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Banka Şube Performansının Çok Kriterli Karar Analizi İle Değerlendirilmesi / Evaluating Bank Branch Performance Using Multi Criteria Decision Analysis

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A B S T R A C T

The importance of bank branches in the banking system is indisputable due to intermediation function between the customer base and bank itself. While bank's branch is an important deployment tool of the banking business volume, bank branch network performance has a significant impact on bank performance as a whole. Because of changes in customer attitudes and profit pressure, banks led to a multi-channel distribution model and trying to shift processing services to online and mobile channels. However, the desires of customers to interact with bank, consultancy services given in the branch, high-value transactions, special services and etc., bank branches will continue to be an important part of the system in the future. The studies in the literature on bank branches draw attention to the importance of performance and reveals the results directly affect the performance of the bank. Bank branches in the area dealt with in the performance of their activities in three areas; operating efficiency, profitability efficiency, and service quality efficiency. This study examines the performance of the bank branches taking into account by multi-criteria decision analysis, and customer satisfaction.

KEYWORDS Bank Branch; Multi-criteria Decision analysis; Performance Evaluation

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