CHAPTER – II
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REVIEW OF LITERATURE

The aim and scope of the present study has been discussed in the previous chapter. Review of literature is an important aspect of any research. It helps the researcher to trace out the past trends in any particular branch of subject. Review of literature helps us to identify the areas of research. There have been a lot of studies conducted in the field of service quality and customer satisfaction both at national and international level. Some of the previous related research studies have been reviewed in this chapter.

Kaj Storbacka, et al. (1994)\(^1\) Addresses customer-relationship economic issues, more specifically the link between service quality and profitability from a relationship marketing and management perspective. In this perspective the task of marketing is not only to establish customer relationships, but also to maintain

and enhance them in order to improve customer profitability. In the service quality literature higher quality is assumed to lead to customer satisfaction, which leads to customer loyalty and this drives customer profitability. The framework highlights factors that, in addition to service quality and customer satisfaction, influence the links between service quality and profitability. Also discusses aspects of improving the profitability of relationships, such as enhancing relationship revenues through higher degrees of patronage concentration, and reducing relationship cost by changing the episode configuration of customer relationships.

Tor Wallin Andreassen, et al. (1998)\(^2\) based on theory from consumer behavior and cognitive psychology, the purpose of this study is to discuss and test corporate image and customer satisfaction as two routes to customer loyalty. Based on data from 600 individual customers categorized as having high or low service expertise of three companies within the package tour industry, a conceptual model is proposed and tested empirically using structural equation modeling. The data used in the study are included in The Norwegian Customer Satisfaction Barometer. The study concludes by claiming that for complex services, corporate image and customer satisfaction are not two separate routes to customer loyalty. Corporate image impacts customer loyalty directly whereas customer satisfaction does not. This finding was consistent with high and low service expertise. These results challenge the disconfirmation paradigm which predicts customer satisfaction as the primary route to customer loyalty. From a managerial perspective, information regarding the relative strength of the two

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routes is vital with regard to resource allocation in order to improve customer loyalty.

Asma Abdul Rehman (1999)³, investigated the relationship between customer satisfaction and six dimensions of service quality (CARTER model) in Islamic banks of Pakistan, the UK and UAE. This study uses a sample of 225 customers of Islamic banks; 75 responses have been taken from each country. Structured questionnaire technique has been used to collect data. Findings reveal that Pakistani and UK Islamic banking customers consider assurance, reliability and empathy as significant factors for customer satisfaction, whereas UAE customers consider assurance and tangible as significant dimensions of satisfaction.

Haemoon Oh (1999)⁴ proposed and tested an integrative model of service quality, customer value, and customer satisfaction. Using a sample from the luxury segment of the hotel industry, this study provides preliminary results supporting a holistic approach to hospitality customers post purchase decision-making process. The model appears to possess practical validity as well as explanatory ability.

Figen Ye ilada, et al. (2000)⁵ The aim of their study is threefold: to test the dimensionality of the SERVQUAL instrument in the Northern Cyprus health care industry, to assess the service quality provided in public and private hospitals in Northern Cyprus and to identify the service quality dimensions that

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play important role on patient satisfaction. Data were collected in two phases from the same sample, which consisted of 806 systematically selected people above the age of eighteen. Factor analysis revealed a three factor solution, namely; reliability-confidence, empathy and tangibles. This result does not support the five factor model of the original SERVQUAL. Gap analysis showed that private hospitals have smaller gaps than public hospitals in all three service quality dimensions. Finally, logistic regression findings indicated that while all three dimensions are somewhat influential on patient satisfaction, in public hospitals tangibles dimension seems to exert no significant influence on satisfaction.

Ilias Santouridis, et al. (2000) investigated crucial factors that lead to customer loyalty in the mobile telephony sector in Greece, namely service quality and customer satisfaction. Furthermore, the mediation effect of customer satisfaction on the service quality and customer loyalty relationship is also examined. Field research was conducted. The questionnaire was formed by a synthesis of existing constructs in relevant literature. The main research target sample consisted of residential non-business mobile phone users in Greece. Reliability tests and statistical analyses were performed to both confirm scale validity and reliability and answer the research questions. Customer service, pricing structure and billing system are the service quality dimensions that have the more significant positive influence on customer satisfaction, which in turn has a significant positive impact on customer loyalty. The mediation role of customer satisfaction on the service quality and customer loyalty relationship has also been confirmed.

Devinder K Banwet, et al. (2000) investigated the quality of services offered to students in an institutional computer centre and measures tangible and intangible aspects of service quality, consumer satisfaction, and post-visit intentions. The effect of service quality on post-visit intentions has been examined in a causal-path framework. The study indicates that service performance generally lags behind user's expectations. Improvement in the quality of services increases the level of satisfaction of the user. Tangible aspects of service performance have a stronger direct effect on post-visit intentions than in tangible aspects. Satisfied users intend to revisit the computer centre and advise others to visit it.

Anber Abraheem Shlash Mohammad, et al (2001) examine the level of service quality as perceived by customers of commercial bank working in Jordan and its effect customer satisfaction. Service quality measure is based on modified version of SERVQUAL as proposed by Parasuraman et al. (1988), which involve five dimensions of Service quality, namely Reliability, Responsiveness, Empathy, Assurance, and Tangibles. Customer satisfaction was measured by a nine item adapted from Walfried et al. (2000), 260 questionnaires were distributed randomly to customers of commercial banks branches located (thirteen commercial banks in Jordan ) in IRBID (Acity of Jordan ). Multiple regression analysis was employed to test the impact of service quality on customer satisfaction. The results of this study indicated that service quality is an important antecedent of customer satisfaction. It is apparent from the present


study that managers and decision makers in Jordanian commercial banks to seek and improve the elements of service quality that make the most significant contributions on customer satisfaction

**Antreas Athanassopoulos (2001)**

investigated the behavioural consequences of customer satisfaction. More specifically, the researchers examined the impact of customer satisfaction on customers’ behavioural responses. The results support the notion of direct effects of customer satisfaction on three criterion variables (decision to stay with the existing service provider, engagement in word-of-mouth communications, and intentions to switch service providers).

**Hsin Hsin Chang, et al. (2001)** examined the impact of e-service quality, customer perceived value, and customer satisfaction on customer loyalty in an online shopping environment. There were two studies performed in this research. Study 1 validated the self-regulating processes; Study 2 tested the moderating effects of customer perceived value between satisfaction and loyalty. Structural equation modelling techniques and linear hierarchical regression models were used to test the causal model. The study demonstrated that e-service quality and customer perceived value influence customer satisfaction, and then influence customer loyalty. In addition this study found that customers with a high perceived value have a stronger relationship between satisfaction and customer loyalty than customers with a low perceived value.

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Yonggui Wang, Hing-Po Lo, (2002) in this study, attention is paid to the measurement model of service quality in China’s mobile phone market based on the well-known SERVQUAL model, but with modification on the basis of focus group discussions and expert opinions to reflect the specific industry attributes and the special culture of China. Emphasis is then paid to the study of the dynamic relationships among service quality, customer value, customer satisfaction and their influences on future behaviors after the key drivers of customer value and customer satisfaction are identified. All of them are based on the development of structural equation models by using PLS-GRAPH Package.

Ahmad Jamal, et al., (2002) pointed out that the understanding the antecedents to and outcomes of customer satisfaction is a critical issue for both academics and bank marketers. Previous research has identified service quality, expectations, disconfirmation, performance, desires, affect and equity as important antecedents of customer satisfaction. The study findings from a survey which looked into the impact of service quality dimensions and customer expertise on satisfaction. A sample of 167 respondents took part in this study. Findings indicate that both core and relational dimensions of service quality appear to be linked to customer satisfaction. Findings also indicate that expertise is negatively related to satisfaction.

G.S. Sureshchandar, et al. (2002) adopts a different approach and views customer satisfaction as a multi dimensional construct just as service

quality, but argues that customer satisfaction should be operationalized along the same factors (and the corresponding items) on which service quality is operationalized. Based on this approach, the link between service quality and customer satisfaction has been investigated. The results have indicated that the two constructs are indeed independent but are closely related, implying that an increase in one is likely to lead to an increase in another.

**Keng-Boon Ooi (2003)** examined the relationship between total quality management (TQM) practices and customer satisfaction and also to investigate the association between TQM practices and service quality within the context of Malaysia's small service organizations. The study uses data from the perceptions of sales and marketing managers in 108 small service organizations in Malaysia. Data were analyzed by employing correlation and multiple regression analysis to test the relationship between TQM practices, customer satisfaction and service quality. The results showed that TQM practices are significantly and positively linked to customer satisfaction and service quality of the small service business firms. It was further confirmed that the dimensions of customer focus and information and analysis were strongly linked to customer satisfaction and service quality.

**Chatura Ranaweera, (2003)** presented a holistic model of customer retention incorporating service quality perceptions, price perceptions, customer indifference and inertia. Data from a large-scale postal survey of telephone users in England showed that perceptions of service quality have a direct linear relationship with customer retention even in mass services with low customer

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Price perceptions and customer indifference too were found to have a
direct linear effect on retention. Furthermore, it was also seen how both price
perceptions and customer indifference moderated the relationship between
service quality perceptions and customer retention. A linear relationship between
inertia and customer retention was not found. Furthermore, there was evidence to
indicate that inertia was a relatively unstable condition and that reliance by
service providers on inertia to retain customers could indeed be a risky strategy.

Kaur Kiran, (2004) the purpose of his study is to describe the results of
a study to examine the perception of academic staff on the quality of academic
library services. It also attempts to assess the impact of library services on their
work and their perceived level of satisfaction towards university library services.
The study was carried out using a survey methodology. The survey instrument
was a questionnaire adopted from a quality impact survey based on SERVQUAL
dimensions. Results reveal that academic staff perceive the quality of library
services to be just above average. Library staff are considered quite helpful and
able to instill confidence in library users. Academic staff also believe that the
library has a positive impact on their teaching, learning and research. The overall
satisfaction with the library services received a satisfactory rating.

Gwo-Guang Lee, et al. (2005) develops a research model to examine
the relationship among e-service quality dimensions and overall service quality,
customer satisfaction and purchase intentions. Data from a survey of 297 online
consumers were used to test the research model. Confirmatory factor analysis
was conducted to examine the reliability and validity of the measurement model,
and the structural equation modelling technique was used to test the research model. The analytical results showed that the dimensions of web site design, reliability, responsiveness, and trust affect overall service quality and customer satisfaction. Moreover, the latter in turn are significantly related to customer purchase intentions. However, the personalization dimension is not significantly related to overall service quality and customer satisfaction.

Pratibha A. et al. (2005)\(^{18}\) examined precisely how service process and service outcome are related to service quality and customer satisfaction evaluations, and to look for consistent patterns in the relationships between these four concepts. A theoretical framework is proposed to suggest links between the four concepts. The study is conducted in the real estate industry, and the focus is on home sellers' evaluations of the real estate agent's service. In-depth interviews and a short survey are used to collect the data. A combination of content analysis and statistical tests is used to look for patterns in the data. As proposed, process factors are closely linked with service quality, and outcome factors are closely linked with customer satisfaction. Also, as proposed, service quality evaluations precede customer satisfaction for normal service evaluations, but the opposite causal order is found for extreme service evaluations.

Huseyin Arasli, et al. (2005)\(^{19}\) to measure the service quality perceptions of Greek Cypriot bank customers and to examine the relationship between service quality, customer satisfaction and positive word of mouth, in the light of changing bank market dynamics due to EU accession. A total of 260 retail bank

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customers responded to a Greek translated version of SERVQUAL. After descriptive and factor analysis, multivariate regression analysis was used to estimate the impact of service quality dimensions on overall customer satisfaction and the impact of satisfaction on positive word of mouth. The SERVQUAL scale proved to be of a three-dimensional structure in this study. Results revealed that the expectations of bank customers were not met where the largest gap was obtained in the responsiveness-empathy dimension. Reliability items had the highest effect on customer satisfaction, which in turn had a statistically significant impact on the positive word of mouth.

Marcel van Birgelen, et al. (2005)²⁰ proposed a combination of traditional service quality and e-service quality frameworks. The central question focuses on how to assess the added value of the web as a service innovation for a traditional service. The setting of the study is a traditional-style barbeque delivery service with a recently installed advanced web-initiated order entry facility now used by a majority of the customers. An empirical, survey-based cross-sectional study on web-initiated customer experiences of an in-home catering service, involving barbeque food items and cooking equipment. Findings indicate that adding an innovative e-channel to a traditional business process does not automatically translate to a higher customer satisfaction. Only limited significant effects were found from online ordering on overall satisfaction in contrast to the effect of traditional service dimensions.

Carmen Barroso Castro, et al. (2005)\textsuperscript{21} their study intends to address a significant topic for business management, such as the influence of market orientation (MO) on the internal and external environments of an organisation. More precisely, the main objective of this paper focuses on the effect of such an orientation on employees – organisational commitment and OCBs – as well as on customers – satisfaction and perceived service quality. Structural equation models are employed to analyse the data collected from the spanish retail banking sector in order to verify the hypotheses corresponding to the causal relationships proposed in our research model. The results achieved in this research represent significant contributions both from a theoretical perspective as well as for management in the service industry. From a theoretical perspective, these findings reinforce the research position stressing the role of the employees in the MO relationship and the operational level of the business incorporating new evidence into this emerging field of study.

Ishak Ismail, et al. (2006)\textsuperscript{22} explored the relationship between audit service quality, client satisfaction and loyalty to the audit firms. SERVQUAL model was used to measure the perceptions and expectations of public listed companies on the services received from audit firms. The five dimensions of SERVQUAL, i.e. reliability, assurance, tangibility, empathy and responsiveness was used to measure the service quality of audit firms. The research was conducted using primary data. Questionnaires were sent to 500 public listed companies listed in Bursa Saham Malaysia for year 2005. The public listed


companies were satisfied with the tangible dimension but were dissatisfied with the other four dimensions. The most dissatisfied dimension was empathy. Customer satisfaction was found to partially mediate the relationship of reliability and customer loyalty.

**Joel E. Collier, et al (2006)** the goal of their article is to extend the work on e-service quality to encompass not only Web site interactivity or process quality but also outcome quality and recovery quality. A conceptual framework of e-service quality is proposed and empirically tested that combines process, outcome, and recovery dimensions. Contrary to previous service quality studies, formative instead of reflective indicators are used to conceptualize e-service quality. This study found empirical support for the use of formative indicators and the three-dimensional approach to conceptualizing e-service quality.

**Festus Olorunniwo (2006)** investigated the possibility that the typology of a service as well as the operationalization of the service measurement scale may determine the nature of the service quality (SQ) construct and its relationship with those of customer satisfaction (SAT) and behavioral intentions (BI). The study utilized the service classification scheme developed by Schmenner and concentrated on the mass service category as an example to illustrate the concept with data from retail banking. Confirmatory factor analysis indicated that “Responsiveness,” “Tangibility,” “Reliability,” “Knowledge,” and “Accessibility” dimensions contribute significantly to service quality. It was further observed that SAT fully mediates the impact of SQ on BI.

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23 Joel E. Collier and Carol C. Bienstock, “Measuring Service Quality in E-Retailing” Journal of Service Research 2006; 8; 260
24 Festus Olorunniwo and Maxwell K. Hsu, A typology analysis of service quality, customer satisfaction and behavioral intentions in mass services” Managing Service Quality Vol. 16 No. 2, 2006, pp. 106-123
Panchapakesan Padma, et al., (2007)\textsuperscript{25} The purpose of their study is to conceptualize hospital service quality (SQ) into its component dimensions from the perspectives of patients and their attendants; and to analyze the relationship between SQ and customer satisfaction (CS) in government and private hospitals in India. The study employs questionnaire-survey approach to obtain the perceptions of patients and attendants. The instruments developed have been validated using tests for reliability, validity and uni-dimensionality. Data collected have been analyzed by using statistical techniques such as bi-variate correlation and multiple regressions. Patients and attendants treat the interpersonal aspect of care as the most important one, as they cannot fully evaluate the technical quality of healthcare services. The study also revealed that the hospital service providers have to understand the needs of both patients and attendants in order to gather a holistic view of their services.

Harry Maddern, et al (2007)\textsuperscript{26} evaluated the drivers of customer satisfaction (CS), specifically exploring the impact of business process management (BPM) on service quality and CS. A longitudinal case study uses quantitative and qualitative data to test six propositions derived from current literature. Analysis confirms the role of staff satisfaction and service quality as key drivers of CS, suggested in the service profit chain, but proposes a more complex set of relationships. Technical service quality (TSQ) is found to play a critical role in determining CS and a strong causal link is found between TSQ and BPM. Findings are based on a single case, in a fast-changing sector. Findings

suggest that managers should focus on TSQ as a priority. End-to-end BPM is identified as a key enabler of TSQ.

**Evangelos Tsoukatos, (2007)** examined the effect of culture on service quality and customer satisfaction. By extending GIQUAL, an instrument developed for measuring service quality in Greek Insurance, to measure the culture of individuals, hypotheses on all 25 possible relationships between the dimensions of culture and of service quality are determined and tested. The relationships between the dimensions of service quality and customer satisfaction, in the light of culture, are further examined. Of the 25 hypothesized relationships between the dimensions of culture and of service quality, 23 are confirmed and the remaining two are directionally supported. The hypothesized importance of the service quality dimensions is also confirmed. However, the expected association between the importance of quality dimensions and the strength of their relationships with customer satisfaction is only directionally supported. Although the typology of Hofstede is used in the study, a culture different from the one specified for Greece by Hofstede's scores is exposed.

**Laura Eboli, et al. (2007)** in their article a tool for measuring customer satisfaction in public transport is proposed. Specifically, a structural equation model is formulated to explore the impact of the relationship between global customer satisfaction and service quality attributes. The public transport service analyzed is the bus service habitually used by University of Calabria students to reach the campus from the urban area of Cosenza (southern Italy). To calibrate the model, some data collected in a survey addressed to a sample of students were

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used. The proposed model can be useful both to transport agencies and planners to analyze the correlation between service quality attributes and identify the more convenient attributes for improving the supplied service.

Dennis J. Scotti, et al. (2007) examined how a high-involvement approach to the work environment of healthcare employees may lead to exceptional service quality, satisfied patients, and ultimately to loyal customers. Specifically, the researchers investigate the chain of events through which high-performance work systems (HPWS) and customer orientation influence employee and customer perceptions of service quality and patient satisfaction in a national sample of 113 Veterans Health Administration (VHA) ambulatory care centers. The researchers present a conceptual model for linking work environment to customer satisfaction and test this model using structural equations modeling (SEM). The results suggest that (1) HPWS is linked to employee perceptions of their ability to deliver high-quality customer service, both directly and through their perceptions of customer orientation; (2) employee perceptions of customer service are linked to customer perceptions of high-quality service; and (3) perceived service quality is linked with customer satisfaction.

Byung-Suh Kang, et al. (2007) investigated the effects of service quality on customer satisfaction in education service industry, focusing on the opinion of dissatisfied customers who have decided to switch the service provider. Additionally, in professional service industries such as law, hospital, and education, customers expect visible results which are often ignored in earlier

service quality studies. Customer’s comprehensive assessment of the professional
service depends on both process quality experienced during service delivery and
service result perceived after service delivery. The hypotheses on the causal
relationships among service quality, customer satisfaction, intention to switch
service provider, and service performance were tested by using Structural
Equation Model.

Linda C. (2007)\textsuperscript{31} examined the applicability of key measures of service
quality and customer satisfaction in a cross-cultural setting, first establishing
measurement equivalence and then investigating the impact of culture on these
measures. Using scenarios involving a visit to the dentist's office, respondents
from Germany, Japan, and the USA participated in a 2 × 2 factorial experiment in
which the researchers manipulated both expectations (low/high) and service
performance (low/high). Regardless of expectations, when performance was low,
the low-context respondents (USA and Germany) perceived lower quality than
did the respondents from the high-context country (Japan), but gave higher
quality ratings than did the Japanese respondents when the performance was
high.

Timothy L. et al. (2007)\textsuperscript{32} examined different customer satisfaction and
loyalty metrics and test their relationship to customer retention, recommendation
and share of wallet using micro (customer) level data. The data for this study
come from a two-year longitudinal Internet panel of over 8,000 US customers of
firms in one of three industries (retail banking, mass-merchant retail, and Internet

\textsuperscript{31} Linda C. Ueltschy, Michel Laroche, Axel Eggert, Uta Bindl, (2007) "Service quality and
satisfaction: an international comparison of professional services perceptions", Journal of Services
Marketing, Vol. 21 Iss: 6, pp.410 - 423

\textsuperscript{32} Timothy L. Keiningham, Bruce Cooil, Lerzan Aksoy, Tor W. Andreassen, Jay Weiner, (2007)
"The value of different customer satisfaction and loyalty metrics in predicting customer retention,
service providers (ISPs)). Correlation analysis, CHAID, and three types of regression analyses (best-subsets, ordinal logistic, and latent class ordinal logistic regression) were used to test the hypotheses. Contrary to Reichheld's assertions, the results indicate that recommend intention alone will not suffice as a single predictor of customers' future loyalty behavior. Use of a multiple indicator instead of a single predictor model performs better in predicting customer recommendations and retention.

**Kirti Dutta, et al. (2007)** explored the reasons for service failure in restaurants. The study aims to give insights into customers' perceptions and response regarding service failure and recovery and to try to draw a parallel between consumers in a developing economy like India and the same in a developed society, such as USA. The study is empirical and involves data from 200 respondents from India and the USA. The sampling unit is individual restaurant customers and the data collection instrument is a structured, non-disguised questionnaire. The questionnaires have been administered through personal interviews. The study found conclusive results on the reasons for service failure in the restaurant business in the context of developed and developing economies. It also sheds light on the behavioral aspects of customers' perception towards these failures and their responses to the same. The study further looked into the recovery strategy employed by restaurants and the customers' perception towards the recovery strategies.

**Muslim Amin, et al. (2008)** examined the relationship between service quality perception and customers' satisfaction in Malaysian Islamic banking using

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the SEM approach. This model starts with SERVQUAL measurement scales consisting of six dimensional structures: tangibles, reliability, responsiveness, assurance, and empathy, and plus the compliance dimensions to measure Malaysian Islamic banking service quality. Respondents are the customers (Muslim and non-Muslim) who visit the bank counters. They must have an account with one of the full-fledged Islamic banking and dual-banking systems. The results showed that the proportion of Malaysian Muslims' awareness of the Islamic banking products and services were high compared to non-Muslim customers. The majority of the Islamic banking customers were satisfied with the overall service quality provided by their banks. The findings suggest that the standard model of Islamic banking service quality dimensions should consist of the six dimensions and good determinants of satisfaction. The relationship between service quality and customer satisfaction was significant.

Irini D. Rigopoulou, et al. (2008) investigated the effect of after-sales services on customers' satisfaction as well as on their behavioural intentions, namely “repurchase intention” and “word-of-mouth” (WOM). The research conducted followed a quantitative methodology. The selected research tool was a questionnaire, which was administered via phone interviews using the CATI process. The study conducted was targeted to customers of a large retail chain marketing electrical appliances in Greece and 420 usable responses were utilised. A path analysis was performed using the “Amos 4.0” software. After-sales service quality affect satisfaction, which in turn affects behavioural intentions.

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Hence, after-sales services affect the overall offering and thus, the quality of the relationship with customers.

Anand Kumar Jaiswal, et al. (2008)\textsuperscript{36} examined customer satisfaction and service quality measurement practices followed in call centres. The study uses qualitative methodology involving in-depth interviews. The respondents were senior managers belonging to quality or operation divisions in four large call centres in India. It is found that service quality management in call centres disregards customers. The study suggests that call centre managers overly depend on operational measures. Customer orientation in assessing service performance is either low or absent in most call centres.

Shanthi Venkatesh (2008)\textsuperscript{37} his study thus reveals that privatization and subsequent opening up of the telecom sector to competition, have led to some very encouraging changes in the user behavioral pattern, since the users are given a choice, which was hitherto unavailable. Variety coupled with plethora of value addictions offered by the players, is leading to switch-over and churn. The competitive environment is necessitating re-structuring the strategies of the players, to sustain in the market. Undoubtedly, the telecom players are marching ahead by constantly luring delightful customers into their fold. Consequently the teledensity of India is improving fast. The efficiency associated with service delivery system is almost on a par with global standards. The turnaround in the telecommunication industry drives India to the realm of excellence.

\textsuperscript{36} Anand Kumar Jaiswal, (2008) "Customer satisfaction and service quality measurement in Indian call centres", Managing Service Quality, Vol. 18 Iss: 4, pp.405 - 416

\textsuperscript{37} Shanthi Venkatesh, “Analysis of gaps in telecommunication services – a study with respect to service gaps in fixed-line segment”, Innovative Marketing, Vol.4, Issue 1, 2008, pp.64-71
Azleen Ilias, et al., (2008) examined the relationship between service quality dimensions and overall service quality (tangibility, responsiveness, reliability, assurance and empathy) and students satisfaction. Furthermore, this study is also examined critical factors in service quality dimensions (tangibility, responsiveness, reliability, assurance and empathy) that contributes most to the satisfaction of the students. This study was conducted using a set of questionnaire to 200 Bachelor Degree students from two private higher education institutions. The results of the study revealed that the service quality has significant positive relationship with student satisfaction.

V. Kumar, et al., (2008) investigated the linkages between business process management (BPM) and customer satisfaction. Also, to challenge the dominance of the customer contact perspectives on service processes and to propose a more systemic focus on the totality of service design. The research builds on the existing work of Maddern et al. through the use of structured equation modelling (SEM) tool. The multiple SEM models described here provide a more robust statistical approach for confirming/refuting the constructs found in the earlier research. This study presents the results of an empirical analysis, based on longitudinal data from a large UK bank on drivers of customer satisfaction. The results confirm that process management is a critical driver of technical service quality. This suggests that companies with reliability/dependability issues should not emphasise customer satisfaction programmes based on SERVQUAL intangibles until substantial improvements in process design have been achieved.

Sunil Sahadev, et al. (2008)\textsuperscript{40} the purpose of their study is to model the consequences of achieving better service quality in e-services. The conceptual model is developed though a survey of literature on e-services and allied domains and validated through a survey of users of job-portals in India. The conceptual model finds significant support based on the empirical study. It is seen that the four components of e-service quality: efficiency, fulfilment, system availability, privacy, are linked to trust and satisfaction.

Mohammed Hossain, et al. (2009)\textsuperscript{41} evaluated the service quality in retail banking in the Middle East in general, and Qatar in particular, based on different levels of customers' perception regarding service quality. This is an analytical study based mainly on the primary data collected through a scientifically developed questionnaire. The questionnaire have been personally administered on a sample size of 120, chosen on a convenient basis from four Qatari banks, i.e. Qatar National Bank, Doha Bank, Qatar International Islamic Bank, and Arab Bank. The questionnaire has been designed on the basis of the study of previous scholars such as Berry et al., Parasuraman et al., Zeithaml and Bitner, and Stafford. The result indicates that customers' perception is highest in the tangibles area and lowest in the competence area.

Nicolaus Lundahl, (2009)\textsuperscript{42} investigated the influence of the technical and functional dimensions of service management on customer satisfaction in the bank-SME relationship. An ordinal logistic regression analysis is used to examine

\textsuperscript{40}Sunil Sahadev, Keyoor Purani, "Modelling the consequences of e-service quality", Emerald 26, (2008)
\textsuperscript{41}Mohammed Hossain, Shirley Leo, (2009) "Customer perception on service quality in retail banking in Middle East: the case of Qatar", International Journal of Islamic and Middle Eastern Finance and Management, Vol. 2 Iss: 4, pp.338 - 350
a total of 221 responses to a questionnaire distributed to small and medium-sized enterprises (SMEs) in Sweden. Both the technical and the functional dimensions of service management were shown to correlate with customer satisfaction. Thus, SMEs seem to evaluate their banking relationship not only on the basis of the effectiveness and quality of banks' service outcomes but also on the care and manner in which the bankers deliver services.

Mohammad Muzahid Akbar (2009) proposed a conceptual framework to investigate the effects of customers’ perceived service quality, trust, and customer satisfaction on customer loyalty. To test the conceptual framework, structural equation modeling (SEM) has been used to analyze the data collected from 304 customers of a major private telecommunication company operating in Bangladesh. The results of the study indicate that trust and customer satisfaction are significantly and positively related to customer loyalty. Customer satisfaction has found to be an important mediator between perceived service quality and customer loyalty. A clear understanding of the postulated relationships among the studied variables might encourage the mobile service provider(s) to figure out appropriate course of action to win customers’ trust by providing better services in order to create a loyal customer base.

Setayesh Sattari, et al., (2009) evaluates service quality in Iran’s mobile telecom market based on the well-known SERVQUAL model, with modifications made by Wang Po-Lo (2002) to reflect the industry attributes of mobile telecom. Based on 250 respondents, results indicate that there is a support for the application of this model in Iran.

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Azman Ismail, et al., (2009)\textsuperscript{45} explored the relationships among service quality features (responsiveness, assurance, and empathy), perceived value and customer satisfaction in the context of Malaysia. The empirical data are drawn from 102 members of an academic staff of a Malaysian public institution of higher learning using a survey questionnaire. The results indicate three important findings: firstly, the interaction between perceived value and responsiveness was not significantly correlated with customer satisfaction. Secondly, the interaction between perceived value and assurance also did not correlate significantly with customer satisfaction. Thirdly, the interaction between perceived value and empathy correlated significantly with customer satisfaction. Thus the results demonstrate that perceived value had increased the effect of empathy on customer satisfaction, but it had not increased the effect of responsiveness and assurance on customer satisfaction. In sum, this study confirms that perceived value act as a partial moderating variable in the service quality models of the organizational sample. In addition, implications and limitations of this study, as well as directions for future research are discussed.

Bylon Abeeku Bamfo (2009)\textsuperscript{46} explored the relationship between customer satisfaction and loyalty in the mobile telecommunication industry. In other words, the study sought to verify if customer satisfaction leads to customer loyalty in the mobile telecommunication industry in Ghana. The main method used for the collection of data was survey questionnaire to two hundred respondents who happened to be subscribers in the mobile telecom industry. It

was realised, among other things, that a lot of the customers at certain points in time have been dissatisfied with their mobile telecom service providers. It was also realised that there was no direct link between customer satisfaction and loyalty. Most of the customers who said they were satisfied were ready to switch to another company should that company offer superior service.

**Hong Qin, et al (2009)**\(^{47}\) explored the potential dimensions of service quality, and examined the relationship among service quality, food quality, perceived value, customer satisfaction and behavioral intentions in fast-food restaurants (FFRs). The construct reliability and validity was assessed using exploratory factor analysis and confirmatory factor analysis. Structural equation modeling was employed to estimate the relationship among service quality, customer satisfaction, and behavioral intentions. Results indicated that five dimensions were significant: tangibles, reliability/responsiveness, recovery, assurance, and empathy. Service quality and food quality were two main determinants of customer satisfaction. The insignificance of perceived value is potentially due to the homogeneous nature of the construct within the FFR group rather than the importance of the perceived value construct within food service.

**Azman Ismail, et al (2009)**\(^{48}\) explored the relationships among service quality features (responsiveness, assurance, and empathy), perceived value and customer satisfaction in the context of Malaysia. The empirical data are drawn from 102 members of an academic staff of a Malaysian public institution of higher learning using a survey questionnaire. The results indicate three important

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findings: firstly, the interaction between perceived value and responsiveness was not significantly correlated with customer satisfaction. Secondly, the interaction between perceived value and assurance also did not correlate significantly with customer satisfaction. Thirdly, the interaction between perceived value and empathy correlated significantly with customer satisfaction. Thus the results demonstrate that perceived value had increased the effect of empathy on customer satisfaction, but it had not increased the effect of responsiveness and assurance on customer satisfaction. In sum, this study confirms that perceived value act as a partial moderating variable in the service quality models of the organizational sample.

Usha Lenka, et al. (2009) examined whether service quality of Indian commercial banks increases customer satisfaction that fosters customer loyalty. Data were collected from 350 valued customers of scheduled commercial bank branches in Orissa (India). A questionnaire elicited information on socio-demographic variables along with human, technical, and tangible aspects of service quality, customer satisfaction, and loyalty. Results suggest that better human, technical and tangible aspects of service quality of the bank branches increase customer satisfaction. Human aspects of service quality were found to influence customer satisfaction more than the technical and tangible aspects. Customer satisfaction furthers customer loyalty. Increase in service quality of the banks can satisfy and retain customers. In the Indian banking sector, human aspects are more important than technical and tangible aspects of service quality that influence customer satisfaction and promote and enhance customer loyalty.

49 Usha Lenka, Domodar Sugar and Pratap K.J. Mohapatra, ” Service Quality, Customer Satisfaction, and Customer Loyalty in Indian Commercial Banks”, Journal of Entrepreneurship March 2009 vol. 18 no. 1 47-64
Kamble Sachin S (2009)\textsuperscript{50} identified online service quality dimensions that facilitate the customer satisfaction for the e-travel and e-mart online retail. Further, it evaluates how well these dimensions are being perceived by the customers so as to provide an objective measure of service performance. Two phase study was undertaken. The first phase included literature review and expert opinions to identify the service quality dimensions whereas the second phase involved collecting data from students on the identified dimensions and their overall satisfaction on the services. Ten e-service quality dimensions were identified and the extent to which current online retailers provided online service attributes were analyzed to be low or moderate on most of the dimensions for both the e-travel and e-mart service providers. The model tested for the relationship between the service quality dimensions and customer satisfaction was also found to be correlated at a low level.

Olu Ojo (2010)\textsuperscript{51} investigates the relationship between service quality and customer satisfaction in the telecommunication industry with a focus on Mobile Telecommunication Network (MTN) Nigeria. A total of 230 respondents participated in the study. Research questions and objectives were set, alongside the hypotheses that were formulated and tested. Descriptive statistics comprising the simple percentage and tables were used for data presentation and analysis. Regression analysis and Pearson product moment correlation coefficient were employed in testing hypotheses. The study reveals that service quality has effect on customer satisfaction and that there is a positive relationship between service

quality and customer satisfaction. The researcher concluded by recommending that organisations should focus more attention on service quality, because of its effects on customer satisfaction. To ensure that customer satisfaction level is high, organisation must first of all know the expectations of the customers and how they can meet such expectations. Customer satisfaction helps in customer loyalty and retention. It has been discovered that it costs to attract new customer than to retain existing ones. It is also recommended that organisations should welcome suggestions from customers and more programmes should be designed to measure service quality and customer satisfaction.

Ishfaq Ahmed, et al., (2010)\textsuperscript{52} study aims to study the impact of service quality on customer repurchase intentions. Satisfaction is a variable which is an outcome of better service quality, and in return, it gives customers the zeal to stay with the service provider and creates greater repurchase intentions for the customers. So, satisfaction is considered as a mediating variable in the study. The study is conducted in the telecom sector (only cellular companies) of Pakistan. Service quality is measured using Parasuraman et al. (1988) SERVQUAL model containing 5 dimensions of service quality (tangibles, responsiveness, empathy, assurance and reliability). Nonetheless, the relationship of service quality with customer repurchase intentions is also studied. The data were collected from 331 young mobile users, and as such, correlation and regression analysis were used to analyze the data. However, results and discussion are presented.

Jayaraman Munusamy, et al., (2010) focused on the measurement of customer satisfaction through delivery of service quality in the banking sector in Malaysia. A quantitative research was used to study the relationship between service quality dimensions and customer satisfaction. Assurance has positive relationship but it has no significant effect on customer satisfaction. Reliability has negative relationship but it has no significant effect on customer satisfaction. Tangibles have positive relationship and have significant impact on customer satisfaction. Empathy has positive relationship but it has no significant effect on customer satisfaction. Responsiveness has positive relationship but no significant impact on customer satisfaction. The study highlights implications for marketers in banking industry for improvement in delivery of service quality.

Muzammil Hanif et al., (2010) in their research study, the subscribers of telecom sector or the mobile service providers like Ufone, Mobilink, Telenor etc operating in Pakistan were targeted as the population while Price Fairness and customer services were the taken as predicting variables towards customer satisfaction as criterion variable. The results showed that both the factors significantly contributed to explain customer satisfaction but comparatively price fairness had the larger impact on customer satisfaction than customer services. Conclusion and implications of the study are also discussed based on the analysis.

C.N. Krishna Naik, et al., (2010)\textsuperscript{55} used SERVQUAL to analyze the gap between perceptions and expectations of the customer, concerning with the service at retail units in the South Indian state of Andhra Pradesh. Customer Satisfaction level is assessed for the services offered at select retail units in the city of Hyderabad. Five dimensions in service quality (servqual), tangibility, reliability, responsiveness, empathy, and assurance (Parasuraman, Zeithaml, &Berry, 1985) have been considered for this empirical research. General purpose of this research to know some factors that impact customer satisfaction. The purpose are (1) to describe applied of service quality (servqual) dimension in retail Business (2) to know service quality (servqual) dimensions that make customers satisfied, and (3) to know service quality (servqual) dimensions that are dominant in influencing customer satisfaction. The research methodology was carried out in a survey cross sectional applied to 369 respondents. The data obtained was analyzed by using reliability method, correlation and regression. Result of research showed that services offered by retail units have positive impact and are significant in building customer satisfaction. Findings of this empirical research reiterate the point of view that Service Quality dimensions are crucial for customer satisfaction in retailing – a burgeoning sector with high growth potential and opportunities in fast growing economies like India.

Barbara Culiberg (2010)\textsuperscript{56} explores service quality in a retail bank setting in Slovenia and its influence on customer satisfaction. Based on SERVPERF a 28-item scale has been developed for this study. Through factor

\textsuperscript{56} Barbara Culiberg, Identifying Service Quality Dimensions As Antecedents To Customer Satisfaction In Retail Banking, Economic And Business Review, Vol. 12, No. 3, 2010, pp. 151–166
analysis four dimensions of service quality have been obtained. The results from regression analysis suggest that all four dimensions of service quality as well as service range influence customer satisfaction. The information provided by this research can be used when designing marketing strategies to improve customer satisfaction in retail banking.

K. Ravichandran, et al., (2010)\(^5^7\) examined the influence of perceived service quality on customer satisfaction. The findings of the study revealed that all quality disconfirmation scores were positive, the subjects’ perceptions (actual) were greater than expectations and the subjects were satisfied with banks service quality in varying degrees. The findings also showed that only responsiveness was found to be significant in predicting overall satisfaction with the banking service (\(b = 0.143, p = .0003\)), although the R-square is .102. Being responsive means being attentive to the needs of customer’s in a timely manner. The results in this study suggest that recognizing responsiveness as another form of responsibility is essential to every member of the health care system in order to increase customers’ overall satisfaction with banking service. So the study affirms that the service quality level in the proposed study on private banks was at adequate level and the regression on overall service quality lists out the various servqual items which has a spread in all the dimensions of the servqual model.

MD. Masukujjaman (2010)\(^5^8\) evaluated the customer satisfaction of the service quality and to assess whether bank services provided by the institutions are satisfactory to Bangladeshi customers especially in term of service categories


like general banking, credit banking and foreign exchange banking services. The study also examines empirically the determinants of service quality in Bangladesh. A questionnaire for such purpose was designed and different statistical methods were applied to analyse the collected data. The researcher found that the overall service quality in private commercial banks in Bangladesh is moderate, where service quality in general banking services is better than the credit banking services and foreign exchange services though its quality is not too bad. In addition, top ranked banks have high service quality in all categories of services and the lower ranked banks are struggling seriously with credit and foreign exchange services. So, as policy recommendation, the banks especially the lower ranked banks should give more emphasis on both the credit and foreign exchange banking services.

Geetika, Shefali Nandan (2010)\textsuperscript{59} his study identifies components of service quality of Indian Railways at railway platforms. The study is exploratory in nature and uses factor analysis to identify the most important factors of customer satisfaction with service quality. The research methodology is empirical, and a survey of passengers (customers) was conducted. The findings reveal that five factors are considered important for determining satisfaction with railway platforms, the most important of which are refreshments and behavioral factors. Managerial and theoretical implications are drawn and discussed in the paper, and a model is proposed.

Aamna Shakeel Abbasi, et al (2010)\textsuperscript{60} highlighted that customer satisfaction is exceedingly personal estimation that is deeply influenced by the


\textsuperscript{60}Aamna Shakeel Abbasi, Wajiha Khalid, Madeeha Azam and Adnan Riaz,, Determinants of Customer Satisfaction in
customer expectations regarding the services. The most dynamic verb in the lexis of customer satisfaction is ‘to improve’. Hence the hotel industry like other industries is realizing the significance of customer centered philosophies with the overall goal in terms of customer satisfaction is to stay as close to their customers as possible. It started with the concept of customer satisfaction in the hotel industry and the determinants of satisfaction which eventually leads to future intentions of customers. 5 likert scales was worn to gauge the responses. The aftermaths of the study showed that improved and superior service quality and service features will augment the customer satisfaction and the future intentions of satisfied customers will be magnified.

Dr. Masood H Siddiqui (2010) developed a valid and reliable instrument to measure customer perceived service quality in life-insurance sector. The resulting validated instrument comprised of six dimensions: assurance, personalized financial planning, competence, corporate image, tangibles and technology. Further the results of analytical hierarchy process highlighted the priority areas of service instrument with assurance is the best predictor, followed by competence and personalized financial planning. The gap scores show that there is ample room for improvement in all the aspects related to service quality.

Satendra Thakur, et al., (2011) discussed about the impact of service quality, customer satisfaction, and trust on customer loyalty in major telecommunication company operating in Madhya Pradesh. Data has been

collected from 248 subscriber customer of the company. The result of the study indicate that customer satisfaction is significantly and positively related with customer loyalty, customer satisfaction is to be found important mediator between service quality and customer loyalty, A clear understanding of the postulated relationships among the studied variables might encourage the mobile service provider(s) to figure out appropriate course of action to win customers satisfaction by providing better services in order to create a loyal customer base.

Gloria K.Q Agyapong (2011) examined the relationship between service quality and customer satisfaction in the utility industry (telecom) in Ghana. The study adapted the SERVQUAL model as the main framework for analyzing service quality. Multiple regression analysis was used to examine the relationships between service quality variables and customer satisfaction. The results showed that all the service quality items were good predictors of customer satisfaction. For managers, this finding has important implications with regard to brand building strategies. Indications of a successful brand building strategy are found when companies provide quality services relative to other companies within the same industry. It is imperative for Vodafone (Ghana) and other telecom firms, therefore, to improve customer services by giving customers what they want and at the right time. Thus, identifying and satisfying customers’ needs could improve network services because what is offered can be used to separate the company’s services from competitors’.

Hazlina Abdul Kadir, et al., (2011)\textsuperscript{64} tries to identify the effects of services offered by Malaysian banks through online media and ATMs on customer satisfaction. 500 students from different universities in Malaysia including University of Malaya, University Kebangsan Malaysia, University Putra Malaysia, Multimedia University Malaysia and Limkokwing University chosen as a sample frame of the study. Questionnaires are distributed among them and they are asked to respond to questions which ask about their perception as well as experience for their banks. Two analyses are employed to fully reflect the effect of online and ATM services on their satisfaction level. The first one was service quality model which compares the difference between satisfaction and expectation level in order to find out which dimensions need to be improved. Second analysis was Two-Way ANOVA analysis which tried to identify the relationship between demographic factors and the study’s outcome. Finally, the study determined which factors have the most effect and which factors have the least effect on customer satisfaction level.

Chaminda Chiran Jayasundara (2011)\textsuperscript{65} reviews the existing literature related to customer satisfaction in relation to service quality to identify the research issues and implications to establish further research avenues in the field. The study revealed that there is a consensus among service marketing researchers on the causal sequence/order of the concepts of customer satisfaction and service quality. Through conceptual improvement and empirical findings of past studies, most researchers have concurred on the fact that quality judgments cause


satisfaction, leading to the finding on service quality being the antecedent of customer satisfaction. The formation of satisfaction in relation to service quality is generally based upon some significant theories identified in the literature and it recognised two dominant theoretical paradigms, disconfirmation and performance-only, which can be duly used for modelling customer satisfaction through the service quality perspective in organisations, enabling them to perform possible customer-led service quality evaluations. Secondly, the review more closely examined the potentiality of the prevalent service quality and customer satisfaction models which have been applied in the field of library and information services, such as SERVQUAL, SERVPREF and LibQUAL, understand the customer satisfaction process in the context of service quality. These models were, however, not adequately qualified to confirm their strong applicability for the modeling of the satisfaction process in libraries. Finally, the review concluded with fourteen research issues and their implications relating to library services in demonstrating the void of the prevailing body of knowledge, for new research avenues.

R. Renganathan (2011) analyzed the hotel guests’ expectations and perceptions of hotel services and the role of demographic variables in evaluating the Service quality and also to ascertain how Factor analysis can be used to identify number of factors underlying SERVQUAL components (items). Statistical methods like descriptive analysis, reliability analysis, multiple regressions and exploratory factor analysis were used to evaluate the service quality. The findings of the research showed that with regard to individual SERVQUAL dimensions, gap values are positive for tangibles, reliability,
assurance and gap values are negative for responsiveness and empathy. With regard to Factor analysis, data on hotel guests’ perceptions divided SERVQUAL items into four main factors, with Eigen values greater than 1.0 and data on expectations divided SERVQUAL items into three main factors, with Eigen values greater than 1.0. It is recommended to the managers’ of the hotels to understand the expectations of their guests’ and make their service personnel to respond as per their guests’ expectations and also to be compassionate enough to serve their guests’ appropriately. Managers can utilize the guests’ feedback to understand their perception towards the various hospitality aspects of the hotels.

**Jusuf Zekiri (2011)** in his study a structured questionnaire was developed from the SERVQUAL model and was randomly distributed to the users of the three mobile operators to determine their satisfaction with service quality delivery in the Macedonian mobile telecommunication market. From the analysis carried out, it was found out that the overall service quality perceived by the customers was not satisfactory, that expectations were higher than perceptions. Customers were not satisfied with service quality in all 5 dimensions studied. Factor analysis revealed reliability to be as the most important factor for customer satisfaction with service quality. Reliability and responsiveness were shown to be as the most important factors for customers’ satisfaction with service quality, followed by assurance as a second factor, then empathy as a third factor component, and the tangible dimension as the last fourth factor. Reliability and responsiveness both combine the first underlying factor extracted from rotation (extraction sorts components according to their contribution to the variance), that

holds 40.29% of Total Variances of 59.29%, combined with other two responsiveness items.

Vani Haridasan (2011)\textsuperscript{68} analysed the extent to which CRM is being practiced by the mobile service providers, and identifies the effect of the service quality of the mobile service providers on the Customer Loyalty. As CRM focuses on being customer centric, it becomes essential to measure the effectiveness of CRM in terms of the degree to which the customers are advocates of the mobile service provider as well as to measure the degree to which they participate in the cross selling and up selling of the various products and services of the provider. To evaluate the effectiveness, there are lots of quantitative techniques available and some work in this area has already been done. But there is a dearth of literature focusing on the relative efficiency. One advanced operations research technique which evaluates the relative efficiency is the Frontier Analysis or Data Envelopment Analysis (DEA).

N. Udaya Bhaskar, et al., (2011)\textsuperscript{69} studied the impact of service quality on apparel retail customer satisfaction and also identifies the critical factors of service quality from customer’s perspective. The sample consists of 250 respondents from the Metropolitan City Hyderabad which is one of the fastest growing metropolitan cities in India a structured questionnaire RSQS (Retail Service Quality Scale) was administered for data collection. Secondary data was collected from research databases, reports, journal articles etc. SPSS 17.0 was used for statistical analysis. The study identifies the critical of factors of Apparel

\textsuperscript{68} Vani Haridasan and Dr. Shanthi Venkatesh, “CRM Implementation in Indian Telecom Industry – Evaluating the Effectiveness of Mobile Service Providers Using Data Envelopment Analysis” International Journal of Business Research and Management (IJBRM), Vol. (2) : Issue (3) : 2011, pp.110-123

Retail Service Quality and evaluates the impact of service quality on Retail Customer Satisfaction.

**Amin Asadollahi, et al (2011)**\(^{70}\) the main objective of the study, which contains a model of service quality and service value and satisfaction of services on consumer behavior is and show that service quality and value, and how consumer behavior affects performance and on current and future impact of purchase. Descriptive method of research is a survey of 4 Islamic Azad University of Tehran School of Management who are stratified random sampling method was systematic. The sample size was 384 in numbers due to the inaccuracy of 420 questionnaires were distributed and returned. Research findings show that customer satisfaction impact customer behavior much more tangible effect on the value of services perception of the quality of services directly to customers is the most effect on behavioral decisions. Maintaining good customer in the long run than continuing to attract new customers, to replace customers who have cut ties with the company, it is more beneficial.

**Hayat Muhammad Awan, et al. (2011)**\(^{71}\) investigated the service quality and its relationship to customer satisfaction among the customers of conventional banks and Islamic banks. A modified SERVQUAL scale is utilized to ascertain the functional dimensions of service quality specific to the industry and service context under study. In addition, the study examines the differences in service quality satisfaction and its impact on the behavioral intentions of customers. A field survey carried out with the help of a questionnaire constructed by using a

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modified SERVQUAL scale. Data were collected from 200 walk-in customers conveniently drawn from three major conventional banks and three Islamic banks located in urban areas of Pakistan. Data were analyzed using the analytical hierarchy process to identify service quality and customer satisfaction-related factors for Islamic and conventional banks. By using factor analysis, 52 measurement items with a factor loading greater than (0.5) were identified to form five service quality dimensions namely empathy, service architecture, convenience service encounter, employee service criteria, customer focus and five customer satisfaction dimensions: responsiveness, competency, safe transaction, competitive services, knowledge for the overall banking industry explained 56 percent of the variance. Results from regression analysis of the relationship between multidimensional service quality dimensions and unidimensional customer satisfaction factors also validated the importance of service quality aspects for behavioral intentions (satisfaction, feelings) for customers from conventional banks and Islamic banks.

Parisa Islam Khan, et al.(2011) their study aims at measuring the service quality and customer satisfaction level of high-end women’s parlors in Dhaka. Other purposes of this study are to assess the importance of different attributes of customer’s preference, evaluate the service quality level and the extent of customer satisfaction and reveal the final factors that create customer satisfaction. This study includes in-depth interviews of beauticians and executives and questionnaire survey of 260 customers of high-end beauty parlors of Dhaka city. The findings show that customers put utmost importance in issues such as the service provider’s behavior, knowledge, environment, counseling

system and affordability of the parlors. The customers of the high-end parlors are highly satisfied with the environment, executive’s politeness, complaint handling system, trustworthiness and materials. The politeness of the service providers, knowledge level of the executives and safety and hygiene issues are also satisfactory. Factor analysis (Principal Component Analysis) has been carried out by taking sixteen variables and the result indicates that four service quality factors are creating customer satisfaction. These factors are Support & Facility Factor, Employee Performance Factor, Customer Relation Factor and Communication Factor.

**Arora Vibha, et al. (2011)** investigated the various dimensions of service quality and how these dimensions determine customer satisfaction in Indian banking sector. Using Service performance (Servperf) model, the survey was undertaken in Delhi and National capital region on the sample of 318 respondents to test dimensionality of servperf by using construct validity and reliability test. Servperf model proved to be four dimensional in context of Indian banking sector. Further multivariate regression analysis was used to see the impact of service quality dimensions on customer satisfaction. Reliability and service interaction were found to be significant variables to customer satisfaction in India.

**Alin James, et al. (2011)** measured the gap between expected or perception on the five dimensions of service quality - i.e. tangibles, reliability, responsiveness, assurance and empathy with customer satisfaction (testing

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SERVQUAL model) in nine Government Hospitals in Sabah, Malaysia. The assessment was carried out on perceptions, expectations and satisfactions of hospital staffs with the services rendered under Hospital Support Services. Data on perceptions and expectations of five quality dimensions were collected and statistically analyzed to ascertain customers’ satisfaction on technical and functional quality. The results show that there is a significant difference between expected and perceived service quality on each of the quality dimensions.

S. J. Manjunath, et al (2011)75 their study, based on the Five star Hotels in Bangalore, indicates that the Hospitality & Tourism Industry requires more adequate policies and standards in the Human Resources Management in order to minimise the highest rate attrition prevailing in this sector. Since the Employee satisfaction is directly linked with customer satisfaction, it is very important that Hotel Management gives more focus on to retention of their employees and improve their work culture in order to optimise the productivity and the satisfaction. This study reveals major areas where the hotel employees expressed their dissatisfaction. It is also the fact that all the five star Hotels in Bangalore are understaffed. Catering Institutes are not able to support the industry because of many other lucrative job options are available for the Hospitality graduates. It is clear from the study that it is high time now to revamp the Human Resources policies and strategies so as to give importance to employee satisfaction there by retaining their customers with highest satisfaction index.

Simon Gyasi Nimako (2012) examined the extent to which service quality affects customer satisfaction and behaviour intention in mobile telecommunication industry. The study involved a cross-sectional survey of 1000 respondents using structured questionnaire personally administered. A usable 937 questionnaire were retrieved and analysed using Structural Equation Modelling (SEM) method. The findings indicate that Tangibles, Customer Relations, Real Network Quality and Image quality aspects of service quality positively affect customer satisfaction, which in turn affects behaviour intention in Ghana’s mobile telecom industry. Theoretically, it found a strong relationship between service quality, satisfaction and behaviour intention and that service quality and satisfaction may be viewed as two separate constructs. Managers could influence behaviour intentions and satisfaction through the four critical aspects of SQ unique to the mobile telephony industry.

Dr. Mohammed A., et al., (2012) objective of their research study is to build a customer satisfaction strategy and measuring e-service quality by relating it to the web service quality. This requires formulating a strategy of building the framework for web based e-service quality model in internet banking services. This discussed the literature review of different models related to online banking for the customer satisfaction which can lead to build and measure an innovative e-service model that is applicable to evaluate the web based internet banking service quality.

M.Kailash, (2012) attempts a comparison of performance among two categories of banks – public and private sector banks (only domestic) in Vijayawada city- using the list of service attributes based on different service dimensions such as tangibles, reliability, responsiveness, assurance and empathy during December 2011. Simple random sampling technique is adopted and 175 respondents, 111 customers of Public Sector Banks and 64 customers of Private Sector Banks constitute the sample for the survey. The findings show that Private sector banks performed significantly by satisfying its customers with good services and they have been successful in retaining its customers by providing better facilities than Public sector banks. The research points that new financial products and services have to be continuously introduced in order to stay competent and that Public sector banks have to build long term strategic relationships with its customers.

Seyed Mostafa Razavi (2012) investigated the relationships service quality, customer perceived value and customer satisfaction in six large software companies of Iran. To this end, after reviewing the related literature, the effective factors in the service quality, customer perceived value and customer satisfaction were identified. Then, questionnaires were distributed among the customers of the companies. Next, Factor Analysis and Structural Equation Modelling were used to find the relationships; as a result, the proposed model was extracted. According to findings, there are significant and positive relationships between service quality and customer perceived value, service quality and customer satisfaction and customer perceived value and customer satisfaction in these

companies. Furthermore, service quality can predict customer satisfaction more than what customer perceived value does.

**Md. Arifur Rahman, et al., (2012)** identified some key drivers of customer satisfaction on restaurant services. The study covers the opinion of restaurant goers in Khulna region. This research is based on empirical study. Primarily, researchers contacted with 450 customers for their valuable opinion regarding restaurant services. But, 246 customers gave their spontaneous response in this regard. Chi-square test has been applied for testing hypothesizes by using SPSS software. This study aims to link some factors of service quality and price fairness of restaurant with the customers’ satisfaction. The researchers find out that customers of restaurant have negative impression about product and service quality fairness, price fairness, staff’s service, environment of the restaurant, image of the restaurant and loyalty of the restaurant. The researchers suggest emphasizing on those critical issues to attract new customers and retain existing customers.

**Kumar R, et al., (2012)** examined the dimensions and their levels of service quality that have significant effect on customer satisfaction in organized retailing. The results illustrated that the dimensions of service quality such as tangible, reliability, responsiveness, competence, credibility, accessibility, and customer knowledge were positively correlated to customer satisfaction in organized retailing. However, by using Statistic software SPSS 17.0 Version only four factors, namely, reliability, customer knowledge, credibility and tangible

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have significant effect on customer satisfaction that indicated to improve customer satisfaction. Therefore, the management of organized retailing is supposed to focus on reliability, customer knowledge, credibility and tangible to ahead of its competitors. Ultimately customers would remain loyal to an organization and this brings continued profitability and success in business in future.

Yanni Thamnopulos, et al. (2012)\textsuperscript{82} aimed to determine the degree to which service quality perceptions and customer satisfaction predict the intentions of repurchase and word-of-mouth communication. Nine hundred and twenty five (N=925) spectators of Greek professional football, participated in the study and completed the SPORTSERV questionnaire, to measure the perceptions of service quality, satisfaction, repurchase intention and word-of-mouth. An alpha reliability analysis of the service quality was conducted, to test the internal consistency of the five dimensions (responsiveness, access, security, reliability and tangibles) as a result they were all in acceptable ranges. Satisfaction was measured by five items. Repurchase intention was measured by two items and word-of-mouth was measured by three items. In order to discover possible relations among service quality, satisfaction and future intentions multiple regression analysis were conducted. The results revealed that service quality and satisfaction predict together a significant proportion of spectators’ repurchase intention (the total percentage of prediction was 51%, R\textsuperscript{2}=.511, p< 0.001) and word-of-mouth communication (the total percentage of prediction was 53.8% R\textsuperscript{2}=.538, p< 0.001). This study supports previous research findings with a focus on the sport

spectators’ realm, regarding the general impact of service quality and satisfaction on fans future intentions, however there have been some differences in terms of how the service quality dimensions affect these factors.

**Saif Ullah Malik (2012)** the main objective of his study is to first find out perceived service quality using SERVQUAL and then the role of perceived value as a mediating variable in the service sector of Pakistan. Both descriptive and inferential statistical techniques are used to analyze the effects of independent variables (i.e. perceived service quality) on customer satisfaction (dependent variable) and the role of mediating variable (i.e. perceived value). Stepwise regression analysis is used to examine the effect of the mediating variable (i.e. perceived value) on customer satisfaction. Perceived value was found strongly correlated with satisfaction. Results suggested that perceived value is an important factor in customers’ evaluation of satisfaction.

The literature review attempted above is not exhaustive though substantial. The review reveals that while several studies are available on the service quality and customer satisfaction, there is hardly any noteworthy work relating to service quality and customer satisfaction in insurance sector in Salem district of Tamilnadu. The present study “Service quality and customer satisfaction in insurance industry with special reference to LIC Salem division” attempts to fill the research gap. The findings of this study not only throw light on service quality, it also helps scholars and researchers to develop new strategies for the development of insurance sector in India.

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