

THESIS

"Customer driven Quality cycle Assures Customer Satisfaction in Context of Islamic Financial Institutions"



SUPERVISED BY: MADAM HUMA AYUB

NAME: MARIA KANWAL [Enrolment # 01-220082-036]

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Topic of Research: "Customer driven Quality cycle Assures Customer Satisfaction in Context of Islamic Financial Institutions"

Name of Student:

MARIA KANWAL

Enroll # 01-220082-036

Class: MBA

Approved by:

Ms. Huma Ayub

Project Supervisor

Mr. Junaid Tariq

Internal Examiner

Mr. Naveed Umar

External Examiner

Mr. Kashif Ahmed

Research Coordinator

Ms. Salma Atif Shaikh

Head of Department

Management Sciences

STATEMENT of AUTHENTICITY & WORD COUNT:

Statement of Authenticity

I have read the university rules & regulations relating to plagiarism and certified this dissertation and it is all my own work and do not contain any unacknowledged work from any other sources. It has been referenced properly as was indicated.

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ABSTRACT

In order to succeed in Islamic banking, the business mainly depends upon the quality associated with the product or service delivered. The main objective of the study is to justify customer's expectations and bank's perceptions about the quality assurance by customer driven quality cycle and develops Big "Q" concept in context of Islamic banks. The unit of analysis taken was customer satisfaction in both the terms internal and external. But the considering point was; how all the customers get benefited and satisfy the end user from the banks performance under the light of Shariah? For this very reason the Service Quality Model, the Service Expectation Model and N.Kano Models have been used to prove quality assurance through customer satisfaction. For end part of study the SERQUAL approach has been used, which involves the analysis of the differences between customer's expectations and perceptions.

The data collection was done through qualitative and quantitative methods to give a precise result in the research, with the interpretive philosophy and inductive approach to the proposed research, but in the later stages of research deductive approach has used to quantify the qualitative data. The primary, secondary, and tertiary data collection methods were used for the clearance and more specification of theories/ models and their applications.

The process of data collection includes access to Islamic banks of Rawalpindi & Islamabad region. Then two survey instruments used to collect reliable and verified information for reviewing the Total Quality Management in

the Islamic banks performance and its efficiency, one questionnaire used for Islamic bank account holder's perceptions regarding their satisfaction level and bank's actual service quality delivered and the second instrument used to gather information from bank's internal customers about the banks actual performance and perceived quality.

For the conclusion of the study, exploratory factor analysis has been applied to part one of the study survey, i.e. concerned with the importance of service quality items to change the customer service perceptions by keeping the extraneous variables constant, and used to develop a tool to measure Islamic bank's customer satisfaction.

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