

MALE CUSTOMERS' SATISFACTION: AN APPLICATION TO BANKS IN SAUDI ARABIA

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ABSTRACT

Customer satisfaction is a major objective of marketing research and turned to be an important managerial concern of middle and large scale organization. Increasing demand of quality services or products by customers raises the level of expectation and puts more pressure on organizations to meet their demand. In the same time, acquiring new customers or retention of current customers creates a strong competition between organizations to meet the growing power and changing quality perceptions of customers. Customer satisfaction can be defined as post personal evaluation or judgment of quality of service and products after the delivery of service or products. Customers are satisfied if services or products met quality standards and proved to be reliable. This research aims at investigating demographic factors and modes of transaction affecting male customer satisfaction in Saudi banks. In addition, the study reveals difficulties facing banks in Saudi Arabia in meeting customer's expectation which determines customers' satisfaction.

KEY WORDS: Customer satisfaction, Saudi banks, Marketing research, Service quality, Organizations' competitions.