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ABSTRACT

This study aimed at measuring the level of customer's satisfaction regarding marketing policies followed by commercial banks in the west bank and the quality of banking services offered by these banks during the period from October, 2005 till the beginning of 2007. The study covered the whole of west bank which extended from Jenin in the north to Hebron in the south. The study population consists of two parts. The first part included commercial bank's customers, the second part represented (13) working bank's marketing managers.

The study sample covered (1032) person. This study was accomplished using two questionnaires, one was directed to commercial bank's customers and the second one was directed to marketing managers in commercial banks regional management.

The study revealed a great satisfaction from customers regarding banking services quality provided by working banks in the West Bank The main finding reveal that 98.3% of the sample studied are convinced that services provided by these banks are acceptable .

As a result , the study reached a number of recommendations, such as:

The need to activate Palestine Authority Monetary role in following up banks services to make sure that they abide by rules and regulations..

Improving the quality and quantity of banking services provided to customers and involving IT services.

Benefiting from the experiences of Arabic and international banks in providing banking services and trying to apply these services to the local market.

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srs_banker@yahoo.com : **

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70.2	724		
29.8	308		
100.0	1032		
13.4	138	25-20	
22.9	236	30-26	
15.1	156	35-31	
14.9	154	40-36	
33.7	348	40	
100.00	1032		
15.3	158		
27.1	280		
47.3	488		
10.3	106		
100.00	1032		
43.6	450		
35.3	364		
2.3	24		
15.7	162		
3.1	32		
100.00	1032		
9.5	98		
9.7	100		
6.2	64		
9.7	100		
6.4	66		
8.7	90		
8.9	92		
12.8	132		
5.6	58		
10.1	104		
6.6	68		
5.8	60		
100.00	1032		
49.0	506	5-1	
41.3	426	10-6	

7.6	78	15-11	
2.1	22	15	
100.00	1032		
5.6	58		
7.9	82		
11.4	118		
68.8	710		
6.2	64		
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33.3	4	35-25	
41.7	5	45-36	
25.0	3	45	
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8.3	1		
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100.00	12		
8.3	1	5	
33.3	4	10 - 5	
58.3	7	10	
100.00	12		
41.7	5	10-6	
58.3	7	10	
100.00	12		
91.7	11		
8.3	1		
100.00	12		
91.7	11		
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%8.1	%63.3	%28.6	
%32	%62	%6	
%50	%43.8	%6.2	
%68	%30	%2	
%45.5	%54.5	0.00	
%20	%77.8	%2.2	
%50	%45.7	%4.3	
%45.4	%47.0	%7.6	
%55.2	%44.8	0.00	
%50	%46.2	%3.8	
%85.3	14.7	0.00	
%70	26.7	%3.3	

(%91.9)

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0.56	3.08		1
0.37	2.90		2
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