

RESEARCH REGARDING THE SATISFACTION OF BANK SERVICES CONSUMERS AT CEC BANK S.A.

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Abstract:

This paper approaches the problems regarding the satisfaction of bank services consumers in the context in which the market concerning these services is characterized by a strong competition between the providers of these services on one hand and by increasing the consumers' demands and expectations on the other hand. The research is meant to measure the satisfaction of consumers of banking services at CEC S.A. Alba. Beforehand there were conducted two exploratory researches, one having as purpose the identification of consumer requirements regarding bank services, aspects which contribute to the formation of their satisfaction, and the other revealing the vision which the bank's management staff has on consumer satisfaction and its importance in maintaining their clients. The results of the selective research led to the conclusion that the majority of the questioned subjects are satisfied and very satisfied with the banking services provided by CEC S.A.

Keywords: *consumer satisfaction, consumer dissatisfaction, expectations, perceived performance, expectations disconfirmation, bank service*

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