



SERVICE QUALITY AND CUSTOMER SATISFACTION:

AN EVIDENCE FROM FAYSAL BANK PAKISTAN

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Abstract

This study was conducted with a purpose to investigate the influence of service quality on customer satisfaction. The area chosen for the study was a banking sector i.e, Faysal bank established in Pakistan. To check the subject relation i.e, measure the effect of service quality on customer satisfaction, the questionnaires were used. Questionnaires for service quality and customer satisfaction were adopted from the past studies of Xin Guo, Angus Duff, Mario Hair, (2008) and Yang. Z and Peterson R.T. (2004) respectively. Questionnaire was based on 5 point likert scale, having "1" for "very low" and "5" for "very high". Convenient based sampling technique and Self administrated questionnaire technique for data collection was used. The data from 122 customers at the different branches of Alfaysal bank in twin cities of Rawalpindi and Islamabad was collected and used for the research purpose. To check the validity of the instrument Cronbach Alpha reliability test was run. Furthermore to check the relation between the variables correlation and regression models were run by using SPSS software. The results were evident that service quality has positive and significant effect on customer satisfaction. Future aspects of the studies and practical implications have also been elaborated in detail.

Key Words: Service Quality, Human Capital, Reliability, Communication, Technology, Customer Satisfaction

Table of contents

Abstract.....	2
Table of contents.....	3
Chapter 1.....	Error! Bookmark not defined.
Introduction.....	Error! Bookmark not defined.
Background.....	Error! Bookmark not defined.
Service quality and customer satisfaction.....	Error! Bookmark not defined.
Rational for research.....	Error! Bookmark not defined.
Chapter 2.....	Error! Bookmark not defined.
Literature Review.....	Error! Bookmark not defined.
Service quality.....	Error! Bookmark not defined.
Technology.....	Error! Bookmark not defined.
Communication.....	Error! Bookmark not defined.
Reliability.....	Error! Bookmark not defined.
Human Capital.....	Error! Bookmark not defined.
Customer satisfaction.....	Error! Bookmark not defined.
Relationship between service quality and customer satisfaction.....	Error! Bookmark not defined.
Bookmark not defined.	
Research question.....	Error! Bookmark not defined.
Research objectives.....	Error! Bookmark not defined.
Research design.....	Error! Bookmark not defined.
Chapter 3.....	Error! Bookmark not defined.
Methodology.....	Error! Bookmark not defined.
Expected outcomes.....	Error! Bookmark not defined.

<i>Hypothesis</i>	Error! Bookmark not defined.
Correlation model.....	Error! Bookmark not defined.
Regression Model.....	Error! Bookmark not defined.
Conclusion for Quantitative research.....	Error! Bookmark not defined.
Findings Qualitative research.....	Error! Bookmark not defined.
Conclusion (qualitative research).....	Error! Bookmark not defined.
Chapter 4.....	Error! Bookmark not defined.
Recommendations.....	Error! Bookmark not defined.
Limitations:.....	Error! Bookmark not defined.
Future aspects of the study:.....	Error! Bookmark not defined.
Practical Implications:.....	Error! Bookmark not defined.
Chapter 4.....	Error! Bookmark not defined.
Annex.....	Error! Bookmark not defined.