How Students Perceive Image of Banks

Abstract
Customer satisfaction and loyalty are the most significant components of the growth of bank performance. The basis of success is the customer who brings the bank returns. Also plays an important role image, which presents the bank towards its surroundings. The research focused on a specific group of interest from customers, the students, who are very sensitive to perceive this area. The assessment has been used Net Promoter Score indicators (NPS). How students see the image of bank, what they appreciate and what they do not like? What are the advantages and disadvantages of using the NPS, are the questions that try our paper to answer. Simple measurement of customer satisfaction with NPS allows banks to detect weaknesses in the relationship and time to respond.

Key words
bank performance, customer satisfaction, students segment, measuring satisfaction, image of bank

JEL Classification
H 23