception of how it performs. A customer's view of quality is shaped by the gap between perception and expectation. If the product or service experience is better than expected then the customer is satisfied and quality is perceived to be high. If the product or service was less than their expectation then quality is low and then the customer may be dissatisfied. If the product or service matches expectation then the perceived quality the product or service is seem to be acceptable. (Nigle S., Stuart C., Robert J., 2010)

Moreover, service quality has been increasingly addressed and determined as the vital factor in distinguishing services and creating competitive environment and maintaining a satisfying relationship with customers (Zeithaml et al., 2006). Service quality can mostly be compared to the customer and how he or she expects about the service they acquire. It should be indicated however, that it is not exactly the same as customer satisfaction, but shows similarity. If customer perception is higher than the actual performance level of the service provider, then perceived service quality is below the satisfactory level and that leads to customer dissatisfaction and finally customer might switch other provider. Therefore, Service quality is multidimensional structure that is very difficult to appraise due to the exceptional features of each of the service providers (Zeithaml et al., 2006).

2.3 Service Quality Models

Several models for measuring service quality have been identified in the literature. Between here's the approach or model: Expectations Negative Approach, Performance Only Approach, Technical and Functional Dichotomy Approach, Service Quality Versus Service Satisfaction Approach, and Attribute Importance Approach.

The expectations unconfirmed model focuses on identifying customer expectations and actual experiences. Compare service performance to customer expectations, which are assessed after service delivery (Oliver, 1980).

A purely performance-oriented approach assesses service quality by asking customers how satisfied they are with various characteristics after encountering the service (Babakus and Boller, 1992; Cronin & Taylor, 1994).

A technical and functional dichotomy approach identifies two service components that lead to it. Customer Satisfaction: Technical quality of a product based on product characteristics such as durability, safety and physical properties. Functional quality deals with relationships between service providers and customers, such as politeness, speed of delivery, and usefulness (Gronroos, 1984). Customers usually lack information about the technical aspects of the service and therefore rely on functional quality to form their perception of service quality (Donabedian, 1980).

The service quality versus service satisfaction model focuses primarily on two interconnected service components. A transition-specific score that evaluates specific quality characteristics and an overall score that evaluates overall quality. This approach links perceived quality at or shortly after contact with overall satisfaction with the service. Attribute Importance models focus on the relative weight of the importance consumers place on attributes an association was found with service satisfaction (Gilbert et al., 2004).

Among the models used to measure service quality, Parasuraman et al. The model originally provided a list of ten determinants of service quality. Access, Communication, Competence, Courtesy, Reliability, Responsiveness, Security, Understanding, Concreteness. Further research brought together correlated variables and reduced the determinants to five integrated dimensions. Real Assets, Reliability, Responsiveness, Safety, and Empathy as Tools for Measuring Service Quality (Parasuramet al., 1988; Zeithamlet al., 1990). The SERVQUAL model assesses customer expectations and service quality perceptions by capturing the gap between expectations and experience.

2.4 Measuring Service Quality using SERVQUAL Model

An array of factors or determinants has been identified in the literature for measuring service quality. For instance, Sachev and Verma (2004) measure service quality in terms of customer perception, customer expectation, customer satisfaction, and customer attitude. Despite the numerous models for measuring service quality, Nyeck et al. (2002) admit that the SERVQUAL model remains as the most complete attempt to conceptualize and measure service quality. The model is extensive and widely used to measure service quality in the literature. Therefore this study adopts the SERVQUAL dimensions to measure service quality in Dashen Bank.

The SERVQUAL dimensions: tangibles, reliability, responsiveness, assurance and empathy are the basis for service quality measurement (Parasuraman et al., 1988; Zeithaml et al., 1990).

Tangibility: The tangibles encompass the appearance of the company representatives, facilities, materials, and equipment as well as communication materials. The condition of the physical surroundings is seen as tangible evidence of care and attention to detail exhibited by the service provider (Fitzsimmons & Fitzsimmons, 2001). Davis et al. (2003) summarize tangibles as the physical evidence of the service.

Reliability: The reliability and consistency of performance of service facilities, goods and staff is seen as important (Johnston, 1997). This includes punctual service delivery and ability to keep to agreements made with the customer. The association between dimensions of service quality and customer satisfaction was investigated by Ibanez et al. (2006). They found a significant relationship between reliability of services on the satisfaction level of customers. The literature reveals an increased degree of positive relationship between service quality, customer satisfaction and performance (both financial and non-financial) where face-to-face dealing between customer and employee is the only focus. Technology expansion has had a great impact on the choice of service delivery standard and services marketing strategies. This has yielded many prospective competitive advantages including augmenting of productivity and enhanced revenue creation from new services (Muyeed, 2012).

Responsiveness: Johnston (1997) describes responsiveness as the speed and timeliness of service delivery. This includes the speed of throughput and the ability of the service to respond promptly to customer service requests, with minimal waiting and queuing time. Fitzsimmons and Fitzsimmons (2001) argue that when the customer is kept waiting for no apparent reason creates unnecessary negative perceptions of quality. Conversely, the ability for the bank to recover quickly when service fails and exhibit professionalism will also create very positive perceptions of quality. The readiness to provide timely service by the service provider includes paying attention to the customer, and dealing with the customer's complaints and problems in a timely manner. Responsiveness is being flexible with the customer and trying to accommodate the customer's demands and performing the service without delay. This leads to customer satisfaction.

Assurance: This considers the knowledge and courtesy of employees as well as their ability to convey trust and confidence. The assurance dimension includes the following features: competence to perform the service, politeness and respect for the customer, effective

communication with the customer and the general attitude that the server has the customer's best interest at heart (Fitzsimmons & Fitzsimmons, 2001). In addition to tangibles, reliability and responsiveness; assurance has been identified as significant dimension of service quality by Parasuraman et al. (1988). They propose that all of these dimensions significantly enhance customer satisfaction. It is believed that if the employees of financial institutions display trustworthy behaviour, the satisfaction level of customers can be enhanced significantly. It may also positively influence repurchase intention of customers (Ndubisi, 2006; and Ndubisi & Wah, 2005).

Empathy: Empathy means taking care of the customers by giving attention at individual level to them (Blery et al., 2009). It involves giving ears to their problems and effectively addressing their concerns and demands. Thus, it is the dimension of a business relationship that enables two parties to see a situation from the other's perspective. Wieseke et al. (2012) empirically investigated the role of empathy in service quality and its impact on customer satisfaction. It was established that customers treated emphatically are more often visitors and prone to forgive any mistakes that may occur. Empathy creates an emotional relationship with customer, providing customer a touch of importance for business. This leads to retention and creation of new customer's pool. Karatepe (2011) explored the service environment impact with empathy and reliability on loyalty. Empathy works as a moderator between quality and customer satisfaction. Empathy can change the behaviour of customer ultimately.

Kassa (2012) conducted a study on the effect of customer service quality on customer satisfaction in selected private banks in Addis Ababa and found that except responsiveness, all service quality dimensions (tangibility, assurance, empathy and reliability) have positive and significant impact on customer satisfaction, especially, indicated that customers were most satisfied with the assurance dimensions of service quality. On the contrary, customers were less satisfied with reliability and empathy dimensions of service quality.

The SERVQUAL model identifies a gap which maintains that satisfaction is related to the size and direction of disconfirmation of a person's experience vis-à-vis his/her initial expectations (Churchill & Surprenant, 1982; Parasuraman, Zeithaml & Berry, 1985; Smith & Houston, 1982).

2.5 Concept of customer satisfaction

Customer satisfaction is one of the frequently researched concepts in marketing. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. Satisfaction is a person's feeling of pleasure or displeasure appointment resulting from comparing a product perceived performance in relation to his or her expectation (Kotler and Keller, 2006). It can also be said that, Customer satisfaction is the measure of how well products, service, support and engagement are able to meet the customer expectations. Satisfaction could be the pleasure derived by someone from the consumption of goods or services offered by another person, group of people, or an organization; or it can be the state of being happy with a situation.

Customer satisfaction is defined as the extent to which products perceived performance matches a buyer's expectation (Kotler and Armstrong, 2005). It can also be said that, Customer satisfaction is the measure of how well products, service, support and engagement are able to meet the customer expectations. Satisfaction will also depend on product and service quality (Kotler and Keller, 2006).

According to Tse and Wilton (1988), customer satisfaction is defined as the consumer's response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the product or service as perceived after its consumption. Giese and Cote (2002) stated that customer satisfaction is identified by a response (cognitive or affective) that pertains to a particular focus (i.e. a purchase experience and/or the associated product) and occurs at a certain time (i.e. post-purchase, post-consumption). This definition is supported by some other authors who think that consumer's level of satisfaction is determined by his or her cumulative experience at the point of contact with the supplier (Sureshchander et al, 2002).

Alternatively, Westbrook and Oliver (1991) define customer satisfaction as a mental state which results from customers' comparison of expectations prior to a purchase with performance after a purchase. Halstead et al (1994) states that customer satisfaction is a transaction specific effective response from customers' comparison of product performance to some pre-purchase standard. Enhancing customer satisfaction is the key to become successful in the long run and to stand out in a crowd of extreme competition specially in banking sector because competitors are offering here somewhat similar product here.

According to Fornell (1992) in Balogun, Ajiboye and Dunsin (2013), customers satisfaction holds the potentials for increasing an organization's customer base, increases the use of more volatile

customer mix as well as the firm's reputation, thereby resulting in competitive advantage secured through intelligent identification and satisfaction of customer's needs better and sooner than competitors and sustenance of customer's satisfaction through better products/services.

2.6 Effect of Service Quality on Customer Satisfaction

to meet the economic model, it is imperative that banks achieve long customer life through superior service Delivery (Lassar et al., 2000). Service quality is recognized as a potential for customer retention Organizational Satisfaction and Retention, Operational Efficiency and Profitability (Cronin, 2003). File and Prince (1992) argue that satisfied customers are more likely to do business with the firm again and even recommend the firm to others. When customers are satisfied with the service, they sell the company to others by word of mouth (Gee et al., 2008), thereby increasing the company's customer base. In parallel, research by Martins and Toledo (2000) argues that quality of service increases market share by retaining existing customers and attracting new customers. Krishnan et al (1999) found that the cost of retaining existing customers by providing quality products and services is significantly lower than the cost of attracting new customers.

Literature indicates that retail banking customer satisfaction is strongly positively correlated with customer loyalty (Siddiqi, 2010; Kandampully and Suhartanto, 2000). A strong positive correlation means that customers recommend the bank. As a result, banks can rely on a repeat and stable customer base. Cohen et al. (2007) found that loyal customers take less time to transact and are less sensitive to price changes. Reichheld (2006) found that companies with high customer loyalty experience doubled the sales growth rate of their competitors.

2.7 Empirical literature Review

2.7.1 Empirical Studies on factors affecting customer Satisfaction

Mukhtar *et al*, (2014) documented on customer satisfaction towards financial services of banks in Bahawalpur, Pakistan. The study used correlation analysis to check the intensity of relation of customer satisfaction with dimensions of service quality. These dimensions included reliability, assurance, responsiveness, empathy and tangibility. The study found that service quality is positively correlated with customers' satisfaction. The most important variable that affects customer satisfaction is tangibility, which is followed by assurance. Regression equation derived from regression analysis shows that only assurance and tangibility has significant correlation with customer satisfaction, but reliability, empathy and responsiveness has no importance relationship with customer satisfaction.

Oduro (2013) investigated factors that determine customer satisfaction level in banking institutions from Ghanaian Banking Industry. His study used factor analysis and found that three factors influence consumers' satisfaction level of the banks. These factors were found to be customer relation and service, staff competency and responsive and convenient banking.

Shanka (2012) studied the relationship between service quality, customer satisfaction and loyalty using five dimensions of SERVPERF model which are reliability, assurance, tangibility, empathy and responsiveness in private banks in Ethiopia. The study used correlation and multiple regressions to analyze data from a convenient sample of 260 respondents. 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. Regarding on demographic characteristics of the respondents, the frequency of use, majority of the respondent are not frequent users (51 and 46%); they use the service at most once in a month.

Sulieman (2011) found that reliability, tangibility, responsiveness and assurance have significant and positive relationship with customer satisfaction. Meanwhile empathy was found to have a significant and negative effect on customer satisfaction.

A study conducted by (Mesay, 2012) to measure the quality of service offered by private banks operating in Ethiopia and to investigate the relationship between service quality, customer satisfaction and loyalty, the study concluded that all service quality dimensions are positively correlated with customer satisfaction indicating 90.7% of the variance in customer satisfaction can be predicted by the service quality offered by the private banks. In addition, results of this research show that there is a positive significant relationship between customer satisfaction and loyalty, and explain 62% of the variance.

According to zarour (2003), cited in Sulieman (2013), Study aimed at measuring the impact of the quality and price of services provided by banks to build brand image of the industrial sector in Jordan, the study found a relationship between industrial company's brand equity, and of some dimensions of quality banking service and the prices of these services. The study recommended banking departments to improve the quality of services and prices.

Kibrom (2010) studied on the relationship among service quality, corporate image, price, customer satisfaction, and service loyalty. The study found that Service quality, corporate image, and price were found to be determining customer satisfaction and service loyalty at the bank. The independent variables explained the dependent variable in 45.7%. Service quality has positive and

significant effect on customers' satisfaction judgments (65.5%).As to the overall level of satisfaction of customers, majority of the customers (84%) are satisfied with the service delivery.

2.8 Research gap

Nevertheless, those studies only looked at the fundamental characteristics of high-quality ATM services. The research findings that are now listed above are the most fundamental and typical dimensions of ATM service quality, such as user-friendliness, appearance, and convenience of usage. Furthermore, the limited geographic breadth and sample strategy used in earlier research may have impacted the generalizability of the findings, necessitating the need for a more thorough investigation. Most of the studies related to service quality and customer satisfaction were done on private banks of Ethiopia, such as a study done by Belay (2012) the impact of service quality on customer satisfaction in private Banks, using five dimensions of service quality (tangibility, reliability, responsiveness, assurance and empathy the result implied that, the three service quality dimensions (assurance, empathy, and responsiveness) have positive but insignificant effect on customer satisfaction. Tangibility has a positive and significant impact on customer satisfaction. However, reliability has a negative and insignificant effect on customer satisfaction. Nevertheless, even though the goal of this study is to examine how service quality affects customer happiness, the actual setting is rather different.

Furthermore, prior to the implementation of the centralized switch system (Ethswitch), which enables all cardholders of all banks in the nation to access ATM services, including cash withdrawals from any ATM, regardless of the bank, empirical evidence was made available in the nation. Some of these studies were carried out outside of the capital city, where there are fewer users and fewer infrastructures than in Addis, which did not accurately represent the true nature of the ATM services provided in the capital city.

Overall, because it ignores the distinctive qualities of ATM services and only examines their holistic character, the literature currently in publication falls short of offering a thorough knowledge of the impact of ATM service quality on customer satisfaction.

There were also researches made by Semu (2012) focused on factor affecting quality of service delivery in Dashen bank, the results reveal that, among the other, factors responsiveness and reliability highly affected delivery of quality service. When we review both Belay 2012 and Semu 2012 research result, there are discordant results about the effect of reliability of service quality

on customer satisfaction. And also most of the studies tried to assess the effect of e-banking service quality on customer satisfaction as a general. But in reality assessing E-banking as a single product is not practical because some customers are interested on ATM service but not interested on mobile banking or other E-banking products. This is the reason that I motivated to study by specified ATM as one of the E-banking product. The general business community, academics, banks, and other stakeholders will find value in the study's conclusions. It's crucial to remember that Ethiopia has a new paradigm for measuring service quality in the banking industry. The need to look into and study the level of service that banks offer through ATMs arises from the quick development of banking services and customer interactions.

2.9 Conceptual Framework for the Study

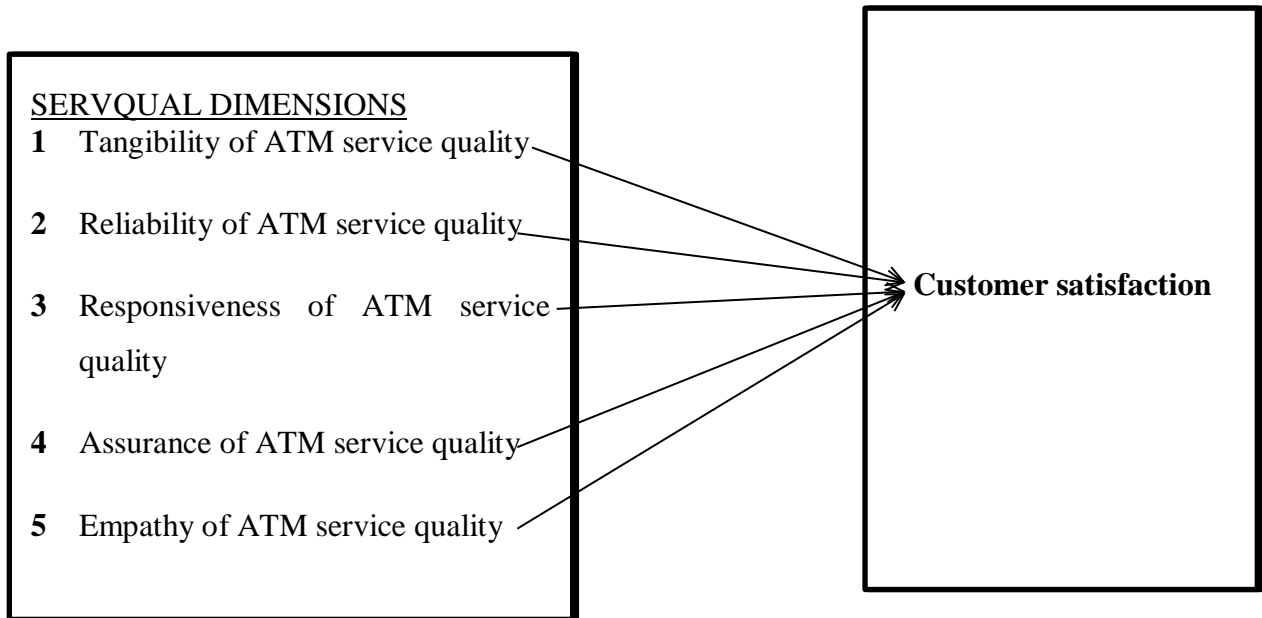
This study examines how service quality affects customer satisfaction. Customer satisfaction is one the dependent variable that occurs when the service provided by the Dashen Bank is rated by customers as high quality and satisfactory. This study hypothesizes that the quality of service provided by Dashen Bank determines customer satisfaction with the bank. Dashen Bank can ensure customer satisfaction by providing quality service through the bank. The SERVQUAL model was used to measure service performance and customer performance. The SERVQUAL model consists of five variables: Specificity, responsiveness, reliability, security, empathy.

When service performance, also known as perception is higher than customers' performance of SERVQUAL variables, customers will be satisfied and Dashen Bank is likely to satisfy the customers. However, if service performance is poor, customers become dissatisfied and they will switch to a competing bank which may offers superior service. When a service provider has excellent physical facilities that are aesthetically appealing; insist on-time service delivery which is free from errors; and knowledgeable employees who consider the customers as the company's total well-being will result in high quality service delivery which will lead to customer satisfaction.

Since the main objective of the study is to identify the impact of the five dimensions of service quality on customer satisfaction thus the framework of this study is given bellow:

Independent Variables

Dependent Variable



Conceptual framework (adopted from Parasurman et al.1985 with some adjustment)

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Research Approach

According to (Creswell, 2009), there are three approaches of research; quantitative, qualitative and mixed. The following discussions briefly presents the basic features of these research approaches. Quantitative research is a means for testing objective theories by examining the relationship among variables. On the other hand, qualitative research approach is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem with intent of developing a theory or pattern inductively. Mixed approach uses the combination of both quantitative and qualitative approaches. Since the purpose of this study was to investigate determinants of customer satisfaction towards ATM service Quality, it infers the effect of the five ATM service quality dimensions on customer satisfaction.

So, the study also adopted quantitative method, because quantitative method allows explanation of a phenomenon by collecting numerical data that are analyzed using mathematically based method, particularly correlation and regression.

3.2 Research Design

An explanatory research design was used to provide solutions to the research problems. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collected.

A descriptive, explanatory and correlational form of research design was used to provide solutions to the research problems. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collected. The study also adopted quantitative method, because quantitative method allows explanation of a phenomenon by collecting numerical data that are analyzed using mathematically based method, particularly correlation and regression.

3.3 Sources of Data

The study applied both primary and secondary data sources in order to gather relevant information for the study.

A) Primary Data Source

As the main sources of the data, primary data was gathered from the sample customers of the Dashen bank under study. The study employed mainly questionnaire – both open and closed ended – in collecting the primary data and the analysis was substantially done based on the primary data.

B) Secondary Data Source

The secondary data was collected from different sources. The sources of the secondary data Dashen bank annual reports.

3.4 Population, Sample Size and Sampling Technique

In conducting this study, it is not possible, practical and sometimes expensive to gather data by Considering entire population. Therefore smaller chunks of a unit sample was chosen to represent the relevant attributes of the whole of the units. The researcher select Dashen Bank Western district chosen branches based on a convenience sampling. A non-probability sampling strategy called convenience sampling was employed, as a convenience sampling is available to the researcher by virtue of its accessibility.

3.4.1. Target population

The target population of this study was the western district Branches of Dashen Bank Customers and their clients are the study's target population. The survey only looks at how users see the e-banking services offered through ATMs; it ignores other e-banking offerings. Take into account clients who utilized the ATM service for at least one year.

3.4.2 Sampling Technique and Sample Size

Yamane (1967). Formula is appropriate, especially in situations with large populations. The Yamane (1967). Method was utilized in the study to determine the optimal sample size based on the expected fraction of the attribute present in the population, the required level of precision, and the intended confidence level. Yamane (1967). Formula is seen to be particularly suitable in scenarios involving big populations.

$$n = \frac{N}{1 + N(e)^2}$$

Where: n is number of sample size

N is total number of study population

e = precision level

Therefore, number of suitable size of sample from all branches will decide using the above formulaby taking 95% confidence level as follows and 0.05% precision:

$$n = \frac{15,359}{1 + 15,359(0.05)^2} = 389$$

3.5 Data Collection Tools Used

For an easy understanding and reading, the questionnaire was designed into three parts. The first part of the questionnaire requires information on demographic profile of the respondents, and the present usage of banking transactions. The second part focused on the 5 variables that are believed to impact customer satisfaction and revisit intention (i.e. dimensions of service quality). The third part measures customers' satisfaction. The service of the bank is assessed on the SERVQUAL variables: Tangibles, Assurance, Responsiveness, Empathy and Reliability, to determine the level of satisfaction derived from the services. In short, a recognized structured questionnaire, SERVQUAL by (Parasuraman, et al 1988), is used for this research.

3.6 Methods of Data Analysis

3.6.1 Variable Measurements

Independent variables

The independent variables are the SERVQUAL dimensions: Tangibles, Responsiveness, Reliability, Assurance and Empathy developed by Parasuraman et al. (1988). These dimensions measure customer satisfaction by taking into account the performance of the service and the expectations of customers on the service provided. Several varying number of items were developed to measure each dimension. The five independent variables are represented as follows:

X_1 = Tangibles

X_2 = Reliability

X_3 = Responsiveness

X_4 = Assurance

X_5 = Empathy

Dependent Variable

Customer satisfaction is the dependent variable that the study measure with the independent variables. The customer satisfaction is an indicator of customers being satisfied with the services rendered by the bank. Customer satisfaction is an indicator of customers' preference of the bank.

The dependent variable is represented as follows:

Y = Customer Satisfaction

The basic objective of this study is to examine the effect of service quality on customer satisfaction based upon the conceptual framework of this study. The study employed both descriptive and inferential tools in analyzing the data. The descriptive analysis was chosen because of its simplicity and clarity to draw inferences. Thus, percentages, frequency and tables were used for the analysis of the collected data. Inferential statistics (e.g. correlation and multiple regressions analysis) were also used to analyze the existing relationship between the study variables. The data collected was edited and coded. The coded data then be processed using Statistical Package for Social Sciences (SPSS version 26).

First, the quantitative data was presented in a descriptive summary using descriptive statistics. A technique for providing quantitative descriptions of a single variable or the relationships that link one variable to another in an understandable format is called descriptive statistics. The frequency of distribution for various categories is typically calculated using measures of central tendency like mean, mode, and median, and the results are typically displayed using tables and charts. The quantitative results from the surveys was statistically described in this study using tables. Secondly, to determine whether there is a relationship between each of the five ATM service quality dimensions, correlation analysis was used. Additionally, it was look at the relationship between customer satisfaction with ATM service delivery and the five service quality dimensions. Thirdly, to find out if there are any statistically significant variations between the means of the independent variables, ANOVA was used. Not to mention, the one sample t-test

can be used to determine whether there is a statistically significant difference between a sample mean and the population mean, either known or estimated.

3.7 Reliability and validity of Data Collection Instruments

3.7.1. Validity Analysis

Validity refers to how well the data gained represents the variables of the study, whereas reliability refers to the degree to which a research instrument gives consistent results or data after numerous trials to verify its dependability (Saunders et al., 2003). The phrase validity refers to the extent to which an instrument assesses the concept under examination. For a data collecting instrument to be considered legitimate, the information chosen and included must be relevant to the need or gap identified (Saunders et al., 2003).

The questionnaire's validity was assessed through a collaborative review process involving the study team and the advisor. Prior to the study, the instruments were thoroughly discussed with the advisor to ensure their appropriateness. Any feedback provided by the advisor will be invaluable in refining the instruments to address any identified errors. This rigorous validation process not only ensures that the questionnaire gathers accurate information but also enhances the likelihood of a higher response rate.

3.7.2. Reliability Test

In statistics, reliability is the consistency of a set of measurements or measuring instrument, often used to describe a test. Reliability is inversely related to a random error (Coakes & Steed, 2007). There are several different reliability coefficients. One of the most commonly used is called Cronbach's Alpha. Cronbach's Alpha is based on the average correlation of items within a test if the items are standardized. It has an important use as a measure of the reliability of a psychometric instrument. It was first named as alpha by Cronbach (1951), as he had intended to continue with further instruments.

Table 3.7.2 Reliability analysis

Independent Variables	Item	Cronbach's Alpha
Reliability	5	0.944
Assurance	4	0.958
Responsiveness	4	0.938
Empathy	5	0.965
Tangibles	4	0.972

The Cronbach's alpha values for all the variables considered are greater than 0.7 and this indicates the items in each of the domains are well understood by the respondents. The items have measured what they were designed to measure.

3.8 Ethical Consideration

The study's participants was asked if they are willing to fill out questionnaires, and I was make it clear to them that the study was only be conducted for academic purposes. Finally, all the materials used in the research are duly acknowledged. Respondents, who are customers of the Dashen bank-selected western District branches, was received a guarantee that their names will not be revealed in the research report.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

The data analysis is done using SPSS 26 statistical (software) packages. The results of the analysis are divided into the following sections: descriptive analysis results, and results of regression analysis. These results and their discussions are presented in the following sections.

In the study, 389 questionnaires distributed to the each respondent based on the sample taken and 389(100%) of them were returned.

4.2 Reliability Test

A reliability analysis was conducted to each variable of the instrument. The reliability of the measures was examined through the calculation of Cronbach's alpha coefficients. For scale acceptability, Hair et al. (1998) suggested that Cronbach's alpha coefficient of construct is 0.7. If each domain obtains the value 0.7, it means that, the items in each domain are understood by most of the respondents. On the other hand, if the findings are far from the expected value of 0.7, this might be caused by respondents' different perception toward each item of the domain.

The Cronbach's alpha values are reported as follow. Reliability, Assurance, Responsiveness, Empathy, and Tangibles Cronbach's alpha = 0.944, 0.958, 0.938, 0.965 and 0.972 respectively. The Cronbach's alpha values for all the variables considered are greater than 0.7 and this indicates the items in each of the domains are well understood by the respondents. The items have measured what they were designed to measure.

4.3 Demographic characteristics of respondents

The descriptive statistics was presented in the Table 4.3 below. In this study, a sample of 389 customers was considered. Out of which 56.3% were male and 43.7% were female.

The total number of respondents covered in the present study is 389 respondents. Among these, 158(40.6%) were age between 31 to 40 years, 142(36.5%) were age between 41 to 50, 75(19.3%) were age between 18 to 30years and whereas 14(3.6%) were age between 51 to 60years.

Table 4.3: Descriptive Statistics results

Variables	Categories	Frequency	Percent (%)
Sex of respondents	Male	219	56.3
	Female	170	43.7
Age of respondents	18 – 30 years	75	19.3
	31 – 40 years	158	40.6
	41 – 50 years	142	36.5
	51 – 60 years	14	3.6
Current Occupation	self-employed	207	53.2
	private Sector employee	50	12.9
	public Sector employee	107	27.5
	Other	25	6.4
Educational status	No Education	14	3.6
	Primary Education	12	3.1
	Secondary Education	129	33.2
	College Certificate or Diploma	118	30.3
	bachelor's Degree	116	29.8
Visiting the banks	Daily	12	3.1
	Every week	311	79.9
	Every two weeks	52	13.4
	Every month	14	3.6
Type of accounts used	Savings account	363	93.3
	Current account	26	6.7
Type of channels used to carry out banking transactions	ATM	90	23.1
	Pass Book	247	63.5
	Local Money transfer	52	13.4

Source: own survey data, 2024

From the above table 4.3 the proportion of type of accounts used varied from one respondent to the other during the study period. For example, the highest percentage of type of accounts used was observed in saving account 363(93.3%) followed by current account 26(6.7%).

4.4 Effects of customer satisfaction towards ATM service Quality

4.4.1 Descriptive Analysis of Responses

4.4.1.1 The effect of reliability.

Table 4.4.1.1: Perception on reliability

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Dev.
When this branch promises to do something by a certain time, it does so.	N	43	42	14	143	147	3.79	1.343
	%	11.1	10.8	3.6	36.9	37.8		
When you have a problem, this branch shows a sincere interest in Solving it.	N	29	42	54	129	135	3.77	1.241
	%	7.5	10.9	13.9	33.2	34.7		
This branch performs the service right the first time.	N	1			189	199	4.504	0.531
	%	3			45.8	51.2		
This branch provides its service at the time it promises to do so.	N	0	26	39	154	170	4.203	0.874
	%	0	6.7	10	39.6	43.7		
This branch insists on error free records.	N	0	0	67	108	214	4.38	0.762
	%	0	0	17.2	27.8	55		
Grand Mean							4.1294	

Source SPSS data survey (2024)

From the above table 4.4.1.1 indicate that Participants were asked the reliability of the bank considering consistency of performance, honoring promises to the Dashen employees in resolving ATM issues. For branch promises to do something by a certain time, the mean score was 3.79

with a standard deviation of 1.343. A significant 74.7% of respondents agreed or strongly agreed. Regarding the branch shows a sincere interest in Solving the problem, the mean score was 3.77 with a standard deviation of 1.241, with 33.2% agreed and 34.7% strongly agreed.

For the branch performs the service right the first time, 97% of participants agreed or strongly agreed (mean = 4.504, SD = 0.531). Similarly, branch provides its service at the time it promises; the mean score was 4.203 with a standard deviation of 0.874. Lastly, the branch insists on error free records had a mean score of 4.38 with a standard deviation of 0.762, with a substantial percentage agreeing (27.8%) or strongly agreeing (55%).

4.4.1.2 The effect of Assurance

Table 4.4.1.2: Perception on Assurance

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Dev.
The behavior of employees in this branch instills confidence in you.	N	1	0	61	172	155	4.23	0.725
	%	0.3	0	15.7	44.2	39.8		
You feel safe in your transactions with this branch.	N	0	0	87	184	118	4.08	0.722
	%	0	0	22.4	47.3	30.3		
Employees in this branch area consistently courteous with you.	N	0	3	89	115	182	4.22	0.824
	%	0	0.8	22.9	29.6	46.8		
Employees in this branch have the knowledge to answer your questions.	N	1	0	68	118	202	4.34	0.778
	%	0.3	0	17.5	30.3	51.9		
Grand Mean							4.2175	

Source SPSS data survey (2024)

From the above table 4.4.1.2 indicate that customers feeling safe in their transaction, personal behavior of employee and adequate knowledge of employee are satisfying assurance dimension of service quality. For behavior of employees in this branch instills confidence, the mean score was 4.23 with a standard deviation of 0.725. A significant 84% of respondents agreed or strongly agreed. Regarding on safe of transactions, the mean score was 4.08 with a standard deviation of 0.722, with 47.3% agreed and 30.3% strongly agreed. Similarly, branch area consistently courteous; the mean score was 4.22 with a standard deviation of 0.824. Lastly, the Dashen bank employee have the knowledge to answer your questions had a mean score of 4.34 with a standard deviation of 0.778, with a substantial percentage agreeing (30.3%) or strongly agreeing (51.9%).

4.4.1.3 The effect of Responsiveness

Table 4.4.1.3: Perception on ATM Responsiveness

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Dev.
Employees in this branch tell you exactly when services will be Performed.	N			70	204	115	4.12	0.681
	%			18	52.4	29.6		
Employees in this branch give your prompt service	N			73	118	198	4.32	0.771
	%			18.8	30.3	50.9		
Employees in this branch are always willing to help you.	N			58	122	209	4.39	0.733
	%			14.9	31.4	53.7		
Employees in this branch are never too busy to respond to your request.	N			7	98	284	4.71	0.492
	%			1.8	25.2	73		
Grand Mean							4.385	

From the above table 4.4.1.3 indicate that Participants were asked to rate their agreement levels on statements about the promptness and effectiveness of Dashen employees in resolving ATM issues. For Performed of the service, the mean score was 4.12 with a standard deviation of 0.681. A significant 82% of respondents agreed or strongly agreed. Regarding the prompt service to ATM problem, the mean score was 4.32 with a standard deviation of 0.771, with 30.3% agreed and 50.9% strongly agreed. For the willing to help, 85.1% of participants agreed or strongly agreed (mean = 4.39, SD = 0.733). Lastly, the respond of the request had a mean score of 4.71 with a standard deviation of 0.492, with a substantial percentage agreeing (25.2%) or strongly agreeing (73%).

4.4.1.4 The effect of Empathy

Table 4.4.1.4: Perception on Empathy

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Dev.
This branch gives you individual attention.	N	6	10	70	180	123	4.04	0.859
	%	1.5	2.6	18	46.3	31.6		
This branch has operating hours convenient to all its customers.	N	4	6	78	141	160	4.15	0.864
	%	1	1.5	20.1	36.2	41.1		
This branch has employees who give your personal attention.	N	3	3	59	127	197	4.32	0.812
	%	0.0	0.8	15.2	32.6	50.6		
This branch has your best interest at heart.	N	5	6	73	74	231	4.34	0.921
	%	1.3	1.5	18.8	19	59.4		
The employees of this branch understand your specific needs.	N	2	25	50	69	243	4.35	0.967
	%	0.5	6.4	12.9	17.7	62.5		
Grand Mean							4.24	

Source SPSS data survey (2024)

From the above table 4.4.1.4 indicate that A service provider who tries to put himself in the position of its customer to understand customers need, and then providing what they want in a convenient way have the potential to satisfy its customer on empathy. For individual attention, the mean score was 4.04 with a standard deviation of 0.859. A significant 77.9% of respondents agreed or strongly agreed. Regarding the operating hours convenient to all its customers, the mean score was 4.15 with a standard deviation of 0.864, with 36.2% agreed and 41.1% strongly agreed. And also the Dashen bank employee gives attention. 83.2% of participants agreed or strongly agreed (mean = 4.32, SD = 0.812). Similarly, branch has your best interest at heart; the mean score was 4.34 with a standard deviation of 0.921. Lastly, the Dashen bank employees understand your specific needs had a mean score of 4.35 with a standard deviation of 0.967, with a substantial percentage agreeing (17.7%) or strongly agreeing (62.5%).

4.4.1.5 The effect of Tangibles

Table 4.4.1.5: Perception on Tangibles

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Dev.
This Dashen bank western district branch has modern looking equipment.	N	3	3	52	81	250	4.47	0.811
	%	0.8	0.8	13.4	20.8	64.3		
This branch's physical facilities are visually appealing.	N	2	4	58	99	226	4.40	0.814
	%	0.5	1	14.9	25.4	58.1		
This branch's reception desk employees are neat appearing.	N	1		60	121	207	4.37	0.758
	%	0.3		15.4	31.1	53.2		
Materials associated with the service (such as pamphlets or statements) are visually appealing at this branch.	N			54	50	285	4.59	0.721
	%			13.9	12.9	73.3		
Grand Mean							4.4575	

Source SPSS data survey (2024)

From the above table 4.4.1.5 indicate that tangible aspect of service dimension was reflected in the physical evidences. For Dashen bank western district branch has modern looking equipment, the mean score was 4.47 with a standard deviation of 0.811. A significant 85.1% of respondents agreed or strongly agreed. Regarding the physical facilities are visually, the mean score was 4.40 with a standard deviation of 0.814, with 25.4% agreed and 58.1% strongly agreed. For the desk employees are neat appearing, 84.3% of participants agreed or strongly agreed (mean = 4.37, SD = 0.758). Lastly, the Materials associated with the service had a mean score of 4.59 with a standard deviation of 0.721, with a substantial (86.2%) percentage agreeing or strongly agreeing.

4.4.1.6 Customer Satisfaction on Dashen bank ATM service

Table 4.4.1.6: Customers' Satisfaction on ATM Service Provided by Dashen bank

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Dev.
I am satisfied with the bank's complete range of services.	N	1	15	77	161	135	4.06	0.849
	%	0.3	3.9	19.8	41.4	34.7		
I am satisfied with the performance of the employees of this bank.	N		3	90	144	152	4.14	0.796
	%		0.8	23.1	37	39.1		
I am satisfied of being a client of this bank.	N			78	150	161	4.21	0.755
	%			20.1	38.6	41.4		
I am satisfied with the bank employees' professional competence	N		20	121	105	143	3.95	0.940
	%		5.1	31.1	27	36.8		
I am satisfied with the quick service of this bank.	N		10	116	120	143	4.02	0.878
	%		2.6	29.8	30.8	36.8		
I am satisfied with the respectful behavior of employees.	N	11	11	57	102	208	4.25	0.995
	%	2.8	2.8	14.7	26.2	53.5		
General Satisfaction towards the bank's services	N	13	13	27	52	284	4.49	0.996
	%	3.3	3.3	6.9	13.4	73		
Grand Mean							4.16	

Source SPSS data survey (2024)

The results regarding customer satisfaction with Dashen bank ATM services present a mixed yet generally positive picture. Initially, when considering whether customers' satisfied with the bank's complete range of services. 76.1% agree or strongly agree with this statement, reflected in a mean score of 4.06 (SD = 0.849), In the performance of the employees of this bank, with 76.1% agreeing or strongly agreeing, leading to a mean score of 4.14 (SD = 0.796). Similarly, a satisfied of being a client of this bank in a mean score of 4.21 (SD = 0.755). The Dashen bank employees' professional competence where 63.8% agree or strongly agree with a mean score of 3.95 (SD = 0.940). Lastly, 82.4% of respondents Satisfaction towards the bank's services, resulting in a mean score of 4.49 (SD = 0.996). While the overall satisfaction with the ATM services is high, particularly in terms of service quality, efficiency, and overall banking experience, there is an indication that Dashen bank could further enhance its services to better meet the initial expectations of all customers.

Table 4.4.1 Overall Descriptive results between dependent and independent variable.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
reliability	389	2.20	5.00	4.1294	.88113
Assurance	389	3.00	5.00	4.2175	.66701
Responsiveness	389	3.25	5.00	4.385	.59197
Empathy	389	2.80	5.00	4.24	.74025
Tangibles	389	3.00	5.00	4.4575	.69764

Source: survey, 2024

From the above table 4.4.1 indicate that the mean score for the five independent variables. Sampled respondents indicated their level of satisfaction on each of the five predictors: reliability, tangibility, responsiveness, assurance and empathy. The highest mean is scored by tangibles followed by Responsiveness. The least mean score is for reliability. This indicates the Dashen banks are performing at satisfactory level in tangibles services.

4.4.2 Correlation Analysis

When there are two or more than two independent variables, the analysis concerning relationship is known as multiple correlations. Correlation is the coefficient that indicates the power of linear relationship between variables. This coefficient must be statistically significant in order to be able to say that there is a relationship between variables. The correlation coefficient takes a value between -1 and +1, +1 indicating a perfect positive correlation and -1 indicating a perfect negative correlation between two variables (Kothari, 1990)

The correlation coefficient is a statistical measure of the strength of a linear relationship between two variables. Its values can range from -1 to 1. A correlation coefficient of -1 describes a perfect negative, or inverse, correlation, with values in one series rising as those in the other decline, and vice versa. A coefficient of 1 shows a perfect positive correlation, or a direct relationship. A correlation coefficient of 0 means there is no linear relationship.

Table 4.4.2 Correlation analysis Results

Variables		Customer Satisfaction
Customer Satisfaction	Pearson Correlation	1
	Sig. (2-tailed)	
	N	389
reliability	Pearson Correlation	.723**
	Sig. (2-tailed)	.000
	N	389
Assurance	Pearson Correlation	.707**
	Sig. (2-tailed)	.000
	N	389
Responsiveness	Pearson Correlation	.711**
	Sig. (2-tailed)	.000
	N	389
Empathy	Pearson Correlation	.707**
	Sig. (2-tailed)	.000
	N	389
Tangibles	Pearson Correlation	.713**
	Sig. (2-tailed)	.000
	N	389

The correlations between dependent and independent variables are shown in table 4.4 above. All the correlation coefficients results showed that significant strong relationship. There is positive correlation between reliability, assurance, responsiveness, empathy, and tangibles with customer satisfaction. This result shows that the reliability, assurance, responsiveness, empathy, and tangibles were highly correlated with the customer satisfaction. This means that as these variables increase customer satisfaction also was increased and vice versa.

4.4.3 Regression Analysis

The result of regression analysis of the independent variable on the dependent variable customer satisfaction indicates existence of positive and statistically significant impact on customer satisfaction. The model summary table R-square value is 0.935 which means that 93.5% of the customer satisfaction was explained by the variation of the five customer satisfaction dimensions (tangibles, assurance, empathy, responsiveness, reliability) and the remaining 6.5% are unexplained part due to other independent variable not included in the model and the random error. Coefficient of determination ($R^2=93.5\%$) the goodness of the fitted model good model fit the data very well.

4.4.4 Assumption test of regression Analysis

4.4.4.1. Multicollinearity

The study checked for multicollinearity among independent variables using SPSS 26 and no multicollinearity problem detected in the data. Tolerance values were less than 1 and VIF values were around 1.00 and not more than 1.6, indicating no multicollinearity.

Table 4.4.4.1 Collinearity statistics

Model	Collinearity Statistics	
	Tolerance	VIF
Reliability	.835	1.198
Assurance	.699	1.431
Responsiveness	.927	1.078
Tangible	.872	1.147
Empathy	.654	1.528

Source: Analysis of survey data using SPSS data, 2024

4.4.4.2 Normality of the Error Term Distribution

Normality refers to the shape of a normal distribution of the matrix variable (Roberts & Priest 2007). For variables with normal distribution, the values of skewness and kurtosis are zero, and any value other than zero indicated deviation from normality (Hair, 2010).

Skewness indicates the symmetry of the distribution. A value of zero indicates symmetry, while positive and negative values indicate right and left skew, respectively. Kurtosis measures how much the peak of a distribution differs from a normal distribution. Positive values indicate a more pointed distribution, while negative values indicate a flatter distribution. Table 4.4.4.2 shows that all variables have acceptable skewness statistics for normality (-1.0 to +1.0). The skewness and kurtosis values are between the acceptable ranges and the data still meets the assumption of normality for multiple regressions.

Table 1.4.4.2: Skewness and Kurtosis

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Reliability	389	0.337	.124	-.316	.247
Assurance	389	0.526	.124	-.553	.247
Responsiveness	389	0.844	.124	-.228	.247
Tangible	389	0.289	.124	.275	.247
Empathy	389	-0.455	.124	-.338	.247
Customer Satisfaction	389	-0.19	.124	-.514	.247

Source: Survey Data Analysis, 2024

Although the below histogram plots is ideal bell-shaped appearance, given the small sample size there's little to suggest on violation of the normality assumption. Since the appearance of a histogram can be strongly influenced by the choice of intervals for the bars, to confirm these we can also look at a normal probability plot of the residual.

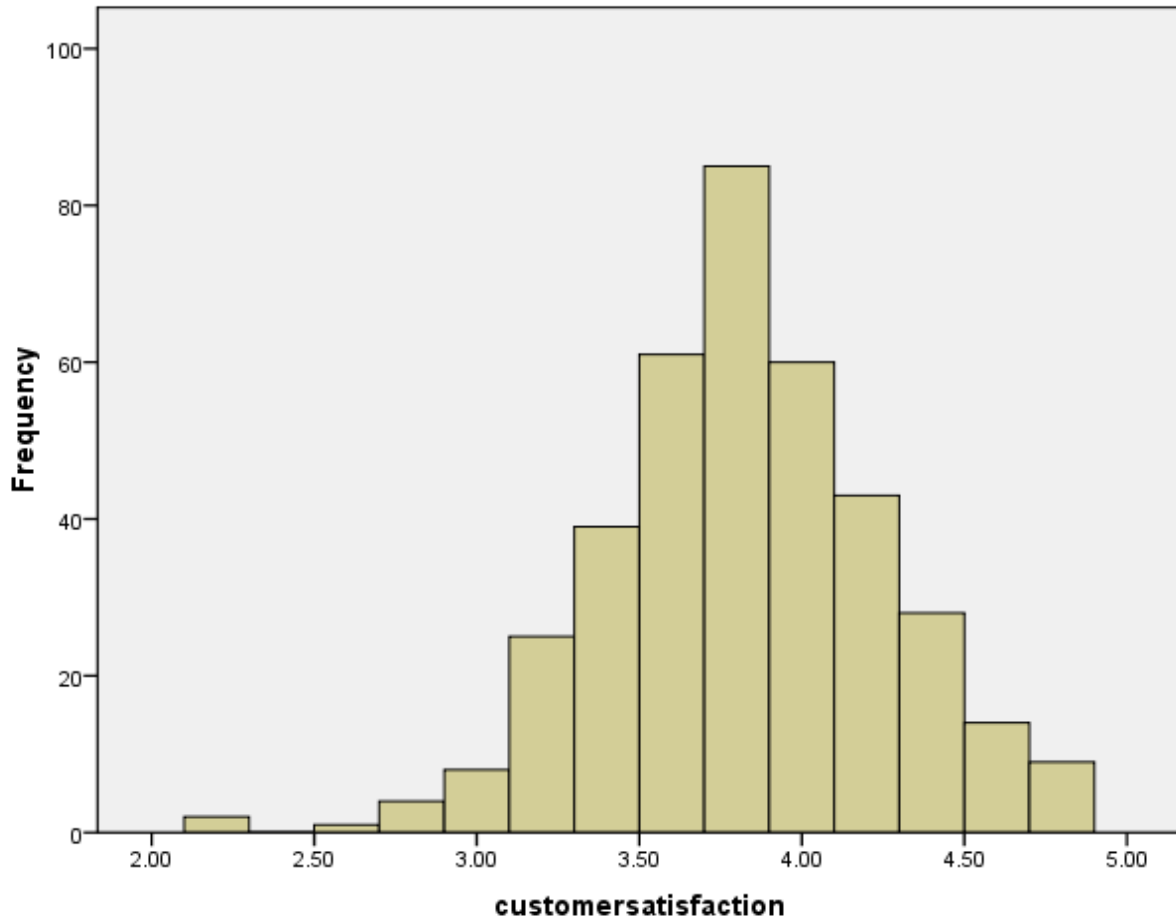


Figure 4.1 Histogram plots for normality of data

Source: Survey Data Analysis, 2024

4.4.4.3. Heteroscedasticity

The Heteroscedastic assumption can easily be checked using scatter-plots or residual plots: plots of the residuals vs. either the predicted values of the dependent variable or against (one of) the independent variable(s) (Hoekstra et al., 2014). The scatter plots of standardized residuals versus the fitted values for the regression models were visually inspected from figure 4.4.4.3

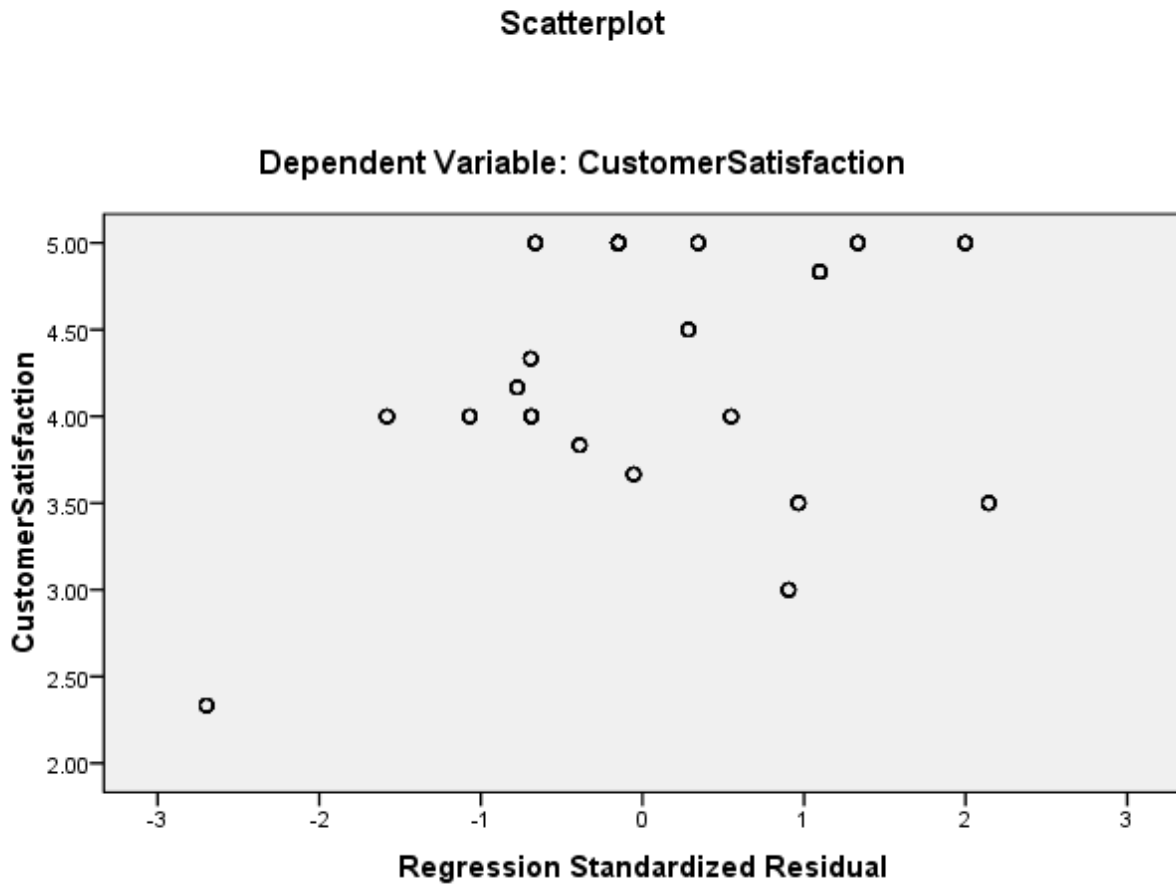


Figure 4.4.4.3 Heteroscedasticity test

Source: Survey Data Analysis, 2024

4.4.5 Model Diagnosis and Assumption Test

Model Diagnostics for Regression After fitting a regression model it is important to determine whether all the necessary model assumptions are valid before performing inference. If there are any violations, subsequent inferential procedures may be invalid resulting in faulty conclusions. Therefore, it is crucial to perform appropriate model diagnostics. In constructing our regression models we assumed that the response to the explanatory variables were linear in the parameters and that the errors were independent and identically distributed (i.i.d) normal random variables with mean zero and constant variance. Model diagnostic procedures involve both graphical methods and formal statistical tests. These procedures allow us to explore whether the

assumptions of the regression model are valid and decide whether we can trust subsequent inference results.

Graphical analysis of residuals is very effective way to investigate the adequacy of the fit of the regression model and to check the underlying assumptions

Table 4.4.5 model adequacy

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.967 ^a	.935	.935	.18123
a. Predictors: (Constant), tangibles, assurance, empathy, responsiveness, reliability				

Table 4.4.6 The ANOVA table

ANOVA^b						
Model		Sum of Squares	df	Mean Square	F	p-value
1	Regression	124.276	5	24.855	726.087	.000 ^a
	Residual	8.866	384	.034		
	Total	133.142	389			

Analysis of Variance (ANOVA) consists of calculations that provide information about levels of variability within a regression model and form a basis for tests of significance. ANOVA (Analysis of Variance) is a framework that forms the basis for tests of significance & provides knowledge about the levels of variability within a regression model. It is the same as Linear Regression but one of the major differences is Regression is used to predict a continuous outcome on the basis of one or more continuous predictor variables. Whereas, ANOVA is used to predict a continuous outcome on the basis of one or more categorical predictor variables.

Therefore, from the table reveals that the overall significance of the parameter is significant since p-value is less than 0.05

Table 4.4.7 regression model analysis

	Model	Unstandardized Coefficients		Standardized Coefficients	t	p-value
		B	Std. Error	Beta		
1	(Constant)	1.224	.179		6.847	0.000
	Reliability(x1)	.917	.099	1.141	9.230	0.000
	Assurance(x2)	.136	.114	.128	1.199	0.006
	Responsiveness(x3)	-.122	.131	-.102	-.927	0.031
	Empathy(x4)	-.468	.100	-.489	-4.672	0.000
	Tangibles(x5)	.296	.078	.292	3.777	0.000

Therefore, from table 4.3.3 above regression analysis indicate that reliability, Assurance, Responsiveness, empathy and tangibles were significantly affect customer satisfaction since p-value is less than 0.05.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Major Finding

Customer satisfaction ratings for Dashen Bank ATM services paint a varied but generally favorable image. Although there are differing views on whether or not customers' pre-banking expectations have been fulfilled, a sizable majority of them strongly suggest the service to others, demonstrating a high level of confidence in its use. The majority of respondents are happier with the quality of ATM services than they are with traditional banking services, and they are highly satisfied with how quickly and efficiently transactions are completed. Furthermore, a lot of respondents think that their overall banking experience has improved as a result of using ATMs. Notwithstanding the generally high levels of satisfaction, especially with regard to the effectiveness, quality, and general banking experience, Dashen Bank still has opportunity to improve customer happiness by better aligning its services with initial consumer expectations.

The survey found that customers' degrees of trust in various Dashen Bank ATM services varied. A number of respondents voice worries about the safety of transactions, the level of security, and the suitability of guidance on ATM usage and security, despite the majority expressing high confidence in the privacy safeguards at ATM stations and feeling generally comfortable during transactions. The conflicting opinions in these areas imply that, despite Dashen Bank's notable advancements in maintaining transaction safety and privacy, more advancement in security protocols and customer advisory services are required to raise general customer confidence in the bank's ATM services.

Finally correlation and multiple linear regression analysis reveal that Reliability, Assurance, responsiveness, Tangibles and Empathy positively affect customer satisfaction with Dashen Bank ATM services.

5.2 Conclusion

The aim of this study was to identify the effect of ATM Service Quality on Customers Satisfaction: In the case of Dashen Bank Western District. As a result, this study found that customer satisfaction in the study was determined by five key factors. However, the author believes that this is not a complete study to come up with solid solution to address customer satisfaction of banks situation in Western District under this study. This is because the range of factors and elements that affect customer satisfaction are complex and multifaceted in nature and not easy to comprehend. Therefore, effort has been made in this study to see the impact of some factors on customer satisfaction.

In this study, a sample of 389 customers was considered. Out of which 56.3 percent were male and 43.7percent were female. From descriptive results showed that the Dashen banks are performing at satisfactory level in tangibles services. Furthermore, there is positive correlation between reliability, assurance, responsiveness, empathy, and tangibles with customer satisfaction. This result shows that the reliability, assurance, responsiveness, empathy, and tangibles are highly correlated with the customer satisfaction. This means that as these variables increase customer satisfaction also will increase and vice versa.

In conclusion, reliability, empathy, tangibles, responsiveness and assurance was major factors significantly affects customer satisfaction.

5.3 Recommendation

Based on the findings of our study different factors were identified for customer satisfaction of banks. In summary the key recommendations emerging from this study for policy makers, researchers and concerned body at large are presented as follows.

Customer is one of the vital assets for business regardless of its nature and size. Several studies have shown that improving customer satisfaction results in better financial performance for any business.

The bank should exert it's almost effort to meet customers' expectation up to the standard. The bank to better satisfy its customers should emphasize on attributes of customer satisfaction.

The study showed reliability, empathy, responsiveness, assurance and tangibles are the most important factors to form customer satisfaction.

This study was conducted to assess the factors that affect customer satisfaction in the selected branches of Dashen Bank Western District. Future research should draw sample of respondents on a number of branches of the bank found in Dashen Bank Western District. The researcher also wants to put forward the need to carry out further study on different banks.

Finally, future researchers should focus on important risk factors that affect customer satisfaction that would provide better insights for both management and regulatory bodies.

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Appendix: Questionnaires form of study survey
ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
MASTER OF BUSINESS ADMINISTRATION PROGRAM

Dear Respondent,

As a partial fulfillment of the requirements for the award of the St. Mary's University Master of Business Administration degree, this study aims to understand the effect of ATM service quality on customer satisfaction in the banking industry in Ethiopia in the case of Dashen bank customers who are currently using the bank's ATMs in Addis Ababa city. The inquiries will focus on your personal details, the functionality of the ATM, any issues you encountered while utilizing the service, your opinions on the compliant response regarding ATMs, and your overall degree of satisfaction with Dashen bank ATM service.

The SERVQUAL instrument

This questionnaire aims at analyzing and assessing the service quality and its effect on customer satisfaction in Dashen Bank western district selected branch. I would like to gather some information from you and it will help me analyzing the relationship between the service quality dimensions and customer satisfaction using the SERVQUAL model. I would be indebted if you support me in filling the questionnaire. Since the questionnaire is being used for academic purpose, the information gathered will be strictly confidential.

Name: Sinafikish Asfaw

Phone: +251913639342

Email: akuasfaw2080@gmail.com

Thank you for your participation in advance!!!

Please tick in the box of your response for the following questions.

Part 1: Demographic Profile of Respondents

1. Age

18 – 30 years 31 – 40 years 41 – 50 years 51 – 60 years 60 +

2. Gender

Male Female

3. Educational Level

- No Education
- Primary Education
- Secondary Education
- College Certificate or Diploma
- Bachelor's Degree
- Master Degree and above
- Other (Specify) _____

4. Current Occupation

- Self-employed
- Private Sector employee
- Public Sector employee
- NGO employee
- Other (Specify) _____

Present Usage of Banking Transactions

5. Do you visit the bank:

Daily Every week every two weeks Every month

6. Type of accounts used

Savings account Current account Investment
Personal loans Insurance services Other (Specify)

7. Type of channels used to carry out banking transactions

ATM Internet banking Mobile banking Letter & Cheque
 Local Money transfer Other (Specify)

PART 2: PERCEPTION

The following statements relate to your feelings about the particular bank Dashen bank western district branch you choose. Please show the extent to which you believe this branch has the feature described in the statement. Here, we are interested in a number that shows your perceptions about this Dashen bank western district branch. These questions should be scored on a Likert scale from 1 to 5, as in Chart.

Strongly Disagree **Disagree** **Neutral** **Agree** **Strongly Agree**
1 **2** **3** **4** **5**

S/N	Statement	Level of agreement				
		1	2	3	4	5
	RELIABILITY					
RL.1	When this branch promises to do something by a certain time, it does so.					
RL.2	When you have a problem, this branch shows a sincere interest in Solving it.					
RL.3	This branch performs the service right the first time.					
RL.4	This branch provides its service at the time it promises to do so.					
RL.5	This branch insists on error free records.					
	ASSURANCE					
AS.6	The behavior of employees in this branch instills confidence in you.					
AS.7	You feel safe in your transactions with this branch.					
AS.8	Employees in this branch area consistently courteous with you.					
AS.9	Employees in this branch have the knowledge to answer your questions.					

	RESPOSIVNESS					
RP.10	Employees in this branch tell you exactly when services will be Performed.					
RP.11	Employees in this branch give your prompt service.					
RP.12	Employees in this branch are always willing to help you.					
RP.13	Employees in this branch are never too busy to respond to your request.					
	EMPATHY					
EP.14	This branch gives you individual attention.					
EP.15	This branch has operating hours convenient to all its customers.					
EP.16	This branch has employees who give your personal attention.					
EP.17	This branch has your best interest at heart.					
EP.18	The employees of this branch understand your specific needs.					
	TANGIBLES					
TA.19	This Dashen bank western district branch has modern looking equipment.					
TA.20	This branch's physical facilities are visually appealing.					
TA.21	This branch's reception desk employees are neat appearing.					
TA.22	Materials associated with the service (such as pamphlets or statements) are visually appealing at this branch.					

PART 3: Customer Satisfaction

Please rank your views using 1-5 on whether you are satisfied or not with the service provided by the bank and the general environment under which it operates

Strongly Disagree **Dis agree** **Indifferent** **Agree** **Strongly Agree**
1 **2** **3** **4** **5**

S/N	Statement	Level of agreement				
		1	2	3	4	5
C.1	I am satisfied with the bank’s complete range of services.	1	2	3	4	5
C.2	I am satisfied with the performance of the employees of this bank.					
C.3	I am satisfied of being a client of this bank.					
C.4	I am satisfied with the bank employees’ professional competence					
C.5	I am satisfied with the quick service of this bank.					
C.6	I am satisfied with the respectful behavior of employees.					
C.7	General Satisfaction towards the bank’s services					

What you recommend to the bank for further improvements?
