

POST MERGER ANALYSIS OF CUSTOMER SATISFACTION AND LOYALTY – A STUDY ON RECENT MERGER OF ASSOCIATES OF POPULAR BANK WITH ITSLEF

BLUEPRINT:

- Section 1 – Specification of respondent
- Section 2 – Evaluation of psychological contract breach
- Section 3 – Evaluation of bank performance from customer's view
- Section 4 – Customer satisfaction and loyalty

Psychological Contract Breach

How to measure the psychological contract? A critical criteria-based review of measures- Charissa Freese, Avans Hogeschool, Den Bosch, South African Journal of Psychology

Freese & Scheelk (1997) – 7 point scale (1 - much less than expected, 7 – more than expected)

- 1) Does bank meet your expectation regarding _____ ?
- 2) Does bank fulfil your expectations?

Thomas & Anderson (1998) – 7 point scale (1 – Not agreed, 7 – Strongly agreed)

- 3) Did you expect getting the information to be poor ?

Coyle, Shapiro & Kessler (2002) – 5 point scale (1 – not at all, 5 – very great extent)

- 4) To what extent does organization provide _____ ?
- 5) Is _____ efficiently provided by organisation ?

Kickul, Lester & Fintl (2002) – 5 point scale

- 6) Specify promises made and rate on a 5 point scale.

Conway & Briner (2002) – Diary method

- 7) Has bank broken any promises?

Ten Brink (2004) – 5 point scale

- 8) What extent do you expect _____ from this bank?

Psycones (2005) – 5 point scale (1 – not at all, 5 – totally)

- 9) I feel happy
- 10) I feel pleased by bank
- 11) I feel disappointed
- 12) I feel violated
- 13) I feel grateful

Customer Satisfaction and Loyalty

A comparison of question scales used for measuring customer satisfaction - Peter J Danaher & Vanessa Haddrell (1996) – International Journal of Service Industry Management – 4 point scale (1 – not at all likely, 2 – not very likely, 3 – quite likely, 4 – very likely)

- 14) Would you recommend to a friend?
- 15) Will you avail service continuously ?
- 16) Will you open account again ?

Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model)- Biljana Angelova & Jusuf Zekiri (2011 - International Journal of Academic Research in Business and Social Sciences – 5 point scale

- 17) Overall satisfaction level
 - a. Very dissatisfied
 - b. Dissatisfied
 - c. Neutral
 - d. Satisfied
 - e. Very satisfied
- 18) To what extent service has met expectation?
 - a. Much worse
 - b. Worse than expectation
 - c. Neutral
 - d. Equal to expectation
 - e. Better than expectation
- 19) Compare the current service with before merger service
 - a. Very far from ideal
 - b. Far from ideal
 - c. Neutral
 - d. Close to ideal
 - e. Very close to ideal

5 point scale (1 – strongly disagree , 5 – strongly agree)

- 20) Given an option to switch, I will switch to other bank
 - 21) The employees are friendly
 - 22) I once had a problem or negative experience
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Assessing the Effects of Quality, Value, and Customer Satisfaction on Consumer Behavioral Intentions in Service Environments- Joseph Cronin, Michael Brady, G.Thomas, M Hult (2000) – Journal of Retailing

Sacrifice

9 Point Scale (1 – Very high, 9 – Very low)

- 23) Time required to avail a service
- 24) Effort taken to receive a service offered

Service Quality Performance

9 Point Scale (1 – Very high, 9 – Very low)

- 25) Employees provide consistent service
- 26) Employees are willing and provide service in a timely manner
- 27) Employees are approachable and easy to contact
- 28) Employees are courteous, polite and respectful
- 29) Employees listen and speak to me in a language I understand

- 30) Employees are trustworthy, honest and believable
- 31) Employees make effort to understand my needs
- 32) Physical facilities and employees are neat and clean

Overall Service Quality

(1 – Poor, 9 – Excellent)

- 33) Overall service

Service Value

9 Point Scale (1 – Very high, 9 – Very low)

- 34) Compared to what I had to give up, the overall ability of facility to satisfy my wants and needs is

Satisfaction

9 Point Scale (1 – Not at all, 9 – Very much)

- 35) Right thing to open account with this bank

Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty - Atila Yuksel, Fusun Yuksel, Yasin Blim (2009)- 5 point scale (1 – strongly disagree, 5 strongly agree)

Attachment

- 36) It means a lot to me
- 37) I am very attached with the bank
- 38) It is a part of my day to day activities
- 39) There is a personal identity for me in this bank
- 40) I feel strong sense of belonging

Cognitive loyalty

- 41) It provides superior quality
- 42) Provides more benefit than other banks

Affective Loyalty

- 43) Will you stay in same bank?
- 44) I like this bank more than others

Conative Loyalty

- 45) Given a chance, I will open account again
- 46) I will recommend it to a friend