The Quality of Service Delivery and Customer Satisfaction. Edition No. 1

Description: Those organizations providing service are demanded to assess frequently the quality of their service delivery. By doing so and adjusting their service performances according to the expectations of their customers enable them to survive, compete and ultimately assist them to sustain in that business line. Currently, organizations are attempting to achieve increased customer satisfaction by focusing on the quality of the service being provided. This book, therefore, demonstrates the technique to assess the quality of service delivery and customer's satisfaction of bank industry. The author used descriptive survey research design to acquire pertinent and appropriate answers for the research questions. A total of 100 respondents were selected based on convenient sampling method and questionnaires were designed based on SERVQUAL model for measuring customer perceptions and expectations of service in five dimensions of service quality that consists of tangibles, reliability, responsiveness, assurance, and empathy. The data was analyzed by using descriptive statistics and SPSS version 16.


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