

# Impact of Self Service Technology Quality on Customer Satisfaction: A Case of Retail Banks in Western Province in Sri Lanka

H.M.R.S.S.Gunawardana,<sup>a\*</sup> Kulathunga D.,<sup>b</sup> and W.L.M.V.Perera,<sup>a</sup>

<sup>a</sup>Department of Marketing Management, Faculty of Commerce and Management, University of Kelaniya, Sri Lanka

<sup>b</sup>Department of Information Technology, Faculty of Management Studies and Commerce, University of Sri Jayewardenepura, Sri Lanka

**Abstract:** Rapid technological advancement in the banking environment drives Sri Lankan banks to adopt self-service technologies to deliver services via SMS banking, Internet banking and telephone banking facilities, Automated Teller Machines (ATM) etc. This study explored the perceived quality of the self-service technology of these services and its effect on customer satisfaction. The literature survey and in depth interviews helped to formulate quality dimensions: security, efficiency, eases of use, reliability and convenience and those dimensions were assessed through a questionnaire. This study surveyed 215 customers from branches of six dominating commercial banks located in Western Province of Sri Lanka. Data were subjected to Principal Component Analysis and retained factors were regressed using multiple regressions to assess the impact of quality dimensions on customer satisfaction. The results revealed that reliability and convenience have positive impacts on customer satisfaction but efficiency has a negative effect.

**Abstrak:** Kemajuan teknologi yang cepat dalam lingkungan perbankan mendorong bank-bank Sri Lanka untuk mengadopsi teknologi self-service dalam memberikan layanan melalui SMS banking, internet banking dan fasilitas phone banking. Automated Teller Machines (ATM) dan lain sebagainya. Penelitian ini mengeksplorasi kualitas yang dirasakan dari layanan teknologi ini dan efeknya terhadap kepuasan pelanggan. Survei literatur dan wawancara mendalam membantu untuk merumuskan dimensi kualitas: keamanan, efisiensi, kenyamanan penggunaan, keandalan dan kenyamanan dan dimensi-dimensi tersebut dinilai melalui kuesioner. Penelitian ini mensurvei 215 pelanggan dari enam cabang bank komersial yang mendominasi dan terletak di Provinsi Sri Lanka Barat. Data dijadikan sebagai komponen Sasaran Analisis Utama dan beberapa faktor yang tertahan di tarik ke arah yang berlawanan menggunakan regresi berlipat untuk memperoleh akses terhadap pengaruh dimensi-dimensi kualitas terhadap kepuasan pelanggan. Hasil penelitian menunjukkan bahwa keandalan dan kenyamanan memiliki dampak positif pada kepuasan pelanggan sedangkan efisiensi memiliki dampak negatif.

**Keywords:** commercial banks; SST quality; satisfaction; Sri Lanka

**JEL classification:** M00, M15, M31