

## عنوان مقاله:

مقایسه‌ی رضایتمندی مشتریان بانک‌های خصوصی و دولتی در سیستم بانکداری ایران با استفاده از مدل میسرا

## محل انتشار:

فصلنامه مدیریت دولتی، دوره 3، شماره 7 (سال: 1390)

تعداد صفحات اصل مقاله: 18

## نویسنده:

سیدمهدی مصطفوی - استادیار، دانشگاه فردوسی مشهد، دانشکده علوم اداری و اقتصادی، ایران

## خلاصه مقاله:

This study is aimed at exploring the determinant factors and hence developing dimensions of customer satisfaction for public and private banks. Two-stage factor analysis was computed to arrive at the dimensions of customer satisfaction. The study revealed five dimensions of customer satisfaction for public and private banks respectively. Those are: Service orientation, diligence, adherence, value of money, and amiability. In Mashhad city the level of satisfaction for both public and private banks is higher than average (50%). Among the satisfaction dimensions the higher rate devotes to staff behavior which is 80% and the lower rate devoted to staff paying attention to customers which is 44.8% in the private banks. The correspondent dimensions for the public banks relate to the staff behavior and revealing information to the customers which is 80% and 59% respectively. Overall the level of satisfaction in the nationalized and private banks is 25.22 and 24.14 respectively.

## کلمات کلیدی:

بانکداری خصوصی، دولتی، رضایتمندی مشتری، مدل میسرا

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1403250>

