

# **IMPACT OF SERVICE QUALITY OF ISLAMIC BANKING ON CUSTOMER SATISFACTION**

**BY**

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requirements  
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## MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

### Supervisor – Student Meeting Record

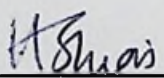
S#	Date	Place of Meeting	Topic Discussed	Signature of Student
1	24-09-19	Sir Kaleem's Room	Basics of thesis	
2	05-10-19	Sir Kaleem's Room	Introduction	
3	14-10-19	Sir Kaleem's Room	Introduction	
4	21-10-19	Sir Kaleem's Room	Literature Review	
5	04-11-19	Sir Kaleem's Room	Literature Review	
6	18-11-19	Sir Kaleem's Room	Data Search	
7	10-12-19	Sir Kaleem's Room	Analysis	

**APPROVAL FOR EXAMINATION**

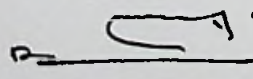
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### **Declaration of Authentication**

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

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*M. J. Man*

## **Dedication**

I would like to dedicate this thesis to four most important and beloved people in my life. The first and foremost my Father who's love towards me has no bounds and he is the one in my entire life who educated me the worth of handwork. And he is the one who supported me financially as well as emotionally and mentally as well. Thank you dad.

Next, my mother who raised me, loved me a lot, supported me and had never stopped giving herself in countless ways. Thank you so much Mama

Never the less my guide my teacher, **Mr. Kaleem**, who did countless efforts and always helped me throughout the thesis.

Last but not the least my brothers Areeb jahangir and Anees jahangir they are the one who gave me advice and encouragement. My elder brother Areeb jahangir he was the one of the source of inspiration for me, his outclass knowledge regarding my thesis topic also help me a lot. Thank you, brother.

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My appreciation also extends to the staff of library in helping me out to find the prior researches.

## **Abstract**

### **Purpose**

The aim of this study is to measure the relationship between service quality and customer satisfaction among the customers of Pakistani Islamic banks. This study employed a modified SERVQUAL model by introducing a unique dimension of compliance in the context of service industry. In addition, the compliance dimension of the SERVQUAL model proved its importance by showing the highest contributing factor in the overall model.

### **Methodology Design**

The study is basically based on the point liker scale questionnaire which means a survey (Google form) based research.

### **Findings**

The finding revealed that there is a positive relation between service quality and customer satisfaction and the dimensions of customer service quality such as Compliance, Assurance, Reliability, and Responsiveness have positive and significant effect on customer satisfaction.

### **Limitations**

The time constraint limits this study. Cause of which only three hundred and eighty -five google forms were being filled by the respondents.

### **Practical implications**

This paper can influence the current Islamic banks with regard to service quality with an ultimate aim of increasing customer satisfaction and retaining customers.

### **Keywords**

Service Quality (SQ), Customer Satisfaction (CS), Islamic Banking (IB), CARTER Model.

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