

## **IMPACT OF ATM SERVICE ON CUSTOMER SATISFACTION: A REVIEW**

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### **ABSTRACT**

*E-services are changing the way people do business in the banking sector. Traditional banking systems are being replaced by electronic-based business models, and most banks are reconsidering their business process architectures and customer relationship management strategies. It's also known as electronic banking or online banking, and it offers a variety of e-channels for accessing banking services, such as ATMs, credit cards, debit cards, internet banking, mobile banking, electronic money transfers, and electronic clearing services. However, in terms of e-banking, ATMs and mobile banking are more well-known than other e-channels. Behind branch banking, automated teller machine (ATM) banking is a common way to obtain banking goods and services. To gain a competitive edge via ATM banking, banks have been increasing access points to newer ATM technology that are quicker, more secure, and provide a broader variety of services, including cash depositing. Expanding the number of happy clients is critical to maintaining bank profitability. As a result, market research on the idea of customer satisfaction and what makes consumers happy is common. When it comes to ATM technology implementation, understanding the variables that affect consumer satisfaction with ATM banking is critical.*

**KEYWORDS:** *Automated Teller Machine (ATM), E-Service, Electronic, Research, Technology.*

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