Automated Teller Machine (ATM) Operation Features and Usage in Ghana: Implications for Managerial Decisions

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Abstract

Automated Teller Machine (ATM) packages of banks in Ghana have operated for a very long time without full exploration of all essential functions of the facility and this has baffled the minds of the public and other decision makers about the effect of ATM operations on customer demand for it. It is in line with this view that this study was conducted to assess the operational features of the ATM and the factors that account for customers’ willingness to use ATM. The study modelled the operational features of ATM using queuing modelling and a probit model was estimated to determine the factors affecting customer usage of ATM. Data was collected from 160 customers of banks with ATM facilities in the Wa Municipality. It was realized that there is a high traffic intensity for ATMs use for most banks in the Municipality. Also, higher educational attainment, number of ATMs per bank, convenience, security features, efficiency and low transaction charges have significant effect on influencing the usage of ATM services. It is recommended that management of these banks need to upsurge the number and quality of ATM services in order to increase access and usage of ATM.

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