Customer Satisfaction on Service Quality With Special Reference to State Bank of India in Visakhapatnam District

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Abstract

The rapid modernization of information technology and increasing competition in the financial sector has changed the landscape of the financial industry in recent decades. In most of the cases new technologies adopted in the financial industry gave the customers more freedom and convenience than ever. In the era of steep competition, the superior service quality is the vital, critical factor which can differentiate and improve organization's performance. There is enough evidence that demonstrates the strategic benefits of quality in contributing to market share and return on investment. Measuring service quality in the service sector particularly in the banking sector is more difficult than measuring the quality of manufactured goods. Moreover satisfaction of customer depends upon service quality and service quality is increasingly offered as a strategy by marketers to position themselves more effectively in the market place. Therefore, the paper largely focuses upon the service quality through the SERVQUAL model in the select bank of select region and the methodology of the study is purely based on the primary data by conducting survey to identify customer satisfaction on service quality in the select bank.

Keywords: Financial Industry, Steep competition, Service quality, SERVQUAL model.

Introduction

Indian banking industry is developing rapidly. Indian government has played a vital role in the development of banking industry in the present days. The industry has undergone enormous changes after liberalisation. Many new private sector banks were established and they augmented the competition in banking industry. At the same time new foreign banks entered the industry with new technologies posing a great challenge for the banking industry. The technological advancements have totally changed the banking operations which have made the banking easy. Banks provide services not only accepting deposits and providing loans but they are also providing various types of investment schemes, insurance schemes and other services to customers. The banking operations are not limited to branch banking but they also operate through different services like ATM, Mobile Banking, Internet Banking. ECS debit, ECS credit, stop payment and RTGS services are a big support for the customers; these services are available 24×7 for the customers. The customers can enquire anytime and get information sitting

anywhere from the concerned bank. All banks are offering similar type of products and services which has further increased the competition and made it difficult for the banks to attract new customers. The banks have to provide similar type of services differently to satisfy the existing customers and attract new customers. A satisfied customer remains with the bank for a longer period and gives positive feedback about the bank. The dissatisfied customer gives negative feedback about the bank and harms the goodwill of the bank. Hence it becomes imperative for the banks to keep a close eye on the satisfaction level of customers.

The services industry is the leading industry in India's GDP, and attracts enormous Foreign Direct Investment (FDI). India's service sector comprises a wide variety of operations including finance, hospitality, logistics, storage and communication, banking, insurance, real estate, business consultancy services, social and personal amenities, and construction services. In the era of steep competition, the superior service quality is the vital, critical factor which can differentiate and improve organization's performance. Based on the subjective nature of service quality, the dimension and scaling issues of it have been widely researched in recent times which guide the researchers to investigate the effect of service quality for improving customer satisfaction. In this case banking sector is one of the biggest sectors and driving forces for the economy.

The recent years of globalization have shown "saturation of markets", competitiveness and "development of information technology" that increases customer awareness. Customers worldwide are more conscious of the quality of service they receive. Service-based banks have compelled customers with the best services in order to have a competitive advantage over the rival banks. The high percentage of quality services provided by the banks has resulted in customer satisfaction and engagement. Banking services need to identify the interrelationships and crucial factors contributing to customer satisfaction. Therefore, an initiative has been taken to address these issues by using the SERVQUAL model. So the SERVQUAL model is the instrument which is used to measure service quality.

The SERVQUAL scale is the principal instrument widely utilized to assess service quality for a variety of services. Parasuraman et al., (1988) have conceptualized a five dimensional model of service quality such as: Tangibility, Reliability, Responsiveness, Assurance and Empathy.
FIVE DIMENSIONS OF SERVICE QUALITY

Tangibility: It means the things that are physically observed by the customers in the bank branch including large ATM network, personnel, physical facilities, materials and appearance. Able and skilled personnel, the quality of banking products and services, brochures and cards may represent tangibles. These qualities provide concrete cues for customers to evaluate the capability of the service provider.

Reliability: Reliability refers to the trust in company's ability of performing service in a proper way, such as acting according to promises and declarations. A reliable service means the banker is able to provide internet connection that is working at desired level throughout the day without significant failures; banker should not misuse the cardholder information and there should be frequent update of new technologies.

Responsiveness: It refers to service provider's willingness to help customers and provide prompt service. It can be measured by the amount of time needed to deal with customers' reported problems and the response duration once the customer filed a service request.

Assurance: Assurance is related to the knowledge and courtesy of employees and their ability to inspire trust and confidence. Banker may demonstrate assurance to customers by behaving courteously and by providing essential knowledge to guide customer's problems.

Empathy: It refers to the caring, individualized attention the service provider gives to its customers. Furthermore, customers in the bank may come from different social background and hence the banker could emphasize personalized attention on customers and understand specific needs of customers based on their requirements.
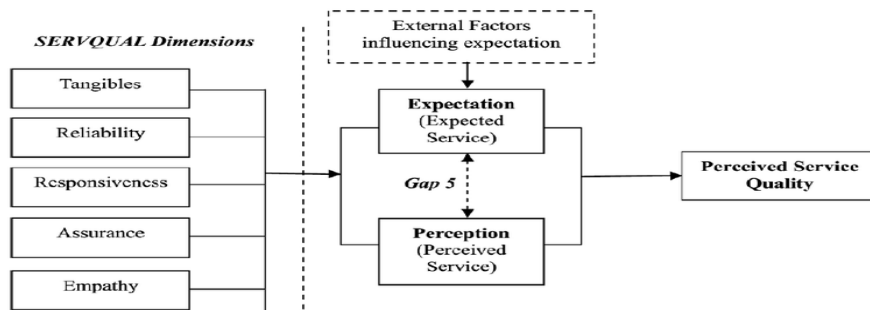
Therefore, particularly in banking industry, premium service quality plays a pivotal role for customers in evaluating the performance of a service provider and is the key to gain customer satisfaction. A bank can gain competitive advantage and build long term relationship with its customers by providing premium quality services.

State Bank of India (**SBI**) is an Indian multinational public sector bank and financial services statutory body headquartered in Mumbai, Maharashtra. SBI is the 48th largest bank in the world by total assets and ranked 221st in the Fortune Global 500 list of the world's biggest corporations of 2020, being the only Indian bank on the list. It is a public sector bank and the largest bank in India with a 23% market share by assets and a 25% share of the total loan and deposits market. It is also the tenth largest employer in India with nearly 250,000 employees. On 14 September 2022, State Bank of India became the third lender (after HDFC Bank and ICICI Bank) and seventh Indian company to cross the 5-trillion market capitalisation on the Indian stock exchanges for the first time.

The bank descends from the Bank of Calcutta, founded in 1806 via the Imperial Bank of India, making it the oldest commercial bank in the Indian subcontinent. The Bank of Madras merged into the other two presidency banks in British India, the Bank of Calcutta and the Bank of Bombay, to form the Imperial Bank of India, which in turn became the State Bank of India in 1955. Overall the bank has been formed from the merger and acquisition of more than twenty banks over the course of its 200 year history. The Government of India took control of the Imperial Bank of India in 1955, with Reserve Bank of India (India's central bank) taking a 60% stake, renaming it State Bank of India.

On 16 August 2022, in an attempt to facilitate and support India's start-ups, SBI announced the launch of its first "state-of-the-art" dedicated branch for start-ups in Bengaluru.

Need for the Study:

Service quality is an important means of gaining a strategic edge in an increasingly competitive environment, where consumers demand higher quality while selecting service providers. Services seem to be subjective entities with behavior rather than actual objects whereas quality is a consumer's perception of the magnitude to which the good or service provided satisfies the expectations set. Like any other service industry, the growth and development of the banking industry also depend on the quality of service they provide to their customers. SERVQUAL is a multi-item tool that helps in finding out the attitude aspect of a customer towards customer satisfaction. It helps in finding out the customer's perception towards a service. Regular subjection of customers to SERVQUAL tool helps in grasping a customer better and acting towards his specific needs and thus enhancing customer surplus apart from providing the basic service. It enhances the quality of service. As the major market share of the banking sector lies with the SBI. It is important to identify the lack of quality of service provided by them and improve it for better customer retention. Thus, the study of customer satisfaction towards the quality of service of banking sector is the need of the hour.

Scope of the Study:

Service quality is predominantly for financial service providers who typically offer items that are homogeneous in nature. Customer satisfaction is the feeling that clients get when they encounter benefit that satisfies or outperforms their desire. Customer satisfaction is known as a result of service quality, which implies that it is identified with the nature of the items or administrations gave to the client in a positive way. It is observed that accurate responsiveness by the customers is important for improvising of the bank services. Proper engagement from customers and their feedback help banking sector to enhance quality of services. Service quality is measured with the help of a modified version of SERVQUAL that involves five dimensions. In this way these existing customers contribute towards increasing their respective bank's customer base and market share. The financial base of any bank is largely dependent on this phenomenon. Thus, it is significant for banks to provide quality services that increase customer engagement and enhance customer satisfaction.

Statement of the Problem:

In the modern competitive world, service process performance is the most important to achieve competitive advantage. This paper attempts to study on customer satisfaction towards the services of a bank from five different perspectives namely, service encounters, waiting time of the customer to get the service, role of intermediaries, quality of service provided by the bank and customer complaints towards the bank.

Objectives of the Study:

- To evaluate the customer satisfaction through SERVQUAL model of service quality in the State Bank of India of Visakhapatnam District.
- To offer suggestions for the satisfaction of customers in terms of improving service quality in the State Bank of India of Visakhapatnam District.

Methodology of the Study:

The research study is purely based on the primary sources of data through structured questionnaire and a sample size of 100 respondents (customers) of SBI in Visakhapatnam District have been taken by the researcher through the method of John Curry sample size at 1% for 10,000+ of sample population simultaneously following the sampling technique of Snowball sampling which can go on and on, just like a snowball increasing in size till the time a researcher has enough data to analyze, to draw conclusive results that can help an organization make informed decisions. Finally the data used for the present study was collected from a sample of 100 customers from SBI. In this research, the researcher followed a detailed descriptive research to solve the research problem. In the present study, the researcher used different statistical procedures viz., through Hypothesis Testing Reliability Test is conducted, Mean, Standard Deviation and ANOVA methods for analyzing and interpreting the data and results.

Hypothesis of the Study:

H1: There is a significant impact of Service quality on Customer Satisfaction in the select bank.

H0: There is no significant impact of Service quality on Customer Satisfaction in the select bank.

The application of SERVQUAL model for the study in the select bank made with three data sets for ANOVA test namely.

1. **Tangibility – Reliability**
2. **Assurance – Responsiveness**
3. **Tangibility – Empathy**

Tangibility:

The facilities given more importance in the select bank for the customers

Reliability:

The way the select bank handle customer's account efficiently

The Time taken by members of staff to answer the telephone

The way in which staff members answer customer's call

Availability of Information Brochures

Automatic Bank machines in convenient locations

Assurance:

Opinion about overall service quality of your bank

Responsiveness:

Bank caters all customers banking needs

Customers period of usage of select banking services

Type of account maintenance of customer's in select bank

Thought provoking about their bank

Charges levied for unnecessarily for not maintaining minimum balance in their accounts.

Employees apologize for any mistakes committed by them.

The ease of reaching the person they need to speak with

Customer Service Representative is friendly and courteous manner

Customer Service Representative is sharing knowledge of bank's products and services.

Fast and Efficient service by customer service representatives.

Customer's receiving statements and messages accurately.

Empathy:

Services of Alternative bank

Customer's enquiry understood and responded

Recognition of Customer as valued customer by customer service representative

Branch facilities are clean and well cared

Long line ups at counter waiting

Reliability

Scale: Cronbach's alpha

Table No. 1 Case Processing Summary			N	%
Cases	Valid		100	100.0
	Excluded^a		0	.0
	Total		100	100.0
a. Listwise deletion based on all variables in the procedure.				

Table No. 1 (a) Reliability Statistics	
Cronbach's Alpha	N of Items
.986	23

Cronbach's Alpha is a convenient test used to estimate the reliability, or internal consistency, of a composite score. Cronbach's alpha gives us a simple way to measure whether or not a score is reliable. The general rule of thumb is that a Cronbach's alpha of .70 and above is good, .80 and above is better, .90 and above is best. Therefore, the table no. 1(a) depicts Cronbach's Alpha which is .986 which is a valid construct. Higher the value more reliable is the construct. For Valid Cronbach's Alpha the minimum value is 0.6. Hence, the construct is valid with a value of .986 for twenty three items which is excellent

Table No. 2 Descriptives		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
SBI handles accounts	Loan	60	1.1167	.32373	.04179	1.0330	1.2003	1.00	2.00
	Over draft	3	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	ATM	20	2.2500	.44426	.09934	2.0421	2.4579	2.00	3.00

efficiently	Internet banking	7	3.0000	.00000	.00000	3.0000	3.0000	3.00	3.00
	Mobile banking	10	4.2000	.78881	.24944	3.6357	4.7643	3.00	5.00
	Total	100	1.8100	1.07961	.10796	1.5958	2.0242	1.00	5.00
Staff response for telephone calls	Loan	60	2.3833	.94046	.12141	2.1404	2.6263	1.00	4.00
	Over draft	3	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	ATM	20	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	Internet banking	7	4.2857	.48795	.18443	3.8344	4.7370	4.00	5.00
	Mobile banking	10	5.0000	.00000	.00000	5.0000	5.0000	5.00	5.00
	Total	100	3.1500	1.22578	.12258	2.9068	3.3932	1.00	5.00
Staff members answer to the customers call	Loan	60	1.7333	.68561	.08851	1.5562	1.9104	1.00	3.00
	Over draft	3	3.6667	.57735	.33333	2.2324	5.1009	3.00	4.00
	ATM	20	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	Internet banking	7	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	Mobile banking	10	4.6000	.51640	.16330	4.2306	4.9694	4.00	5.00
	Total	100	2.6900	1.31576	.13158	2.4289	2.9511	1.00	5.00
Availability of information brochures	Loan	60	1.8833	.66617	.08600	1.7112	2.0554	1.00	3.00
	Over draft	3	3.0000	.00000	.00000	3.0000	3.0000	3.00	3.00
	ATM	20	3.0000	.00000	.00000	3.0000	3.0000	3.00	3.00
	Internet banking	7	3.0000	.00000	.00000	3.0000	3.0000	3.00	3.00
	Mobile banking	10	4.2000	.78881	.24944	3.6357	4.7643	3.00	5.00
	Total	100	2.4500	.95743	.09574	2.2600	2.6400	1.00	5.00
Automatic Bank machines in convenient locations	Loan	60	1.4167	.49717	.06418	1.2882	1.5451	1.00	2.00
	Over draft	3	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	ATM	20	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Internet banking	7	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Mobile banking	10	3.5000	.97183	.30732	2.8048	4.1952	2.00	5.00
	Total	100	1.8000	.79137	.07914	1.6430	1.9570	1.00	5.00

It is revealed from the table no.2 and 3 that the data sets of Tangibility and Reliability through SERVQUAL model the Mean and Standard deviation for handling accounts efficiently is 1.8100 and 1.07961 at standard error .10796 and the Equal variances across samples is called homogeneity of variance which is 9.999 If the p-value for the Levene's test is less than .05, then there is a significant

difference between the variances. In the case of staff response for telephone calls the Mean and Standard deviation is 3.1500 and 1.22578 at standard error .12258, the test of homogeneity of variance is 19.025 and there is a significant difference between the variances. With regard to the Staff members answer to the customers call the Mean and Standard deviation is 2.6900 and 1.31576 at standard error .13158 the test of homogeneity of variances are 21.163 with a significant difference between the variances. In view of the availability of information brochures the Mean and Standard deviation is 2.4500 and .95743 at standard error .09574 and the test of homogeneity of variances are 10.990 with a significant difference between the variances. In the case of Automatic Bank machines in convenient locations the Mean and Standard deviation is 1.8000 and .79137at standard error .07914 and the test of homogeneity of variances are 64.133 with a significant difference between the variances. Therefore, the data set of Tangibility – Reliability finally it can measure the degree of customer satisfaction.

Table No. 3 Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
SBI handles accounts efficiently	9.999	4	95	.000
Staff response for telephone calls	19.025	4	95	.000
Staff members answer to the customers call	21.163	4	95	.000
Availability of information brochures	10.990	4	95	.000
Automatic Bank machines in convenient locations	64.133	4	95	.000

Table No. 4 ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
SBI handles accounts efficiently	Between Groups	99.857	4	24.964	152.678	.000
	Within Groups	15.533	95	.164		
	Total	**115.390**	99			
Staff response for telephone calls	Between Groups	95.138	4	23.785	42.146	.000
	Within Groups	53.612	95	.564		
	Total	**148.750**	99			
Staff members answer to the customers call	Between Groups	140.590	4	35.147	108.409	.000
	Within Groups	30.800	95	.324		
	Total	**171.390**	99			

Availability of information brochures	Between Groups	58.967	4	14.742	44.063	.000
	Within Groups	31.783	95	.335		
	Total	**90.750**	99			
Automatic Bank machines in convenient locations	Between Groups	38.917	4	9.729	40.041	.000
	Within Groups	23.083	95	.243		
	Total	**62.000**	99			

From the table no.4 ANOVA is conducted to identify the Tangibility and Reliability on the significant impact of Service quality on Customer Satisfaction in the select bank. The result of ANOVA between different services of five attributes of bank services in the select bank f-values are significant at $p<0.005$ for five attributes of bank services. The results reveal that the f-value is greater than the table value for five attributes. Therefore, the null hypothesis is rejected. This indicates that there exists an impact of Service quality on Customer Satisfaction in the select bank for the data set of Tangibility and Reliability.

Table No. 5 Descriptives								
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Bank caters all your banking needs	Very Satisfied	30	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00
	Satisfied	41	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00
	Neutral	21	1.3333	.48305	.10541	1.1135	1.5532	1.00	2.00
	Dissatisfied	5	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Very Dissatisfied	3	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Total	100	**1.1500**	**.35887**	**.03589**	**1.0788**	**1.2212**	**1.00**	**2.00**
Years of Usage of banking services	Very Satisfied	30	1.6667	.47946	.08754	1.4876	1.8457	1.00	2.00
	Satisfied	41	3.0000	.00000	.00000	3.0000	3.0000	3.00	3.00
	Neutral	21	3.3333	.48305	.10541	3.1135	3.5532	3.00	4.00
	Dissatisfied	5	4.4000	.54772	.24495	3.7199	5.0801	4.00	5.00
	Very Dissatisfied	3	5.0000	.00000	.00000	5.0000	5.0000	5.00	5.00
	Total	100	**2.8000**	**.93203**	**.09320**	**2.6151**	**2.9849**	**1.00**	**5.00**

		N	Mean					Min	Max
Type of account maintaining in SBI	Very Satisfied	30	1.8333	.37905	.06920	1.6918	1.9749	1.00	2.00
	Satisfied	41	2.1463	.35784	.05589	2.0334	2.2593	2.00	3.00
	Neutral	21	3.6667	.65828	.14365	3.3670	3.9663	3.00	5.00
	Dissatisfied	5	5.0000	.00000	.00000	5.0000	5.0000	5.00	5.00
	Very Dissatisfied	3	5.0000	.00000	.00000	5.0000	5.0000	5.00	5.00
	Total	**100**	**2.6000**	**1.07309**	**.10731**	**2.3871**	**2.8129**	**1.00**	**5.00**
Opinion about your SBI	Very Satisfied	30	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00
	Satisfied	41	1.8293	.66717	.10420	1.6187	2.0399	1.00	3.00
	Neutral	21	3.4286	.50709	.11066	3.1977	3.6594	3.00	4.00
	Dissatisfied	5	4.2000	.44721	.20000	3.6447	4.7553	4.00	5.00
	Very Dissatisfied	3	5.0000	.00000	.00000	5.0000	5.0000	5.00	5.00
	Total	**100**	**2.1300**	**1.21983**	**.12198**	**1.8880**	**2.3720**	**1.00**	**5.00**
Unnecessary charges for lack of minimum balance	Very Satisfied	30	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00
	Satisfied	41	1.3171	.47112	.07358	1.1684	1.4658	1.00	2.00
	Neutral	21	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Dissatisfied	5	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Very Dissatisfied	3	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Total	**100**	**1.4200**	**.49604**	**.04960**	**1.3216**	**1.5184**	**1.00**	**2.00**
SBI Apologise for any mistakes	Very Satisfied	30	1.4333	.50401	.09202	1.2451	1.6215	1.00	2.00
	Satisfied	41	3.1951	.90054	.14064	2.9109	3.4794	2.00	4.00
	Neutral	21	4.2381	.43644	.09524	4.0394	4.4368	4.00	5.00
	Dissatisfied	5	5.0000	.00000	.00000	5.0000	5.0000	5.00	5.00
	Very Dissatisfied	3	5.0000	.00000	.00000	5.0000	5.0000	5.00	5.00
	Total	**100**	**3.0300**	**1.35926**	**.13593**	**2.7603**	**3.2997**	**1.00**	**5.00**
The ease of reaching to the staff	Very Satisfied	30	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00
	Satisfied	41	1.7073	.46065	.07194	1.5619	1.8527	1.00	2.00
	Neutral	21	2.9524	.92066	.20090	2.5333	3.3715	2.00	4.00
	Dissatisfied	5	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	Very Dissatisfied	3	5.0000	.00000	.00000	5.0000	5.0000	5.00	5.00
	Total	**100**	**1.9700**	**1.12326**	**.11233**	**1.7471**	**2.1929**	**1.00**	**5.00**
Customer Service	Very Satisfied	30	1.4667	.50742	.09264	1.2772	1.6561	1.00	2.00

Representative friendly and courteous manner	Satisfied	41	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Neutral	21	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Dissatisfied	5	3.0000	1.00000	.44721	1.7583	4.2417	2.00	4.00
	Very Dissatisfied	3	4.6667	.57735	.33333	3.2324	6.1009	4.00	5.00
	Total	100	1.9700	.68836	.06884	1.8334	2.1066	1.00	5.00
Customer Service Representative shares knowledge of bank's products and services	Very Satisfied	30	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00
	Satisfied	41	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Neutral	21	2.2381	.53896	.11761	1.9928	2.4834	2.00	4.00
	Dissatisfied	5	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
	Very Dissatisfied	3	5.0000	.00000	.00000	5.0000	5.0000	5.00	5.00
	Total	100	1.9400	.91916	.09192	1.7576	2.1224	1.00	5.00
Fast and efficient service by Customer Service Representatives	Very Satisfied	30	1.2333	.43018	.07854	1.0727	1.3940	1.00	2.00
	Satisfied	41	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Neutral	21	2.3333	.48305	.10541	2.1135	2.5532	2.00	3.00
	Dissatisfied	5	4.2000	.44721	.20000	3.6447	4.7553	4.00	5.00
	Very Dissatisfied	3	5.0000	.00000	.00000	5.0000	5.0000	5.00	5.00
	Total	100	2.0400	.90921	.09092	1.8596	2.2204	1.00	5.00
Receiving Statements and messages accurately	Very Satisfied	30	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00
	Satisfied	41	1.3659	.48765	.07616	1.2119	1.5198	1.00	2.00
	Neutral	21	2.2857	.46291	.10102	2.0750	2.4964	2.00	3.00
	Dissatisfied	5	4.2000	.44721	.20000	3.6447	4.7553	4.00	5.00
	Very Dissatisfied	3	5.0000	.00000	.00000	5.0000	5.0000	5.00	5.00
	Total	100	1.7000	1.02986	.10299	1.4957	1.9043	1.00	5.00

It is examined from the table no.5 and 6 that the data sets of Assurance and Responsibility through SERVQUAL model the Mean and Standard deviation for Bank caters all your banking needs is 1.1500 and .35887at standard error.03589 and the Equal variances across samples is called homogeneity of variance which is 150.100 If the p-value for the Levene's test is less than .05, then there is a significant difference between the variances. In the case of Years of Usage of SBI banking services the Mean and Standard deviation is 2.8000 and .93203 at standard error .09320, the test of homogeneity of variance is 89.798 and there is a significant difference between the variances. With regard to the Type of account maintaining in SBI the Mean and Standard deviation is 2.6000 and 1.07309 at standard error.10731, the test of homogeneity of variance is 9.089 with a significant difference between the variances. In view of the Opinion about your SBI the Mean and Standard deviation is 2.1300 and 1.21983 at standard error .12198, the test of homogeneity of variance is 19.741 with a significant difference between the

variances. In the case of Unnecessary charges for lack of minimum balance the Mean and Standard deviation is 1.4200 and .49604 at standard error .04960, the test of homogeneity of variance is 90.676 with a significant difference between the variances. With regard to the SBI apologise for any mistakes the Mean and Standard deviation is 3.0300 and 1.35926 at standard error .13593, the test of homogeneity of variance is 26.203 with a significant difference between the variances. In view of the ease of reaching to the staff the Mean and Standard deviation is 1.9700 and 1.12326 at standard error.11233, the test of homogeneity of variance is 50.442 with a significant difference between the variances. In the case of Customer Service Representative friendly and courteous manner the Mean and Standard deviation is 1.9700 and .68836 at standard error .06884, the test of homogeneity of variance is 186.351 with a significant difference between the variances. With regard to the Customer Service Representative shares knowledge of bank's products and services the Mean and Standard deviation is 1.9400 and .91916 at standard error .09192, the test of homogeneity of variance is 21.775 with a significant difference between the variances. In the case of fast and efficient service by Customer Service Representatives the Mean and Standard deviation is 2.0400 and .90921 at standard error .0909, the test of homogeneity of variance is 38.743 with a significant difference between the variances. From the opinion about the Receiving Statements and messages accurately the Mean and Standard deviation is 1.7000 and 1.02986 at standard error .10299, the test of homogeneity of variance is 58.220 with a significant difference between the variances. Therefore, the data set of Assurance and Responsiveness Customers can also be satisfied by this assurance dimensions, in other words, this service quality might be improved through responsiveness dimensions also ultimately it shows the measuring the degree of customer satisfaction.

Table No. 6 Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
Bank caters all your banking needs	150.100	4	95	.000
Years of Usage of banking services	89.798	4	95	.000
Type of account maintaining in SBI	9.089	4	95	.000
Opinion about your SBI	19.741	4	95	.000
Unnecessary charges for lack of minimum balance	90.676	4	95	.000
SBI Apologise for any mistakes	26.203	4	95	.000
The ease of reaching to the staff	50.442	4	95	.000
Customer Service Representative friendly and courteous manner	186.351	4	95	.000
Customer Service Representative shares knowledge of bank's products and services	21.775	4	95	.000
Fast and efficient service by Customer Service Representatives	38.743	4	95	.000
Receiving Statements and messages accurately	58.220	4	95	.000

Table No. 7 ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Bank caters all your banking needs	Between Groups	8.083	4	2.021	41.138	.000

	Within Groups	4.667	95	.049		
	Total	12.750	99			
Years of Usage of banking services	Between Groups	73.467	4	18.367	139.215	.000
	Within Groups	12.533	95	.132		
	Total	86.000	99			
Type of account maintaining in SBI	Between Groups	96.045	4	24.011	127.041	.000
	Within Groups	17.955	95	.189		
	Total	114.000	99			
Opinion about your SBI	Between Groups	123.562	4	30.891	123.574	.000
	Within Groups	23.748	95	.250		
	Total	147.310	99			
Unnecessary charges for lack of minimum balance	Between Groups	15.482	4	3.870	41.416	.000
	Within Groups	8.878	95	.093		
	Total	24.360	99			
SBI Apologise for any mistakes	Between Groups	139.295	4	34.824	75.851	.000
	Within Groups	43.615	95	.459		
	Total	182.910	99			
The ease of reaching to the staff	Between Groups	99.470	4	24.867	92.861	.000
	Within Groups	25.440	95	.268		
	Total	124.910	99			
Customer Service Representative friendly and courteous manner	Between Groups	34.777	4	8.694	68.072	.000
	Within Groups	12.133	95	.128		
	Total	46.910	99			
Customer Service Representative shares knowledge of bank's products and services	Between Groups	77.830	4	19.458	318.180	.000
	Within Groups	5.810	95	.061		
	Total	83.640	99			
Fast and efficient service by Customer Service Representatives	Between Groups	71.007	4	17.752	155.668	.000
	Within Groups	10.833	95	.114		
	Total	81.840	99			
Receiving Statements and messages accurately	Between Groups	90.402	4	22.601	147.079	.000
	Within Groups	14.598	95	.154		
	Total	105.000	99			

From the table no.7 ANOVA is conducted to identify the Assurance and Responsiveness on the significant impact of Service quality on Customer Satisfaction in the select bank. The result of ANOVA between different services of eleven attributes of bank services in the select bank f-values are significant at $p<0.005$ for eleven attributes of bank services. The results reveal that the f-value is greater than the table value for eleven attributes. Therefore, the null hypothesis is rejected. This indicates that there exists an impact of Service quality on Customer Satisfaction in the select bank for the data set of Assurance and Responsiveness.

Table No. 8 Descriptives						95% Confidence Interval for Mean		Minimum	Maximum
		N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound		
Services of Alternative bank	Loan	60	1.3833	.49030	.06330	1.2567	1.5100	1.00	2.00
	Over draft	3	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	ATM	20	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Internet banking	7	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Mobile banking	10	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Total	**100**	**1.6300**	**.48524**	**.04852**	**1.5337**	**1.7263**	**1.00**	**2.00**
Understanding the enquiry and speed response	Loan	60	1.6333	.48596	.06274	1.5078	1.7589	1.00	2.00
	Over draft	3	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	ATM	20	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Internet banking	7	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	Mobile banking	10	3.9000	.73786	.23333	3.3722	4.4278	3.00	5.00
	Total	**100**	**1.9700**	**.79715**	**.07972**	**1.8118**	**2.1282**	**1.00**	**5.00**
Recognition of Customer as valued customer	Loan	60	1.3667	.48596	.06274	1.2411	1.4922	1.00	2.00
	Over draft	3	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	ATM	20	2.1500	.36635	.08192	1.9785	2.3215	2.00	3.00
	Internet banking	7	3.2857	.48795	.18443	2.8344	3.7370	3.00	4.00
	Mobile banking	10	4.6000	.51640	.16330	4.2306	4.9694	4.00	5.00
	Total	**100**	**2.0000**	**1.11916**	**.11192**	**1.7779**	**2.2221**	**1.00**	**5.00**
SBI branch	Loan	60	1.5500	.50169	.06477	1.4204	1.6796	1.00	2.00

facilities are clean and well cared	Over draft	3	2.0000	.00000	.00000	2.0000	2.0000	2.00	2.00
	ATM	20	2.1500	.36635	.08192	1.9785	2.3215	2.00	3.00
	Internet banking	7	3.7143	.48795	.18443	3.2630	4.1656	3.00	4.00
	Mobile banking	10	4.3000	.48305	.15275	3.9544	4.6456	4.00	5.00
	Total	**100**	**2.1100**	**1.03372**	**.10337**	**1.9049**	**2.3151**	**1.00**	**5.00**
Long line ups at counter waiting	Loan	60	2.0000	.71307	.09206	1.8158	2.1842	1.00	3.00
	Over draft	3	3.0000	.00000	.00000	3.0000	3.0000	3.00	3.00
	ATM	20	3.0000	.00000	.00000	3.0000	3.0000	3.00	3.00
	Internet banking	7	3.0000	.00000	.00000	3.0000	3.0000	3.00	3.00
	Mobile banking	10	3.9000	.73786	.23333	3.3722	4.4278	3.00	5.00
	Total	**100**	**2.4900**	**.88186**	**.08819**	**2.3150**	**2.6650**	**1.00**	**5.00**

It is observed from the table no.8 and 9 that the data sets of Tangibility and Empathy through SERVQUAL model the Mean and Standard deviation for Services of Alternative bank is 1.6300 and .48524 at standard error .04852 and the Equal variances across samples is called homogeneity of variance which is 164.990 If the p-value for the Levene's test is less than .05, then there is a significant difference between the variances. In the case of Understanding the enquiry and speed response the Mean and Standard deviation is 1.9700 and .79715 at standard error .07972, the test of homogeneity of variance is 38.256 and there is a significant difference between the variances. With regard to the Recognition of Customer as valued customer in SBI the Mean and Standard deviation is 2.0000 and 1.11916 at standard error .11192, the test of homogeneity of variance is 11.061 with a significant difference between the variances. In view of the Opinion about SBI branch facilities are clean and well cared the Mean and Standard deviation is 2.1100 and 1.03372 at standard error .10337, the test of homogeneity of variance is 16.798 with a significant difference between the variances. In the case of Long line ups at counter waiting the Mean and Standard deviation is 2.4900 and .88186 at standard error .08819, the test of homogeneity of variance is 7.529 with a significant difference between the variances. Therefore, the data set of Tangibility and Empathy depicts that Tangibility can measure the degree of customer satisfaction and the employees working in the SBI banking industry may show empathy to customers by sound behaviour, sympathetic and politely which measures the degree of overall customer satisfaction.

Table No. 9 Test of Homogeneity of Variances				
	Levene Statistic	df1	df2	Sig.
Services of Alternative bank	164.990	4	95	.000
Understanding the enquiry and speed response	38.256	4	95	.000
Recognition of Customer as valued customer	11.061	4	95	.000

	Sum of Squares	df	Mean Square	F	Sig.
SBI branch facilities are clean and well cared	16.798	4	95		.000
Long line ups at counter waiting	7.529	4	95		.000

Table No. 10 ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Services of Alternative bank	Between Groups	9.127	4	2.282	15.283	.000
	Within Groups	14.183	95	.149		
	Total	23.310	99			
Understanding the enquiry and speed response	Between Groups	44.077	4	11.019	55.583	.000
	Within Groups	18.833	95	.198		
	Total	62.910	99			
Recognition of Customer as valued customer	Between Groups	103.688	4	25.922	121.239	.000
	Within Groups	20.312	95	.214		
	Total	124.000	99			
SBI branch facilities are clean and well cared	Between Groups	84.861	4	21.215	96.302	.000
	Within Groups	20.929	95	.220		
	Total	105.790	99			
Long line ups at counter waiting	Between Groups	42.090	4	10.523	28.643	.000
	Within Groups	34.900	95	.367		
	Total	76.990	99			

From the table no.10 ANOVA is conducted to identify the Tangibility and Empathy on the significant impact of Service quality on Customer Satisfaction in the select bank. The result of ANOVA between different services of five attributes of bank services in the select bank f-values are significant at $p < 0.005$ for five attributes of bank services. The results reveal that the f-value is greater than the table value for five attributes. Therefore, the null hypothesis is rejected. This indicates that there exists an impact of Service quality on Customer Satisfaction in the select bank for the data set of Tangibility and Empathy.

Findings and Suggestions:
- Service quality should be used as a strategic tool to get a competitive advantage over the competitors. With the increasing levels of globalization of the Indian banking industry, and adoption

of universal banks, the competition in the banking industry has intensified. Any where' and 'any time banking now become a reality. Recognition of service quality now acts as a competitive weapon.

- Innovating the services according to the needs and demands of the customers is very much important. Customer must be the focus of every strategy. In this regard, the financial institutions must think in terms of end result of their service quality innovations. The focus should be on the long run rather the current situation

Conclusion:

The current study makes some contributions to understand key dimensions of service quality of SBI banking in select region. The structural equation model is used to arrive at SERVQUAL dimensions relevant to select region consumers. The important dimensions, such as, respondents perceived tangibility, reliability, responsiveness, empathy and assurance of respondents are affecting overall customer satisfaction by service quality in select bank. Customers that are content with the services of the banks enable their families to engage with the services as well. When banks are able to meet the expectations of their customers, they establish themselves in the competitive market in a better way. Their increased performance and quality services become the major attraction and consumers are heavily engaged with their programs. In conclusion, this study reveals that all the attributes of service quality of select bank have significant positive relationships with customer satisfaction. In addition, it has shown that most of the attributes have sufficient impact on customer satisfaction. Thus it can be concluded from the study that service quality and customer satisfaction are interconnected to each other. It is extremely important for banks to provide customers with quality services that enhance their level of satisfaction. However, ineffective and poor services reduce the engagement of the customers in the banking sector.

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