**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)

1. Did you expect getting the information to be poor ?

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

1. To what extent does organization provide \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ?
2. Is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ efficiently provided by organisation ?

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

1. Specify promises made and rate on a 5 point scale.

Conway & Briner (2002) – Diary method

1. Has bank broken any promises?

Ten Brink (2004) – 5 point scale

1. What extent do you expect \_\_\_\_\_\_\_\_ from this bank?

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

1. I feel happy
2. I feel pleased by bank
3. I feel disappointed
4. I feel violated
5. 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)

1. Would you recommend to a friend?
2. Will you avail service continuously ?
3. 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

1. Overall satisfaction level
   1. Very dissatisfied
   2. Dissatisfied
   3. Neutral
   4. Satisfied
   5. Very satisfied
2. To what extent service has met expectation?
   1. Much worse
   2. Worse than expectation
   3. Neutral
   4. Equal to expectation
   5. Better than expectation
3. Compare the current service with before merger service
   1. Very far from ideal
   2. Far from ideal
   3. Neutral
   4. Close to ideal
   5. Very close to ideal

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

1. Given an option to switch, I will switch to other bank
2. The employees are friendly
3. I once had a problem or negative experience

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*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)

1. Time required to avail a service
2. Effort taken to receive a service offered

**Service Quality Performance**

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

1. Employees provide consistent service
2. Employees are willing and provide service in a timely manner
3. Employees are approachable and easy to contact
4. Employees are courteous, polite and respectful
5. Employees listen and speak to me in a language I understand
6. Employees are trustworthy, honest and believable
7. Employees make effort to understand my needs
8. Physical facilities and employees are neat and clean

**Overall Service Quality**

(1 – Poor, 9 – Excellent)

1. Overall service

**Service Value**

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

1. 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)

1. 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**

1. It means a lot to me
2. I am very attached with the bank
3. It is a part of my day to day activities
4. There is a personal identity for me in this bank
5. I feel strong sense of belonging

**Cognitive loyalty**

1. It provides superior quality
2. Provides more benefit than other banks

**Affective Loyalty**

1. Will you stay in same bank?
2. I like this bank more than others

**Conative Loyalty**

1. Given a chance, I will open account again
2. I will recommend it to a friend