



TO DETERMINE THE FACTORS AFFECTING CUSTOMER SATISFACTION IN BANKING INDUSTRY OF PAKISTAN

A Thesis submitted to Department of Management Sciences
in part fulfillment of the requirement for the MBA degree

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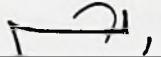
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MAY, 2014

Bahria University, Karachi Campus

MBA DEGREE THESIS SUBMISSION FORM
BAHRIA UNIVERSITY, KARACHI CAMPUS

I Siddique Bin Sattar Registration No. 24265 submit _____ bound copies of thesis titled: To determine the factors affecting customer satisfaction in banking industry of Pakistan. in the management science department as part of fulfillment of the MBA degree requirement.

Candidate Signature: , **Date:**

Certificate of Supervisor

I M. Zeeshan Ali being the Supervisor of the above student, certify that the research work of the student has been completed to my satisfaction and that the thesis is in a format recognized by the department and is in accordance with the rules of the University. The thesis is appropriate for examination.

Signature: _____ **Date:**

ACKNOWLEDGEMENTS

I would like to express my heartiest thanks to Allah the Almighty who gave me courage and strength to complete this study.

I would also like to express my sincere thanks to my project advisor Sir. Zeeshan Ali, for all the guidance and help he provided me to complete this study. I am very thankful to Sir Zeeshan Ali for giving me his valuable time. I am also really grateful to Sir. Mumtaz Khan for providing me guidance as a mentor, throughout this challenging task.

I wish to acknowledge that many individuals have provided their help and assistance in completing this study but due to space limitations it is not possible to mention all the personalities.

Finally I owe a special debt of gratitude to my parents, my better half, family and friends whose affection, guidance and dedication inspired me throughout my life. They have provided me with all the necessities of life enabling me to face all the challenges in life.

Abstract

Statement of Problem:

This dissertation looked into the factors that affect customer satisfaction in banking industry of Pakistan and to measure the relationship of automated service quality with customer satisfaction.

Methodology:

SERVPERF model (reliability, responsiveness, assurance, empathy, tangibles) was utilized to determine the quality of services provided by Pakistani banks. A well-developed questionnaire was used to determine identified variables. A convenience sample technique was used to collect data from 100 customers of Pakistani banks. Pearson Correlation analysis was used to analyze the primary data.

Findings:

The results show that automated service quality has the highest relationship with customer satisfaction. Tangibles, empathy, responsiveness, reliability and assurance respectively have positive relationship with customer satisfaction.

Conclusion and Recommendation:

The researcher can conclude from the data analysis that all the identified variables have direct impact with customer satisfaction. The Pakistani banks should improve automated service quality in order to enhance customer satisfaction. They should also improve tangibles, empathy, responsiveness, reliability and assurance aspect of service quality to increase their market share and profitability.

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