A Theoretical Analysis of Automated Teller Machine (ATM) System on Customer Satisfaction in the Banking Industry: The Case Study of HFC Bank.

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Abstract

The study sought to identify the impact of Automated Teller Machine System (ATM) on customer satisfaction in the banking industry, the case of HFC Bank, Koforidua branch. The study adopted both qualitative (case study) and quantitative methods respectively. HFC bank was selected to gather data, which was acquired from answers obtained from our administered questionnaires. The population of the survey constituted the management and non-management staff and customers of HFC Bank. The data gathered for the study were analyzed using correlation. Results of the study showed that there are high positive correlation between the constructs of Automated Teller Machine System (ATM), customer satisfaction and banking activities. The findings revealed that a higher percentage of the respondents admit that, the ATM has solved the problem of long queues at the banking hall whiles a few percentage of respondents disagreed. They argued that the maximum amount one can withdraw with the card is not enough. Due to this, the need for joining long queues has emerged again. In conclusion, the researchers confirmed that the introduction of Automated Teller Machine (ATM) has increased the level of customer satisfaction, although there are some problems which need to be addressed by management. Recommendations were given that, management should increase the maximum amount one can withdraw with the card from GH₵ 500 to GH₵ 1,000. Again, management should educate their customers on the use of the ATM in order to avoid difficulties in the usage of the ATM. Finally, another ATMs can be installed, to ease congestion at the banking hall, thus increase the level of customer satisfaction.

Keywords: Automated Teller Machine (ATM), customer satisfaction and banking activities and Ghanaian banking industry.

1.0 Introduction

The banking industry plays a major role in every economy. The provisions of financial services to consumers, businesses or government enterprises are carried on through banking. Banking consists of safeguarding and transfer of funds, lending or facilitating of loans, guaranteeing, creditworthiness and exchanging of money. These services are provided by institutions such as commercial banks, saving banks, trust companies, finance companies and merchant banks or other institutions engaged in investment banking. Banking, in other sense, is the acceptance, transfer and most importantly, creation of deposits. This includes depository institutions such as commercial banks, savings and loans associations, building societies and mutual saving banks.

Countries subject banking to government regulation and supervision, normally implemented by central banking authorities. This is because finance and for that matter banking is the backbone of every economy and central banks supervise its country's banking system and control the national monetary system. All central banks operate within the constraints of government fiscal policy over which they have varying degree of influence. Different central banks have different powers and responsibilities, but in general, central banks operate in some or all of the following five main ways: they are the government's bank where government's revenues are deposited as well as where expenditures are paid through. The central bank also holds the government's reserves of gold and foreign exchange. They also supervise the banking system, using legal powers and informal influence. They are the bankers for the country's various private banks, taking deposits from and lending to them. They function as a lender of last resort; they provide loans to banks that find themselves in financial difficulty or lack sufficient money to pay depositors who want to withdraw their deposits. Finally, they issue the currency markets and adjustment of interest rates.

The Customer Advisor said in Ghana for instance, it is the Bank of Ghana that performs the above functions as well as issuing license to new banks and financial institutions to operate. Ghana has a well-developed banking system that has been used by other governments in an attempt to develop and stabilize their local economies. In order to strengthen the banking sector, the government in 1988 initiated competitive reforms. The amended

banking law in August 1989, required banks to maintain a minimum capital base adjusted for risk and to establish uniform accounting and auditing standards. The law also introduced limits or risk exposure to single borrowers and sectors. These measures strengthened central bank supervision gradually improved resource mobilization and credit allocation.
Other efforts were made to ease the accumulated burden of bad loans on the banks in the late 1980's. In the year 1989, the bank of Ghana issued temporary promising notes to replace non-performing loans and owned enterprises at the end of 1988 and on private sector loans in 1989. The latter were then replaced by central bank bonds totaling about ¢47 billion. In the early 1990's, the banking system included the central bank (the bank of Ghana), three large commercial banks (Ghana Commercial Bank, Barclays Bank and Standard Chartered Bank) of Ghana. Seven secondary banks, three merchant banks specialized in corporate finance, advisory services, and money and capital market activities: Merchant bank, Ecobank Ghana and Continental bank. Acceptances: the latter two were both established in 1990. As the banking industry is in operation of providing service to its customers, there must be a way by which customers can be well satisfied, if not delighted in order to stay with the bank.

This has been a challenge to many banks in Ghana to introduce the Automated Teller Machine (ATM) in order to increase their volume of transaction, reduce customer delays and allow customers to have access to their money anytime. Article (XXIII):,registration:(sec. 863,001) defines Automated Teller Machine as a device which is linked to the accounts and records of a banking institutions which enables customers to carry out banking transactions easily but not limited to account transfers, deposits, cash withdrawals and balance enquiries. The Automated Teller Machine was introduced in 1970's by the Bank of America and it was set up only inside or immediately outside their bank's branch offices. They were seen by banks as a way of saving money, by reducing the need for tellers. Even with the relatively expensive computer technology of the late 1970's and early 1980's, the cost of processing deposits and withdrawals through ATM proved to be less than the cost of training and employing tellers to do the same work.

Initially, a bank's Automated Teller Machine could only be used by customers who already had savings account with that bank. However, by the early 1980's, banks began to take advantage of improvement in telecommunication technology and formed shared ATM network with money by using ATMs of other banks. After all, from the perspective of a bank, banks that joined the network could advertise that their customers could get access to their money.
The remainder of this paper is structured as follows. Section 2 will be present the theoretical background to this study. Section 3 provides the research methodology of the study. In section 4, the researchers present the statistical results and discussions of finding. Finally, this study in section 5 discusses the conclusion of the study.

1.1 Statement of The Problem

The driving force of the study was to identify the long queues that customers of HFC bank go through when withdrawing money. This has propelled management to introduce the ATM system to reduce or enhance or facilitate customer satisfaction but since the introduction of the ATM, the problem of long queues at the banking hall has not been solved. These have propelled the researchers to study whether the use of ATMs are more complex and technical for customers to use, to determine whether the ATM was reliable as compared to the services of Tellers to customer satisfaction. To know whether there is lack of education into the operation of ATM to customers.

2.0 Theoretical Background

According to Philip Kotler (2007), customer satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome in relation to his or her expectations).In other words, satisfaction in marketing means providing customers with goods and services that will exceed their expectation. The Cambridge International Dictionary defines satisfaction as "the pleasant feeling one gets after receiving something he or she really desired or wanted.

2.1 Enhancing Customer Satisfaction

According to William et al, (2002), Basic Marketing, 14th edition**,** marketers monitor customer satisfaction through various methods of marketing research. As part of an ongoing relationship with customers, marketers must continually measure and improve how well they meet customer needs. Three major steps are involved in this process: understanding customer needs, obtaining customer feedback and instituting an ongoing program to ensure customer satisfaction.

2.1.1 Understanding Customer Needs

In the opinion of Kurtz/Boone, (2006), Principles of Marketing, 12th edition, Knowledge of what customers need, want and expert is a central concern of companies focused on building long-term relationships. This information is a vital first step in setting up a system to measure customer satisfaction. Marketers must carefully monitor the characteristics of their product or service that really matter to customers. They must also be constantly alert to new elements that might affect satisfaction. Satisfaction can be measured in terms of the gaps between what customers' expert and what they perceive they have received. Such gaps can produce favourable or unfavourable impressions. Goods or services may be better or worse than expected. If they are better, marketers can use the opportunity to create loyal customers. To avoid unfavourable gaps, marketers need to keep in touch with the needs of current and potential customers as well as looking beyond traditional performance measures and exploring the factors that determine purchasing behaviour to formulate customer-based missions, goals and performance standards.

Understanding customers is the key to giving them good service. To give good customer care, you must deliver what you promise. But great customer care involves getting to know your customers so well that you can anticipate their needs and exceed their expectations. This requires you to take a hard look at the points at which your customers have contact with your business such as meetings and visits, phone calls, correspondents and deliveries and friendly reception so that customers will not feel disappointed.

2.1.2 Obtaining Customer Feedback and Ensuring Customer Satisfaction

In the opinion of Kurtz/Boone, (2006), Principles of Marketing, 12th edition, the second step in measuring customer satisfaction is to compile feedback from customers regarding present performance. Increasingly marketers try to improve customers' access to their companies by including toll-free numbers or website addresses in their advertising. Most firms rely on reactive methods of collecting feedback than solicit complaints and other online discussion groups as a means of tracking customer comment, to evaluate the service they receive. Unbiased approvals are conducted semi-annually or quarterly to monitor employees, diagnose problem areas in customer service and measure the impact of employee training. Any method that makes it easier for customers to complain actually benefits a firm. Customer complaints offer firms the opportunity to overcome problems and prove their commitment to service. People often have been resolved than if they had never complained at all.

Improving customer satisfaction and increasing profit depends on effectively obtaining feedbacks from customers thus identifying customer's needs and wants, then investigating if service delivery system can or should be changed in a responsible, cost effective manner should be the main focus of collecting feedback. Customer feedback can extensively be done through surveys either personal, telephone or mail, customer suggestions or comment cards, focus groups and toll free phone numbers.

2.2 Consumer's Perception

According to Zikmund William & Michael D'Amico, (2001), Marketing, 7th edition, perception is the process by which an individual selects, organizes and interprets information inputs to create a meaningful picture of the world. Consumers select varying ways to meet their needs sometimes because of differences in perception, thus, how we gather and interpret information from the world around us. Consumers are constantly bombarded by stimuli such as adverts, products, stores, yet may not hear or see anything. This is because we apply the following selective processes.

1. **Selective exposure** – Consumers' eyes and minds seek out and notice only information that interests them.
2. **Selective perception** – Consumers screen out or modify ideas, messages and information that conflict with previously learnt attitudes and beliefs.
3. **Selective retention** – Consumers remember only what we too remember.

These selective processes help explain why some people are not affected by some advertising, even offensive advertising. They just don't see or remember it. Even if they do, they may dismiss it immediately. Some consumers are skeptical about any advertising message. Our needs affect these selective processes. Current needs receive more attention. Marketers are interested in these selective processes because they affect how target customers get, retain information and how they learn.

Customer perception pertains to how individuals form opinions about companies and merchandise they offer through the purchases they make. Company's would have to apply customer perception theory to determine how their customer's perceive them and to develop marketing and advertising strategies intended to retain current customer's and attract new ones.

2.3 Customer Loyalty

According to Czinkota et al, (2003), Marketing; Best Practices, customer loyalty refers to the situation where consumers buy the same brand repeatedly. It is reasonable to assume that loyal consumers are more likely to be satisfied; however the converse is not necessarily true as some researchers have found that not all satisfied customers are loyal. Some consumers will still exhibit a switching behavior despite being satisfied with the current brand.

2.3.1 Loyalty Status

Buyers can be divided into four groups according to brand loyalty status;
Hard core loyals: Consumers who buy only one brand all the time.
Split loyals: Consumers who are loyal to two or three brands.
Shifting loyals: Consumers who shift loyalty from one brand to another
Switchers: Consumers who show no loyalty to any brand.
A company can learn a great deal by analyzing the degree of brand loyalty;

1. By studying its hard-core loyals, the company can identify its products strengths.
2. By studying its split loyals, the company can pinpoint which brand is most competitive with its own.
3. By looking at customers who are shifting away from its brand, the company can learn about its weakness and attempt to correct them.

Companies selling in market dominated by switchers may have to rely more on price-cutting. If mistreated, they can also turn on the company. One caution: what appear to be brand-loyal purchase patterns may reflect habit, indifference, a low price, a high switching cost, or the no availability of other brands?
To prompt customer loyalty, you must build an emotional bond with your customers. To build customer loyalty, customer experience management blends the physical, emotional and value elements of an experience into one cohesive experience. In terms of customer loyalty, customer experience management proves itself as a sustainable competitive advantage. Retaining customers is less expensive than acquiring new ones, and customer experience management is the most cost – effective way to control customer loyalty. Creating customer loyalty puts customer value rather than maximizing profits and shareholder value at the center of business strategies.

2.3.2 Customer Retention

According to Czinkota et al, (2003), Marketing: Best Practices, consumer retention refers to act creating trading relationships by providing reasons to keep existing customers coming back. The relationship marketing era is also characterized by a broadening of the definition of customers to include suppliers. Hence, the guiding emphasis is to develop long-term, mutually satisfying relationships with the firm's customers and suppliers. Successful customer retention starts with the first contact an organization has with a customer and continues throughout the entire lifetime of a relationship. Customer retention is more than giving the customer what they expect, it's about exceeding their expectations so that they become loyal advocates for your brand. It has a direct impact on profitability.

2.3.3 Excellent Service

According to Drucker, P. (2000), The Practice of Management, Harper & Row; New York, the respected management consultant, the only definition of business purpose is to create a customer. It is only the customer who has the will to resource into wealth. Therefore entrepreneurial businesses should consider offering customer service for the following reasons;

- Dissatisfied customers often do not complain to the firm but complain to people outside that is the bad word of mouth which travels very fast. Services are proactive and must be undertaken effectively to ensure that customers are satisfied in order to come back to make re-purchase.
- Products and services are becoming increasingly similar, therefore entrepreneurs and marketers must ensure that value and a degree of uniqueness are added to their products and services in order distinguish it from competitors. This is extremely important because it offers a strong competitive advantage to the firm.
- Essentially everyone, including employees who do not have contact with customers should be trained in customer service as well.

Today, you will never know whom the customer will interface with, it can be employees in sales, accounting and even production. This is why service training or programmes cannot be segmented into a special department or limited to certain employees. There are six basic steps for delivering excellent services;

1. **Build the employees self-esteem**: The better employee feel about themselves, the more effective they are in the area of their service. Thus, increasing their level of self-esteem in the firm especially through motivation and promotions so that they can operate very well. This also means getting employees know how much management value them and how important they are to the success of the business.

2. **Practice being courteous with customers**: We cannot be self-centered or preoccupied with our own work. We have to show courtesy in every contact with customers, be it in person, on the phone or by mail.
3. **Give customers positive communication:** How one communicates to customers positively is another way one can give out excellent service. Communication could either be verbally on non-verbal especially smiling, putting yourself in the shoes of customers, making customers feel at home when interacting and making customers feel as if they have being known for a very long time as well as letting them know how much you value their business.
4. **Perform for the customer**: You have to get the job right. Being friendly is meaningless if you fail on fault to please customers. Therefore one has to be business-minded and conscious when it comes to dealing with customers in order to prevent failure.
5. **Listen carefully:** Listening deals with paying rapt attention to what customers say and before one can do this he or she must be one who has gained growth in the job with the ability to differentiate listening from hearing. He or she must have an in-depth knowledge about the company, its products and customers because most customers like to deal with people who know what they are doing which is easily detected from the level of the person's confidence.
6. **Finally, customer service is a matter of survival:** It cost five to ten times the amount of money to get a new customer than it does to keep a current customer. Most companies spend substantial amount on winning new customers but rarely spend time or money trying to keep the customers they already have. Just a small investment in making them feel precious and wanted will give you a lot of business. These were emphasized by Captain (Rtd) Addiah, Sam. (2003), Daily Graphic, (Lecturer GIMPA), Ghana.

To support the views of Capt. (rtd) Sam Addiah, Arnould et al, (2002), Consumer Behaviour: McGraw Hill Companies Inc. 5th edition, USA, explain how employees and customers' satisfaction are related to corporate slogan and mission statement.

Mounting evidence suggests that there is a relationship between customers' satisfaction and employee's satisfaction. Some research in the banking industry, has demonstrated that initiatives to improve employees' satisfaction also affect customer satisfaction, while the effect may be most pronounced in service industries where satisfaction with contact employees is vital to overall customer satisfaction. Although it seems simple and obvious to say, employees satisfaction is linked to customer satisfaction, translating knowledge of that link into managerial action is not so easy. An interesting study employed the critical incident technique to look at service from both the customer and employees' perspectives. The critical incident technique is a systematic procedure for recording event and behaviour observed to lead to success or failure on specific tasks. An examination of employees reports episode of customer dissonance mode apparent implications for management.

One implication is that the customer is not always right and does not always behave in acceptable ways. Managers need to acknowledge this in order to have happy employees who make happy customers. These employees must have appropriate coping and problem solving skills to handle difficult customers.

The second implication is that contact employees generally want to provide good service and are proud of their ability to do this.

2.4 Total Quality Management

The quest to maximize customer satisfaction led some firms to adopt total quality management principles. It is the continuous process of reducing or eliminating errors, streamlining supply chain management improving the customer experience and ensuring that employees are up to speed with their training.

According to Kotler & Armstrong, (2001) Principles of Marketing, 9th edition, New Jersey, USA; Prentice Hall Inc., total quality management (TQM) is an organization-wide approach to continuously improving the quality of all the organization's processions, products and services.

According to GE's former chairman, John F. Welch, "Quality is our best assurance of customer allegiance, our strongest defence, against foreign competition, and the only path to sustained growth and earnings. The drive to produce goods that are superior in world markets has led some countries and groups of countries to recognize or award prizes to companies that exemplify the best quality practices.

According to Oakland, John S., (2001), Statistical Process Control-A Practice Guide, 3rd edition, Butterworth-Heinemann, in practicing TQM, however, some firms run into implementation problems as they became overly-

focused perhaps even with processes and how they were doing business. In some cases, companies were able to achieve benchmarks against top quality standards but only by incurring prohibitive increases in costs. In reaction to this, some companies now concentrate their efforts on “return on quality” or ROG adherents advocate, improving quality only on those dimensions that produce tangible customer benefits, lower costs or increased sales. This bottom-line orientation forces companies to make sure that the quality of the product offerings is in fact the quality consumers actually want.
Marketers play several roles in helping their companies define and deliver high-quality goods and services to target customers.

- Firstly, they bear the major responsibility for correctly identifying the customers’ needs and requirements.
- They must communicate customer expectations properly to product designers.
- They must make sure that customers’ orders are filled correctly and on time.
- They must check that customers have received proper instructions, training and technical assistance in the use of the product.
- They must stay in touch with customers offer the sale to ensure that they are satisfied and remain satisfied.
- They must gather customer ideas for product and service improvements and convey them to the appropriate departments.

These are all substantial contributions to total quality management, customer satisfaction and company profitability.

Total quality management would have to be adopted in other to make an organization more competitive, establish a new culture which will enable growth and longevity, provide a working environment in which everyone can succeed, reduce stress, waste and friction and build teams, partnerships and co-operation. Total quality management have been prone to failure because of common mistakes which includes allowing external forces and event to drive a total quality management initiative, an overwhelming desire for quality awards and certificate, organizing and perceiving total quality management activities as separate from day to day work responsibilities, treating TQM as an add-on with little attention given to the required changes in organization and culture and also senior management underestimating the necessary commitment to TQM. The initiation of TQM will force change in culture, processes and practice which will be more easily facilitated and sustained if there is a formal management system in place. This system will provide many of the facts on which to base change and will also enable changes to be implemented more systematically and permanently.

2.5 Product and Service Quality

Customer satisfaction will also depend on product and service quality. According to Jobber, D., (2001), Principles and Practices of Marketing; McGraw Hill, England, quality can be defined as, “fitness for use”, “conformance to requirements”, and “freedom from variation” and so on. According to the American Society, “Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs. This is a customer-centered definition. A seller only delivers quality whenever the sellers’ product or service meets or exceeds the customers’ expectations. A company that satisfies most of its customers’ needs most of the time is called a quality company, but it is important to distinguish between conformance quality and performance quality.

Total quality is the key to value creation and customer satisfaction. It is everyone’s job, just as marketing is everyone’s job. Marketers who don’t learn the language of quality improvement, manufacturing and operations will become as obsolete as buggy whips. The days of functional marketing are gone. We can no longer afford to think of ourselves as market researchers, advertising people, direct marketers, strategists but rather think of ourselves as customer satisfiers thus customer advocates focused on whole processes.

Marketing managers have two responsibilities in a quality-centered company which are;

1. They must participate in formulating strategies and policies to help the company win through total quality excellence.
2. They must deliver marketing quality alongside production quality. This concludes that each marketing activity, that is marketing research, sales training, advertising, customer service and so on must be performed to high standards.

Customers perceive service as a product and have expectations as to whether it features meet or exceed expectations or completely fail to live up to their needs. Based upon the nature of customer view points and behaviours, quality of service is typically measured by the customer in terms of the product the customer expects to receive. In a null shell, it is important for every organization especially service organization, to determine what customers expect and then develop service product that meet or exceed those expectations. The challenge for customers, and thus for organization however lies in evaluating service quality which may be the only way customers differentiate between one complete product offering and another. For this reason, organizations and their marketers would have to understand how customers judge service quality. However, product service quality emphasizes on the physical ability and capability to provide service, consistency and reliability of service, responsiveness and willingness to provide service, knowledge and competence of employees providing service and empathetic concern for the customer.

2.6 Customer Behaviour Outcomes

Bearden et al, (2001), Marketing Principles and Perspectives, 3rd edition, McGraw Hill Companies; England, emphasized that the study of consumer behaviour does not end at purchase. These outcomes which occur include consumer learning, consumer satisfaction, dissatisfaction complaint behaviour and cognitive dissonance.

A. **Consumer Learning**;

Marketers, who set out to influence consumers, typically try to impact knowledge through advertising, product labels and personal selling methods that are efficient and can be controlled. These marketers do this, hoping that consumers learn by experience which is highly interactive and often give it special status, "experience is the best teacher".

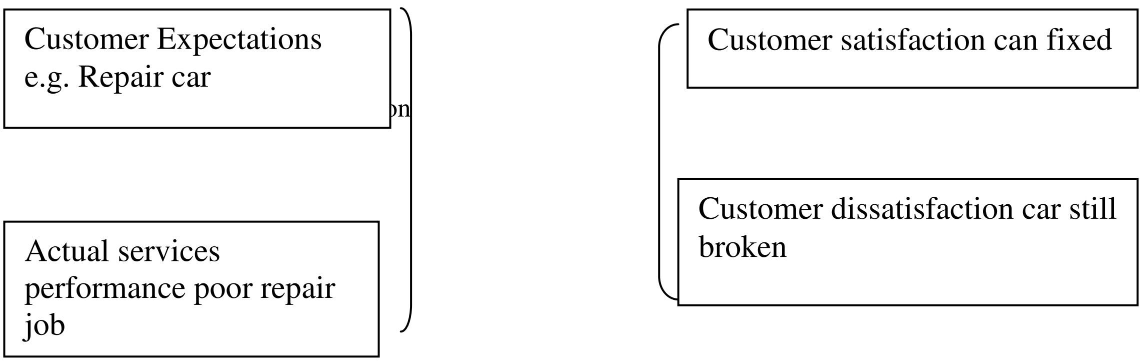
Learning takes place when changes occur in knowledge or behaviour patterns. This is a critical outcome because successful marketing depends on repeat purchase behaviour and the provision of positive reinforcement.

B. **Consumer Satisfaction, dissatisfaction and Complaint behaviour**:

Consumer satisfaction, dissatisfaction and complaint behaviour are important outcomes of consumer purchase decision processes. Satisfaction and dissatisfaction describe the positive, neutral or negative feelings that may occur after purchase where as consumer complaints are overt expressions of dissatisfaction. Judgment of satisfaction occur when a purchase turns out to be better that expected (positive) and dissatisfaction result from companies between a person's expectation about a purchased product and the product's actual performance. Purchase that turnout worse than expected results in a negative disconfirmation while those that turnout better than expected result in a positive confirmation.

Dissatisfaction results in several forms of consumer's complaint which are voice responses, (seeking satisfaction directly from the seller) private responses, bad-mouthing to friends and third-party responses (taking legal action, filling complaints with consumer affairs agencies).

Marketers should never take complaints lightly because dissatisfied customers talk to more people whom spreads faster but they never complain to the company. New customers are hard to find, therefore marketers must maintain satisfaction among existing customers which should be a paramount objective. E.g. seeking feedback and encouraging customers to complain.



C. **Cognitive Dissonance:**

Cognitive dissonance is a form of post purchase doubt about the appropriateness of a decision and purchase. It occurs when the purchase is important, visible, perceived risk is high, and when the decision involving a long term commitment.

Strategies that marketers can use to reduce post purchase cognitive dissonance include regular programmes of follow-up communication with buyers to discourage doubt and reinforce conviction about product strengths, solid service and maintenance plans to provide reassurance and increase post purchase satisfaction and warranty agreement arranged after purchase to protect buyer against problems that may occur.

Charles W. Lamb, Joseph F. Hair, Peter & Olson, (2001), Marketing, 5th edition, South College Publishing: Cincinnati Ohio., suggest that consumer satisfaction is a critical concept in marketing. It is generally argued that

if consumers are satisfied with a product, service or brand, they are more likely to continue to purchase it as well as telling others of their favourable experience with it. If they are dissatisfied they are more likely to switch to competitors' brands and complain to other consumers.
Consumer behaviour focuses on the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

3.0 Research Methodology

Research is a process of steps used to gather and evaluate information in order to increase understanding on an essential topic. It consists of three steps, namely posing a question, collecting data to answer the question, and presenting an answer to the question (Creswell, 2009). The research design for the current study refers to a quantitative form. This research concentrates on the relationship among variables more than on testing activity impact, and uses correlation design. Based on the described research objective, this study will adopt a correlation design. Correlation design allows us to predict an outcome and know the relation between variables.

The study was conducted in Koforidua municipality of Ghana. The location of the city makes it the commercial centre and a nodal point from which roads radiate to the central business areas of the region. The population of the survey constituted the management and non-management staff and customers of the HFC bank in Ghana. The researchers used the simple random sampling. The study used a sample size of four hundred and thirty (430).

4.0 Statistical Results and Discussions

After collecting data, we evaluated the relationship between Automated Teller Machine (ATM), customer satisfaction and banking activities. Automated Teller Machine (ATM) and banking activities are predicators and customer satisfaction is a criterion variable. Based on analysis of the collected data and using description statistics for demography, it was found that most respondents were male at 53.2% and the most of the research participants (46.8%) are aged between 25 and 40. Additionally, most people (44.1%) have some undergraduate education level.

Table 1. Correlations between Automated Teller Machine (ATM), customer satisfaction and banking activities.

		Customer Satisfaction	ATM	Banking Activities
Customer Satisfaction	Pearson Correlation	1	0.600**	0.598**
	Sig. (2-tailed)		0.000	0.000
	N	430	430	430
ATM	Pearson Correlation	0.600**	1	0.731**
	Sig. (2-tailed)	0.000		0.000
	N	430	430	430
Banking Activities	Pearson Correlation	0.598**	0.731**	1
	Sig. (2-tailed)	0.009	0.00	
	N	430	430	430

Moreover, to achieve the research objective the relationship between Automated Teller Machine (ATM), customer satisfaction and banking activities were assessed, and from table 1, the Pearson correlation was utilized. There is a strong relationship between customer satisfaction and Automated Teller Machine (ATM) with a correlation coefficient of 0.600 at the 0.01 level (2-tailed), Automated Teller Machine (ATM) and banking activities customer with a correlation of 0.598 at the 0.01 level (2-tailed), Automated Teller Machine (ATM) and banking activities with a correlation coefficient of 0.731 at the 0.01 level (2tailed).

5.0 Conclusion

The study shows that some of the customers are not satisfied with the services rendered by the ATM and management must do something about it or rectify the issue. Though the majority of the respondents had not encountered problems with the ATM, management should do their best to address the concerns of the few customers to maximize the level of customer satisfaction. The study further revealed that although technology is advancing, management agreed to the fact that the ATM sometimes develops faults. Management also agreed bringing on board more innovative and creative ways of providing services beyond customers' expectation.

Even though the bank has made several attempts to satisfy their customers, the study shows that; Management should increase the maximum amount one can withdraw with the ATM card. Management should educate customers intensively on how to operate the ATM to prevent the occurrence of difficulties or any complications when customers use it. Management should install additional ATM systems to the existing ones so that customers will not have to queue to withdraw money. Customers should further be educated on the services that the ATM can render to them aside the withdrawal of money. Faults with the ATM must be rectified as quickly as possible upon notification.

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