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## **A COMPARATIVE STUDY ON CUSTOMER'S SATISFACTION WITH ATM BANKING**

**(With reference to public and private sector Banks in Vijayawada city,  
Andhra Pradesh, India)**

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### **ABSTRACT**

The objective of this paper is to study the customer satisfaction on ATM Banking; ATM Banking is the second popular access to banking channel after branch banking. The study reveals the various dimensions of SERVQUAL (service quality) and its effect on the customer satisfaction. In this regard primary data was collected from the 240 sample respondents who are the customers of SBI and AXIS banks of Vijayawada city through a structured questionnaire. Data was collected, tabulated and analyzed to achieve the objective of the present study.

**KEYWORDS:** ATM, Banks, Customer satisfaction (SERVQUAL)