



## **Determining the Satisfaction Levels of Bank Customers with the Structural Equality Model<sup>1</sup>**

**Yalçın KARAGÖZ**

[yalcinkaragoz@duzce.edu.tr](mailto:yalcinkaragoz@duzce.edu.tr)

Duzce University

[orcid.org/0000-0001-5642-6498](https://orcid.org/0000-0001-5642-6498)

**Hakan Tahiri MUTLU**

[tahirimutlu@ibu.edu.tr](mailto:tahirimutlu@ibu.edu.tr)

Bolu Abant İzzet Baysal University

[orcid.org/0000-0002-8964-2696](https://orcid.org/0000-0002-8964-2696)

**Nuriye GÜLTEKİN**

[nugultekin@gmail.com](mailto:nugultekin@gmail.com)

Cumhuriyet University

[orcid.org/0000-0001-5441-0919](https://orcid.org/0000-0001-5441-0919)

Corresponding Author

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*Abstract*

*In this study, it was aimed to develop a scale to determine the satisfaction levels of bank customers and analyzed with structural equation modeling. With the developed scale, the factors that reveal the satisfaction levels of the bank customers were determined and the current satisfaction levels of the customers were tried to be determined through these factors. In the developed scale, there are 6 sub-factors such as "Physical appearance, Reliability, Enthusiasm, Sensitivity, Organizational Loyalty and Adequate Assurance" that affect the satisfaction levels of bank customers. The questionnaire, consisting of a total of 34 items, 7 of which was demographic variable and 27 items of the developed scale, was applied to 250 bank customers. Confirmatory factor analysis was performed on the obtained data under structural equation modeling with the help of SPSS and AMOS package programs and the fit indexes were calculated as  $\chi^2/sd$  2.291<3, RMR 0.066<0.08, RMSEA 0.072<0.08. It was determined that the model created by confirmatory factor analysis was compatible with the data, and it was shown that the construct validity was ensured. Moreover, in the analysis performed to determine the reliability level of the scale, the Cronbach  $\alpha$  value was found to be 0.940, and it was revealed that the scale showed excellent reliability. Finally, the difference of the mean values of the obtained factors according to the demographic variables was examined using parametric techniques.*

*Keywords:* Bank, Customer Satisfaction, Structural Equation Model, Explanatory and Confirmatory Factor Analysis, Parametric Techniques.

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<sup>1</sup> This study is produced from the thesis named "Analysis of customer satisfaction in banks with structural equation model: An application in Sivas"

### *Banka Müşterilerinin Memnuniyet Düzeylerinin Yapısal Eşitlik Modeli İle Belirlenmesi*

#### **Öz**

*Bu çalışmada banka müşterilerinin memnuniyet düzeylerinin belirlenmesi için bir ölçek geliştirilmesi amaçlanmış ve yapısal eşitlik modellemesi ile analiz edilmiştir. Geliştirilen ölçek aracılığıyla banka müşterilerinin memnuniyet düzeylerini ortaya koyan faktörler belirlenmiş ve bu faktörler aracılığıyla müşterilerin mevcut memnuniyet düzeyleri tespit edilmeye çalışılmıştır. Geliştirilen ölçekte banka müşterilerinin memnuniyet düzeylerini etkileyen "Fiziki Görünüm", "Güvenilirlik", "Heveslilik", "Duyarlılık", "Kuruma Bağlılık" ve "Yeterli Güvence" şeklinde 6 alt faktör bulunmaktadır. 7'si demografik değişken, 27'si geliştirilen ölçeğin maddeleri olmak üzere toplam 34 maddeden oluşan anket 250 banka müşterisine uygulanmıştır. Elde edilen verilere SPSS ve AMOS paket programları yardımıyla yapısal eşitlik modellemesi altında doğrulayıcı faktör analizi yapılmış ve uyum indeksleri  $\chi^2/sd$  2,291<3, RMR 0,066<0,08, RMSEA 0,072<0,08 şeklinde hesaplanmıştır. Doğrulayıcı faktör analizi ile oluşturulan modelin verilere uyum gösterdiği belirlenmiş, yapı geçerliliğinin sağlandığı gösterilmiştir. Bununla birlikte ölçeğin güvenilirlik düzeyinin belirlenmesi için yapılan analizde Cronbach  $\alpha$  değeri 0,940 bulunarak ölçeğin mükemmel düzeyde güvenilirlik gösterdiği ortaya çıkmıştır. Son olarak, elde edilen faktörlerin ortalama değerlerinin demografik değişkenlere göre farklılığı parametrik teknikler kullanılarak incelenmiştir.*

*Anahtar Kelimeler: Banka, Müşteri Memnuniyeti, Yapısal Eşitlik Modeli, Açıklayıcı ve Doğrulayıcı Faktör Analizi, Parametrik Teknikler*

## **1. Introduction**

In today's conditions, it is seen that not only the sectors producing goods but also the sectors producing services are in rapid development. The increasing growth in the service sector also shows the importance of the demand for human intelligence. Institutions and organizations operating in the service sector have to use some innovations and technology well in order to become advantageous in the increasing competitive environment. As a result of the technological developments experienced, the consumer's becoming more conscious has caused their expectations to rise to a higher level. Especially the business lines operating in the service sector care about fully responding to the expectations of their customers and meeting their demands. Banks, one of the most important branches of the service sector, seek different ways to increase their service quality at national and international level. Both internal and external environmental conditions of institutions and organizations make it necessary to make innovations.

It is not possible to satisfy the customer portfolio, whose expectations from the institution it receives service are constantly increasing, which are difficult to be satisfied and whose pressure to get what they want is increasing, is not possible with the traditional structure and management style. As a matter of fact, in the organization of many businesses today, the "customer" is at the focal point of the service or product they offer. In other

words, businesses are constantly improving by preparing themselves for their customers. Therefore, the most important actor in making the continuity and profitability of the enterprises sustainable is their customers. For this reason, the importance that businesses give to customer satisfaction is seen as an indicator of the importance given to people. For this reason, while businesses are working to increase the physical quality of the product they produce, it is necessary to carry out studies that will increase satisfaction in the service producing sectors.

In order to increase customer satisfaction, first of all, the current situation should be determined. For this reason, measuring customer satisfaction and identifying deficiencies can be shown as the first step to be taken. The most preferred method used to measure customer satisfaction is SEM (structural equation modelling). This modeling is a multivariate statistical analysis method that creates a model for the purpose of determining the connections between the observed and unobserved variables, within the framework of a certain theory, taking into account the measurement errors (Taşkın & Akat 2010).

In today's conditions, the service sector continues its development by being seen in all areas of life. Banks, which contribute greatly to the development of the country, have a great place in the service sector. While continuing their activities, banks take part in the functional dimension of the service by taking advantage of the opportunities and innovations offered by technology. The increasing importance of service day by day causes the formation of different perspectives towards service. For this reason, while choosing the subject of the study, it was chosen to examine the customer satisfaction of the banks in Sivas and it was thought that it would contribute to the relevant literature.

## **2. Bank**

The origin of the word “bank” comes from the Italian “banco” which means “row, bench”. According to Gündüz, the definition of a bank is that it takes the savings from legal or real persons and makes loans etc. defines them as institutions that offer them to businesses in need by applying different methods. In addition, transfer of money, collection of bills, acceptance of escrow, etc. sees them as businesses that provide services (Gündüz 2003: 3).

In the definition of banks, it would not be correct to define them as businesses that carry on their commercial activities on money or businesses that take the capital with low interest and put it into operation with high interest. As a matter of fact, banks that have activities in many broad areas take deposits, offer loans, participate in bill collection transactions and stock market transactions, thus contributing to the country's economy and supporting the development of the country. Today, the place and importance

of banks in economic and commercial relations at national and international level is extremely great. It not only performs many transactions related to capital, money and credit transactions, but also contributes to its regulation. It meets all kinds of needs of private or public persons and businesses in the field of capital, money and credit (Şendoğdu 2011: 3).

### 3. Customer Concept

A customer is a person or organization that demands the regular purchase of goods and services in a business. In short, a customer can be called anyone (Odabaşı 2010: 3). The customer is not just the buyer. It covers everyone affected by the production activities of the enterprise. The outputs of the business and the people, systems or processes affected by these outputs are also customers (Eroğlu 2005: 9).

#### 3.1. The Concept of Customer Satisfaction and Its Importance

Customer satisfaction is the consumer judgment that includes the emotional and cognitive evaluations of the situation after the customer's use of the service or product (Varinli & Çatı 2010: 110). Customer satisfaction can only be achieved by applying a product and service approach that exceeds all expectations of customers (Acuner 2004: 17). Sustainability of companies is directly proportional to their efforts to retain customers. In this regard, situations such as getting to know the customer, showing interest, developing new strategies inspired by the critical complaints or suggestions by listening to him, being open to new products or designs that meet the expectations and wishes of the customers, operating without reducing the service quality during and after the sale constitute the main principles of customer continuity (Varinli & Çatı, 2010: 109).

#### 3.2. Customer Satisfaction Process

Various changes were experienced in the marketing perspectives of the companies and the function of marketing until a marketing approach was formed, which took customer requests among its priorities and adopted customer satisfaction as a principle (Varinli & Çatı, 2010: 106). According to the studies carried out to date, the needs of the customers change over time. However, it reveals the conclusion that the approaches towards the determination of customer needs have not changed (Özgüven 2008: 662).

**Customer Recognition:** Customer recognition is traditionally based on demographic variables. Gender, age, income status, occupation, etc. apart from the variables, it should be tried to learn in detail by keeping the lifestyles, preferences, habits and expectations of the customers in the foreground. Every moment of connection with the customer provides the opportunity to obtain changing and new information. These and similar

activities should be implemented not only for end consumers and customers, but also for commercial vehicles (Odabaşı 2010: 23).

***Determination of Customer Needs and Expectations:*** Customer needs or wishes always continue to change. Therefore, there is no such thing as a final list of customer needs. Planning teams must understand that even in the midst of the planning process, forces such as technology, competition and social changes can create new customer needs or change the order of importance of existing needs. Therefore, it is important to frequently control customer needs and monitor the market (Öztürk 2009: 268).

***Measurement of Customer Perceptions:*** The perception of the service provided to meet the expectations and demands of the customer by the customers is to give real information about the performance of that business. Expectations and demands of customers are constantly changing and innovating. For this reason, it is necessary to prioritize the new expectations and wishes that will arise. For this reason, businesses have to measure their own performance at every opportunity to reach their goals. In addition to its own performance, it gives itself an advantage to have information about the performance of its competitors in the sector. It is necessary to measure the performance of competitors in order to learn the weak and strong aspects of the business (Özgüven 2008: 663).

***Development of Action Plan:*** Customer satisfaction action plan is the management of perceptions. In this last stage of the customer satisfaction process, the measurement of the difference between perceptions and expectations, and the comparison of this difference with the internal surveys and competitors, it is ensured that the real performance is determined and the factors that increase satisfaction are determined (Özgüven 2008: 663).

### **3.3. Ways to Build Customer Satisfaction**

***Customer Relationship Management:*** The business is in the process of guiding itself better, within the framework of the expectations of its customers and with a better perception of them in all areas of interaction with the customer (Varinli & Çatı, 2010: 233).

***Data-Based Marketing:*** A data-based marketing process is formed by gathering all the information about the needs and wishes, habits and attitudes of the current and future target audience (Bozkurt 2004: 174).

***Relationship Marketing:*** It means building all customer bonds. This type of marketing focuses more on people than on products and services. As well as being a communication process, relational marketing creates a dialogue between customers and their expectations. Style of relationship marketing; arises from honest, reliable and sincerity relationship. The feature of

relational marketing; it offers real value and most importantly it is continuous (Bozkurt 2004:150).

**One-to-One Marketing:** Build loyal customers by engaging and personally engaging with customers one-on-one to learn more about customers. The basic element of a one-to-one marketing strategy includes understanding how customers differ and forming a strategy on how the business should behave according to each of these differences (Seyhan 2013: 222).

### 3.4. Customer Satisfaction Measurement Techniques

**Focus Group Interviews:** Focus group interviews are interviews conducted with small participant groups and aiming to determine the opinions, feelings and expectations of the participants on a subject that interests them. Focus groups are formed from individuals who have the opportunity to get to know each other close enough to express their opinions about the goods and services. Each focus group meets separately and group members express their views on the research topic (Kırcaali İftar, 2004: 1-2).

**Advisory Panels:** A panel is a group of people who have agreed to provide information to the researcher during a specified time period. Consumer advisory panels are also small customer groups with repeated meetings. It provides a continuous flow of information to businesses (Odabaşı 2010:155).

**Critical Incident Technique:** The “critical incident technique” is used to measure the quality of the lived reality and determine its importance in customer relationship management. The critical incident technique is the evaluation of the behavior of customers or employees in response to critical jobs or events. The general structure of the technique is a classification method that includes a group of processes used in collecting observations of human behavior (Odabaşı 2010: 157).

**Questionnaire:** Measuring the level of satisfaction in customer relations is an issue that corporate managers emphasize. In order to ensure continuous improvement, the "Measurement of Customer Satisfaction" program has been developed. The questionnaire forms the cornerstone of this program. While creating a customer satisfaction measurement program, each business should act according to its own environmental structure. The program has an interactive and dynamic structure. New information may be needed at any time. If any part of the program is treated with disinterest and carelessness, the entire program will be adversely affected. Before starting the implementation of the questionnaire, it is imperative that the purpose be clearly defined (Odabaşı 2010: 160).

**Benchmarking:** It is easier to research the companies in different sectors who do this job best and to set performance targets by taking them as an example. Clearly defining goals can increase performance. Benchmarking

envisages taking the best practices in the world regarding the function of doing any work (Demirel 2007: 287).

#### **4. Customer Satisfaction in the Banking Sector**

In banking, where goods are a service tool, it is very important to know how the service is perceived by the customers. Banks need to pay attention to being customer-oriented compared to the past in the services they offer in order to survive and compete. Therefore, it is an inevitable necessity for banks to continuously measure customer satisfaction and make improvements in the services where the problem arises.

Increasing competition conditions reveal the positive relations established between the business and the customer as an important factor that provides superiority. Ensuring customer satisfaction, loyalty and continuity significantly affects the current and future activities of the bank. On top of that, it is important to establish different channels that will provide regular relations with the customer (Kınık, 2010: 64-65).

#### **5. Related Research**

When the relevant literature is examined, researches on structural equation modeling and customer satisfaction are examined below.

Özer & Aydın (2004), in order to examine the relationship between customer loyalty satisfaction, switching cost and trust in the GSM sector, examined the data with confirmatory factor analysis. As a result of their studies, they concluded that dimensions other than monetary cost perception affect other switching cost perceptions positively, and the customer loyalty dimension has the highest value in its correlation with other factors.

Eroğlu (2005) developed a customer satisfaction measurement model in his study titled customer satisfaction measurement model and aimed to test the suitability of the model he developed. To test the model he developed, he prepared a questionnaire and applied a questionnaire to 417 individuals selected by random sampling method, who shopped at least twice from a company operating in the computer industry. As a result of the analyzes made with SPSS and AMOS program, it has been concluded that the customer service factor is the first and the product features factor is the second most important factor.

Ayyıldız & Cengiz (2006) conducted a study aiming to make a conceptual analysis on the structural equation model that can be used in testing marketing models. As a result of this study, he stated that SEM is a very powerful analysis technique consisting of a combination of multivariate statistical techniques used in many fields in social sciences, from educational

researchers to marketing. He stated that it was an event that could be examined.

Durak et al. (2017) concluded in their study that the most effective reason for choosing participation banks is close relations with branch personnel.

Başaran & Can (2017) conducted a study named "Investigation of the factors affecting the preferences of customers in the service sector with a structural equation model: The case of banks in Rize". In this study, they aimed to examine the existence of a relationship between the services provided by the banks and the satisfaction in customers' preference of banks in Rize. As a result of the study, customers' loyalty to a bank; It has been found that easy access to banking transactions – ATM services such as money withdrawal, money transfer, and internet, mobile banking – and being able to get sufficient information when it finds a contact person are effective.

In this study, customer satisfaction in banks was analyzed with the structural equation model and a guide scale was prepared by which banks can determine the satisfaction of their customers. It is hoped that the developed scale will contribute to the literature.

## **6. Method**

250 individuals residing in the center of Sivas took part in this research. The "The Scale for Determining the Factors Affecting Customer Satisfaction in Banks with Structural Equation Model" used in the research was prepared as a trial scale consisting of 27 questions as a result of the literature review. The trial scale was approved by 2 academicians who are experts in the field of banking. As a result, a 5-point Likert-type draft scale consisting of 27 items with a score range from 1 to 5 was used in this study. The study group was reached by convenience sampling method.

### **6.1. Statistical Methods Used in the Study**

In this study, confirmatory factor analysis was applied under structural equation modeling in the analysis of the data. Independent sample t-test was used for two independent groups and F test (ANOVA) was used for more than two groups. In the comparison of the groups, Scheffe was used as a multiple comparison test. In addition, the reliability of the measurements was evaluated with the Cronbach Alpha coefficient used to determine internal consistency.

Confirmatory factor analysis is a frequently used method that provides significant convenience in the development of measurement models. It is generally aimed at verifying a predetermined structure or using it in scale development and validity analyses. This analysis method is a process for creating an unobserved variable (factor) based on the observed variables

through a previously created model. It is used to explain multivariate statistical analyzes that include unobservable structures represented by a large number of observed or measured variables (Aytaç & Öngen 2012: 16).

The level of reliability can be determined by using the  $\alpha$  coefficient developed by Cronbach in Likert type scales. Whether the questions in the scale form a homogeneous structure in certain groups is tried to be determined by the alpha coefficient (Karagöz 2016: 941).

## **6.2. Package Programs Used in the Research**

SPSS and AMOS package programs were used in the analysis of the obtained data.

## **7. Findings of The Research**

### **7.1. Naming the Factors**

The six factors of the model, which was created by applying confirmatory factor analysis to the data under structural equation modeling, including 27 items and named as “Physical appearance”, “Reliability”, “Enthusiasm”, “Sensitivity”, “Organizational Loyalty” and “Adequate Assurance” are presented below.

#### ***Physical Appearance (FG);***

FG 1- My bank has a contemporary, modern appearance.

FG 2- The personnel of my bank are clean and well-maintained.

FG 3- The devices used in my bank have sufficient equipment.

FG 4- My bank is clean and orderly and has easy access.

#### ***Reliability (G);***

G 5- My bank makes promises to its customers that it can keep, and communicates openly.

G 6- My bank performs transactions as quickly and accurately as possible.

G 7- My bank provides timely and accurate information to its customers.

G 8- My bank provides services by adhering to the principle of 'confidentiality of customer information'.

G 9- My bank establishes a fair and rewarding relationship with its customers.

#### ***Enthusiasm (H);***

H 10- My bank provides the necessary support to solve the problems of its customers.

H 11- Employees of my bank are kind and respectful to their customers.

H 12- Employees of my bank strive to speed up transactions.

H 13- My bank provides timely information on banking transactions and campaigns.

H 14- My bank informs customers about offers that may be attractive.

***Sensitivity (D);***

D 15- Working hours of my bank are arranged to suit all customers.

D 16- My bank has employees who can provide personal service to its customers.

D 17- My bank evaluates complaints fairly and impartially.

D 18- My bank offers customer-oriented, realistic and applicable solutions.

***Organizational Loyalty (KB);***

KB 19- I am proud to tell the name of my bank to those around me.

KB 20- I recommend my bank to people around me.

KB 21- If I had to choose again, I would prefer this bank.

***Sufficient Assurance (YG);***

YG 22- Employees of my bank have sufficient knowledge and equipment in their fields

YG 23- I am satisfied with the service provided by my bank's ATMs

YG 24- I am satisfied with my bank's interactive computer service

YG 25- I am satisfied with the prevalence of my bank's branch network

YG 26- I am satisfied with the service provided by my bank in telephone banking.

YG 27- I am satisfied with the investment opportunities offered by my bank.

**7.2. Confirmatory Factor Analysis Results**

In order to determine the goodness of fit and structural validity of the developed 6-factor structure, confirmatory factor analysis was performed and the following conclusions were reached.

***Model Fit***

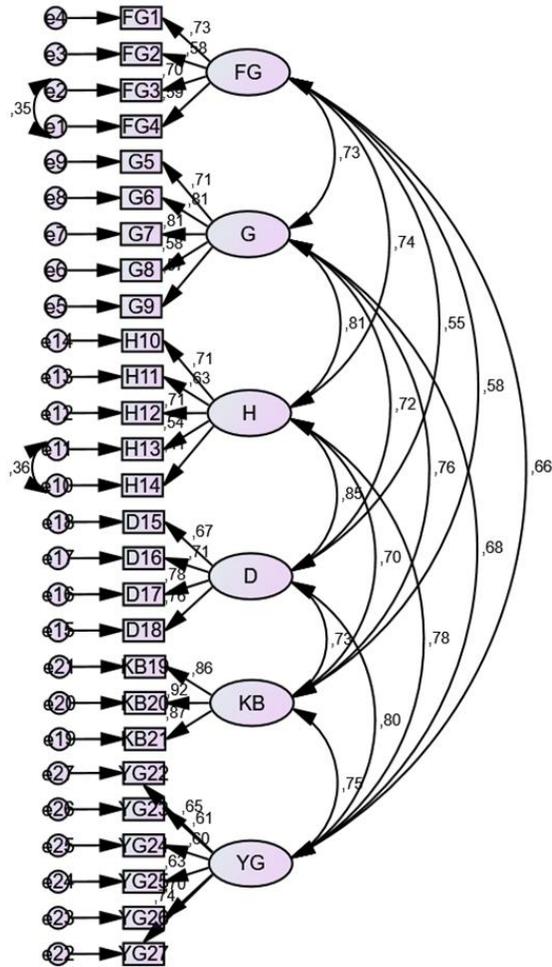
How well the predetermined models explain the data can be determined by the fit statistics. There are multiple fit statistics that test the fit of the models. These fit statistics test the compatibility of the parameters of the proposed models and the statistics obtained from the sample data (Karagöz, 2016: 968). The result of the Chi-Square test is the test of the fit between the data and the model. In this case, the chi-square test is to test the hypothesis whether the model that emerges in the covariance structure of the observed variables is different from the developed model. As long as the calculated Chi-square statistical value is small, it is concluded that the fit is good. Since this value is a difference value, if  $\chi^2$  is significant, it means that the two models differ significantly from each other. If  $\chi^2$  is not significant and less than 3, it indicates the compatibility of the model. NFI, NNFI, IFI values above 0.95 and CFI values above 0.97 indicate that the fit is good, RMSEA and RMR values below 0.05 show that the fit is excellent, and if values below 0.08 the fit is acceptable (Meydan & Şenen 2015: 32-35).

**Table 1: Goodness of Fit Indexes and Normal Values Used in CFA**

Index	Good Fit	Acceptable Fit
$\chi^2$ Fit Test	Insignificant	-
$\chi^2/sd$	$\leq 3$	$\leq 5$
GFI	$\geq 0,90$	$\geq 0,85$
AGFI	$\geq 0,90$	$\geq 0,85$
CFI	$\geq 0,97$	$\geq 0,95$
RMSEA	$\leq 0,05$	$\leq 0,08$
RMR	$\leq 0,05$	$\leq 0,08$
IFI	$\geq 0,95$	$\geq 0,90$

Source: (Meydan & Şeşen 2015: 37)

**Figure 1. AMOS Diagram of the Model**



The diagram of the appropriate model obtained by confirmatory factor analysis is as in Figure 1. In addition, the goodness of fit index values obtained for the model as a result of confirmatory factor analysis were calculated and given in Table 2.

**Table 2:** Goodness of Fit Index Values Obtained by Confirmatory Factor Analysis

Fit Criteria	Values
$\chi^2/sd$	2,291
NNFI (Non-Normed Fit Index)	0,869
IFI (Incremental Fit Index)	0,886
CFI (Comparative Fit Index)	0,885
RMSEA (Root Mean Square Error of Approximation)	0,072

<b>RMR (Root Mean Square Residual)</b>	0,066
<b>GFI (Goodness of Fit Index)</b>	0,824
<b>AGFI (Adjusted Goodness of Fit Index)</b>	0,783

Looking at Table 2, for the goodness-of-fit index values; very good fit since  $\chi^2/sd=2.291<3$ , acceptable good fit because Root Mean Square Residual (RMR) is  $0.066<0.08$ , Root Mean Square Error of Approximation (RMSEA) is  $0.072<0.08$ , and acceptable fit values model fits the data well. Therefore, the validity of the 6-factor structure was confirmed by confirmatory factor analysis.

Regression values show the power of observed variables to predict unobserved variables, that is, factor loadings. Regression coefficients show whether factor loadings are significant. The fact that the “p” values are less than 0.05 in each bilateral relationship has an important place for factor loadings and this indicates that the items of importance are included in the factors correctly (Karagöz et al., 2016: 51). Factor loadings are important, as the "p" values for each binary relationship below are less than 0.05. The fact that the factor loadings are significant means that the items are loaded correctly on the factors. Standardized regression coefficients are given in Table 3.

**Table 3: Standardized Regression Coefficients**

Expression Factor	Estimate	Expression Factor	Estimate	Expression Factor	Estimate
FG4 ← FG	0,587	H14 ← H	0,412	KB21 ← KB	0,867
FG3 ← FG	0,699	H13 ← H	0,536	KB20 ← KB	0,921
FG2 ← FG	0,584	H12 ← H	0,714	KB19 ← KB	0,858
FG1 ← FG	0,732	H11 ← H	0,632	YG27 ← YG	0,738
G9 ← G	0,573	H10 ← H	0,711	YG26 ← YG	0,704
G8 ← G	0,581	D18 ← D	0,757	YG25 ← YG	0,633
G7 ← G	0,808	D17 ← D	0,776	YG24 ← YG	0,602
G6 ← G	0,812	D16 ← D	0,709	YG23 ← YG	0,612
G5 ← G	0,706	D15 ← D	0,669	YG22 ← YG	0,649

Standardized regression values show the power of observed variables to predict unobservable variables, that is, factor loadings. According to Table 3, the factor loads of the unobservable variable "physical appearance" are between 0.584 and 0.732, the factor loads of the unobservable variable "reliability" are between 0.573 and 0.812, the factor loads of the unobservable

variable “enthusiasm” are between 0.412 and 0.714, the factor loads of the unobservable variable “sensitivity” are between 0.669 and 0.776, the factor loads of the unobservable variable “organizational loyalty” are between 0.858-921, and the factor loads of the unobservable variable “adequate assurance” are between 0.602-0.738 is changing. In addition, when we look at these values, the standardized regression coefficient values are also quite good.

### **7.3. Internal Consistency Analysis**

The Cronbach  $\alpha$  coefficient, which is used to measure the reliability of the scale and expresses the internal consistency measure;

If  $0.00 \leq \alpha \leq 0.39$ , the scale is not reliable,

If  $0.40 \leq \alpha \leq 0.59$ , the reliability of the scale is low,

If  $0.60 \leq \alpha \leq 0.79$ , the scale is quite reliable,

If  $0.80 \leq \alpha < 1.00$ , the scale is highly reliable (Karagöz, 2016:941).

The Cronbach Alpha value of the scale's internal consistency was found to be 0.940. This value shows that the scale has high reliability.

## **8. Conclusion and Discussion**

Satisfaction of customers is of great importance for businesses that produce products as well as businesses that produce services. Customer satisfaction increases the competitiveness of service companies and contributes to market and marketing activities. Customer satisfaction is one of the most important factors that are of great importance for the company's profitability and expansion of its activities. The developments in technology have brought about the change in the expectations of the customers and their desire to receive perfect service. Meeting these changing expectations depends on their correct determination. In this case, determining consumer demands and evaluating their satisfaction with the service offered is one of the most basic goals for the service sector. The quality of the service provided by a business directly affects customer satisfaction. For this reason, it is extremely important to determine the satisfaction and service quality perceptions of consumers. Especially businesses operating in the service sector should give more importance to service quality and customer satisfaction.

As a result of the analysis, it was determined that the developed scale consisted of “Physical appearance”, “Reliability”, “Enthusiasm”, “Sensitivity”, “Organizational Loyalty” and “Adequate Assurance” sub-factors. The construct validity of the factors used in the scale in the developed model was also confirmed by confirmatory factor analysis. The fact that the factor loadings are significant means that the items are loaded correctly on the

factors. Standardized regression coefficient values are also quite good. There is a significant positive relationship between all factors. When the relationships between the factors are examined, it is understood that the Physical Appearance factor has a moderate relationship with other factors, while the Sensitivity factor has a high relationship with other factors. The Cronbach Alpha value of the scale's internal consistency was found to be 0.940. This value shows that the scale has high reliability.

In the light of all these results, it has been decided that the scale of "customer satisfaction in banks" is a valid and reliable scale that can be used to measure the effect of customer satisfaction in banks on people living in Sivas.

This study was prepared in order to determine the expectations and satisfaction of bank customers from banks in Sivas. It should not be thought that the results about the province of Sivas reflect the universe. As a matter of fact, cultural difference, which is one of the factors affecting satisfaction, varies according to regions. For this reason, it is possible to reach more precise results by making simultaneous applications in different regions with much more comprehensive and large sample groups in order to determine the determining factors of customer satisfaction throughout the country.

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