The impact of service quality in customer satisfaction case of "One Bank"

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Abu Nayam .......................... .......................... Mohammad Rezaul Karim
Abstract

The aim of this thesis is to gather more knowledge about the impact of service quality on customer satisfaction in “One bank Ltd” in Bangladesh. Nowadays the market of the service providing firm is highly competitive and the expectation of the customer is increasing. The firms are required to focus more on the service they provide to satisfy the customer in order to achieve the goal of an organization. The main purpose of this thesis is to identify the influencing factor of service quality that leads to the customer satisfaction. In this thesis the research approach are used are combination of both the inductive and deductive approach. The study is quantitative in nature. Structured questionnaire are used in order to collect the data. The theoretical framework used in this thesis is SERVIQUAL model developed by Parasuraman et al. (1998). The empirical findings of this thesis indicate that the customer of the “One bank ltd” is satisfied with the service they provided. From the empirical findings it shows that the better service providing firm can get advantage of market share. The service quality model can help the banking sector of Bangladesh to build a strong market and service provider can get advantages from providing better service.
1. Introduction

This part presents the Introduction, the Statement of the problem, the purpose and the limitations.

In today's world, a bank performs several general banking activities in line with its different internal departments. All the departments which are providing general banking services are very much important while dealing with customers. Bank earns its operating profit through functional activities of these departments under general banking. That is why; general banking activities does mean a lot for a bank. If a bank can figure out its outstanding performance in general banking through satisfying its customer then it is possible for that particular bank to gain competitive advantage from the market.

1.1 Banking in Bangladesh

The banking system at independence consisted of two branch offices of the former State Bank of Pakistan and seventeen large commercial banks, two of which were controlled by Bangladeshi interests and three by foreigners other than West Pakistanis. There were fourteen smaller commercial banks. Virtually all banking services were concentrated in urban areas. The newly independent government immediately designated the Dhaka branch of the State Bank of Pakistan as the central bank and renamed it the Bangladesh Bank. The bank was responsible for regulating currency, controlling credit and monetary policy, and administering exchange control and the official foreign exchange reserves. The Bangladesh government initially nationalized the entire domestic banking system and proceeded to reorganize and rename the various banks. Foreign-owned banks were permitted to continue doing business in Bangladesh. The insurance business was also nationalized and became a source of potential investment funds. Cooperative credit systems and postal savings offices handled service to small individual and rural accounts. The new banking system succeeded in establishing reasonably efficient procedures for managing credit and foreign exchange. The primary function of the credit system throughout the 1970s was to finance trade and the public sector, which together absorbed 75 percent of total advances. (reportbd articles /27/1/)

Beginning in late 1985, the government pursued a tight monetary policy aimed at limiting the growth of domestic private credit and government borrowing from the banking system. The policy was largely successful in reducing the growth of the money supply and total domestic
Although the government had begun effective measures to improve financial discipline, the draconian contraction of credit availability contained the risk of inadvertently discouraging new economic activity. (reportbd articles /27/1/)

1.2 Banking industry

1.2.1 Global industry

Banking service provide such as ATM services, net service: current converging etc service are now a day’s basic equipment for customer living in globalised world. Banker should take into consideration this service while developing product mix.

The increasing role of technology has a great impact on the way businesses are run. Nowadays, a growing number of customers interact with technology devices to create service outcomes instead of dealing with service employees. These kinds of technology encounters are called Self-Service Technologies (SST) (Bitner, et al., 2000b). The substitution of human-labour force with technology seems reasonable for companies, since it gives them the opportunity to decrease costs and increase convenience (Srinivasan, 2010). The advantages and disadvantages for the company and its customers by using SST can be viewed from different perspectives. Therefore, it is important for banks to recognize its offerings of banking SST in the light of customers’ perception and satisfaction.

Considering the lack of investigation in this particular area, this study seeks to present a bank’s Internet banking SST in connection with the customer’s perception and satisfaction level.

1.2.2 Internet technology banking and customer perception: General perception and adaptation

The Internet technology rapidly changes business strategies at the time of the millennium. This pattern attracts high attention of modern scholars. Recent theoretical developments gave birth to such definition as Internet Marketing. Internet Marketing is the application of the Internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives (Chaffey, et al., 2006). The virtual location of the Internet and the absence of physical place give an important implication for understanding the marketing process in the borders of the Internet. Some researchers suggest that the significant amounts of transactions are replaced from
traditional marketplace to market space. Internet banking is a good example of financial transactions via Internet. It is defined as, “...an Internet portal, through which customers can use different kinds of banking services from bill payment to making investment” (Pikkarainen, et al, 2004, p.225). Internet banking is an innovation that has lead to major changes in consumption patterns in the financial industry. The key to these changes lies in the reasons why customers use Internet banking. As previous researches suggest, users prefer self-service for several reasons, which include time saving (Bitner, et al., 2000a), cost saving (Dabholkar, 1996), personal behavioral control (Bateson, 1985; Dabholkar, 1996), ease of use (Bitner, et al., 2000a) and to avoid interference from service personnel and dependence (Bateson, 1985). All these reasons were given different priority in different investigations, but the essential note here is that all of them more or less influence customers’ choice.

1.2.3 Emerging Market

Denationalization and private industrial growth led the Bangladesh Bank and the World Bank to focus their lending on the emerging private manufacturing sector. The transformation of finance priorities has brought with it problems in administration. No sound project-appraisal system was in place to identify viable borrowers and projects. Lending institutions did not have adequate autonomy to choose borrowers and projects and were often instructed by the political authorities. In addition, the incentive system for the banks stressed disbursements rather than recoveries, and the accounting and debt collection systems were inadequate to deal with the problems of loan recovery. It became more common for borrowers to default on loans than to repay them; the lending system was simply disbursing grant assistance to private individuals who qualified for loans more for political than for economic reasons. An emerging market country is a society transitioning from a dictatorship to a free market oriented economy, with increasing economic freedom, gradual immigration with in the global market place and with other members of the global emerging market, and expending middle class, improving standard of living, social stability and tolerance, as well as an increase in cooperation with multilateral institution. (Kvint, 2009).
1.2.4 International marketing and its importance in relation to Emerging Market

International marketing is the process by which individuals and companies identify needs and wants of customers in different international markets; provide products, services, technologies and ideas competitively to satisfy needs and wants of different customer groups in different markets; communicate about the assets being transferred across political and cultural boundaries; deliver the product and services internationally using one or a combination of foreign entry modes. (Bradley, 2005).

International marketing has become so important for many firms in recent years; its impact upon domestic marketing programs is becoming increasingly significant. This can be illustrated by considering its effect upon just one aspect of the marketing mix, the product itself. Increasingly, companies are adapting product development programs so that the final product can be marketed in as many countries as possible with few, if any, modifications. The ultimate objective for many companies in pursuing such a strategy is the development of the truly global brand, one which is acceptable throughout the world. The synergistic benefits, particularly in terms of the potential for economies of scale, are considerable and for this reason the global brand has been referred to as the international marketer’s Holy Grail. (Gilligan, 2010).

1.3 Overall customer satisfaction

Satisfaction is a person’s feelings of pleasure or disappointment resulting from comparing a product’s perceived performance (outcome) in relation to his or her expectations Kotler, P. (2001).

Researchers found that customer satisfaction from the multi-faceted, and that overall satisfaction as a function of multiple experiences of satisfaction with the service provider (Sureshchandar et al., 2002). Investments in customer satisfaction, customer relationships, and service quality lead to profitability and market share (Rust and Zahorik, 1993). Customer satisfaction and high-quality service often outcome in more repeat purchases and market share improvements. Service quality is accepted as one of the basics of customer satisfaction (Parasuraman et al., 1994).

Researchers Reichheld and Sasser (1990) have recognized the benefits that customer retention delivers to a bank. For instance, the longer a customer stays with a bank the more utility the
customer generates. This is a result of a number of factors relating to the time the customer spends with a bank. These comprise the higher initial costs of introducing and attracting a new customer, increases in both the value and amount of purchases, the customer’s better understanding of the bank, and positive word-of-mouth promotion.

Therefore, we can say that customer satisfaction is the strength that can help a firm to achieve economic goals like profitability, market share, and return on investment where as service quality has become a major area of attention to practitioners, managers and researchers owing to its strong impact on business performance, lower costs, customer satisfaction, customer loyalty and profitability (Leonard and Sasser, 1982; Cronin and Taylor, 1992; Gammie, 1992; Hallowell, 1996; Chang and Chen, 1998; Gummesson, 1998; Lasser et al., 2000; Sureshchander et al., 2002 etc.

1.3.1 Three groups of customer satisfaction

Recent studies have shown that high levels of customer service quality can exert a positive influence or customer satisfaction. Jun & Can (2001) identified among 3 groups a total of 17 dimensions of Internet banking service quality: customer service quality, online systems quality and banking service product quality.

- **Customer service quality**: reliability, **responsiveness**, courtesy, **competence**, credibility, **access**, communication, understanding the customer, collaboration and **continuous improvement**.
- **Online systems quality**: content, **accuracy**, **ease of use**, timelines, aesthetics and security.
- **Banking service product quality**: product variety/diverse features.

All of these dimensions tend to have impact on either customer’s satisfaction or dissatisfaction, depending on the quality performance of those dimensions. As argued by Kolesar and Galbraight (2000), the banks implementing Internet banking can also create ‘a bond’ with their customers over the time if they consistently provide high quality services to them with a particular attention to such dimensions as responsiveness, reliability, credibility and understanding the customers. Using these dimension banks can create customer value, which is critical factor influencing customer retention (Weinstein, 2002).
1.4 Research Gap

Many studies indicate that there are links between customer satisfaction, service quality and profitability. In order to meet customer demand, many companies need to better serve their customers. Better quality of service can usually get a higher market share and better returns (slu & and mou 2003). Because of high market competition service quality becomes an increasingly important issue in the field of competitive market. Therefore, these issues become very important to satisfy the customer (Broderick & Vachirapornpuc 2002).

Moreover another study by Hallowell (1996), examined customer satisfaction but in relation to loyalty. On the other hand, Levesque and McDougall (1996) comprehensively analyzed the effects of service quality, service features, and customer complaint handling on customer satisfaction in the Canadian retail-banking sector. But there is no such prior research has done in banking industry in Bangladesh. Thus this research appears to be the first academic investigation of this phenomenon in Bangladesh banking industry.

1.5 Statement of the problem:

In Bangladesh the banking sector is one of the vast fields of service marketing. Now people have a lot of option for the banking service. Therefore, the main problem is Based on above problem discussion we draw this question –

- What is the impact of service quality in customer satisfaction in "One bank"
- How service quality can influence customer satisfaction.

1.6 Purpose

The main purpose of the study is to identifying the influencing factors that create customer satisfaction. Thus the investigation of customer perception and satisfaction helps to increase a company’s customer utility level. All in all this report will help banks to get a better understanding of the perception of users in using banking services and might show which needs and attitudes are missing and relevant towards conducting banking services nowadays. The principal intent of this report is to analyze the trends of modern banking and their customer’s satisfaction.
1.7 Limitations
This study is limited under the prospects of area limitations, firm limitations. The area of this study is limited to Bangladesh. The study is limited by a number of factors. Firstly, the research is limited only in Dhaka city in Bangladesh and it is not possible to reach physically for collecting data. Secondly, time constraint lead to get narrower outcomes. In addition, the firm’s limitation refers to one single company the One Bank. It also influences the representativeness of the survey considering the amount of respondents.

2. Literature review
This Part presents the management service, financial service, the customer satisfaction and the limitations.

2.1 Management service
B.V. Looy, P. Gemmel and R. V. Dierdonck (2003) suggest that, in business or service the week point is achieving the excellence in continuous improvement in quality. The management service should starts from both the back and front office. Business forms are becoming more conscious about the service they provide. Business firms try to conformance and specified the service of their customer expectations. A service form must ensure that the expectation and need of customer must meet the process they choose to satisfy the customer. Now in current time the service providing firm are trying to satisfy their customer more and more for their business by improving the management service of the business which includes the back and front office. R. Johnston and G. Clark (2008) define management service as; service management is a term that is the activity, decisions and responsibilities of the manager in service who is responsible for the service of the business. The service management covers the activity that creates the service for the customer of the business, the service manager or customer manager is sometimes responsible for the resource that helps the organization to create service. The service covers the activities for deliver the service to the customer.
2.2 Financial service

Grosse 2004 define the financial service as the financial service has two functions primarily, one is to keep deposit and give some reword or interest for the deposit and second is financing in the business, and by doing this they earn money from the investment. He also suggests the third type of category in the financial service that is the use of money or financial instrument for realizes the purchase of goods and the services. It helps to set the price and exchange of the money and includes the transfer of the money by checks electronic transfer etc. Winston 1986 suggest the financial service as, to maximize the goals and values for changing the life style of the customer, which include the transfer of wealth for the customer, financial planning for the customer that he/she can get well being for the treatment in personal health. Financial service ensure customer that customer will get help by the financial service provider for this financial matter, like the taxpaying and so on. Actually financial service provider works for the optimization of the customers resources.

2.3 Customer satisfaction

Cochran 2003 define customer satisfaction as, “customer satisfaction can mean virtually anything.” It can involves a lot of variables such as price, lead time, conformance, responsiveness, reliability and so on and sometimes can be blend of this elements. It can vary industry to industry and service to service and the elements can have importance individually. The variables are what customer thinks about the product or service quality. The organization can control the elements of the product or service they provide, like the quality, the attitude of the sells person, the knowledge of the service person. The organization cannot control the business environment but it can control the elements stated above. The organization cannot control the perception of the customer whether it is based on the fantasy or the unreal. But the perception of the customer is fact for the organization. Vavra 1997 define customer satisfaction in two ways, one is outcome and another is process. The outcomes are the results of the consumption experience and the process is the perception, evaluation and the physical process that leads a customer to the satisfaction.
2.3.1 The Kano model of customer satisfaction

The Kano model, defined by Noriaki Kano in the 80s, relates the product development of an organization and the customer satisfaction of the consumer; thus, the model classifies product attributes based on customer perception of these attributes. This model divides customer preferences into five categories of quality (Bonacori, 2010; Bartikowski and Llosa, 2003).

- **Attractive Quality**: This category provides satisfaction when fully achieved, but does not cause dissatisfaction when not fulfilled. That is because, this attribute is usually unexpected, and adds additional value for the customer and therefore delight them.

- **One-dimensional Quality**: This attribute results in customer satisfaction when fulfilled and dissatisfaction when not fulfilled. This aspect of the product is communicated by the company and therefore expected, which is why the lack of the attribute creates immediate dissatisfaction.

- **Must-be Quality**: This category describes attributes which are taken as granted when fulfilled but results in dissatisfaction when not fulfilled. This attribute addresses the essential features of product that are expected and suppose to function, the lack of this attributes or a failure create dissatisfaction.

- **Indifferent Quality**: These attributes refer to aspects that are neither good nor bad, and their presents or absence do not result in either customer satisfaction or customer dissatisfaction.

- **Reverse Quality**: These attributes incorporate the differences among customers, who are different in their preferences and therefore could mean that one customer get satisfied through the attribute while another gets dissatisfied.

The mentioned categories and the related terms can be labelled differently throughout various literature sources, since they have been translated into English (delighters/exciters, satisfiers, dissatisfiers, etc.), nevertheless, all refer to the original articles written by Kano (Bonacori, 2010).
Based on these categories of customer preferences, the Kano model offers some insight into the product attributes which are perceived to be important to customers. Moreover, the model focuses on differentiating product attributes, as opposed to focusing initially on customer needs. The following figure illustrates the Kano model of customer satisfaction (Ullman, 1997; Jacobs, 1999).

![Kano Model Diagram](image)

Figure 2.1: Kano model of customer satisfaction

The figure represents the customer satisfaction on the horizontal axis, while the vertical axis relates to the product function. Considering the categories of customer preferences above, the model (figure.) identify the following attributes related to the product features itself (Cohen, 1995).

**Basic Attributes:** One of the main points of assessment in the Kano model is the basic attributes. These attributes are compulsory to realize by the company in order to meet customers’ needs otherwise, in case this attribute is overlooked, the product is incomplete. Basic attributes are simple components of a product. Nonetheless, a lack of these attributes makes the survival of the product in the market neither impossible due to increased dissatisfaction level.
**Performance Attributes:** Performance attributes are commonly a skill, knowledge, ability, or behavioural characteristic that is associated with job performance. Performance attributes can result in more customer satisfaction or conversely, a weak performance attribute reduces customer satisfaction. Initially, the customers discuss their needs which will fall into the performance attributes category. On the contrary, these attributes will form the weighted needs against the product concepts that are being evaluated. Performance attributes also often require a trade-off analysis against cost.

**Excitement Attributes:** Excitement attributes are unexpected by customers but can result in high levels of customer satisfaction. However, their absence does not lead to dissatisfaction (Ullman, 1997). In the Kano model, the excitement attributes are the most influential and have the potential to lead to the greatest benefit for the company.

2.4 Word Of Mouth (WOM)

Now a day’s many of the marketer prefers their customer to talk for them. Marketer realized that the best way to promote their product is, when a customer speck’s for them. Customer talks about product with their friends, family and so on. When a customer buy a product they talk with their peers, then they try a product after that they talk more about a product. According to Silverman (2001), engage people to talk often about a product to a right people in a right time is the best thing that a marketer can do. Word of mouth is the most important thing in marketing field for the sales. Meriners, Schwarting, Seeberger (2010) discussed the importance of word of mouth, after the Second World War companies have focused on mass media to reach the customer. This was a one sided communication with their customer. This was successful for some decades but it was needed to review the communication model as the model became inefficient. Internet and mobile phone became a major vehicle to reach the customer after 1990s. Advertisement cost are growing very high for the company, and customers are getting a lot of advertise daily, for this classical sales strategy are becoming unpopular day by day. Customers are getting board about the advertisements, so they are relying more on social environment recommendations. Word of mouth is giving the customer a chance to talk about a product or brand. WOM is not a new concept but many companies find it very effective in purchasing
behavior. Many company and retailers ignore the WOM for many years as they believe these not effective marketing tools.

2.5 Promotion

According to Yeshin (2006) sales promotion is something that change the customer behavior positively both for the product and service oriented firms. It changes the appeal, and gives customer something more benefit for the purchase of product or services. Sales promotion is any types of incentives for the customer to get benefit that is additional from the product and business firm do it to increase the sales temporarily by changing the value and perceived price. Sales promotion is offered by the brand or retailer. Sales promotion does not include the advertising, personal selling and the public relation. The risk include in the sales promotion is it may damage the brand value. Yeshin (2006) suggest sales promotion can be done three levels that are they can attract customer at the point of purchase by providing the additional information. The sales promotion can be done by the direct incentive to the customer and the third one is the invitation to the customer to involve in immediate transactions. Sales promotion has three impacts on customer that is economic which is to provide customer a economic favor. Second is informational that is providing information to the customer about the product which is unknown to the customer and the last one is emotional that is the emotion achieved by the receiver of the promotional activity.

2.6 Customer Experience

(Shaw, Dibeehi, and Walden 2010) define customer experience as, an interaction between customer and the organizations when the customer gets involved with the business firm for a transaction. It is a blend of the organizations performance and the emotion involved in the transactions. It can be measured against the expectation of the customer. Customer experience happens in conscious and sub conscious mind. Conscious is what a customer see all around him and what is he conscious about and the sub conscious is something that a customer can fill in his mind but does not reach in his conscious mind. The experience is the combination of these two filings. Kamaladevi (2010) shows in journal that consumer comes in stores with two perception about the brand. These are retail and manufacturer brand. In this article author assume that the customer brand perception may influence the buying decision of the customer. It is applicable for the service organizations also. Consumer has some experience and it influence the buying decision. In this article we found a example that consumer prefer the “Apple” brand than the “IBM”. Consumer has a significant effect on the past experience that is leads to the expectation
and has an effect on buying decision. It is important to emphasize on the reinforcing factors of the customer experience and also the brand after a certain time period. It is very important to follow the impression of the customer. In terms of negative impression for a service for the first time it is important to give them non-comparative information, where for the positive impressions customer can serve with the comparative information. These types of information should be provided because initial perception of a customer can influence the customers experience about the brand.

2.7 Customer expectation

Heartline and Ferrell (2008) define customer expectation as, the degree to which a product or service can meets or exceeds the customer expectations. It is important to understand the customer expectation from a certain product or service, and how they formed. The expectation of a customer can be vary on a situation and also differ in customer to customer. Expectation can be very high where there is a lot of alternatives to meet the need. Reveres to this situation where there is low alternatives the expectation of customer can be low. From the firms point of view, they look about two factor related with the product or service. First one is the product strategy, and the second one is firms track the expectation and performance over time. It helps firms for the strategic planning and management of customer satisfaction. This helps firms to develop a new product or service and also to improve the customer satisfaction over time. It is seems to be impossible to separate the expectation from the satisfaction. Satisfaction is involved with the quality and the value which is comes from the expectations. Customer holds an expectation about value and quality of a product and evaluates the product or service with the broader issue of value. Sometimes a best meal from a great restaurant can be seen as less valued when a customer judge it in value, quality, opportunity cost etc. which may cause a lower satisfaction of a customer. Customers usually consider satisfaction based on his or her expectation. Even if the value of a meal is not what the customer expect he or she can be dissatisfied.
2.8 Service quality

Hernon and Whitman 2001 define service quality as service quality is the gap analysis, or the gap of the customer expected service and the real service provided by the particular organizations. Brown, Gummesson, Edvardsson and Gustavsson 1991 define the service quality, where they said that defining the service quality is difficult, because it is intangible in nature of the service. The definition of the service quality may differ person to person. It may say that the production would produce the things right and the marketing will do the right things which may results in customers expected services.

To answer our research question we are going to use the conceptual model proposed by Parasuraman et al. (1988) identify five level of quality dimensions which is called the (SERVQUAL) model which relate the service quality to the consumer expectations. The five dimensions are as tangibility, reliability, responsiveness, assurance and the empathy.

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<td>tangibles</td>
<td>tangibles</td>
<td>Physical representations or images of the service to be provided.</td>
</tr>
<tr>
<td>reliability</td>
<td>reliability</td>
<td>The ability to perform the promised service dependably and accurately.</td>
</tr>
<tr>
<td>responsiveness</td>
<td>responsiveness</td>
<td>Willingness to help customers and provide prompt service whilst capturing the notion of flexibility and the ability to customise the service to customer needs.</td>
</tr>
<tr>
<td>competence, courtesy,</td>
<td>assurance</td>
<td>The competence and courtesy if extended to customers and the security provided through operations.</td>
</tr>
<tr>
<td>credibility, security</td>
<td></td>
<td></td>
</tr>
<tr>
<td>access, communication,</td>
<td>empathy</td>
<td>Individualised attention to the customers.</td>
</tr>
<tr>
<td>understanding the customer</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table: 2.1 Source: Marshal G. Murdoch L. 2001

Table 2.1 shows the original and refined model of the five assessment dimensions of Parasuraman et al.
2.8.1 Tangibility: Physical representation or images of the service to be provided

According to Stantos and Jessica (2002) the service quality is a multidimensional concept. Tangibility is one of this. Tangibility is tangible elements of the service organization, the appearance of the physical equipment, the machineries, the tools, facilities, the personal etc. tangibility refers to the physical services that a customer can find in a service firm when customer get into the organization. Tangibility is known as physical quality of the service.

2.8.2 Reliability: The ability to perform the promised service dependably and accurately

Galetzka, Verhoeven and Pruyn (2006) define the reliability that reliability is not only the outcome of a service it is the actual creation and execution of the service. It involves the service, operations, and contact by the organizations personnel, time and the environmental factor. Service reliability relates to the instrumental aspects of service realization. Reveres to this if the instrumental performance is not satisfactory to the customer will be an unsatisfied customer. Customers are always looking for the minimum result they want from the service organization. In other word customer expect some service if they face any problem with a product or service. Reliability is that assurance that customer expect that service firms will take necessary steps for their support that they promise to provide.

2.8.3 Responsiveness: Willingness to help customers

Heinonen and Strandvik (2005) discusses about the responsiveness in their article. Marketing communication serves value to the customers. This contains relevance and medium acceptance. Relevance relates to the content of the massage and the medium acceptance is when and where the consumers receive the information. Responsiveness means in generally that customer will get the service from the service organization very cordially. Employee of the firm will give them service willingly. It assure that consumer will not face any hassle for the service, in other words we can say that service will delivered without any excuse whether it is needed.
2.8.4 Assurance: The security provided through operations

Patel and Anoop (1994) provide the definition of assurance that is the prevention of quality problems by planned and systematic activities. This will assure the good quality of a product or service and adequacy. Assurance can be said as the planned activities to provide a quality product or service to satisfy its customer. With assurance organization provide customer to get the right thing in first time, avoiding the wastage of effort and the inappropriate behavior. Assurance can be seen as the security provided by the service firm through their operations. It’s assures the customer about their security for the product or service during the using of the service.

2.8.5 Empathy: Individual attention to the customer

Tettegah and Anderson (2007) define empathy as; empathy could be described as a moral emotion that exists in many societies universally. It is a phenomenon that acts as a support of a victim of violence or accident. It could also be associated with the feelings of joy fear excitement and sadness. Empathy is sometimes feeling as encounters feelings. In organization empathy is to listen individual customer. In a service oriented firm empathy is to give the support to the individual customer. If any organization can assure the empathy to its customer the reliability of the customer can increase to the satisfaction. Customer can assure that the organization would listen to them and they find their solution from the organization. Tso, Wilson, Birdi (2009) suggest that, empathy has regarded as an essential effective communication. To listen someone attentively and the repose appropriately is the main component of the communication. If the two respondents are from the same culture the communication will be more effective as they came from the same norms and values. This is the model that the researcher of this thesis will use to answer the research question.
3.0 Research Methodology

3.1 Research process

In this section we will describe how we collect the data and what type of methodology we used in our thesis. In this section we are going to present the whole method we used for our thesis and how we are going to collect the data for the thesis.

3.2 Types of research

According to Weiers (2008), business research studies can be divided into the objective involved. The author suggests four types of studies and these are: exploratory, descriptive, causal and predictive. Exploratory research is become familiar with the problem situation, identification of important variables and uses these variables to form hypothesis and that can be tasted. Descriptive research is describing something. Its goal is to describe a problem. It could be done by the survey. Causal research is the examination of whether a variable has an effect on other variables for a specific problem. Predictive research is the forecast something that will occur in future. It is used for some future situation. It could be used for the future sell for an organization. Ghauri and Gronhaug (2005) suggest descriptive methods as the problem is structured and well understood. The problem is clearly mentioned and the task to solve is clear. Descriptive research is the most relevant to our research because we are going to identify the relation between the service quality and the customer satisfaction.

3.3 Research approach

According to Bryman and Bel (2007) there are mainly two types of research approach, these are inductive and deductive approach. Deductive theory is mainly representing the relation between theory and research. In deductive approach researcher works with the hypothesis which comes from the empirical findings. This hypothesis is tested in the research and translated into the researchable entities. In deductive approach the research starts with the theory and then it’s transformed into the findings.

Inductive approach is the generalization of empirical findings. It is the way of observation of empirical observation to data collection and the empirical generalization. In this thesis the
authors are going to use the both approach. First we are going to collect data in non-numeric approach but the statistical tools are going to used in for the description of the findings. Secondly in this thesis paper there is no hypothesis. So the thesis is a combination of both approaches.

3.4 Research method

According to Bryman & Bel (2007) a research methods is simply a technique for collecting the data. Researcher can use specific tool for the data collection. Such, as self completion questionnaire, structured interview or observations.

3.4.1 Questionnaire

According to Mc Burney and White (2009) surveys are widely used methods of gathering scientific information. It is depend on the researcher that why they wants to do the survey. Often the purpose of a survey can be how people fell about a product or service. Schwab (1999) suggest questionnaires are measuring tools that is used for collect information from individual respondents. It is about asking individuals to set questions. Questionnaire allows collecting data from a large of population. As the sample size of this study is very wide, the authors used questionnaire for collection of data regarding the company.

3.5 Research strategy

Galliers (1991) suggest a lot of research methodology. He suggests fourteen methods that are written in 3.3 below.
Table 3.2 A taxonomy of research methodologies.

<table>
<thead>
<tr>
<th>Forecasting</th>
<th>Futures research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simulation</td>
<td>Role/Game playing</td>
</tr>
</tbody>
</table>

There are mainly five major research strategies used by the researcher when they conduct a study. These are case study, experiment, survey, histories and analysis of archival information. Researcher finds out a strategy for their studies which suits it best. In this study researcher decided to use the survey method for collecting data.

### 3.5.1 Survey

According to Galliers (1991) Surveys enables researcher to obtain data about a product or service at one point in time through the questionnaire. Quantitative analytical techniques are used to analyze the data, collected from the surveys. The advantage of using the surveys may study more variables at one time than in could be in the laboratory or in the field experiments, whilst data can be collected from the real world environment. There is some key weakness in the survey methods like; it is difficult to realize insights relating to the cause involved with the phenomena, the possibilities of self-selecting nature of respondent that could be bias the study etc. according to Bryman and Bell (2007), quantitative research entails a deductive approach in relation with the theory and the research. It is usually said as the natural scientific model. On the other hand qualitative research emphasizes an inductive approach which is a set of relationship between theory and research. In qualitative research it does not allows the scientific model. In this study the researcher decided to use the quantitative methods for the study.

### 3.6 Sample selection

(2005) defined sampling as, a population is the whole set of the population of a study but the sample is a subset of the population. The population size is huge wide for a company, and they want to know about the population so they select the sample. Sampling is use to understand the population. The effective sampling is therefore reflecting the population. Snowball sampling is finding the procedure that, people who use a particular service and that’s how to find the other people who use the same service. This is a way of findings the same feature user. Snowball
technique is useful technique for the respondents in case of time and cost. It involves the sampling error, but it is effective. For this study the authors applied snowball sapling technique, along with the e-mail respondent of the customer based of “One bank”. Authors send some e-mail directly to the customer of the bank and use the social media for the snowball sampling. The authors send 70 questionnaires to the respondent and received 51 feedbacks from the customer.

3.7 Data collection

According to Seaton and Bennett (1996) data should be collected using the section of methods. When the data is collecting special care is required in case of any bias which introduce could render any result and it could be meaningless. This problem is related to the interview and the observation methods. Data could be collected from two sources that is, primary and secondary data. Secondary data is which is already exists for an established purpose. It includes the documents, journals and desk research. When all potential secondary are seems to exhaust the most attention goes to primary data. Primary data is collection of new data. There are numerous methods for primary data collection like survey, the interview observation and so on. Survey is the most common form of data collection. Survey is based on a questionnaire which can be conducted via e-mail, telephone or personal interview. It is cost effective so the authors used this method for this research. To collect data from primary source the authors use the questionnaire. Questionnaire is distributed to the customer of “One bank”. It was not possible to collect data by personal interview as because of time limitation. The questionnaire is distributed by the e-mail and with the social media because of time and cost. For the secondary data collection the authors used secondary sources also which includes the published articles, published books, journals, company website which help to collect the data and idea about the research.

3.8 Data analysis

Seaton and Bennett (1996) suggest data analysis as the methods used and the type of data collected through the data collection will determine the analysis. The quantitative method requires statistical analysis whether descriptive or inferential. Descriptive research answer the questions related with who, what, where, and how. In this research the authors followed the
descriptive method also known as statistical methods. For this research authors use the graphs and GraphPad Prism 5 software for the data presentation and analysis.

3.9 Reliability and validity

According to Bryman and Bell (2007) two of the most important criteria for business research are reliability and validity. Reliability deals with the question whether the result of a study is repeatable. The term is related or not with the different unit of a business. Reliability is particularly related with the quantitative research, because the quantitative research is concerned with whether a measure is stable or not. To make the result consistent the authors follow each and every method for the conclusion. For the further study researcher can make the same methods for the result and this make the research repeatable.

The most important criteria of a research are validity. This is concerned with the conclusion generated from the piece of research. Types of validity are mention bellow:

Measurement validity: This criterion applies with the quantitative research. It deals with whether or not a measure that support the actual aim of the study. In this study we follow the method and tools for the measurement to find the answer of the thesis.

Internal validity: This criterion deals with the issue of casualty. The casualty means the respondent of the study are the actual customer of the “One bank” that the findings and conclusion of the study are not bias. It also deals with further action by the bank for their customer in case of some modification in service.

External validity: External validity deals with the question that can the research be generalized beyond the specific research context. This is meant to be generalizing the study. In this study authors tried to select the sample from the actual customer of the “One bank”. The authors try to generalize the study along with the fixed research context.

Ecological validity: This criterion deals with the whether the scientific findings match with the daily social life. Is it cover the life condition, value, opinion etc. in this study the authors collect data from the customer of the bank, and the questionnaire answer the daily life of the customer, so it could be concluded that a true representation is reflected from the daily social life.
3.9 Trust worthiness

According to Bryman and Bell (2007), Lincoln and Gubba (1985), suggest trustworthiness as a good measurement of the quantitative research. This is related with the previous quantitative research criteria. Credibility deals with the internal validity which means how believable the findings of the study are. To increase the credibility the authors continuously communicate with the “One bank” official. Transferability deals with the external validity that is the findings apply to the other context. Dependability is parallel reliability, that is are the findings likely to apply at other times. Other researcher can focus in different variables of the study and the last one is conformability means has the investigator allowed his or her values to introduce to a higher degree. The work done by two people and it is made simple to business research criteria.
4. Findings, Analysis and Results

This Chapter includes finding from survey and interview and its analysis. The findings are present with the help of table and figures to easily understand the interpretation of data collection. Further, it contains the results of this study based on analysis of finding and the theory.

While preparing the report, we have done a questionnaire survey. 23 questions were asked to the different account holders. Due to limitation, only 51 clients were asked and they were chosen by the stratified sampling method.

**Demographic Classification of Respondents**

Variable of gender and age were inquired in the questionnaire to know demographic and social features of the respondents. Creating a profile of the customers would help better to target desired group effectively by providing them services according to their desire.

All in all 51 people answered the questionnaire on banking and the customer satisfaction. The demographic composition of the respondents provides the following picture.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>45</td>
<td>88.2%</td>
</tr>
<tr>
<td>Female</td>
<td>06</td>
<td>11.8%</td>
</tr>
<tr>
<td>Total</td>
<td>51</td>
<td>100%</td>
</tr>
</tbody>
</table>

Table 4.3 Gender of respondents Source: Authors

The results given in Table 4.3 show that most of the respondents were males which constitute 88.2 % and others are females i.e. 11.8 % of the total. It means that male customers are visiting One Bank Ltd more often than female customers. One reason could be that couples visited the bank and males responded to the questionnaire rather than females. But even then, the interest of males to respond to the survey shows that they are more curious about information and offers about services Quality of One Bank and it should be taken in to consideration by the company.

This proportion is visualized in the following figure.
The age groups of respondents are presented in Table 4.4 which shows that 40.4% of the respondents were less than 25 years which are mostly seen as young customers and are usually students. The other age groups i.e. 25-45, 46-65 and 65 and above constitute of people with jobs and retired people with families. The results show that respondents more than 25 are mostly taking banking service from One Bank. It means that people under 18-24 years are visiting One Bank less than other age groups thus one bank should target them by providing better services and service quality which would help to raise the number of young visitors to the bank.

Importance of Information

When we asking the One Bank customers for their overall satisfaction the respondents say that they are satisfied 75% and 25% are dissatisfied. Just around 75% of the respondents trust in the banking system and in the security of the payment system, One Bank customers would recommend banking services to others.

When asking for the frequency of physical contact with the bank 75% of the respondents mention that they have once a month physical contact with their bank. This is true for one bank customers as well as for customers of other banks.
The question of all questionnaires was asked to know that to what extent customers are satisfied with the information provided to them. The results given in Figure 4.4 shows that 75% of respondents said that the information about products and services provided by one bank is enough for them whereas 25% said that they are not provided with sufficient information about offerings of the one bank.

4.1 Tangibility: *Physical representation or images of the service to be provided*

1. OBL has up to date equipment
2. OBL’s employees appear neat
3. OBL’s physical representation of the services attractive

After analyzing the questions 1-3, the reliability of tangibles of one bank Ltd are concerned about the physical aspect of one bank such as repair capacity, well arranged waiting area or room when client visits, presented information desk where customers can meet with them while expecting their services and also have suggestion box(es), modern and good looking equipment that customers can use at ease, employee appearance, environment is reliable or visually attractive. In support with the theoretical framework, the authors evaluation of customers’ responses answered the 3 questions on tangibles of one bank which results shows that the tangibility. The following figure represents the most tangibility of one bank Physical representation or images of the service to be provided.
The results given in Figure 4.5 shows, after finding the above analysis we can see that 7% customer of OBL’s physical representation of the service attractive customer are strongly agree, agree 22%, neutral 17%, disagree 2%, strongly disagree. When we asked to the customer about the OBLs employee appear neat 2% customers strongly agree, 22% agree and neutral, 3% customers don’t agree and also 3% customer are strongly disagree, they are not neat enough, at the last phase of the tangibility survey 7% customer are strongly agree at the one bank ltd (OBL) is up to date of their system, 23% are agree, 17% are neutral, 3% are disagree and 2% customer are strongly disagree. The agree bar and neutral bar can show that 16% to 22% high out of three questions customer are satisfied the banking system. So we can say that, Most of the customers are agree on the attractiveness of the bank’s physical representation and This implies reliability of tangibility in one bank is more than sufficient implying customers are overly satisfied as the service quality of tangibility is higher than customers’ expectation.

Relationship between tangibility and customer satisfaction
This shows the relationship between the tangibility and customer satisfaction. The questions related with the tangibility of service quality model used in the theoretical frame work. From the empirical findings the authors found that when the customer of One bank are satisfied with the tangibility issues related with the bank, there the customer satisfaction is high. The aspects of tangibility are physical representation (PRSA), employee’s appearance (EAN) and up-to-date equipment (UDE). When the organization satisfied the customer with this issues the customer are being satisfied. This graph shows the relation of the customer satisfaction and the tangibility. In this graph the result shows the positive relationship with tangibility and the customer satisfaction. Here when the customer are satisfied with the tangibility the customer satisfaction are high and when the customer are dissatisfied with tangibility the overall customer satisfaction are low. This is the correlation with the tangibility and the customer satisfaction.

4.2 Reliability: The ability to perform the promised service dependably and accurately.

4. When OBL promises to do something by a certain time, they do it.
5. OBL shows a sincere interest in solving problem that satisfy you
6. Employees of OBL provide error free services
7. You have to wait for long time before cashiers serve you

With reference to the above questions, reliability entails doing what is being promised efficiently and at promised time. Defined in the theoretical framework, reliability is the ability to perform the promised service time after time, consistently, and accurately. Evaluating responses from one bank ltd, results shows that reliability of reliability. This means, their services are delivered as promised with additional values, accurately and at designated time.
The results given in Figure 4.6 shows, finding the above analysis we can see that 2% customer of OBL’s customer are strongly agree for long time cashiers service, agree 15%, neutral 20%, disagree 12% and 4% strongly disagree. When we asked to the customer about the one bank ltd (OBL) employee provide error free service 3% customers strongly agree, 16% agree, 22% neutral and 7% customers don’t agree and also 4% customer are strongly disagree. Than we ask to the customer about the OBL sincere interest in solving problem satisfy, 4% customer are strongly agree, 17% agree, neutral 20%, disagree 7% & 2% customer are strongly disagree. At the last phase of the Reliability survey 5% customer are strongly agree at the one bank ltd (OBL) promised efficiently and on time, 17% customers agree, 22% are neutral, 7% customers disagree and 2% customer are strongly disagree. We can say that following the bar agrees and neutral bar high less than others bar. Customers also satisfied the baking activity. So we can say that it indicates that they are satisfied with the services of the customer care representative. As we can see in the graph from agree bar to neutral it is standard. There is no comment to bad service provide by customer service representative as we can see the strongly disagree bar is few comments. It is good sign for the bank.

Relationship between the reliability and the customer satisfaction
The graph shows the relationship between the reliability and the customer satisfaction. Here the empirical data are collected through the question about the promise kept to the customer, sincerity, error free time, and the waiting time. The finding shows the relation of overall satisfaction and dissatisfaction. The overall satisfaction are correlated with the issues of reliability. Here when the customer are satisfied with the service provided by the bank the overall customer satisfaction are high, and relatively when customer satisfaction are negative the overall satisfaction are downward. From the empirical findings the graph shows the corelation between reliability and overall customer satisfaction.

4.3 Responsiveness: *being willing to help*

8. Employees of OBL always respond to your request
9. OBL keeps customers informed about when services will be performed
10. Employees of OBL give you prompt service
11. Offerings of OBL attract you

From the theoretical framework, Heinonen and Strandvik (2005) discusses about the responsiveness in their article. Responsiveness has to deal with company’s (employees) willingness to offer prompt services. Marketing communication serves value to the customers. This has to deal with one bank customer service help desk and their ability towards setting up appointments quickly and providing prompt services to customers.
The results given in Figure 4.7 shows, we found that out about the offering of OBL attract, 2% customer say that strongly agree, 18% customers are agree and 27% are also neutral, the customers are don’t agree 5% and 3% are strongly disagree customer responsiveness of the bank. We also ask customer about prompt service of employee of OBL, 7% are strongly agree, 18% customers are agree and neutral 25% is higher than disagree and strongly disagree, 2% disagree and 4% customers are strongly disagree. The other question is that OBL keeps customers informed about when services will be performed customer’s are strongly agree 4%, agree is 24%, 11% customers are neutral, disagree 7% and 2% customers are strongly disagree. at the last phase of the Responsiveness survey 3% customer are strongly agree, agree is 23% and also neutral is 22% , disagree 7% and strongly disagree 2% . So We can say that, Most of the customers are agree on the responsiveness willingness to offer prompt services of the bank’s and This implies responsiveness in one bank is more than sufficient implying customers are overly satisfied as the service quality of responsiveness is higher than customers’ expectation.

Relationship between the responsiveness and the customer satisfaction.
This graph explains the relationship between the responsiveness of the theoretical framework used in this paper and the customer satisfaction. Responsiveness includes the question of respond to request, information related with service, prompt service by employee, and the attractive offer. When the customer feel satisfied with the aspect of responsiveness the customer satisfaction are high. The graph starts with the strongly agree and end with the strongly disagree. The questions are put together and the line shows the relation of the customer satisfaction. The empirical data present the positive and the reverse relationship of the satisfaction. The data are correlated with each other and shows the effect of satisfaction on overall customer satisfaction of the bank.

4.4 Assurance: The security provided through operations

12. Employees in OBL consistently courteous with you
13. You feel safe in your transactions with OBL
14. Employees of OBL have enough knowledge to answer your required questions
15. I have good experience about service of OBL

The security provided through operation from the theoretical framework, Patel and Anoop (1994) provide the definition of assurance that is the prevention of quality problems by planned and systematic activities. Trust and confidence is also conveyed in the physical environment. The first set of questions evaluating one bank’s tangibility already confirmed more than sufficient tangibility to support customers’ satisfaction. With respect to the questions above, assurance is seen in employee’s behavior, feelings towards transactions and employee’s
courteousness towards subscribers and employees knowledge to answer Customers questions. The following figure represents the most common reason.

Figure: 4.11 (as a % 0-30)     **Assurance**     Source: Authors

The results given in Figure 4.8 shows, we found that out about the of one bank customers have good experience about service of OBL, 4% customer say that strongly agree, 24% customers are agree and 16% are neutral, the customers are don’t agree 6% and 3% are strongly disagree customer Assurance of the bank. We also ask customer about employee of OBL have enough knowledge to answer the required questions, 6% are strongly agree, 27% customers are agree and neutral 13% is higher than disagree and strongly disagree, 3% disagree and 4% customers are strongly disagree. The other question is that you feel safe in your transactions with OBL customer’s are strongly agree 4%, agree is 17%, 24% customers are neutral, disagree 3% and 4% customers are strongly disagree. at the last phase of the assurance survey 2% customer are strongly agree ,agree is 23% and neutral is 18% ,disagree 4% and strongly disagree 3%.the last figure can show that agree bar and neutral bar higher than others bar . So we can say that overall customer’s expiation is good. Trust and confidence is also conveyed in the physical environment.
Relationship between the assurance and the customer satisfaction

![Graph showing relationship between assurance and customer satisfaction](image)

Figure: 4.12  
Source: Authors

The graph explains the relationship between assurances used in theoretical framework used in this paper. The assurance includes the data about courteous, safe transactions, answer of customer, good experience of the transactions. The relationship between the assurance and the satisfaction are related with each other. When the bank create satisfaction with the assurance as theoretical framework the customer satisfaction are high. The empirical data are putted with each other in the graphs. The graphs show that when the organization create satisfaction the overall customer satisfaction are raising. Most of the customer do think that the assurance are satisfactory therefore the customer satisfaction are high and some of the customer are not happy with the assurance service provided by the bank as a result the overall satisfaction are downward.

4.5 Empathy: Individual attention to the customer

16. Employees of OBL give individual attention to you
17. Employees of OBL provides prompt information’s to customers
18. Customer Care Services of OBL is satisfactory
19. I am satisfied with the cash service of OBL
20. I am satisfy with the service provided OBL
From the theoretical framework, Customer can assure that the organization would listen to them and they find their solution from the organization. Tso, Wilson, Birdi (2009) suggest that, empathy has regarded as an essential effective communication. To listen someone attentively and the repose appropriately is the main component of the communication. Empathy refers to graciousness, respect, consideration, and friendliness of contact personnel including receptionists. The following figure represents

![Empathy Survey Results](image)

Figure: 4.13 (as a % 0-40)  **Empathy**  Source: Authors

When the respondents were asked for a comparison of banking services, Figure 4.7 shows, we found that out about the of one bank customers recommended OBL to people, 7% customer say that strongly agree, 22% customers are agree and 17% are neutral, the customers are don’t agree 4% and 2% are strongly disagree customers empathy of the bank. We also ask customer about expect good service from OBL, 5% are strongly agree, 22% customers are agree and also neutral 22% and strongly disagree, 3% disagree and also 3% customers are strongly disagree. The other question is that quality of Branch service of OBL customer’s are strongly agree 5%, agree is 29%, 15% customers are neutral, disagree 4% and 4% customers are strongly disagree. The another question is I am satisfy with the service provided OBL, 5% customer are strongly agree, agree is 29% and neutral is 12%, disagree 4% and strongly disagree 2%. The next is that I m satisfied
with cash service of OBL 2% customer are strongly agree ,agree is 30% and neural is 16% ,disagree 4% and strongly disagree 2%.from the next question of survey Employees of OBL provides prompt information’s to customers 5% customer are strongly agree ,agree is 22% and neural is 18% ,disagree 7% and strongly disagree 2% .the preceding question is that Employees of OBL gives individual attention to you 6% customer are strongly agree ,agree is 18% and neural is 17% ,disagree 7% and strongly disagree 6% . So we can say that, Most of the customers Customer can assure that the organization would listen to them and they find their solution from the organization. This most common mentioned positive characteristic is related to the layout of banking interface (surface), the characteristic is the missing customer service and help support with banking services. . Empathy refers to graciousness, respect, consideration, and friendliness of contact personnel including receptionists.

Relationship between empathy and the customer satisfaction

![Empathy Graph](image)

Figure: 4.14 Source: Authors

The graph shows the relation between the empathy used in the theoretical framework and the customer satisfaction. The empathy includes the questions of attention of employee, prompt information, satisfactory customer care, cash service, service provided by the organization, branch service, expected service, recommendation about one bank. From the empirical data collected from the customer the authors found that the bank creates its empathy through the empathy of the theoretical frame work. Through the empathy the bank increases its overall
customer satisfaction. Most of the respondent of the survey think that the service they provided are satisfactory, they are ready to recommend the bank to other persons. In this graph the data are putted together and the result shows that where the customer is satisfied with the issues related to the empathy the overall satisfaction is high. Here the satisfaction is raising and some of the respondent are not happy with the service here the overall satisfaction is declining. To create the high satisfied customer group the bank are using the tools to improve its overall satisfaction.

The authors used the SERVQUAL model proposed by Parasuraman et al. (1988). The authors asked question to respondent which are related with this model. Authors asked questions related with the management service, financial service, word of mouth, promotion, the satisfaction, expectation, experience of the customer, which lead to the customer satisfaction. The authors develop the questionnaire in light of the servqual model which includes the tangibles, reliability, responsiveness, assurance, empathy. Authors of the paper relate the empirical findings with the literature used in this paper. The data are correlated with customer satisfaction, and the authors correlate the data with the overall customer satisfaction. Authors found that how the empirical findings lead the bank to overall satisfaction of customer.
5. Conclusion and recommendations

This chapter will answer the research question according to the findings; analysis and theory used and also present some recommendations.

5.1. Conclusion

From the overall findings and relationship between the theories used in this paper the author found that service quality can create impact on customer satisfaction. The collected data are from the customer of one bank. The result and the analysis shows the bank creates a good impression and thus satisfies its customer by the service quality it provides. The authors of this paper find the impact of service quality over the customer satisfaction through the analysis. The empirical findings indicate about the overall satisfaction of the bank. From the data collected the authors found that the positive service quality can increase a satisfactory customer group which effects the overall satisfaction of the organization. The customer of One bank are satisfied with service they provided. The customer are agree to recommend the bank to others. This study has shows that the service quality can affect the overall customer satisfaction. So the service quality can differentiate a firm form the others. Service quality can influence the customer satisfaction. From the overall findings the authors found that the better service attracts the customer, and can decries if the service does not satisfy the expectations. To maintain a very high satisfied customer group the business firm should focus more on the service quality.

5.2. Recommendations

It is necessary to know the demand of the customer about the service they are provided, what is expectation of the customer and what type of service are provided. The One bank should focus on the reliability issues that may overcome by the training of the employees. Some customer is dissatisfied with the issues of waiting time, error on transactions etc. some customer are not happy with the information they get. Companies should focus on the communication with their customer to increase the relationship and expectation of their customer. Companies can connect their customer to their database system to contact randomly to know about the assessment of the service provided by the organizations. Sometimes customer does not receive the right message from the bank. To avoid the confusing message the bank can improve its communication tools.
One bank can improve its transaction system by proving some new feature like the internet banking, dual currency withdrawal system and so on. And the bank can expand its branch to the whole country to serve the mass people.

6. Suggestion for future study

For the future study it could be better for user to indentify the specific issues by using the SERVIQUAL model. The researcher can identify the service attributes, internet banking adaptation etc. the future study may focus on how different socio demography can impact the service quality dimension. Future study can be narrowed by focusing one variable of the demographic element. This study can be conducted from the any of the service provided by the banking sector of Bangladesh with this five dimension of the service quality model. The banks perform a lot of activities in financial sector of Bangladesh (General banking, investment banking, agent of exporter and importer in terms of the foreign business etc.) researcher may focus one of the attributes to investigate the impact of service on this issue.
### 7. Appendix

**Survey questionnaire for Customers of ONE Bank Limited (OBL)**

This survey is part of Master Degree thesis. Please carefully read each question, thinking in terms of your opinion about the provided service quality of “One Bank Limited” (OBL). Please circle the number, which most closely responds to your thinking. Provided data will be remained confident and used only for study purpose.

**Gender:** □ Male □ Female  
**Age:** □ 18-24 □ 25-45 □ 46-65 □ 65+

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree (1)</th>
<th>Disagree (2)</th>
<th>Neutral (3)</th>
<th>Agree (4)</th>
<th>Strongly Agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>OBL has up to date equipment</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>OBL’s employees appear neat</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>OBL’s physical representation of the services attractive</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>When OBL promises to do something by a certain time, they do it</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>OBL shows a sincere interest in solving problem that satisfy you</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Employees of OBL provide error free services</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>You have to wait for long time before cashiers serve you</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Employees of OBL always respond to your request</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>OBL keeps customers informed about when services will be performed</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Employees of OBL give you prompt service</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Offerings of OBL attract you</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Employees in OBL consistently courteous with you</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>You feel safe in your transactions with OBL</td>
<td>1 2 3 4 5</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Employees of OBL have enough knowledge to answer your required questions

I have good experience about service of OBL

Employees of OBL gives individual attention to you

Employees of OBL provides prompt information’s to customers

Customer Care Services of OBL is satisfactory

I am satisfied with the cash service of OBL

I am satisfy with the service provided OBL

Quality of branch services of OBL satisfy me

I always expect good service from OBL

I recommended OBL to people

Mail form Manager

Thesis purpose in bank

FROM: Sharirer Tamjid
TO: manager.bse@onebankbd.com

Message body

Hello,
First of all Sorry for late sanding mail. I m abu nayam .i m from sweden.we are study in Sweden university of Skovde .Our subject is Marketing. We are interested to work in your bank for thesis purpose .my thesis topic is customer satisfaction’s hope you help me for everything. Place attach this file. Here is our thesis proposal.

Regards,
Abu Nayam
Md.Razaul karim

Attached files 35KB

Thesis proposal.docx
8. References:


Galliers, (1991); chapter three: Research methodology. Downloaded from the web page <http://www.is.cityu.edu.hk/staff/isrobert/phd/ch3.pdf> [Accessed 03 July 2011]


