CHAPTER - V

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 INTRODUCTION

This chapter of the study presents the summary of finding, conclusion and recommendation of the study. The purpose of the study was to examine the level of customers’ satisfaction towards excellence of the service quality of banking services in Tamil Nadu. In the present circumstance of the banking sector, more number of banks has made more alternatives available to enlighten the customers to choose the banks according to their choice and the services provided by them. The post liberalization period after 1991 has resulted in the intensification of the competition due to the entry of new private sector banks and foreign banks. This has put the traditional Indian banks in stiff competition pushing them under tremendous pressure to look for new avenues to meet the challenges posed to them. The severe competition and technological improvements have initiated customers to become fully aware of their rights. They now demand nothing short of excellent and prompt services. Further, expect improvements there on. In fact, over a period, customer service has become customer satisfaction and customer delight, which may help the service organizations to acquire new customers and retaining of existing customers.

5.2 FINDINGS

5.2.1 Findings related to Socio-Demographic Profile of the Customers

- Majority of the respondents are female and most of them under the age group of 21-40, which is about 34.5% and next priority, is below 20, which is about 28.8%.
- While determining the marital status of the respondents, greater majority of the respondents are unmarried (53%). Regarding the educational qualification, most of the respondents’ say 34.5% are qualified with a PG degree, 30.5% are qualified with a degree or a diploma and 20.8% are qualified with a
professional degree. This shows that majority of them are literates. Considering the occupations of the respondents, majority of them are professionals (26.8%), 23% of the respondents are under agriculture and about 19.3% are businessmen.

- Majority of the respondents earn an annual income within 1,00,000 – 2,00,000 as the table infers it as 35.2% and 23.7% of them earn an annual income of Rs.2,00,000 – 3,00,000. Regarding their area of residence 51.8% of the respondents are living in urban area, 31.5% were from semi urban area and only 16.7% were from rural area.

5.2.2 Findings related to customer expectation towards service quality of the banking services

- The attributes, ‘Expect Individual attention, convenient operating hours and Promising on time service’ are those, which falls on the scale as agree. The standard deviation of the respective attributes shows that the only no factor deviates more out of the scale. However, the standard deviation alone is not particularly useful without a context within which one can determine a meaningful result. The above result explores the fact that the customer’s expectations towards individual attention, convenient working hours and on time service are fulfilled. Therefore, the service delivery of the bank matches in these factors but their expectation towards employee knowledge and safe transactions are found as expected.

- There is no significant relationship between the mean score of gender and the customer expectation towards the service quality of the banking services. Out of the eight factors considered under customer expectation, no factor had implications on the gender of the customers. This may be because expectations towards the banking services do not differ on gender discretion. Thereby they can provide their customers with the service that is appreciated by them.
• There is no significant relationship between the mean score of gender and the customer expectation towards the service quality of the banking services (Convenient operating hours). The age of the customers do not interfere with their expectation of service towards the banks. This may be due to the fact that banking services are made rational to all customers beside their personal characteristics. The only factor that shows some implications is the banks working hours. Therefore, only partial interdependence was found between the age and the expectations.

• There is no significant relationship between the mean score of marital status of the respondents and the customer expectation towards the service quality of the banking services. The customer expectation factors do not have any interference over the marital status of the customers towards service quality in banking services. The expectation of the customers remains same though they are married or unmarried as no special services are rendered to the customers on differentiating their marital status in any of the banks in general. Therefore, the customer’s expectation has no interdependence over marital status.

• There is no significant relationship between the mean score of Educational Qualification of the respondents and the customer expectation towards the service quality of the banking services. The customer expectation factors do not have any interference over the educational qualification of the customers towards service quality in banking services. The expectation of the customers remains same though they are educated or illiterates as no special services are rendered to the customers on differentiating literacy level in any of the banks in general. Therefore, the customers’ expectation has no interdependence over the educational qualification of the customers.

• There is no significant relationship between the mean score of occupation of the respondents and the customer expectation towards the service quality of the banking services. The customer expectation factors do not have any interference over the occupation of the customers towards service quality in
banking services. The expectation of the customers remains same towards the service quality of the banks as whatever be the profession involved by the customers. This is due to the fact that the services rendered by the banks are not differentiated on the customer’s profession or occupation base. Therefore, the customers’ expectation has no interdependence over their occupation.

- There is no significant relationship between the mean score of annual income and the customer expectation towards the service quality of the banking services. The customer expectation factors do not have any interference over the annual income of the customers towards service quality in banking services. The expectation of the customers remains same towards the service quality of the banks, whatever be the income earned by the individual accessing the banking services. This is because the services rendered by the banks are not exclusively characterized based on their income earned. Therefore, the customers’ expectation has no interdependence over their annual income.

- There is no significant relationship between the mean score of annual income and the customer expectation towards the service quality of the banking services (Expect Individual attention). The customer expectation factors have some interference over area of residence the customers reside. The expectation of the customers towards the service quality of the banks with regard to the individual attention rendered by the banks is not fulfilled. This is due to the fact that the services rendered by the banks are not given special care or preference to the customers of the same locality or customers from far away locality. Therefore, the customers’ expectation has some interdependence over their area of residence.

- All the attributes under customer expectation are important and the most influencing factor is identified as ‘Expect Individual attention’ of the respondents. This may be due to the necessity that banking services are sometimes unclear and the customers feel doubtful. If the employees of the
banks give them individual attention then they may have a secured feeling to access the services of the banks. Hence, among all other customer expectation attributes, the above said factor alone is the most influencing variable.

- Out of the eight attributes of customer expectation, the most influencing factor are identified as ‘Employee knowledge and Convenient operating hours’. This may be due to the fact that for any banking professional is expected to possess in depth knowledge on the products and services rendered to their customers. Therefore, to compete in their field of service, the above said factors are identified as the most influencing variable with the help of factor analysis.

- From the Tree structured analysis, it is determined that out of the eight attributes of customer expectation factors, the most influencing factor is identified as ‘Expect Prompt Services’. This may be due to the fact that, customers of today’s scenario requires prompt and speedy services of the banks. Therefore, to compete in their field of service, the above said factor is identified as the most important independent variable.

- From the Neural network method, it is determined that out of the eight attributes of customer expectation, the most influencing factor is identified as ‘Expect Individual attention’. This may be due to the fact that, banking services should understandable and the customers should feel secure and reliable towards the banks. This may be possible only if the banking professionals render individual attention towards their customers. Therefore, to compete in their field of service, the above said factor ‘Expect Individual attention’ is identified as the most influencing variable.

5.2.3 Findings related to service quality of the banking services

- Mean for all the nine attributes of service quality of the banking services towards tangibility infers that, Bank Ambience, Exclusive cabins, Comfortable Customer waiting Hall, Up dated facilities, ATM in working condition and Web portal is working, falls on the scale as agree. The attribute,
Up-to-date equipment, Prompt withdrawals and Easy transactions are those, which remains in the scale as neutral under the option neither agree nor disagree. The standard deviation of the respective attributes shows that, no factor deviates within or more in the scale. However, the standard deviation alone is not particularly useful without a context within which one can determine a meaningful result. The above result shows that the attribute, Up-to-date equipment, Prompt withdrawals and Easy transactions are those, which the respondents find unfulfilled while the banks are rendering their services. The other attributes are not felt out of their expectations.

- There is no significant relationship between the mean score of gender of the respondents and the service quality of the banking services in respect of tangibility. Out of the nine factors considered under Tangibility in service quality, no factor had implications on the gender of the customers. This may be because tangibility attributes towards the banking services are transparent and deliberate. Thereby the banks provide their customers with tangible services with appreciable quality.

- There is no significant relationship between the mean score of age of the respondents and the service quality of the banking services in respect of tangibility (except Web portal is working). The age of the customers do not interfere with the service quality of the banking services in respect of tangibility attributes except one attribute that is web portal. This may be due to the fact that customers may not be aware of the availability of web portal or it cannot be believed that all groups of customers will be availing the net facility. Therefore, only partial interdependence was found between the age and the tangibility under service quality.

- There is no significant relationship between the mean score of marital status of the respondents and the service quality of the banking services in respect of tangibility. The service quality in respect of tangibility in banking service factors do not have any interference over the marital status of the customers.
The service quality experienced by the customers remains the same though they are married or unmarried as no special services are rendered to the customers on differentiating their marital status in any of the banks in general. Therefore, the Tangibility attribute of service quality has no interdependence over marital status.

- There is no significant relationship between the mean score educational qualifications of the respondents and the service quality of the banking services in respect of tangibility (except Bank Ambience and exclusive cabins). The service quality of the banking services in respect of tangibility factors has some interference over the educational qualification of the customers in respect of banking services with respect to the ambience of the banks. The services delivered to the customer’s remains same though they are educated or illiterates as no special services are rendered to the customers on differentiating literacy level in any of the banks in general. Therefore, the service quality of the banking services in respect of tangibility has no interdependence over the educational qualification of the customers.

- There is no significant relationship between the mean score of occupation of the respondents and the service quality of the banking services in respect of tangibility. The service quality of the banking services in respect of tangibility factors does not have any interference over the occupation of the customers in respect of banking services. The service quality of the banking services in respect of the customers remains same whatever be the profession involved by the customers. This is due to the fact that the services rendered by the banks are not differentiated on the customer’s profession or occupation base. Therefore, the service quality of the banking services in respect of tangibility has no interdependence over their occupation.

- There is no significant relationship between the mean score of annual income of the respondents and the service quality of the banking services in respect of tangibility. The service quality of the banking services in respect of tangibility
factors has partial interference over the annual income of the customers. The quality service of the customers remains same in respect of the service quality of the banks except their opinion in respect of the updated facilities incorporated in the banks. Though the services rendered by the banks are not exclusively characterized based on their income earned technical updating in rendering the services is expected. Therefore, the service quality of the banking services in respect of tangibility has no interdependence over their annual income.

- There is no significant relationship between the mean score of area of residence and the service quality of the banking services in respect of tangibility. The above result explores that the service quality of the banking services in respect of tangibility factors have some interference over area of residence the customers reside with regard to ATM in working condition that is facilitated by the banks which is found unfulfilled. This is due to the fact that the ATM facility available in different localities should be monitored by the banks for its working condition. Therefore, the service quality of the banking services in respect of tangibility has some interdependence over their area of residence.

- There is significant difference between mean ranks in respect of the level of service quality of the banking services in respect of tangibility. Out of the nine-service quality of the banking services in respect of tangibility variables, the “ATM in working condition” has the highest rank (5.61). So, that the service quality of the banking services in respect of tangibility are influenced by ATM in working condition very much. All the attributes under customer expectation are important and the most influencing factor is identified as ‘ATM in working condition’ of the respondents. This may be due to the necessity that bank transactions are mostly accessed through ATMs and therefore customers feel the working conditions of the ATMs as significant. Hence among all other service quality attributes, the above said factor alone is the most influencing variable.
Out of the nine attributes of service quality of the banking services in respect of tangibility, the most influencing factor are identified as ‘Easy transactions and Comfortable Customer waiting Hall’. This may be due to the fact that banking services should be user interface facilitated and comfortable waiting space are expected by their customers. Therefore, to compete in their field of service, the above said factors are identified as the most influencing variable with the help of factor analysis.

From tree analysis model summary, “Bank Ambience” is important independent variable. This variable is contributing more in respect of the service quality of the banking services in respect of tangibility. From the Tree structured analysis, it is determined that out of the eight attributes of customer expectation factors, the most influencing factor is identified as ‘Bank Ambience’. This may be due to the fact that, customers of today’s scenario expects rich ambience of interiors in banks. Therefore, to compete in their field of service, the above said factor is identified as the most important independent variable.

The service quality of the banking services in respect of the tangibility in respect of “Up-to-date Equipments” is contribute more towards the output of overall satisfaction of the customers. From the Neural network method, it is determined that out of the eight attributes of customer expectation, the most influencing factor is identified as ‘Up-to-date Equipments’. This may be due to the fact that, banking services should be facilitated with updated equipment so as to avail prompt services. Therefore, to compete in their field of service, the above said factor ‘Up-to-date Equipment is identified as the most influencing variable.

The mean for all the eleven attributes of service quality with respect to reliability infers that, ‘The bank provides a broader spectrum of services to the customers, Customers’ are given due respect and proper response, Respective officials were available at the time of your requirement and the web portal
provides trust worthy bank transactions are those which remains in the scale as neutral under the option neither agree nor disagree. The remaining factors such as, ‘All transaction options and services are available in this bank, Doubts regarding banking services were cleared, The bank is transparent to its customers, Believe that the bank safeguards customer data confidentially, Prompt communication of transaction information, Waiting in queues for service access is tedious, Service reminders are provided on time without any delay are those which falls on the scale as agree. The standard deviation of the respective attributes shows that, no factor deviates within or more between the scales. However, the standard deviation alone is not particularly useful without a context within which one can determine a meaningful result. The above result shows that the customers accept most of the statements under reliability and no deviation found. Therefore, the customers are feeling fulfilled and are reliable while the banks are rendering their services.

- There is no significant relationship between the mean score of gender of the respondents and the service quality of the banking services in respect of reliability. Out of the eleven factors considered under service quality of the banking services in respect of reliability, no factor had implications on the gender of the customers. This may be because reliability in respect of the banking services do not differ on gender discretion. Thereby they can provide their customers with the service that is appreciated by them.

- There is no significant relationship between the mean score of age of the respondents and the service quality of the banking services in respect of reliability. The age of the customers, do not interfere with the service quality of the banking services in respect of reliability. This may be due to the fact that banking services are made rational to all customers beside their personal characteristics. Therefore, only partial interdependence was found between the age and the expectations.
There is no significant relationship between the mean score of marital status of the respondents and the service quality of the banking services in respect of reliability. The result identifies that the service quality of the banking services in respect of reliability factors do not have any interference over the marital status of the banking services. The services of the banks remains same though they are married or unmarried as no special services are rendered to the customers on differentiating their marital status in any of the banks in general. Therefore the service quality of the banking services in respect of reliability has no interdependence over marital status.

There is no significant relationship between the mean score of marital status of the respondents and the service quality of the banking services in respect of reliability (except Doubts regarding banking services were cleared and the bank is transparent to its customers). The service quality of the banking services in respect of reliability factors has partial interference over the educational qualification of the customers in respect of banking services. The customers feel that the services rendered by the banks are not clearly explained by the banking professionals. The services remains same though they are educated or illiterates as no special concern shown on differentiating literacy level in any of the banks in general. Therefore, the service quality of the banking services in respect of reliability factors has interdependence over the educational qualification of the customers.

There is no significant relationship between the mean score of occupation of the respondents and the service quality of the banking services in respect of reliability. The service quality of the banking services in respect of reliability factors does not have any interference over the occupation of the customers in respect of service quality in banking services. The services rendered to the customers remains same whatever be the profession involved by the customers. This is due to the fact that the services rendered by the banks are not differentiated on the customer’s profession or occupation base. Therefore, the service quality of the banking services in respect of reliability has no interdependence over their occupation.
• There is no significant relationship between the mean score of annual income of the respondents and the service quality of the banking services in respect of reliability (except Prompt communication of transaction information). The service quality of the banking services in respect of reliability factors has interference over the annual income of the customers in respect of the service Prompt communication of transaction information. The customers, whatever be the income earned by the individual accessing the banking services requires prompt transactions and to be messaged about the transactions immediately. Therefore the service quality of the banking services in respect of reliability has interdependence over their annual income.

• There is no significant relationship between the mean score of area of residence and the service quality of the banking services in respect of reliability (except Waiting in queues for service access is tedious). The service quality of the banking services in respect of reliability factors have some interference over area of residence the customers reside. The customers experiencing the banking services feel that they have to wait for long time in queues and this becomes difficult for them if their residences are far away from the bank they access. Therefore the service quality of the banking services in respect of reliability has some interdependence over their area of residence.

• Out of the eleven service quality of the banking services in respect of reliability variables, the “Service reminders are provided on time without any delay” has the highest rank (6.80). So, that the service quality of the banking services in respect of reliability are influenced by Service reminders are provided on time without any delay very much. The result determines the fact that almost all the attributes under service quality of the banking services in respect of reliability are important and the most influencing factor is identified as ‘Service reminders are provided on time without any delay’ of the respondents. This may be due to the necessity that banking services are felt to
be prompt in conveying the transaction messages. Hence, among all other service quality of the banking services in respect of reliability attributes, the above said factor alone is the most influencing variable.

- Out of the eleven attributes of service quality of banking services in respect of the reliability, the most influencing factor are identified as ‘Respective officials were available at the time of your requirement, Service reminders are provided on time without any delay and Believe that the bank safeguards customer data confidentially’. This may be due to the fact that for any bank is expected to provide credibility and reliability to safeguard the database of the customers. Therefore, to compete in their field of service, the above said factors are identified as the most influencing variable with the help of factor analysis.

- From tree analysis model summary “The bank provides a broader spectrum of services to the customers” is important independent variable. This variable is contributing more in respect of the service quality of the banking services in respect of reliability. From the Tree structured analysis, it is determined that out of the eight attributes of customer expectation factors, the most influencing factor is identified as ‘The bank provides a broader spectrum of services to the customers’. This may be due to the fact that, different customer bases have to be concentrated to defeat the competition. Therefore, to compete in their field of service, the above said factor is identified as the most important independent variable.

- From the Neural network method, it is determined that out of the eleven attributes of service quality of the banking services in respect of the reliability, the most influencing factor is identified as ‘Prompt communication of transaction information’. This may be due to the fact that, banking services are felt reliable only if the bank provide proper conveying of messages and communicating right information about the services. Therefore, to compete in their field of service, the above said factor ‘Prompt communication of transaction information’ is identified as the most influencing variable.
- The mean for all the ten attributes of service quality of the banking services in respect of responsiveness infers that, Prompt Response, Clearly instructed about the system of all transactions or services of the bank, Unambiguous nature, Employee cooperation, Communication, Rectification of service complaints, Repairing of ATMs, User friendly web portal, Digitalized queuing system falls on the scale as agree. The only attribute, ‘Employee awareness’ remains in the scale as neutral under the option neither agree nor disagree. The standard deviation of the respective attributes shows that, no factor deviates within or more in the scale. However, the standard deviation alone is not particularly useful without a context within which one can determine a meaningful result.

- There is no significant relationship between the mean score of gender of the respondents and the service quality of the banking services in respect of responsiveness. Out of the ten factors considered under service quality of the banking services in respect of responsiveness, no factor had implications on the gender of the customers. This may be because the quality of service in respect of the banking services does not differ on gender discretion. Thereby they can provide their customers with the service that is appreciated by them.

- There is no significant relationship between the mean score of age of the respondents and the service quality of the banking services in respect of responsiveness (except Employee cooperation and Repairing of ATMs). The age of the customers interfere with the service quality of the banking services in respect of responsiveness. This may be due to the fact that banking services are made rational to all customers beside their personal characteristics and the professional. The only factor that shows some implications is the banks working hours. Therefore, only partial interdependence was found between the age and the service quality of the banking services in respect of responsiveness.
• There is no significant relationship between the mean score of marital status of the respondents and the service quality of the banking services in respect of responsiveness. The service quality of the banking services in respect of responsiveness factors does not have any interference over the marital status of the customers in respect of service quality in banking services. The service quality of the banking services in respect of responsiveness of the banks remains same though the customers are married or unmarried as no special services are rendered to the customers on differentiating their marital status in any of the banks in general. Therefore the service quality of the banking services in respect of responsiveness has no interdependence over marital status.

• There is no significant relationship between the mean score of educational qualification of the respondents and the service quality of the banking services in respect of responsiveness. The service quality of the banking services in respect of responsiveness factors do not have any interference over the educational qualification of the customers. The services rendered by the banks remain same though the customers are educated or illiterates as no special services are rendered to the customers on differentiating literacy level in any of the banks in general. Therefore, the service quality of the banking services in respect of responsiveness has no interdependence over the educational qualification of the customers.

• There is no significant relationship between the mean score of occupation of the respondents and the service quality of the banking services in respect of responsiveness. The service quality of the banking services in respect of responsiveness factors do not have any interference over the occupation of the customers. The services rendered by the banks to the customers remain same whatever be the profession involved by them. This is due to the fact that the services rendered by the banks are not differentiated on the customer’s profession or occupation base. Therefore the service quality of the banking services in respect of responsiveness has no interdependence over their occupation.
• There is no significant relationship between the mean score of annual income of the respondents and the service quality of the banking services in respect of responsiveness (except Unambiguous nature). The banking services in respect of responsiveness factors have partial interference over the annual income of the customers towards service quality. The services rendered by the banks are felt unambiguous as the banking professionals are unclear in explaining the customers. Therefore the service quality of the banking services in respect of responsiveness has interdependence over their annual income.

• There is no significant relationship between the mean score of area of residence and the service quality of the banking services in respect of responsiveness. The service quality of the banking services in respect of responsiveness factors have no interference over area of residence the customers reside. The services rendered to the customers by the banks mean responsive based on the locality of customer access. Therefore the service quality of the banking services in respect of responsiveness has no interdependence over their area of residence.

• Out of the ten-service quality of the banking services in respect of responsiveness variables, the “Employee cooperation” has the highest rank (5.95). So, that the service quality of the banking services in respect of responsiveness are influenced by Employee cooperation very much. The result determines the fact that almost all the attributes under service quality of the banking services in respect of responsiveness are important and the most influencing factor is identified as ‘Employee cooperation’ of the respondents. This may be due to the necessity that banking services are sometimes unclear and the banking professionals’ cooperation is necessary to effectively deliver the services. Hence among all other service quality of the banking services in respect of responsiveness attributes, the above said factor alone is the most influencing variable.
Out of ten statements, three contribute more in respect of service quality of banking services in respect of the responsiveness. The statements are (1) Unambiguous nature (2) Prompt Response and (3) Digitalized queuing system. From the above result, it is determined that out of the ten attributes of service quality of the banking services in respect of responsiveness, the most influencing factor are identified as ‘Unambiguous nature, Prompt Response and Digitalized queuing system. This may be due to the fact that for any banking professional is expected to provide prompt responses and clear knowledge on the services rendered them. Therefore, to compete in their field of service, the above said factors are identified as the most influencing variable with the help of factor analysis.

From tree analysis model summary “Prompt Response” is important independent variable. This variable is contributing more towards the service quality of the banking services in respect of responsiveness. From the Tree structured analysis, it is determined that out of the ten attributes of service quality of the banking services in respect of responsiveness factors, the most influencing factor is identified as ‘Prompt Response’. This may be due to the fact that, customers of today’s scenario requires prompt and speedy services of the banks. Therefore, to compete in their field of service, the above said factor is identified as the most important independent variable.

The dimension service quality of the banking services in respect of the responsiveness in respect of “Repairing of ATMs” is contribute more in respect of the output of overall satisfaction of the customers. From the Neural network method, it is determined that out of the ten attributes of service quality of the banking services in respect of the responsiveness, the most influencing factor is identified as ‘Repairing of ATMs’. This may be due to the fact that, banking services should mostly monitor the working conditions of the ATMs and repaired then and there for the accessibility of the customers without and interruption. Therefore, to compete in their field of service, the above said factor ‘Repairing of ATMs’ is identified as the most influencing variable.
• The mean for all the ten attributes of service quality of the banking services in respect of the assurance infers that, Credibility, Safe and secure, Loyalty, Suggest your friends, relatives and colleagues too to get services from this bank, Experience and knowledge of Employees, Personals employed have knowledge and experience in rendering proper delivery of banking services, Authentic, Risk free and Electronic transfers are safe and secure all falls on the scale as agree. The standard deviation of the respective attributes shows that, no factor deviates within or more in the scale. However, the standard deviation alone is not particularly useful without a context within which one can determine a meaningful result. The above result shows that all the attribute of service quality with respect to assurance are felt fulfilled by the customers. Therefore, it is identified that regarding assurance the banks do efficiently to deliver the services with effective functional and technical quality.

• There is no significant relationship between the mean score of gender of the respondents and the service quality of the banking services in respect of assurance. Out of the ten factors considered under service quality of the banking services in respect of assurance, no factor had implications on the gender of the customers. This may be because services rendered by banks do not differ on gender discretion. Thereby they can provide their customers with the service that is appreciated by them.

• There is no significant relationship between the mean score of age of the respondents and the service quality of the banking services in respect of assurance (except Authentic). The age of the customers have some interference with service quality of the banking services in respect of assurance. This may be due to the fact that banking services are felt to be rendered in a vague manner to all customers. Besides their age, the customers require authentic service from the banks. Therefore, a partial interdependence was found between the age and the service quality of the banking services in respect of assurance.
• There is no significant relationship between the mean score of marital status of the respondents and the service quality of the banking services in respect of assurance. The service quality of the banking services in respect of assurance factors do not have any interference over the marital status of the customers in respect of service quality in banking services. The services rendered by banks to the customers remains same though they are married or unmarried as no special services are rendered to the customers on differentiating their marital status in any of the banks in general. Therefore, the service quality of the banking services in respect of assurance has no interdependence over marital status.

• There is no significant relationship between the mean score of educational qualification of the respondents and the service quality of the banking services in respect of assurance. The service quality of the banking services in respect of assurance factors do not have any interference over the educational qualification of the customers. The services rendered by banks to the customers remains same though they are educated or illiterates as no special services are rendered to the customers on differentiating literacy level in any of the banks in general. Therefore, the service quality of the banking services towards assurance has no interdependence over the educational qualification of the customers.

• There is no significant relationship between the mean score of occupation of the respondents and the service quality of the banking services in respect of assurance. The service quality of the banking services in respect of assurance factors do not have any interference over the occupation of the customers. The services rendered by banks to the customers remain same in respect of the service quality of the banks as whatever be the profession involved by the customers. This is due to the fact that the services rendered by the banks are not differentiated on the customer’s profession or occupation base. Therefore the service quality of the banking services in respect of assurance has no interdependence over their occupation.
• There is no significant relationship between the mean score of annual income of the respondents and the service quality of the banking services in respect of assurance (except Credibility, Personals employed have knowledge and experience in rendering proper delivery of banking services and Authentic). The service quality of the banking services in respect of assurance factors have some interference over the annual income of the customers. The services rendered by banks to the customers remain same in respect of the service quality of the banks, whatever be the income earned by the individual accessing the banking services but the customers requires the banks to give more concern over authenticity and credibility for the money they invest. Therefore, the service quality of the banking services in respect of assurance has interdependence over their annual income.

• There is no significant relationship between the mean score of area of residence and the service quality of the banking services in respect of assurance (Safe and secure). The service quality of the banking services in respect of assurance factors have some interference over area of residence the customers reside. The services rendered by banks to the customers with regard to the safety and security should be given more attention by the banks. This is due to the fact that as the customers are residing far away from the banks and show much concern over the safety of the banks in which they safeguard their properties. Therefore, the service quality of the banking services in respect of assurance has some interdependence over their area of residence.

• There is significant difference between mean ranks in respect of the service quality of the banking services in respect of assurance. Out of the nine service quality of the banking services in respect of assurance variables, the “Risk free” has the highest rank (5.38). So, that the service quality of the banking services in respect of assurance are influenced by Risk free very much. The result determines the fact that almost all the attributes under service quality of the banking services in respect of assurance are important and the most
influencing factor is identified as ‘Risk free’ of the respondents. This may be due to the necessity that banking services are sometimes unclear and the customers feel doubtful. If the employees of the banks give them individual attention then they may have a secured feeling to access the services of the banks. Hence, among all other service quality of the banking services in respect of assurance attributes, the above said factor alone is the most influencing variable.

- Out of the ten attributes of service quality of the banking services in respect of assurance, the most influencing factor are identified as ‘Personals employed have knowledge and experience in rendering proper delivery of banking services, Electronic transfers are safe and secure and Risk free’. This may be due to the fact that the customers are much concerned about the banking professional to possess in depth knowledge on the products and services rendered to their customers. Therefore, to compete in their field of service, the above said factors are identified as the most influencing variable with the help of factor analysis.

- From the Tree structured analysis, it is determined that out of the ten attributes of service quality of the banking services in respect of assurance factors, the most influencing factor is identified as ‘Credibility. This may be due to the fact that, customers of today’s scenario requires transparency in services of the banks. Therefore, to compete in their field of service, the above said factor is identified as the most important independent variable.

- Out of the ten attributes of service quality of the banking services in respect of assurance, the most influencing factor is identified as ‘Risk free’. This may be due to the fact that, banking services should be reliable and free from risk for the customers investing in the banks. This may be possible only if the banking services are trust worthy. Therefore, to compete in their field of service, the above said factor ‘Risk free’ is identified as the most influencing variable.
The mean for all the ten attributes of service quality of the banking services in respect of the empathy infers that, Customer importance, Accessibility, Affordability, Consistency of charges comparing other banks is reasonable, Errorless statements, Assurance of pin security, Replacement of cards for E – transfer all falls on the scale as agree. The standard deviation of the respective attributes shows that, no factor deviates within or more in the scale. However, the standard deviation alone is not particularly useful without a context within which one can determine a meaningful result. The above result shows that all the attribute of service quality with respect to empathy are felt fulfilled by the customers. Therefore, it is identified that regarding empathy the banks do efficiently to deliver the services with effective functional and technical service.

There is no significant relationship between the mean score of gender of the respondents and the service quality of the banking services in respect of empathy. Out of the ten factors considered under service quality of the banking services in respect of empathy, no factor had implications on the gender of the customers. This may be because banking services in respect of customers do not differ on gender discretion. Thereby they can provide their customers with the service that is appreciated by them.

There is no significant relationship between the mean score of age of the respondents and the service quality of the banking services in respect of empathy (except Customer importance). The age of the customers has some interfere with service quality of the banking services in respect of empathy. This may be due to the fact that though banking services are made rational to all customers beside their personal characteristics, they prefer to show importance to the customers. Therefore, only partial interdependence was found between the age and the service quality of the banking services in respect of empathy.
There is no significant relationship between the mean score of marital status of the respondents and the service quality of the banking services in respect of empathy. The service quality of the banking services in respect of empathy factors does not have any interference over the marital status of the customers. The services rendered by the banks remains same though they are married or unmarried as no special services are rendered to the customers on differentiating their marital status in any of the banks in general. Therefore, the service quality of the banking services in respect of empathy has no interdependence over marital status.

There is no significant relationship between the mean score of educational qualification of the respondents and the service quality of the banking services towards empathy. The customer expectation factors do not have any interference over the educational qualification of the customers in respect of service quality in banking services. The services rendered by the banks remain same though the customers are educated or illiterates as no special services are rendered to the customers on differentiating literacy level in any of the banks in general. Therefore the service quality of the banking services in respect of empathy has no interdependence over the educational qualification of the customers.

There is no significant relationship between the mean score of occupation and the service quality of the banking services in respect of empathy. The service quality of the banking services in respect of empathy factors do not have any interference over the occupation of the customers. The services rendered by the banks remain same in respect of the service quality of the banks as whatever be the profession involved by the customers. This is due to the fact that the services rendered by the banks are not differentiated on the customer’s profession or occupation base. Therefore, the service quality of the banking services in respect of empathy has no interdependence over their occupation.
There is no significant relationship between the mean score of annual income of the respondents and the service quality of the banking services in respect of empathy (except Accessibility, Affordability and Replacement of cards for E-transfer). The service quality of the banking services in respect of empathy factors have some interference over the annual income of the customers. Though services rendered by the banks to the customers remain same the above said attributes like Accessibility, Affordability and Replacement of cards for E-transfer are required banking professionals support and interest to rectify the customer’s problem. Therefore the service quality of the banking services in respect of empathy has some interdependence over their annual income.

There is no significant relationship between the mean score of annual income of the respondents and the service quality of the banking services in respect of empathy (except Assurance of pin security). The service quality of the banking services in respect of empathy factors have some interference over area of residence the customers reside. The services rendered by the banks to the customers regarding on piracy in pin numbers of ATM is not fulfilled. Therefore, the service quality of the banking services in respect of empathy has some interdependence over their area of residence.

There is significant difference between mean ranks in respect of the service quality of the banking services in respect of empathy. Out of the seven-service quality of the banking services in respect of empathy variables, the “Accessibility” has the highest rank (4.16). So, that the service quality of the banking services in respect of empathy are influenced by Accessibility very much. The result determines the fact that almost all the attributes under service quality of the banking services in respect of empathy are important and the most influencing factor is identified as ‘Accessibility’ of the respondents. This may be due to the necessity that customers require easy accessibility of the banking services without any doubt. This may provide a secured feeling to
access the services of the banks. Hence, among all other service quality of the banking services in respect of empathy attributes, the above said factor alone is the most influencing variable.

- Out of the seven attributes of service quality of the banking services in respect of empathy, the most influencing factor are identified as ‘Affordability and Assurance of pin security’. This may be due to the fact that customers expect any time service from the banks that promises affordability and provide security for the pin access number. Therefore, to compete in their field of service, the above said factors are identified as the most influencing variable with the help of factor analysis.

- Out of the seven attributes of service quality of the banking services in respect of the empathy, the most influencing factor is identified as ‘Replacement of cards for E – transfer’ towards the output of customers satisfaction. This may be due to the fact that the customers feel difficult while replacing their e transfer cards which they expect an immediate issue of it for their convenience. Therefore, to compete in their field of service, the above said factor ‘Replacement of cards for E – transfer’ is identified as the most influencing variable.

- The mean for all the five attributes of service quality of the banking services in respect of convenience infers that, Easy reach, The banks services are available at your nearest accessibility, Comfort, Durability and Point of access falls on the scale as agree. The standard deviation of the respective attributes shows that, no factor deviates within or more in the scale. However, the standard deviation alone is not particularly useful without a context within which one can determine a meaningful result. The above result shows that the attributes of service quality with respect to convenience are found fulfilled by the respondents while the banks are rendering their services.

- Out of the five factors considered under service quality of the banking services in respect of convenience, the factor had some implications on the gender of
the customers. This may be because, the customers are particular about the reach and accessibility of the banks. Thereby they can provide their customers with the service that is appreciated by them.

- The age of the customers has some interference with service quality of the banking services in respect of convenience. This may be due to the fact that the customers are very particular about the factor that the banks should be of easy reach and comfortable banking. The only factor that shows some implications is the Easy reach and Comfort of the banks. Therefore, only partial interdependence was found between the age and the expectations.

- The service quality of the banking services in respect of convenience factors do not have any interference over the marital status of the customers. This may be due to the fact that the customers are very particular about the factor that the banks should be of easy reach and comfortable banking. The only factor that shows some implications is the Easy reach and Comfort of the banks. Therefore the service quality of the banking services in respect of convenience has some interdependence over marital status.

- There is no significant relationship between the mean score of educational qualification of the respondents and the service quality of the banking services in respect of convenience. The service quality of the banking services in respect of convenience factors do not have any interference over the educational qualification of the customers. The services rendered by the banks remain same though they are educated or illiterates as no special services are rendered to the customers on differentiating literacy level in any of the banks in general. Therefore, the service quality of the banking services in respect of convenience has no interdependence over the educational qualification of the customers.

- There is no significant relationship between the mean score of occupation of the respondents and the service quality of the banking services in respect of convenience (except Point of access). The service quality of the banking
services in respect of convenience factors has some interference over the occupation of the customers. The services rendered by the banks to the customers remain same as whatever be the profession involved by the customers. But they are particular about the point of access of the banks that paves way for easy access. Therefore, the service quality of the banking services in respect of convenience has some interdependence over their occupation.

- There is no significant relationship between the mean score of occupation of the respondents and the service quality of the banking services in respect of convenience (except Durability and Point of access). The service quality of the banking services in respect of convenience factors do not have any interference over the annual income of the customers. The services rendered by the banks to the customers remain same as whatever be the profession involved by the customers. But they are particular about the point of access of the banks that paves way for easy access. Therefore the service quality of the banking services in respect of convenience has some interdependence over their annual income.

- The service quality of the banking services in respect of convenience factors have some interference over area of residence the customers reside. The services rendered by the banks to the customers are not fulfilled with the comfort and durability. This is because the services rendered by the banks are not given special care or preference to the customers of the same locality or customers from far away locality. Therefore, the service quality of the banking services in respect of convenience has some interdependence over the area of residence.

- Out of the five service quality of the banking services in respect of convenience variables, the “Durability” has the highest rank (3.07) so, that the service quality of the banking services in respect of convenience are
influenced by durability very much. The result determines the fact that almost all the attributes under service quality of the banking services in respect of convenience are important and the most influencing factor is identified as ‘Durability’ of the respondents. This may be due to the necessity that banking services are sometimes unclear and the customers feel doubtful. Hence, among all other service quality of the banking services in respect of convenience attributes, the above said factor alone is the most influencing variable.

- Out of the five attributes of service quality of the banking services in respect of the convenience, the most influencing factor is identified as ‘Expect Individual attention’ towards the output of the satisfaction. This may be due to the fact that, banking services should understandable and the customers should feel secure and reliable in respect of the banks. This may be possible only if the banking professionals render individual attention in respect of their customers. Therefore, to compete in their field of service, the above said factor ‘Expect Individual attention’ is identified as the most influencing variable.

5.2.4 Findings related to the satisfaction of the customers

- The mean for all the ten attributes of customer satisfaction infers that, Satisfaction with the bank products, the bank employees, Satisfaction with the service of the banks, Satisfaction with Technology of the banks, Satisfaction with online services of the bank, Satisfaction with communication system of the banks, Satisfaction with secrecy maintenance of the banks, Satisfaction with physical facility available in the bank, Satisfaction with bank charges, Satisfaction with the network branches, Satisfaction with working hours of the bank all falls on the scale as agree. The standard deviation of the respective attributes shows that, no factor deviates within or more in the scale. However, the standard deviation alone is not particularly useful without a context within
which one can determine a meaningful result. The above result shows that the attribute of satisfaction is agreeable to the customers. This shows that the service qualities of the banks are predicted as satisfactory.

- There is no significant relationship between the mean score of gender of the respondents and the satisfaction of the customers. Out of the ten factors considered under customer satisfaction, no factor had implications on the gender of the customers. This may be because the satisfaction towards the banking services does not differ on gender discretion. Thereby they can provide their customers with the service that is appreciated by them.

- There is no significant relationship between the mean score of age of the respondents and the satisfaction of the customers. The age of the customers interfere with the satisfaction of the customers towards the banks. This may be due to the fact that banking services are made rational to all customers beside their personal characteristics. The only factor that shows some implications is the banks working hours. Therefore, only partial interdependence was found between the age and the satisfaction.

- There is no significant relationship between the mean score of marital status of the respondents and the satisfaction of the customers. The customer satisfaction factors do not have any interference over the marital status of the customers towards service quality in banking services. The satisfaction of the customers remains same though they are married or unmarried as no special services are rendered to the customers on differentiating their marital status in any of the banks in general. Therefore the customers’ satisfaction has no interdependence over marital status.

- There is no significant relationship between the mean score of educational qualification of the respondents and the satisfaction of the customers. The customer satisfaction factors do not have any interference over the educational qualification of the customers towards service quality in banking services. The satisfaction of the customers remains same though they are educated or
illiterates as no special services are rendered to the customers on differentiating literacy level in any of the banks in general. Therefore, the customers’ satisfaction has no interdependence over the educational qualification of the customers.

- The customer satisfaction factors do not have any interference over the occupation of the customers towards service quality in banking services. The satisfaction of the customers remains same towards the service quality of the banks as whatever be the profession involved by the customers. This is due to the fact that the services rendered by the banks are not differentiated on the customer’s profession or occupation base. Therefore, the customers’ satisfaction has no interdependence over their occupation.

- There is no significant relationship between the mean score of annual income of the customers and the satisfaction of the customers. The customer satisfaction factors do not have any interference over the annual income of the customers towards service quality in banking services. The satisfaction of the customers remains same towards the service quality of the banks, whatever be the income earned by the individual accessing the banking services. This is because the services rendered by the banks are not exclusively characterized based on their income earned. Therefore, the customers’ satisfaction has no interdependence over their annual income.

- There is no significant relationship between the mean score of area of residence and the satisfaction of the customers. The customer satisfaction factors have no interference over area of residence the customers reside. The satisfaction of the customers towards the service quality of the banks is not differentiated with regard to the respondents locality of residence. This is due to the fact that the services rendered by the banks are not given special care or preference to the customers of the same locality or customers from far away locality. Therefore the customers’ satisfaction has no interdependence over their area of residence.
• There is significant difference between mean ranks towards the satisfaction of the customers. Out of the elevens satisfaction of the customer’s variables, the “Satisfaction with the network branches” has the highest rank (6.26). So, that the service quality of the banking services towards satisfaction of the customers are influenced by Satisfaction with the network branches very much.

• All the attributes under customer expectation are important and the most influencing factor is identified as ‘Satisfaction with online services of the bank, Satisfaction with the bank products and Satisfaction with physical facility available in the bank’ of the respondents. This may be due to the necessity that banking services are computerized and made user friendly. Hence among all other customer satisfaction attributes, the above said factor alone is the most influencing variable.

• Out of the ten attributes of customer satisfaction, the most influencing factor are identified as ‘Satisfaction with the bank products, Satisfaction with online services of the bank and Satisfaction with the network branches’. This may be due to the fact that for any banking professional knowledge on the products and services rendered to their customers influence the level of satisfaction of the customers. Therefore, to compete in their field of service, the above said factors are identified as the most influencing variable with the help of factor analysis.

• Out of the ten attributes of customer satisfaction, the most influencing factor are identified as ‘Satisfaction with the bank products’ towards the output of the overall satisfaction. This may be due to the fact that for any banking professional is expected to possess in depth knowledge on the products and services rendered to their customers. Therefore, to compete in their field of service, the above said factors are identified as the most influencing variable with the help of factor analysis.
• The significant values of all the pair of overall satisfaction – different satisfaction variables are greater than 0.05 and hence the above pairs are not significant. The above table identifies the fact that the overall satisfaction of the customers does not have any interference with any of the level of satisfaction factors.

• The Overall Satisfaction of the customers will increase by 0.514 Per cent if Satisfaction with the bank products increases by 1 Per cent without change of all other predictors.

• The Overall Satisfaction of the customers will increase by 0.356 Per cent if Satisfaction with the bank employees increases by 1 Per cent without change of all other predictors.

• The Overall Satisfaction of the customers will increase by 0.117 Per cent if Satisfaction with the service of the banks decreases by 1 Per cent without change of all other predictors.

• The Overall Satisfaction of the customers will increase by 0.120 Per cent if Satisfaction with Technology of the banks decreases by 1 Per cent without change of all other predictors.

• The Overall Satisfaction of the customers will increase by 0.195 Per cent if Satisfaction with online services of the bank increases by 1 Per cent without change of all other predictors.

• The Overall Satisfaction of the customers will increase by 0.002 Per cent if Satisfaction with communication system of the banks decreases by 1 Per cent without change of all other predictors.

• The Overall Satisfaction of the customers will increase by 0.003 Per cent if Satisfaction with secrecy maintenance of the banks decreases by 1 Per cent without change of all other predictors.

• The Overall Satisfaction of the customers will increase by 0.182 Per cent if Satisfaction with physical facility available in the bank decreases by 1 Per cent without change of all other predictors.
• The Overall Satisfaction of the customers will increase by 0.127 Per cent if Satisfaction with bank charges increases by 1 Per cent without change of all other predictors.

• The Overall Satisfaction of the customers will increase by 0.196 Per cent if Satisfaction with the network branches increases by 1 Per cent without change of all other predictors.

• The Overall Satisfaction of the customers will increase by 0.054 Per cent if Satisfaction with working hours of the bank decreases by 1 Per cent without change of all other predictors.

5.2.5 Findings related to the customer retention

• The mean for all the four attributes of customer retention infers that, Intend to publicize the bank, Long time affinity, Recommend the services to friends and Loyal and retain relationship is working all falls on the scale as agree. The standard deviation of the respective attributes shows that, no factor deviates within or more in the scale. However, the standard deviation alone is not particularly useful without a context within which one can determine a meaningful result. The above result shows that the attribute of satisfaction is agreeable to the customers. This shows that the service qualities of the banks are predicted as satisfactory.

• There is no significant relationship between the mean score of gender of the respondents and the customer retention. Out of the four factors considered under customer retention, no factor had implications on the gender of the customers. This may be because towards the banking services do not differ on gender discretion. Thereby they can provide their customers with the service that is appreciated by them.

• There is no significant relationship between the mean score of age of the respondents and the customer retention (except recommend services to friends). The age of the customers interfere with some aspect of retention.
This may be due to the fact that banking services are to be made satisfactory only then there is possibility to recommend the services of the particular bank. Therefore, only partial interdependence was found between the age and the retention.

- There is no significant relationship between the mean score of marital status of the respondents and the customer retention. The customer retention factors do not have any interference over the marital status of the customers towards service quality in banking services. The services of the banks remains same though they are married or unmarried as no special services are rendered to the customers on differentiating their marital status in any of the banks in general. Therefore, the customers’ retention has no interdependence over marital status.

- There is no significant relationship between the mean score of educational qualification of the respondents and the customer retention. The customer retention factors do not have any interference over the educational qualification of the customers towards service quality in banking services. The services rendered by the banks remain same though the customers are educated or illiterates as no special services are rendered to the customers on differentiating literacy level in any of the banks in general. Therefore the customers’ retention factor has no interdependence over the educational qualification of the customers.

- There is no significant relationship between the mean score of educational qualification of the respondents and the customer retention (except Intend to publicize the bank). The customer retention factors have some interference over the occupation of the customers towards service quality in banking services. The service rendered by the banks remain same whatever be the profession involved by the customers but their intention to publicize depends on the satisfaction of the service rendered. Therefore the customers’ retention has no interdependence over their occupation.
• There is no significant relationship between the mean score of annual income of the respondents and the customer retention. The customer retention factors do not have any interference over the annual income of the customers towards service quality in banking services. The service rendered by the banks remains same towards the customers whatever be the income earned by the individual accessing the banking services. This is due to the fact that the services rendered by the banks are not exclusively characterized based on their income earned. Therefore, the customers’ retention has no interdependence over their annual income.

• There is no significant relationship between the mean score of area of residence and the customer retention. The customer retention factors have no interference over area of residence the customers reside. The service rendered by the banks is providing rational service to the customers at whatever locality they may reside. This is due to the fact that the services rendered by the banks are not given special care or preference to the customers of the same locality or customers from far away locality. Therefore, the customer retention has some interdependence over their area of residence.

• There is no significant difference between mean ranks towards the customer retention. Out of the four customer retention variables, the “Intend to publicize the bank” has the highest rank (2.53). So, that the customer retention are influenced by intend to publicize the bank very much. The result determines the fact that almost all the attributes under customer retention are important and the most influencing factor is identified as ‘Intend to publicize the bank’ of the respondents. This may be due to the necessity that customer’s intention to recommend the banking services are felt important. Hence among all other customer retention attributes, the above said factor alone is the most influencing variable.
• Out of the five attributes of customer retention factors, the most influencing factor is identified as ‘Intend to publicize the bank’. This may be due to the fact that, customers of today’s scenario requires prompt and speedy services of the banks. Therefore, to compete in their field of service, the above said factor is identified as the most important independent variable.

• Out of the eight attributes of customer expectation, the most influencing factor is identified as ‘Long time affinity’ towards the output of the overall satisfaction. This may be due to the fact that, banking services should provide quality service that tends loyalty of the customers leading affinity. This may be possible only if the banking professionals render individual attention towards their customers. Therefore, to compete in their field of service, the above said factor ‘Long time affinity’ is identified as the most influencing variable.

5.2.6 Findings related to conceptual model fit for service quality of banking services by using structural equation model

• The coefficient of tangibility is 0.013 represents the partial effect of tangibility on overall satisfaction, holding the other variables as constant. The estimated positive sign implies that such effect is positive that overall satisfaction would increase by 0.013 for every unit increase in tangibility and this coefficient value is significant at 5% level.

• The coefficient of reliability is -0.012 represents the partial effect of Reliability on overall satisfaction, holding the other variables as constant. The estimated negative sign implies that such effect is negative that overall satisfaction would decrease by 0.013 for every unit increase in reliability and this coefficient value is significant at 5% level.

• The coefficient of responsiveness is 0.018 represents the partial effect of responsiveness on overall satisfaction, holding the other variables as constant. The estimated positive sign implies that such effect is positive that overall
satisfaction would increase by 0.018 for every unit increase in responsiveness and this coefficient value is significant at 5% level.

- The coefficient of reliability is -0.018 represents the partial effect of assurance on overall satisfaction, holding the other variables as constant. The estimated negative sign implies that such effect is negative that overall satisfaction would decrease by 0.018 for every unit increase in assurance and this coefficient value is significant at 5% level.

- The coefficient of empathy is -0.055 represents the partial effect of empathy on overall satisfaction, holding the other variables as constant. The estimated negative sign implies that such effect is negative that overall satisfaction would decrease by 0.055 for every unit increase in empathy and this coefficient value is significant at 1% level.

- The coefficient of convenience is 0.168 represents the partial effect of Convenience on overall satisfaction, holding the other variables as constant. The estimated positive sign implies that such effect is positive that overall satisfaction would increase by 0.168 for every unit increase in Convenience and this coefficient value is significant at 1% level.

- The coefficient of overall satisfaction is 1.928 represents the partial effect of overall satisfaction on customer retention, holding the other variables as constant. The estimated positive sign implies that such effect is positive that customer retention would increase by 1.928 for every unit increase in overall satisfaction and this coefficient value is significant at 1% level.

- The probability of getting a critical ratio as large as 0.799 in absolute value is 0.424. In other words, the covariance between Tangibility and Convenience is not significantly different from zero at the 0.05 level (two-tailed).

- The probability of getting a critical ratio as large as 0.997 in absolute value is 0.319. In other words, the covariance between Convenience and Reliability is not significantly different from zero at the 0.05 level (two-tailed).
• The probability of getting a critical ratio as large as 0.248 in absolute value is 0.804. In other words, the covariance between Convenience and Responsiveness is not significantly different from zero at the 0.05 level (two-tailed).

• The probability of getting a critical ratio as large as 0.105 in absolute value is 0.916. In other words, the covariance between Convenience and Assurance is not significantly different from zero at the 0.05 level (two-tailed).

• The probability of getting a critical ratio as large as 14.256 in absolute value is less than 0.001. In other words, the covariance between Convenience and Empathy is significantly different from zero at the 0.001 level (two-tailed).

• The probability of getting a critical ratio as large as 0.667 in absolute value is 0.505. In other words, the covariance between Assurance and Empathy is not significantly different from zero at the 0.05 level (two-tailed).

• The probability of getting a critical ratio as large as 0.438 in absolute value is 0.662. In other words, the covariance between Responsiveness and Empathy is not significantly different from zero at the 0.05 level (two-tailed).

• The probability of getting a critical ratio as large as 1.693 in absolute value is 0.090. In other words, the covariance between Reliability and Empathy is not significantly different from zero at the 0.05 level (two-tailed).

• The probability of getting a critical ratio as large as 1.438 in absolute value is 0.150. In other words, the covariance between Tangibility and Empathy is not significantly different from zero at the 0.05 level (two-tailed).

• The probability of getting a critical ratio as large as 16.118 in absolute value is less than 0.001. In other words, the covariance between Responsiveness and Assurance is significantly different from zero at the 0.001 level (two-tailed).

• The probability of getting a critical ratio as large as 9.764 in absolute value is less than 0.001. In other words, the covariance between Reliability and Assurance is significantly different from zero at the 0.001 level (two-tailed).
• The probability of getting a critical ratio as large as 6.122 in absolute value is less than 0.001. In other words, the covariance between Tangibility and Assurance is significantly different from zero at the 0.001 level (two-tailed).

• The probability of getting a critical ratio as large as 6.586 in absolute value is less than 0.001. In other words, the covariance between Reliability and Responsiveness is significantly different from zero at the 0.001 level (two-tailed).

• The probability of getting a critical ratio as large as 3.677 in absolute value is less than 0.001. In other words, the covariance between Tangibility and Responsiveness is significantly different from zero at the 0.001 level (two-tailed).

• The probability of getting a critical ratio as large as 15.923 in absolute value is less than 0.001. In other words, the covariance between Tangibility and Reliability is significantly different from zero at the 0.001 level (two-tailed).

5.3 CONCEPTUAL MODEL FIT FOR SERVICE QUALITY OF BANKING SERVICES

The research takes socio-economic profile of the customers, customer expectation, service quality for Technical and functional aspect of services such as tangibility, reliability, responsiveness, assurance, empathy and convenience as the major variables for analysis. Here, these variables are the independent variables on one hand and the Customer satisfaction and Customer retention are the dependent variable on the other. It is studied how and to what extent the independent variables make changes in the dependent variable. The proposed conceptual research model confirms that the major variables (socio-economic profile of the customers, customer expectation, service quality for Technical and functional aspect of services such as tangibility, reliability, responsiveness, assurance, empathy and convenience) make impact on the overall satisfaction of customers and customer retention by using structural Equation Model and other SPSS tools. The role of the variables is at large extent so that the overall
satisfaction of customers depends on them. But, it is very important that no single variable influences the overall satisfaction. When two more variables combine together, then the overall satisfaction increases or decreases.

**Figure – 5.1**

Conceptual model fit for service quality of banking services

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### 5.4 SUGGESTIONS

The factors leading to quality service determines the Customer satisfaction, which is the core of any banking institution. Satisfying the customers involves the provision of expected services faster. This can be achieved through the use of modern technology in service, innovative products, effective business operations, and amicable grievance addressal of customer complaints. In order to improve the Service Quality of customer services and thereby to improve their loyalty towards their banks, the following are the suggestions are given below.

- Among all other customer base possessed by the banks, the students’ category of customer base is meager. Students being the prospective customers, the banks can concentrate on this segment and encourage the students to open their bank account in consultation with the respective institutions. This will
help the students to pay their fees through bank. If online payment facility is available in the institution then this will help the parents to pay the fees of their children through online. This may be an opportunity for the banks to publicize their services to a different customer base.

- The customers having a long relationship in operating the bank accounts in the selected banks for the study is comparatively less. This shows the loyalty of the customers or their attachment with the bank. The bank should study this situation to take adequate steps to retain the customers. The loyal customers may be given some priorities or they may be given some extra benefits. This will help the bank to retain the old customers and to get good business out of them.

- From the study it was identified that the public sector banks do not utilize technology full-fledged using the modern equipments when compared to the private sector banks. Hence, attempts can be made to fully computerize the banks and their branches. For this purpose, training can be given to employees on the usage of computers in the related services. This would help to reduce the time of services provided and reduce the paper work and stationary expenses. Concerted efforts can also be made to introduce “Core Banking Solutions” in all the banks.

- Increasing the number of delivery channels like, Credit Card, Debit Card, ATM, Anywhere Banking, Multiple Delivery Channels, Single Window Service, Mobile Banking, Phone Banking, E-banking and service at the door steps would go a long way in improving the customer satisfaction and also in increasing the number of customers and the businesses of both public and private sector banks.

- The investments made on the development of infrastructure are comparatively less in the case of public sector banks than the private sector banks. Hence, more investment can be made on infrastructure and in the creation of fixed assets to increase the service provision and to make optimum utilization of the
time so that the level of satisfaction of the customers can be increased considerably.

- Establishment of employees personal attention to customers while rendering the services will provide a positive reputation among the customers and paves way for retaining the customers. Therefore, depending upon the daily turnover of the customers and the extent of services provided, the number of employees can be increased so as to take concern over the customers and provide them timely service. It is also suggested that a team of senior and experienced employees of the banks can be appointed in each of the crucial sections where an exclusive customer dealing is required. This can have multiple positive impacts on the services.

- The response of the employees to the service request of the customers is a major area where more concentration is required by the employees. Hence, training can be given to the employees in the appropriate filed of their service. This would help the employees to carry out their services promptly and help the customers also to utilize technology for their transactions.

- A separate enquiry cell can be opened in which an experienced employee can be placed. Appropriate training can be given to him almost in all the fields. This would help to respond to all types of customers which in turn would increase their satisfaction on their banks’ services.

- The services like, timely reminder about the maturity of term deposits, sending account statements promptly, crediting the cheques and mail transfers were found to be more time taking in the case of public sector banks when compared to private sector banks. This could have created dissatisfaction among the customers of the public sector banks. To overcome this dissatisfaction, banks can fix specific time duration for carrying out each of the services. This may be intimated to the customers. Beyond the specified time, banks can add interest for the delay at Savings Bank rates for every day.
Banks should also conduct frequent training programmes in areas like prompt cash payments and receipts at the counter, efficient pass book and statement service, prompt collections and remittance services, early decisions on credit applications and patient attention to complaints. All these areas also have direct bearing on customer’s expectation towards service quality. Updating the statement of account transactions can either be e-mailed or posted as monthly transaction statements instead of holding passbooks.

It is important to maintain the strengths of the service quality of the banks, it is even more important to work on the weaknesses. Generally, it is concluded from the study that the overall service quality of the banks fall short of customers expectation. Out of the five dimensions of the service quality of banks identified among the functional quality service and technical services, three of them are perceived to be below customers’ expectations resulting in the less than expected overall service quality. Thus, management of the banks should be aware of this information and take concrete steps to improve on the overall service quality of the banks. To achieve this, employees must be motivated and trained to improve their customer relations in terms of being responsive to customers, showing empathy to customers as well as instilling confidence in customers of the service of the banks.

The service quality factors have a significant positive impact on the customers’ satisfaction and that customers’ satisfaction leads to customers’ loyalty. The banking authorities are advised to formulate appropriate marketing strategies to create the service loyalty among their customers’ minds. This initiates credibility and reliability about the bank among the customers. Thereby service loyalty tends the extreme level of customer satisfaction generating loyal customers.

Publicizing the bank in the right area adds value to the brand. It is very important that both the public and private sector banks should come forward to promote their services in proper media source.
• Investment is to be done in research and unidentified customer needs and estimations at all service delivery encounters should be investigated so as to determine the key components of service quality.

5.5 CONCLUSION

The study reveals that the level of quality service rendered to the customers has some discretion based on the zonal characteristics. Due to the development of transport and communication, the gaps between these customer segments are coming down. Hence the banks have to understand the fact and deliver the right service to right customer at right time in order to generate customers’ loyalty. With better understanding of customer expectations, the banks can determine the best actions required to meet the customers’ needs. They can understand their own strengths and weaknesses, identify opportunities and chart out proper avenues for further progress and improvement with the help of this research study.

5.5 SCOPE FOR FURTHER RESEARCH

The present study has made an attempt to analyze the service quality in the banking services provided by the public and private sector banks in common on the basis of customers’ perspective. A comparative study on service quality in the private and public sector banks may be executed for further study. An exclusive study may be undertaken for future research on the insurance services rendered by the banks. The antecedents of customers’ expectation and performance on the service quality of the banks may be examined and a gap analysis can also be performed as a separate study in future. This study deals with the service quality of the banking services in Tamil Nadu. The study can be intensified to separate districts to get more deliberate results in future.