CHAPTER ELEVEN

11.1 RECOMMENDATIONS FOR FURTHER STUDIES & CONCLUSION

The research work will help the stakeholders like academicians and practitioners in the banking industry and also will generate interest in future research especially from the employee point of view.

The research will also help the service industry in general as the concerned industry will be able to identify the importance of quality of service in improving efficiency.

The study will also help more researchers to come out with relevant tools like banking service quality scale to measure service quality.

In short it will help to improve the body of knowledge in service area.

Employees have to work more on the teamwork area as that is the part where the average is the least when we consider all the banks together. Here public sector banks have to work more as their average value is lower than other types of banks.

The study provides framework for the organizations to move as far as service quality is concerned and gives the perspectives to be looked into from the customer angle as well as employee angle. It gives impetus to the factors which have to be looked into by the top management if they want to take their respective banks into satisfying more customers and retaining those thereby attracting new customers into them.

This study also provides guidelines for further research. Firstly, the research findings revealed that customers of public banks expressed low perceptions of service quality.
An additional study is needed to help explore and provide insights into the low perceptions of public banks’ service. This study should be qualitative in its nature to enable deeper understanding of consumer behavior.

The results also suggested that there seems to be a great amount of variation with respect to the levels of service quality offered by the two groups of banks.

These results may be less valid in a different service industry. Therefore, this study could be replicated within other services (e.g., healthcare, hotels, education, and transportation) to further examine these research hypotheses.

Another suggestion for future research is to investigate if these demographic variables affect perceptions of service quality dimensions such as effectiveness and assurance, access, price, tangibles, services portfolio, and reliability, which might enable banks to plan their marketing and organizational strategies more effectively.

Overall we can conclude that there are differences between banks in terms of service quality.
11.2- DIRECTION FOR THE FUTURE RESEARCH

The present study has made an attempt to judge the service quality of banking in performance of public and private sector and co-operative banks, to assess the comparative service quality of banking in these banks, and to assess employee viewpoint also in these banks.

There still remains a viable prospect for future research.

1. The service quality of Indian banking sector has been assessed only in the Mumbai (primarily Navi Mumbai). It is important to cover other areas of country

2. The research has not found impact of the service quality factors on performance of banks which can be found out in the next step

3. BSQ and SERVQUAL are used for the study which might have excluded other important variables. Future research can use a better data tool

4. The study can be made longitudinal

1. The study can cover more banks, and cover senior level managers for better results.

2. A new study can incorporate more sample size, larger geographical area and more parameters.

3. Also the study can find out more gaps like the gap between policies made and what is communicated to customers
4. The study can find out income influence on service quality parameters of customers (For this random sampling could be better so as to get accurate income bracket)

5. The study can use better statistical techniques to come out better more accurate results