ABSTRACT

The study attempts to empirically test the interrelationships between the service encounter constructs of Service Quality, Customer Satisfaction and Service Value and their simultaneous direct and indirect effects on customers' behavioral outcomes in the form of Behavioral Intentions. The relationships and their effects are investigated using a composite model of Direct and Indirect effects of Service Quality on Behavioral Intentions. The Direct Effects model postulates that the effect of Service Quality on behavioral Intentions is Direct and Indirect (mediated by Customer Satisfaction and Service Value). The Indirect Effects Model postulates that the effect of Service Quality on Customer Satisfaction is only indirect (mediated by Customer Satisfaction and Service Value). The study is conducted through exploratory and descriptive method of research. The measurement instruments for the constructs are developed through literature survey and validated through exploratory factor analysis and confirmatory factor analysis using SPSS ver. 15 and AMOS ver. 4.0 software. The study is conducted with existing customers of retail banking and life insurance services in National Capital region (NCR) of Delhi, capital of India. The results show that Service Quality in retail banking and life insurance services is a multi-dimensional and multi-level construct consisting of the dimensions of service delivery, core service, tangibles, reliability and competence for retail banking and dimensions of service delivery, core service, sales agent quality, tangibles and empathy for life insurance services. The test of competing models of Direct Effects and Indirect Effects show that the Indirect Effects model is a true representation of effect of Service Quality on Behavioral Intentions in retail banking services and Direct Effects model is a true representation of effect of Service Quality on Behavioral Intentions in Life Insurance Services. The study makes significant contributions by developing and validating a measure of Service Quality for retail banking and Life Insurance.
services in Indian context, by contributing to the existing debate by establishing that service quality is a multi-dimensional and multi-level construct and that customized scales of Service Quality need to be developed and validated depending on the service context. The study also contributes to the existing debate in literature by establishing that the path of effect of Service Quality on Behavioral Intentions is context dependent since the results were not the same for retail banking and life insurance services. The study also emphasizes the significance of Service Value in enhancing loyalty related Behavioral Intentions of Customers. The study points to the need for adopting a comprehensive approach to managing and enhancing Behavioral Intentions for Customer loyalty and retention by emphasizing the multi-variate effects of Service Quality, Customer Satisfaction and Service Value on Behavioral Intentions.