

**AN ANALYTICAL STUDY OF THE QUALITY
OF BANKING SERVICES AND THE
SATISFACTION LEVELS OF CUSTOMERS OF
THE ICICI BANK (KONDHWA BRANCH)
USING SERVQUAL MODEL.**

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UNDER THE GUIDANCE OF

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AN ANALYTICAL STUDY OF THE QUALITY OF BANKING SERVICES AND THE SATISFACTION LEVELS
OF CUSTOMERS OF THE ICICI BANK (KONDHWA BRANCH) USING SERVQUAL MODEL.

DECLARATION BY STUDENT

I hereby declare that the dissertation entitled "AN ANALYTICAL STUDY OF THE QUALITY OF BANKING SERVICES AND THE SATISFACTION LEVELS OF CUSTOMERS OF THE ICICI BANK (KONDHWA BRANCH) USING SERVQUAL MODEL". completed and written by me has not previously formed the basis for the award of any Degree or other similar title upon me of this or any other Vidyapeeth or examining body.

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This is to certify that the dissertation entitled "AN ANALYTICAL STUDY OF THE QUALITY OF BANKING SERVICES AND THE SATISFACTION LEVELS OF CUSTOMERS OF THE ICICI BANK (KONDHWA BRANCH) USING SERVQUAL" which is being submitted herewith for the award of the Master of Philosophy (M.Phil) in Management of Tilak Maharashtra Vidyapeeth, Pune is the result of original research work completed by Dr. Daniel Penkar under my supervision and guidance. To the best of my knowledge and belief the work incorporated in this dissertation has not formed the basis for the award of any Degree or similar title of this or any other University or examining body upon him.

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I would like to express my profound thanks to my guide, Dr. Daniel Penkar, whose guidance; penetrating comments, dedicated supervision, and constructive suggestions have been instrumental to the completion of this thesis. I highly appreciate the considerable time he spent on my work.

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ABSTRACT

Measuring customer satisfaction is critical in the process of serving the customers in the banking industry. The importance of improving service quality in the banking industry is highly considered for achieving objectives of the industry in whole. Service quality considerations are comparatively high among private banks in India due to various reasons. An in depth analysis of the service quality perceptions of their customers is essential to achieve sustainable growth for the banking sector. The perceived quality is normally assessed based on service quality dimensions such as tangibles, reliability, responsiveness, assurance and empathy. The SERVQUAL instrument is considered as an ideal instrument to measure service quality. This study is an attempt to measure service quality among private banks in ICICI Bank Kondhwa Branch using SERVQUAL instrument.

Service quality management is an important organizational factor, through which organizations differentiate themselves, compete, and take the lead in the marketplace. It is even more challenging for banks and financial services which, by and large, offer products and services that are difficult for customers to differentiate. Improvements in service quality are expected to increase customer satisfaction, which, in turn, will increase the banks' ability to retain their customers, broaden their market share, and increase profitability.

This study, hence, is an attempt to measure the perceived service quality in ICICI Bank Kondhwa Branch using SERVQUAL instrument. The study aims to identify those dimensions that influence the level of customers' perceptions in the sampled banks branch, examine the effect of service quality on customer.

To attain these aims the study utilized a sample of 422 responses across ICICI Bank Kondhwa Branch. The study findings demonstrate an above-average level of satisfaction ICICI Bank Kondhwa Branch. The overall findings are important for service quality managers to identify efficient and effective approaches for improving quality in their banks.

Service quality and customer satisfaction are very important concepts that companies must understand if they are to grow and remain competitive in the business environment. It is very important for companies to know how to measure these constructs from the customers' perspective so as to understand their needs and satisfy them. Service quality is considered to be very critical to any modern business because it contributes higher customer satisfaction, profitability, reduced cost, improved customer loyalty and retention. The main purpose of this study is to assess customer satisfaction and service quality using SERVQUAL model within ICICI Bank Kondhwa branch working environment.

Other purposes include how customers perceive service quality; identify service quality dimensions that contribute to higher satisfaction, factors hindering customer satisfaction and what should be done to improve customer satisfaction for ICICI Bank Kondhwa branch customers. A questionnaire was designed and distributed to respondents using a convenience sampling technique for customers of ICICI Bank Kondhwa branch. The analysis carried found that, the overall service quality perceived by customers was not satisfactory; means customers expectations exceeded perceptions.

As far as theory is concerned findings reveals that SERVQUAL model is not the best tool to use in measuring service quality for ICICI Bank Kondhwa branch because the dimensions were negative gap. This study contributes to the already existing studies examining service quality within ICICI Bank Kondhwa branch using SERVQUAL model. It also provides empirical results that guide other bank branches on the corrective measures that lead to respective bank significant growth.

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ABBREVIATIONS

Abbreviation or Acronym	Meaning
ICICI	Industrial Credit and Investment Corporation of India
SBI	State Bank of India
RRBs	Regional Rural Banks
HDFC	The Housing Development Finance Corporation
NEFT	National Electronic Fund Transfer
BCSBI	The Banking codes and Standards Board of India
RTGS	Real Time Gross Settlement
ISO	International Standards Organization
KYC	Know your customer
RBI	Reserve Bank Of India
PSU	Public Sector Undertaking
IBA	Indian Banks Association
IT	Information Technology
EU	European Union
US	United States
UK	United Kingdom
Std. Deviation	Standard deviation
Sig.	Significance
SSC	The Secondary School Certificate
HSC	Higher Secondary Certificate
COV	Coefficient of Variation
WWW	World Wide Web
GLBA	Gramm-Leach-Bliley Act
Std. Error	Standard Error
BBA	Basic Banking Account
E	Expectation
P	Perception
DF	Degrees of Freedom
Asymp. Sig.	Asymptotic Significance

BLANK

Chapter 1

1. INTRODUCTION

1.1 Background of the study

The Indian banking industry has experienced quick changes, trailed by a progression of profound improvements because of Liberalization, Globalization and deregulation patterns started in the nation in mid 1990"s. There has been an adjustment in the idea of conventional banking operations, thoughts and perception of service quality in the service has assembled attention to all banking consumers. Expanding war among a wide scope of local and foreign establishments in banking product showcasing zone has turned into a typical practice and in this manner attempt to be not the same as different banks has turned into the need consideration of the managing the banking sector in India. It is essentially observed that, in accordance with the expansion in general monetary exercises, budgetary foundations, as well, have changed themselves likewise in every one of the circles including client administrations. To meet the requests of the present marketing environment, associations are hoping to service activities as a way to make or maintain upper hand in Indian managing banking industry.

Private banking is a concept which is new and fast emerging in the world of banking where changes have become a necessity in order to survive in this competitive environment vis-à-vis not only from the public and private sector banks but also from foreign banks. The objective of the research is to explore the various products, which a private banker deals in to and the systematic process used by the ICICI bank to make its services customer friendly ICICI Bank started in June 1994 and since then it has been a reparable success. Today there are enormous solutions to cater client needs but what suits best to a client is where private banking fits in. Every client will have different needs, liking and preferences. So, a customized portfolio of the ICICI Private banking, how they have changed or innovatively structured to be attractive and competitive.

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ICICI Bank is India's largest private sector bank with total asset of Rs. 6461.29 billion (USD 103 billion) at March 31, 2015 and profit after tax Rs. 111.75 billion (USD 1788 million) for the year ended March 31, 2015. ICICI Bank currently has network of 4850 branches and more than 14000 ATM's across India.

History

ICICI Bank was initially advanced in 1994 by ICICI Limited, an Indian money related establishment, and was its entirely possessed auxiliary. ICICI's shareholding in ICICI Bank was lessened to 46% through an open offering of offers in India in financial 1998, a value offering as ADRs recorded on the NYSE in monetary 2000, ICICI Bank's obtaining of Bank of Maduai Limited in all-stock amalgamation in financial 2001, and auxiliary market deals by ICICI to institutional speculators in financial 2001 and financial 2002. ICICI was shaped in 1955 at the activity of the world Bank, The Government of India and delegates of Indian industry. The primary target was to make an advancement money related foundation for giving medium-term and long haul extend financing to Indian organizations. In October 2001, The Boards of Directors of ICICI and ICICI Bank endorsed the merger of ICICI and two of its entirely possessed retail back auxiliaries, ICICI Personal Financial Services Limited and ICICI Capital Services Limited, with ICICI Bank. The merger was endorsed by investors of ICICI and ICICI Bank in January 2002, by the High Court of Gujarat at Ahmadabad in March 2002, and by the High Court of Judicature at Mumbai and Reserve Bank of India in April 2002. Subsequent to the merger, the ICICI gathering's financing and managing an account operations, both discount and retail, have been coordinated in a solitary element.

1.2 Banking in India

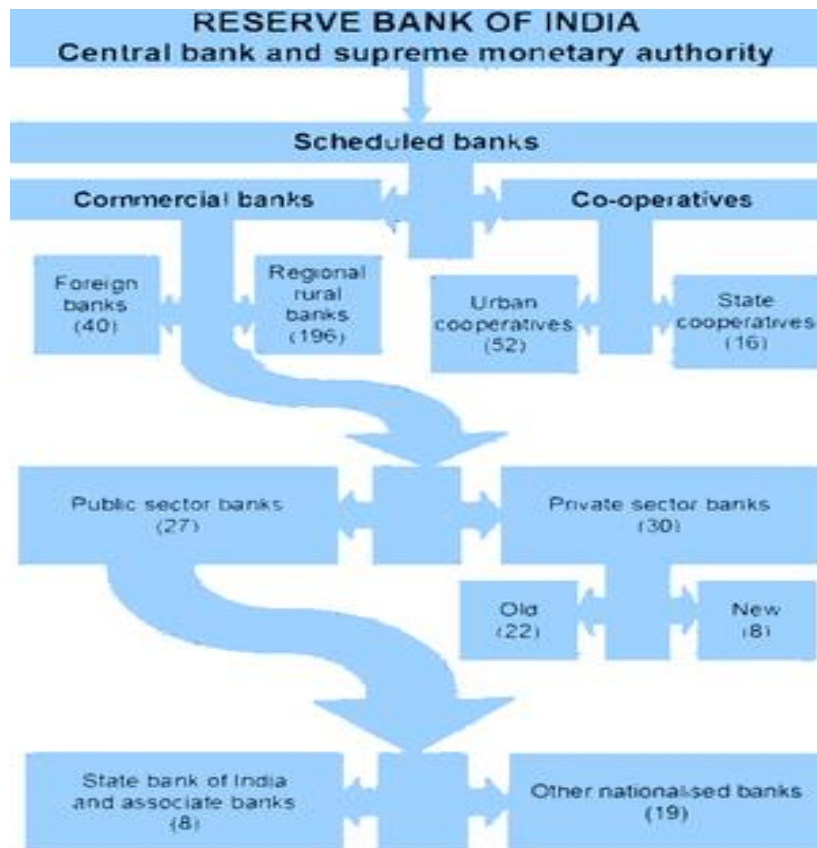


Figure 1-1 Banking Structure.

In Indian banking industry, in the mod sense, began in the eighteenth century. The principal banks were the Bank of Hindustan, which was built up in 1770 and exchanged in 1829-32; and the General Bank of India, set up in 1786 and its flopped in 1791.

The biggest bank, and the most seasoned still in presence, That is the State Bank of India (S.B.I. Bank). SBI was started as the Bank of Calcutta in June 1806. In 1809, it was renamed as the Bank of Bengal. This was one of the three banks financed by an administration legislature of India; another two banks were the Bank of Bombay and the Bank of Madras. The three banks were converged in 1921 to shape the Imperial Bank of India, which ahead India's freedom, turned into the State Bank of India in 1955. For a long time, administration banks had gone about as semi national banks, as did their

successors, until the point when the Reserve Bank of India was set up in 1935, under the Reserve Bank of India Act, 1934.

In 1960, the State Banks of India was given control of eight state-related banks under the State Bank of India (Subsidiary Banks) Act, 1959. These are presently called its partner banks. In 1969 the Indian government nationalized 14 most vital private banks. In 1980, 6 more private banks were nationalized. These nationalized banks are the lion's share of loan specialists in the Indian economy. They rule the keeping banking segment as a result of their substantial size and boundless systems.

The banking part in India is extensively isolated into two sorts i.e. scheduled banks and non- scheduled banks. The banks which are incorporated under the second Schedule of the Reserve Bank of India Act, 1934 are the scheduled banks. The scheduled banks are more ordered into consequent sorts.

1. Nationalised banks;
2. State Bank of India and its associates banks;
3. Regional Rural Banks (RRBs);
4. Foreign banks; and
5. Other Indian private sector banks.

As per the Banking Regulation Act, 1949 the term commercial banks refers to both scheduled and non-scheduled commercial banks.

To assess customer satisfaction levels are critical in the methods of serving the customer. The significance of enhancing service quality in the banking industry is exceedingly considered for accomplishing targets of the Indian banking industry. The concept of banking service quality is difficult due to complexity in measuring unlike a product and service quality, which can be précised with certain benchmarks. Banking service quality can be supposed that service quality lies within the minds of the customer based on his perceptions on service quality dimensions. In the present scenario of furious competition. Service firms attempt to continue in the forefront of today's marketplace by offering top quality service. Service quality is necessary strategy for winning

and retaining customers has been exposed by Research. The service quality of banking is more significant than price. It is difficult to analyze the impact of service quality on satisfaction of customers. It is recognized that quality banking service generates satisfied customers.

1.3 Liberalization in the 1990's

In the mid 1990s, the legislature left on a policy of liberalization, licensing to the private banks. These are perceived as New Generation technically knowledgeable Indian banks, and included Global Trust Bank which later converged with Oriental Bank of Commerce, UTI Bank (Axis Bank), ICICI Bank Ltd and HDFC Bank Ltd. Due to this move, there was quick development in the Indian economy,

The Indian banking segment, which has seen quick development with solid commitment from all the three sections of banks, i.e. Government banks, private segment banks and outside banks.

1.4 Services in Indian Banking sector

1. **Accounts:** Savings, Current, Reimbursement, Fixed Deposit, Recurring Deposit account.
2. **Loans:** Home/mortgage, Car/Auto, Personal, Education, Business loan.
3. **Cards:** Credit, Debit, ATM, Prepaid, Gift card.
4. **Investments:** Insurance, Equity trading, Mutual funds, Wealth Management, Retirement plans, Equity bonds, Financial advisory services.

1.5 Service quality

1.5.1 Definition and measurement

Service Quality is services that is consistent with customer expectations and stated obligation. Service quality is defined by Gronroos (1983) as the fulfilment of customers' Parasuraman et al. characterized service quality as the

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gap between clients' desires of administration and their impression of the administration encounter.

A significant contribution towards dimension of service quality is by Parasuraman, Zeithaml and Berry (1985, 1988) by way of developing a measuring instrument called SERVQUAL. The central proposal in this model is that service quality is a role of the difference scores between expectations and perceptions here service quality parameters are measured using five dimensions such as.

Tangibles- appearance of physical offices, hardware, faculty, and correspondence materials;

Reliability- competency to play out the guaranteed settlement constantly and precisely;

Responsiveness- slant to profit clients and give incite convenience;

Assurance- comprehension and obligingness of workers and their competency to pass on trust and certainty;

Empathy- the minding, individualized consideration the firm gives its clients
SERVQUAL instrument comprises of a 22-thing instrument for surveying service quality predicated on customer's perceptions, which is, by his turn.

The alleged quality is quantified predicated on service quality elements such as a. Tangibles, b. Reliability, c. Responsiveness, d. Assurance and e. empathy. Some concerns about the SERVQUAL instrument were raised by Cronin and Taylor (1992; 1994) and Teas (1993; 1994). The authors argue that there are earnest conceptual and operational drawbacks associated with the SERVQUAL model, inducing Cronin and Taylor (1992) to propose a perceived quality model called SERVPERF.

Service quality is effectively brief which is performance-based scale proposed by Cronin and Taylor (1992) as SERVPERF instrument with 22 service quality items which is an alternative to the SERVQUAL model. The SERVPERF scale is efficient scale which reduces 50 % item to be measured.

In the present study, Kondhwa branch of ICIC bank, service quality is measured with respect to the SERVPERF scale.

1.6 Research Problem

Though organisations invest massively in quality service, the returns are questionable as not all banking organisations benefit from service. My study is oriented towards understanding whether quality service impacts on banking performance and how it results in gaining effective returns to Banking Industry with reference to customer satisfaction level.

1.7 Research Questions

1.7.1 General Research Question

How to evaluate service quality and customer satisfaction utilizing SERVQUAL model in ICICI Bank Kondhwa Branch, Pune, India?

1.7.2 Specific Research Questions

- i. How do customers observe service quality in ICICI Bank Kondhwa Branch?
- ii. Which service quality elements brings gratification to customers of ICICI Bank Kondhwa Branch?
- iii. What are the factors obstructing customer contentment in ICICI Bank Kondhwa Branch?
- iv. What should be done to ameliorate customer gratification in ICICI Bank Kondhwa Branch?

- v. To what extent will service quality impact on the levels of customer gratification in ICICI Bank Kondhwa Branch?
- vi. How does service quality can influence customer's gratification?
- vii. What are service quality dimensions that determined to satiate the customers?

1.8 Purpose of the Study

The main purpose of this research study is to measure the applicability of the SERVQUAL model the context of ICICI Bank Kondhwa Branch and empirically, depict how shoppers perceive service quality and whether customers are satisfied with services accessible by ICICI Bank Kondhwa Branch in Pune city.

1.9 Reason for the choosing the topic

The present study is an endeavour to measure service quality in Indian private banking industry in ICICI Bank Kondhwa Branch utilizing SERVPERF scale. Data for the assessment of SERVPERF scale in retail banking have been amassed through a survey among the customers of Private Banks in ICICI Bank Kondhwa Branch utilizing SERVPERF instrument with 22 items with 5 dimensions of service quality used for amassing the data regarding the respondent's perceptions.

1.10 Scope of the study

The present study is restricted to assess the quality of services provided by Kondhwa branch of ICICI Bank, Pune India. Various other services provided by the bank are outside the purview of the study. This study includes the data accumulated from the customers of ICICI Bank -Kondhwa Branch. Customers from other branches are not included as a part of this study. Data pertains to the financial year 2016-17.

The focusing of this study is ICICI Bank Kondhwa Branch, where researcher evaluating how consumers perceive service quality in the branch of the ICICI Bank. This study is inhibited to ICICI Bank Kondhwa Branch because the sample is drawn from the customers utilizing ICICI Bank Kondhwa Branch services and to those with experiences of Indian banking industry.

1.11 Research Objectives of the study

1. To study consumer perceptions about service quality dimensions using SERPERF analysis.
2. To develop strategies to enhance service quality among private banks in ICICI Bank Kondhwa branch.
3. To develop an instrument consisting of different service quality dimensions that can be used to evaluate the quality of banking services.
4. To study satisfaction levels of customers of ICICI Bank Kondhwa branch utilizing SERVQUAL model.

1.12 Hypotheses of the Research Study

1. Tangibility Hypothesis

Null Hypothesis

H0: There is no difference in the tangibility of the banking services before & after availed by the customers.

Alternate Hypothesis

H1: There is significant difference in the tangibility of the banking services before & after availed by the customers.

2. Reliability Hypothesis

Null Hypothesis

H0: There is no difference in the reliability of the banking services before & after availed by the customers.

Alternate Hypothesis

H1: There is significant difference in the reliability of the banking services before & after availed by the customers.

3. Responsiveness Hypothesis

Null Hypothesis

H0: There is no difference in the responsiveness of the banking services before & after availed by the customers.

Alternate Hypothesis

H1: There is significant difference in the responsiveness of the banking services before & after availed by the customers.

4. Assurance Hypothesis

Null Hypothesis

H0: There is no difference in the assurance of the banking services before & after availed by the customers.

Alternate Hypothesis

H1: There is significant difference in the assurance of the banking services before & after availed by the customers.

5. Empathy Hypothesis

Null Hypothesis

H0: There is no difference in the empathy of the banking services before & after availed by the customers.

Alternate Hypothesis

H1: There is significant difference in the empathy of the banking services before & after availed by the customers.

1.13 Uniqueness and Originality of the Study

The Uniqueness and originality of the research lies in;

a) This research will endeavour to analyse the services quality and contentment levels of customer's of the ICICI Bank Kondhwa branch.

b) Such a study for ICICI Bank Kondhwa branch was never conducted in the past.

1.14 Significance of the Study

This study is central in the accompanying respects

- ❖ It will enable ICICI bank Kondhwa Branch to create and execute successful service quality change activities.
- ❖ It will accommodate as a valuable source of information that high lights the switching intention of customers to other operators.
- ❖ It will basically reveal measurement of service quality that ICICI Bank Kondhwa Branch client consider as critical and also client's aim to change to other operator.
- ❖ Research has its special consequentiality in solving different operational and orchestrating quandaries of business and industry. Research study inculcates scientific and inductive cerebrating and it promotes the development of logical habits of cerebrating and organization.
- ❖ Accepting the fact that ICICI Bank Kondhwa branch is in the magnification path in the ICICI Bank it is widely consider that Kondhwa branch of ICICI Bank wasn't giving priority considerations to service quality when it compared among the other branches of the ICICI Bank. There weren't consequential research studies conducted in this direction pursuing to measure service quality in the Kondhwa branch of ICICI Bank. A pilot study conducted among customers so the ICICI Bank Kondhwa branch has exposed assured facts which need concentration to develop strategies for further development in the bank. It is generally felt that Kondhwa branch is padding behind other bank branches in introducing a customer amicable banking environment.

- ❖ A key analysis has been levelled against ICICI Bank Kondhwa branch that there operating culture has been transmuted from the general principle of the banking. In many occasions an mundane member finds it arduous to get it credit facility in ICICI bank branch.
- ❖ It is watched that examination of the convenience quality measurements or parameters in Kondhwa branch of ICICI bank was the purpose of great importance to recognize of the client observation to execute fitting business procedures if required to learn client happiness of the Kondhwa branch of the ICICI Bank.
- ❖ Lastly, will fill in as fractional satisfaction of the necessities of the honour on Master's degree in Philosophy.

Chapter 2

2. LITERATURE REVIEW

2.1 Introduction

This part reviews the writing and point related models to investigate issue. The part starts the key thoughts on customer service, service related quality, client fulfilments, connection between service quality and consumer loyalty. Service quality components, idea developments of consumer loyalty and pragmatic examination of the Past research ponders. Additionally it demonstrates the exploration gap, calculated structure and the hypothetical system.

In the light of such sorts of research examines, commercial/ private segment banks have offered rules, regulations, policies and guidelines for improvement in the banking services. Thus, service quality plays an vital role in banking services in the banking industry, because excellent service quality is accepted as a competitive tactic to differentiate one bank from another bank branch for organization profitability and survival in the competitive business environment. It has been believed that service quality considerations are comparatively less among private banking industry in the country due to various types of reasons. An inside and out examination of the service quality view of their clients is basic to accomplish economical development for the banking sector.

2.2 Conceptual Definitions

From the subject of this research study, to survey research quality and client customer gratification utilizing SERVQUAL, hence all the term related to customer service, convenience quality and client happiness were characterized in this research study.

- **Service Concept:**

The study carried out by Johns, (1998, p.954) points out that a word 'service' has many meanings which guide to some confusion in the way the concept is defined in management literature in the research, service mean an industry, a performance, an output or offering or a process. He further argues that services are mostly described as 'intangible' and their output analyzed as an activity rather than a touchable article which is not clear because some service yield have some substantial tangible components like physical facilities, equipments and personnel.

A type of economic activity that is intangible, is not stored and does not result in ownership. A service is consumed at the point of sale. Services are one of the two key components of economics, the other being goods.

A service is a set of one time consumable and perishable benefits

An example of services offered by ICICI Bank-Kondhwa branch, are financial services which have tangibles such as sales and business assistances, service tools, brochures etc. We believe tangible components when evaluating activities offered by ICICI Bank-Kondhwa branch in order to understand better banking service.

- **Service Definition**

Definition and measurement

In simple terms:

Services are activities, Experiences, deeds, Performances & Processes.

Adrian Payne's Definition:

A service is an activity that has an element of intangibility associated with it and which involves the service provider's interaction either with customers or with property belonging to the customers. The service activity doesn't involve the transfer or ownership of the output.

Philip Kotler's Definition:

A service is any activity of benefit that one party can offer to another that is essentially intangible and doesn't result in the ownership of anything. Its production may or may not be tied to a physical product.

Thus services are those activities which satisfy wants. Some services are offered individually while some others are offered as a supplement to a product purchased or a major service consumed by the customer.

A service is a transaction in which no physical goods are transferred from the seller to the buyer. The benefits of such a service are held to be demonstrated by the buyer's willingness to make the exchange. Public services are those that society (nation state, fiscal union, region) as a whole pays for. Using resources, skill, ingenuity, and experience, service providers benefit service consumers. Service is a intangible in nature.

The promotion of economic activities offered by a business to its clients.

Quality:

“Quality is the extent to which the customers or users believe the product or service surpasses their needs and expectations” – (Gitlow et al. 1989).

“Quality: the totality of features and characteristics of a product that bear on its ability to satisfy stated or implied needs”– International Standards Organization (ISO).

Service quality:

- Service quality is defined by Parasuraman et al. defined service quality as the gap between customers' expectations of service and their perception of the service experience.

In this research study, service quality can be defined as the difference between customer's expectation for service performance prior to the service encounter and their perception of the service received.

- **Banking Services.** DEFINITION: Any activities involved in accepting and safeguarding money owned by other individuals and entities, and then lending out this money in order to earn a profit.

- **Banking Services:**
 1. **Accounts:** Savings, Current, Reimbursement, Fixed Deposit, Recurring Deposit account.
 2. **Loans:** Home/mortgage, Car/Auto, Personal, Education, Business loan.
 3. **Cards:** Credit, Debit, ATM, Prepaid, Gift card.
 4. **Investments:** Insurance, Equity trading, Mutual funds, Wealth Management, Retirement plans, Equity bonds, Financial advisory services.

Service quality:

- Service Quality is services that is consistent with customer expectations and stated obligation. Service quality is defined by Gronroos (1983) as the fulfilment of customers' Expectations Parasuraman et al. defined service quality as the gap between customers' expectations of service and their perception of the service experience.

- A significant contribution towards measurement of service quality is by Parasuraman, Zeithaml and Berry (1985, 1988) by way of developing a measuring instrument called SERVQUAL. The central idea in this model is that service quality is a function of the difference scores or gaps between expectations and perceptions here service quality parameters are measured using five dimensions.

- A commercial enterprise that provides work performed in an expert manner by an individual or team for the benefit of its customers. The typical service business provides intangible products, such as accounting, banking, consulting, cleaning, landscaping, education, insurance, treatment, and transportation services.
- A type of economic activity that is intangible, is not stored and does not result in ownership. A service is consumed at the point of sale. Services are one of the two key components of economics, the other being goods.
- A service is a set of one time consumable and perishable benefits rendered individually to an authorized service consumer at his/her dedicated trigger, and, finally, consumed and utilized by the triggering service consumer for executing his/her upcoming business activity or private activity.

The term 'Service Quality' is an association of two different words; 'service' and 'quality'. Service means "any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything."

Quality has come to be recognized as a strategic tool for attaining operational efficiency and better performance of business.

'Service quality' means the ability of a service provider to satisfy customer in an efficient manner through which he can better the performance of business.

In the service sector too 'quality' is an important element for the success of business. It is because of the realization of its positive link with profits, increased market share, customer satisfaction. Several earlier studies and authors pointed out that quality concept in service is different from the concept prevalent in the goods sector. The reasons for such a treatment are inherent

features of services like intangibility, inseparability from the provider, heterogeneous etc. Hence there is a distinct frame work for quality explication and measurement.

➤ **Definitions of Service quality**

The term 'Service quality' is harder to define and judge. Number of authors tried to define it and give definitions in different point of views.

Philip Kotler and Gary Armstrong defined the term 'service quality' as "it is the ability of a service firm to hang on to its customer'. That is, in their opinion customer retention is the best measure of service quality.

Christian Gronroos suggested that the quality of service as perceived by the customer has two dimensions - technical or outcome dimension and the function of process related dimension.

A. Parasuraman, Valarie A. Zeithaml and L. Berry defined service quality as "the delivery of excellent or superior service relative to customer expectation." They conducted extensive research into service quality and identified ten criteria in evaluating service quality. Later, they reduced it into five broad dimensions viz.,

1. Reliability
2. Responsiveness.
3. Assurance
4. Empathy
5. Tangibility

So, from the above discussions it is clear that the service quality is a difficult concept to define in a single definition. This concept seems to refer several different areas, namely, quality of the output, quality of the process, quality of the delivery system and quality as a general philosophy of the organization.

2.3 Service Concept

The examination did by Johns, (1998, p.954) calls attention to that a word 'service' has numerous implications which manual for some perplexity in the way the idea is management literature in the research, service may mean an industry, an execution, a yield or offering or a procedure. He additionally contends that service are generally portrayed as 'elusive' and their yield broke down as an action as opposed to a tangible article which isn't clear since some service yield have some generous unmistakable segments like physical offices, supplies and work force. A case of service offered by ICICI Bank Kondhwa branch, are money related service which have physical assets, for example, deals and business aids, benefit instruments, handouts and so forth. We accept tangible parts while assessing exercises offered by ICICI Bank Kondhwa branch.

2.4 Quality Concept

Some definitions of quality pointed out by Hardie & Walsh (1994, p.53) include;

“Quality is product performance which results in customer satisfaction freedom from product deficiencies, which avoids customer dissatisfaction” –(Juran, 1985, p.5)

“Quality is the extent to which the customers or users believe the product or service surpasses their needs and expectations” – (Gitlow et al. 1989).

“Quality the totality of features and characteristics of a product that bear on its ability to satisfy stated or implied needs”– International Standards

Organization (ISO). “Quality is the total composite product and service characteristics of marketing, engineering, manufacture and maintenance through

which the product in use will meet the expectations of the customer” – (Feigenbaum, 1986).

Quality has been considered similar to a trait of a substance, an unconventional and fundamental character of an item or a man, a level of perfection and as an economic wellbeing and keeping in mind the end goal to

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control and enhance its measurements it should first be characterized and measured (Ghylin et al., 2008, p.75).

2.5 Service Quality Concept

The service quality is characterized as the general evaluation of an service by the client (Eshghi et al., 2008, p.121). Ghylin et al., (2008, p.76) brings up that, by characterizing service quality, organizations will have the capacity to convey services with higher quality level apparently bringing about expanded consumer loyalty. Understanding service quality must include recognizing the attributes service which are intangibility, heterogeneity and inseparability, (Parasuraman et al., 1985, p.42); (Ladhari, 2008, p.172). In that way, service quality would be easily evaluated.

In this research study, service quality can be characterized as the contrast between customer's desire for service execution preceding the service experience and their view of the service got. Customer's expectation fills in as an establishment for assessing service quality since, quality is high when execution surpasses desire and quality is low when execution does not meet their desire (Asubonteng et al., (1996, p.64). Desire is seen in service quality literature as wants or needs of client i.e., what they feel a specialist co-op should offer as opposed to would offer (Parasuraman et al., 1988, p.17). Seen benefit is the result of the client's perspective of the service measurements, which are both specialized and utilitarian in nature (Gronroos, 1984, p.39).

2.6 Customer Satisfaction

Customer Satisfaction is conceptualized as been exchange particular significance it depends on the customer's experience on a specific service encounter, (Cronin and Taylor, 1992) and furthermore some think consumer loyalty is combined in view of the general assessment of service encounter (Jones and Suh, 2000). These feature the way that customer satisfaction depends on involvement with specialist organization and furthermore the result of service. Customer satisfaction is considered as a disposition, Yi, (1990).

In case of the ICICI Bank Kondhwa branch, there is some relationship between the customer satisfaction, service user and the ICICI Bank Kondhwa branch will be based on the evaluation of a number of communications between both side parties.

In this research study, we have make use of consumers to assess service quality by considering some important service quality characteristics in ICICI Bank Kondhwa branch and we think firms have to take improvement actions on the attributes so that have a lower satisfaction levels. It means customer satisfaction of the ICICI bank will be considered on precise measurements of service quality in direct to recognize which segments consumers are satisfied with the offered service by the service provider.

2.7 Parameters

Quality of service

If your bank's service principles are not up to the mark, shift to one that matches your prospects. However, ameliorated customer orientation comes with a price tag. Public Sector Undertakings banks require a low minimum balance of Rs 2,000-3,000, while private banks maintain on figures that are 4-5 times more sizably voluminous than this. Move only if you are yare to pay those charges to your bank.

Product portfolio

Is your bank providing the customised services you need? If your bank's product portfolio does not match your congruous needs, it's time to switch to other bank. Your bank might withal be offering services you don't want, but you are being charged for that services.

Inappropriate timings

The bank branch timings can be an paramount consideration for customers who don't use Net banking, mobile banking, other online services etc. A well connected location is more congruous than a branch in a village.

High Charges

A lot of private bank customers, the high transaction charges are a trade-off between pricey but professional banking service, and frugal but poor service distribution.

Higher interest rates

Many private banks endeavour to magnetize customers with offers of a higher rate than the conventional current rate offered by most banks. Is this a superior adequate cause for you to change your bank or service provider? Not genuinely. If your average balance during the year is Rs 50,000, then you will gain about Rs 50 more per month if you shift to an account that offers 8% interest. Except if you have a sizably voluminous sum (more than Rs. 10 lakhs) idling in your account, it will not make a major difference in the service.

Financial strength

It could be a good conception to shift your banking account to a bank that has a vigorous balance sheet and is not likely to shut the shop. Nationalized banks are any day a safer bet than a private sector bank, but still well-kenned private sector banks are as solid as rock. It's only arduous to understand names that are in the negative list. If you are still target on discarding your bank, keep in mind that switching to a incipient bank requires a lot of paperwork and other opportune required things.

Levels of customer satisfaction

4 levels of customer satisfaction

Level 1: Meets expectations

Minimum requirement to stay in business, meets examples – be on time – timely return of phone calls/emails – meet deadlines – accurate billing – reasonable response times.

Rules to develop next 3 • think with no limits • think with no constraints • think with no restrictions.

Level 2: Exceeds expectations

• surprise your customer • goes beyond what is expected

Exceeds examples – pro-active response – immediate re-active response – excessive accountability – regular updates – beat all deadlines – consistent review of customer needs

Level 3: Delights customer

• Expectations met...exceeded...touched on an emotional level • building competitive barriers – hope – passion – accountable – trusted advisor.

Delights examples • over-deliver on everything • bi-annual needs analysis • asking vs telling • ease of access • employee training

Level 4: Amazes your customer

• Propels your business • positions for domination • how would you amaze your customers? • only limit is your imagination!

Amaze examples – hand written thank you notes – testimonials – accountability promise – guarantees – response time – new technology.

2.8 Banking Standards

(Source -The Banking codes and Standards Board of India (BCSBI) Website, www.bcsbi.org.in)

Here are 10 rights that customers should be cognizant of, as provisioned by the BCSBI Code and stipulated by the RBI.

1. No bank can refuse to open an account for you if you are an Indian citizen, who lives somewhere in India, only destitute of proof of residential address. This is called simplified KYC norms. This account may have some constraints.
2. Any walk-in customer in any bank, even without an account in that bank, can send a remittance of up to 50000 by NEFT (National Electronic Fund Transfer).
3. Every account that is designated as a BBA (fundamental banking account) does not need a minimum balance. This is regardless of whether you are a PSU bank or a private sector bank. However, value integrated services may not be provided for this account by the bank.
4. The bank has to apprise you, through a 30 day notice, of any change in the terms and conditions of your agreement with the bank.
5. The customer has a right to get compensated for tardy accumulation of cheques, beyond the period designated by the bank, at a simple rate of interest.
6. The customer should get back any security, against which liability is partially cleared, within 15 days of clearing such a liability.
7. The bank must not force you to buy third party products For example a mutual fund or an indemnification policy.
8. The bank cannot offer you a product with transmuted qualities suo moto (on their own accord).
9. No unauthorised debit can be coerced on you. The onus of proving the debit lies with the bank. This can be of immense avail to customers in case there is a fraud on your bank account.
10. Whatever facility the bank refuses to you, the customer has the right to know the reasons for refusal.

"Though banks have adopted Codes long back, their system for implementation of Codes needs further invigorating and amendment. The key quandary in implementation is lack of vigilance of Codes among bank officials,"

"Codes are available on banks' website, and are to be made available at bank branches for perusal by customers. However, at many bank branches, the bank officials are not vigilant of their bank's commitments, as envisaged in Codes, in regard to banking services,"

"It is expected of customers to apprise themselves of their rights while dealing with their banks. On the other hand, it is the obligation of bank officials to make their customers cognizant of their rights at the time of providing any bank product or service,".

2.9 Customary/ Statutory Banking Law

(Source -The Banking codes and Standards Board of India (BCSBI)

Website, www.bcsbi.org.in)

Both in banking customs as well as statutes, there is a standardized, apperceived obligation of secrecy. The wording in the following section is reproduced identically in many banking cognate acts including SBI Act, 1955 – Section 44, SBI (Acquisition and Transfer of Undertakings) 1980 – Section 13, Credit Information Companies Act 2005 -section 29, and The Public Financial Institutions Act, 1983 -section 3. The section is applicable to the respective Bank as a whole and its directors, local boards, auditors, advisers, officers or other employees of the State Bank, and creditors are required in addition to affirm an oath of secrecy as provided.

Section 44. Obligation as to fidelity and secrecy Obligation as to fidelity and secrecy.(1) The State Bank shall observe, except as otherwise required by law, the practices and usages customary among bankers, and, in particular, it shall not divulge any information relating to or to the affairs of its constituents except in circumstances in which it is, in accordance with the law or practice and utilization customary among bankers, compulsory or felicitous for the State Bank to divulge such information. (2) Every director, member of a Local

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Board or of a Local Committee, auditor, adviser, officer or other employee of the State Bank shall, afore entering upon his obligations, make a declaration of fidelity and secrecy as in the form set out in the Second Schedule.

2.10 Reserve Bank of India regulations

**(Source -The Banking codes and Standards Board of India (BCSBI)
Website, www.bcsbi.org.in)**

The Reserve Bank of India has periodically issued guidelines, regulations and circulars which require banks to maintain the confidentiality and privacy of customers. Thus, the Master Circular on Credit Card Operations of banks issued by the RBI in July 2010 contains an elaborate set of provisions on “Right to Privacy” and “Customer Confidentiality” under a section titled ‘Protection of Customer Rights’. The provisions inter alia, preclude the banks from making unsolicited calls, distributing unsolicited credit cards and from disclosing customer information to any third party without concrete consent. Similarly, the Master Circular on Customer Service in banks issued in 2009 contains a detailed clause on Customer Confidentiality Obligations. The clause reaffirms the customary banking obligation of secrecy and elongates it by enjoining the utilization of customer information for “cross-selling purposes”. It imposes a restriction on data accumulation by requiring Banks to “ensure that information sought from the customer is germane to the perceived jeopardy, is not intrusive, and is in conformity with the guidelines issued in this regard”.

In 2006, the Reserve Bank of India along with several banks of the Indian Banks Sodality (IBA) established a body called the Banking Codes and Standards Board of India to evolve a set of voluntary norms which banks would enforce on their own. A number of guidelines and descrics have been engendered by the BCSBI including the “Code of Bank's Commitment to Customers” which most banks in India adhere to. Enforcement is through a service of internal Grievance redressal mechanisms within each bank including a designated “Code Compliance Officer” and an Ombudsman.

Though these guidelines do provide differing and utilizable degrees of security and privacy, the lack of legislative oversight and enforcement sanctions the standards to be applied per institution and per-contract and enforcement is not ensured through parliamentary sanctions.

What legislation applies to data aegis in the banking sector?

Banks are governed by the Information Technology Act 2000 as amended in 2008. The latter amendments contain provisions that enjoin inter alia, banks to adopt plausible security practices with reverence to their databases. Customers of banks can, under the IT Act, obtain compensatory mitigation for losses arising out of data leakages as well as unauthorised disclosure of information by the banks for gain.

2.11 RBI Guidelines

(Source- Reserve Bank of India website, <https://www/rbi.org.in>)

Mandatory Guidelines RBI/2014-15/72 DBOD No.Leg.BC.21/09.07.006/2014-15
July 1, 2014 Ashadha 10, 1936

All Scheduled Commercial Banks (Excluding RRBs)

Master Circular on Customer Service in Banks

Please refer to the Master Circular DBOD No.Leg.BC.22 /09.07.006/2013-14 dated July 01, 2013 consolidating the important instructions issued by us in the area of customer service up to June 30, 2013. The Master Circular has been suitably updated by incorporating the instructions issued up to June 30, 2014.

Non-Mandatory Guidelines There are no as such non mandatory guidelines. But non mandatory guidelines are in ICICI Bank which are available in current Bank circulars.

2.12 SERVQUAL Model

The 10 determinants that may control the appearance of a gap are:

Ability is the control of the fundamental capability, aptitudes and information to play out the service quality. i.e., here may be capability in the capability, learning and ability of the work force, information and expertise of working help faculty and research think about limits of the business.

Courtesy is the thought for the customer's benefits and a spotless and outward show of the contact staff, ease of use, showing as affableness and regard to the clients or end users.

Reliability incorporates highlights, for example, genuineness, conviction, honesty and reliability. It includes having the client's best advantages at prime position and time. It can be impacted by association name, Product mark, status, organization notoriety and the individual characteristics of the representatives.

1. Security enables the client to feel free from danger, threat, hazard or faltering including wellbeing, financial assurance, protection and security.
2. Access is congeniality and simplicity of contact work force. For instance, advantageous bank operation timings and area of the business.
3. Communication means the two sides educating clients in an advantageous dialect they are proficient to comprehend and furthermore tuning in to clients. An organization may need to modify its dialect for the adjusting needs to their clients.
4. Knowing the client implies making an undertaking to comprehend the client's customized needs, giving customized regard for the customer, recognizing the client when they arrive and what is their holding up time in the hall or premises.

5. Tangibles are the physical evidence of the administration quality, for example, the presence of the physical enhancements, offices, instruments, procedures and types of gear used to give the up to stamp administration to the clients; the presence of work force and correspondence materials like brochures, handouts and the nearness of different clients in the administration office in campaign.
6. Reliability is the capacity to play out the guaranteed benefit in an exact, tried and true and precise way to the buyer. The administration is performed effectively and precisely on the main event, the bookkeeping is right, records are up to the stamp and calendars are kept in the guardianship.
7. Responsiveness is the eagerness, availability and ability of workers to help penniless clients by giving speedy, incite auspicious administrations, for instance, mailing an exchange slip instantly or setting up arrangements rapidly and to offer affirmation to the customer.

By the early beginnings of 1990s, the authors had renowned the model to five factors that permit the diminishment RATER

Tangibles the appearance of physical amenities, facilities, equipments, professional employees and communication materials such as brochures, phamplates.

Reliability the ability to perform the promised service reliably and precisely to the customer.

Responsiveness the enthusiasm, willingness to help and to provide prompt service to the customers.

Assurance the knowledge, awareness and politeness of employees or personnel and their skill to convey belief and confidence to the customers.

Empathy the kindness, prerequisite of caring, personalized attention.

The simple RATER demonstrate permits service quality encounters to be found and evaluated quantitatively and has been utilized extensively by service quality conveyance proficient associations in the service business.

Nyeck, Morales, Ladhari, and Pons (2002) expressed the SERVQUAL measuring device “appears to remain the most complete attempt to conceptualize and measure service quality” (p. 101). The SERVQUAL measuring apparatus has been utilized by a few researchers to look at various service industries, for example, social insurance, banking, monetary administrations, and instruction (Nyeck, Morales, Ladhari, and Pons, 2002).

2.13 Criticisms

Francis Buttle critiques SERVQUAL in the article “SERVQUAL; review, critique, research agenda” and comes up with two clusters of criticisms based on theoretical and operational criteria. Nyeck, Morales, Ladhari, and Pons (2002) re-evaluated 40 articles that made use of SERVQUAL and discovered “that few researchers concern themselves with the validation of the measuring tool”.

Frank pop made around 50 criticisms and he made each point in form of reality of perceptions and reality of promised services.

Reasons for Gap

GAP ANALYSIS

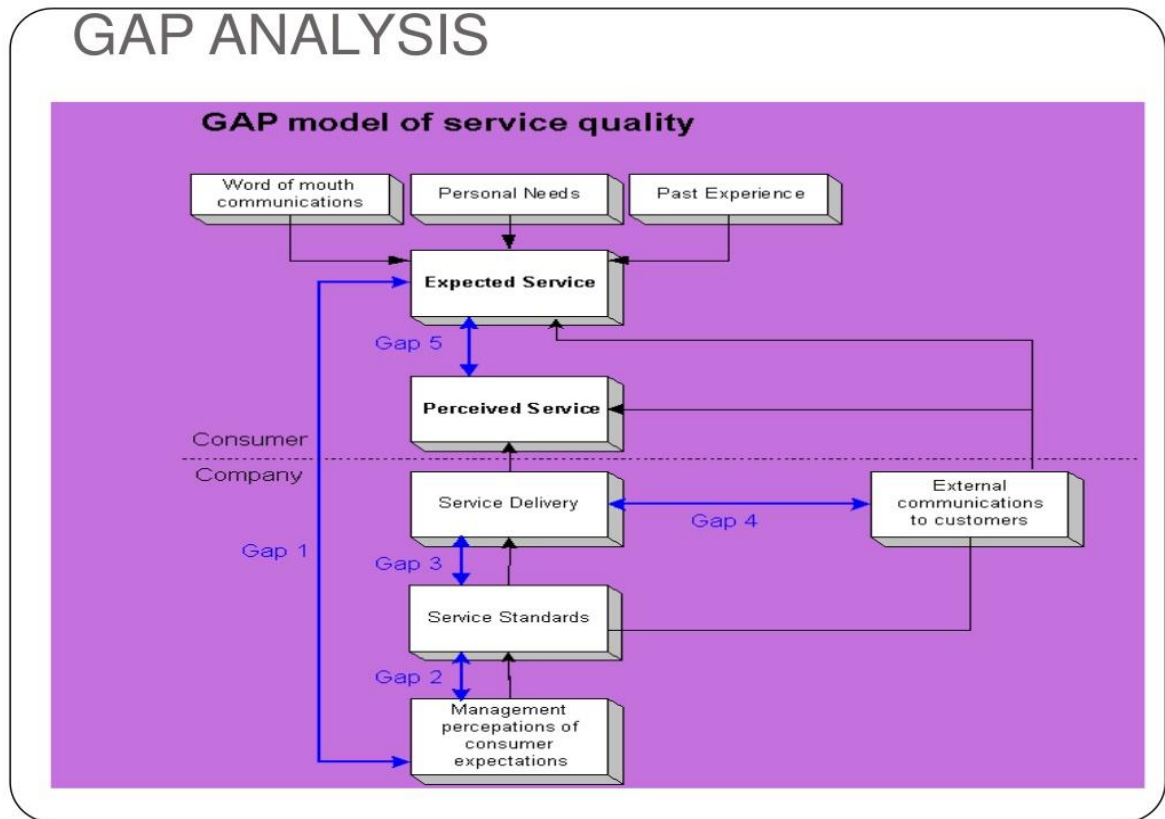


Figure 2-1, Gap Analysis

Gap 1 - Not knowing what customers expect

- Lack of marketing orientation in the business.
- Insufficient growing communication from the contact staff to senior management.
- Several levels of management in one organisation.

Gap 2- The wrong service quality Standards

- Inadequate commitment to services quality of the employees.
- Lack of perception of probability.
- Insufficient assignment standardisation.
- The lack of aim setting in the service quality.

Gap 3- The service performance gap role ambiguity & role conflict

- Unconvinced of what your responsibility is and how it fits with others to appropriate task.
- Poor employees or technology in the system.
- Unsuitable managerial control.

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- Lack of collaboration and teamwork.

Gap 4- When promises made do not match actual delivery in the service

- Inadequate parallel communication between departments a tendency to overpromise to the customers.

Gap 5- The difference between what customers expectations of service quality and what they are actually receives

- Expectations are made up of past knowledge, wants of the customers and word of mouth of the users.
- Dimension is on the basis of two sets of announcements in groups according to the five key quality service dimensions.

2.14 The Evolution and Progress of the SERVQUAL Model

“Parasuraman et al. (1985) identified 97 attributes which were found to have an impact on service quality. These 97 attributes were the criteria that are important in assessing customer’s expectations and perceptions on delivered service” (Kumar et al., 2009, p.214). These elements were written off as into ten proportions (Parasuraman et al., 1985) and later subjected the anticipated some item tools for measuring service quality through two stages in order to filter the instruments and select those with important influences (Parasuraman et al., 1988, p.13).

The principal refining stage thought of the ten measurements for assessing service which were; a) tangibles, b) reliability, c) responsiveness, d) communication, e) credibility, f) security, g) competence, h) courtesy, i) understanding, j) knowing, k) customers, and l) access. They went into the second refining phase of the assessing and in this step they determined on concentrate scale consistency, dimensionality and reliability. They further concentrated the ten dimensions to five which were;

1. **Tangibles** the appearance of physical amenities, facilities, equipments, professional employees and communication materials such as brochures, phamplates.
2. **Reliability** the ability to perform the promised service reliably and precisely to the customer.
3. **Responsiveness** the enthusiasm, willingness to help and to provide prompt service to the customers.
4. **Assurance** the knowledge, awareness and politeness of employees or personnel and their skill to convey belief and confidence to the customers.
5. **Empathy** the kindness, prerequisite of caring, personalized attention.

2.15 Functioning of the SERVQUAL Model

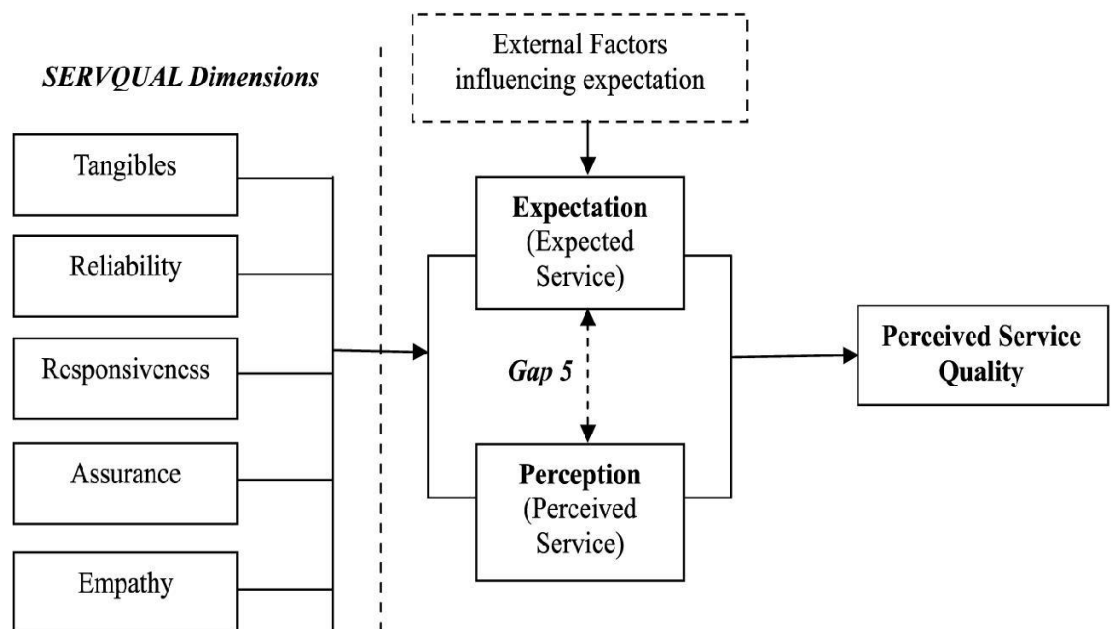


Figure 2-2, Evaluating Service Quality Using SERVQUAL

Source Kumar et al., (2010)

SERVQUAL display represents service quality as the disparity between a

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client's desires for an administration offering and the client's impression of the service received, expecting respondents to answer inquiries concerning both their desires and their perceptions Parasuraman et al., (1988). The utilization of saw rather than genuine service received makes the SERVQUAL measure a demeanor measure that is identified with, however not the same as, fulfillment (Parasuraman et. al., 1988). The inconsistency amongst expectations and perceptions is called the gap which is the determinant of customers' perception of service quality as shown on above Figure.

2.16 Research Gap Analysis

After warily examining an assortment of research contemplates have been directed so far utilizing the SERVQUAL display in the service business, has been understood that many research works have been conveyed in various service industries such as education, restaurants, banking, health care, however constrained experimental study has been led utilizing the SERVQUAL model to survey benefit quality in the banking industry in Indian economy. Researcher considers banking industry as a major aspect of the administration business giving monetary administrations. There are some of research which discover the connection between consumer loyalty levels, saw benefit quality by the specialist co-ops, consumer loyalty and client faithfulness and customer loyalty and it is proven that perceived service quality had a positive relationship with customer satisfaction and this supports the argument of connecting service quality and customer satisfaction.

They didn't utilize the SERVQUAL display yet marginally the execution to audit service quality. Consequently utilizing the SERVQUAL model would be a commitment to existing examination consider on ICICI Bank Kondhwa branch.

This is the research gap and with a specific end goal to fill the examination hole, endeavor to service quality and customer satisfaction utilizing the

SERVQUAL demonstrate from the client's point of view keeping in mind the end goal to know their observations.

2.17 Conceptual Framework

The conceptual framework explains in below figure the underlying process, which is useful to guide this research study.

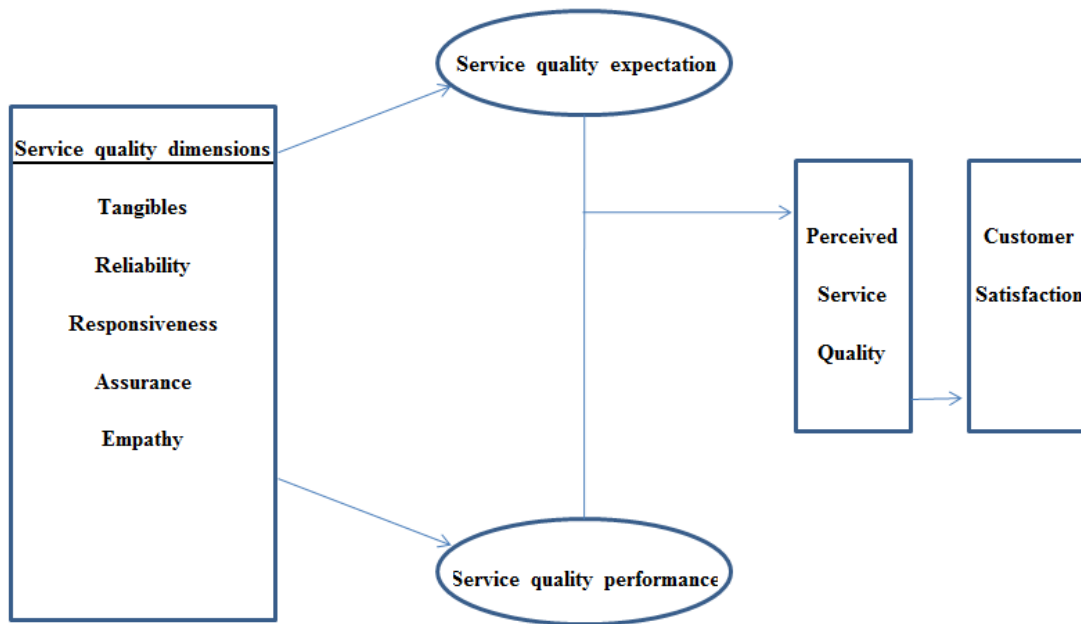


Figure 2-3, Conceptual Framework Source From field data (2013)

2.18 The SERVPERF Model

Developed by Cronin & Taylor, (1992), was copied from the SERVQUAL model by reducing the expectations and assessing service quality perceptions presently by assessing the customer's the overall emotions in the direction of the service quality. In their research study, they identified four key equations

$SERVQUAL = Performance - Expectations$

$Weighted\ SERVQUAL = importance \times (performance - expectations)$

$SERVPERF = performance$

$Weighted\ SERFPERF = importance \times (performance)$

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Absolutely, the SERVPERF model measures customers experience based on the same elements as the SERVQUAL and conforms more closely on the suggestions of satisfaction and attitude literature, Cronin et al., (1992 p.64). SERVQUAL and discovered “that few researchers concern themselves with the validation of the measuring tool”.

SERVPERF Analysis

Questions Service quality variables;

Tangibles

- 1 The Kondhwa Branch of ICICI bank have modern looking equipment.
- 2 The Kondhwa Branch of ICICI bank physical features are visually appealing
- 3 The Kondhwa Branch of ICICI bank reception desk employees are neat appearing
- 4 Materials associated with the service (such as pamphlets or statements) are visually appealing at the bank

Reliability

- 5 When the bank promises to do something by a certain time, it does so
- 6 When you have a problem, the bank shows a sincere interest in solving it
- 7 The bank performs the service correctly at the first instance.
- 8 The bank provides its service at the time it promises to do so
- 9 The bank insists on error free records

Responsiveness

- 10 Employees in the bank tell you exactly when the services will be performed
- 11 Employees in the bank give you prompt service
- 12 Employees in the bank are always willing to help you
- 13 Employees in the bank are never too busy to respond to your request

Assurance

- 14 The behaviour of employees in the bank instils confidence in you

- 15 You feel safe in your transactions with ICICI bank.
- 16 Employees in the bank are consistently courteous with you.
- 17 Employees in the bank have the knowledge to answer your questions

Empathy

- 18 The bank gives you individual attention
- 19 The bank has operating hours convenient to all its customers
- 20 The bank has employees who give you personal attention
- 21 The bank has your best interests at heart
- 22 The employees of the bank understand your specific needs

Chapter 3

3. RESEARCH METHODOLOGY

This chapter gives a brief narration on how this research study has been conducted.

Research methodology is defined as the study of methods and principles and their application in a given field of academic inquiry (Saunders et al., 2009). In a more systematic manner, it is defined as “a controlled investigation of theoretical and applied aspects of measurement mathematics and statistics, and ways of obtaining and analysing data” (Kerlinger, 1973703).

3.1 Objectives of the study

1. To study consumer perceptions about service quality dimensions using SERPERF analysis.
2. To develop strategies to enhance service quality among private banks in ICICI Bank Kondhwa branch.
3. To develop an instrument consisting of different service quality dimensions that can be used to measure the quality of banking services.
4. To study satisfaction levels of customers of ICICI Bank Kondhwa branch using SERVQUAL model.

3.2 Research Design

"Research design is master plan specifying the methods and procedures for collection and analyzing the needed information" (William Zikmund).

The research design classification that universally followed and simple to comprehend is the one based upon the objective or purpose of the study. The numerous options available to you in formulating the research design.

The unity of investigation over a range of variables maintains a unitary environment. It permits the utilization of triangulation which is critical during process of validation data.

Research design is very much related to the research process, where the researcher can organize all parts of the research project, such as methods of collecting and analysing data and samples, and link them together. In the absence of research design, researchers usually have access to weak findings as a result of the inability to answer the research questions as required (Vaus, 2001). Research design focuses upon turning research questions and objectives in to a research project.

Vaus (20019) stated that the function of research design is “to ensure that the evidence obtained enables us to answer the initial question as unambiguously as possible”. This definition is supported by Yin (200320), who defines research design as “the logical sequence that connects the empirical data to the study's initial research questions and, ultimately, to its conclusions”. Therefore, studies should be designed and structured as a research project prior the procedure of data collection investigation in order to gain important conclusions.

3.3 Type of research: Descriptive research

The object of descriptive research is to "portray an accurate profile of persons, events or situations" (Robson, 200259) It might be an annexe of indication to a part of exploratory or explanatory research.

It is essential to have clear picture of the phenomena prior to the data collection stage in the descriptive research. The thought is here to go further than the descriptive analysis and describe conclusions and cerate ideas from the data that were described.

Descriptive research aims at elucidating the data and characteristics about concept under study.

Effective to analyse non quantified topics and issues. The chance to incorporate the qualitative and quantitative methods of data collection.

3.4 Areas of the study

The study was conducted selecting customers of ICICI Bank Kondhwa branch as sample . The population in the locality includes customers from all income groups, all age groups, male and female gender. The area is purely residential and commercial. Also other number of banks are operating in the same area.

3.5 Nature of Research: Quantitative study

Nature of research is quantitative findings of the study are derived from data analysis using suitable statistical technique interpretation is based upon frequency distribution, descriptive statistics, graphs and charts.

Hypotheses have been validated and empirically tested using statistical tests like, in paired sample 't' test. Paired sample 't' test is parametric test, used to study difference between group means based upon continuous dependant variable in the current study. Paired sample 't' test is performed to examine whether there is difference between expectations and perceptions across various parameters of service quality like Tangibility, Reliability, Responsiveness, Assurance and Empathy.

Descriptive statistics was performed to understand to distribution of data. Frequency distribution was performed to organize data in to frequencies and extract meaningful information as the study was quantitative in nature.

3.6 Plan for data collection

Data collection is a fundamental stage in the process measuring programme outcomes. Creation and implementation data collection plan is tough task to

researcher for the research study. An organization can better recognize effectiveness and value of its programmes and identify where changes or improvements want to be made. Primary data and secondary data sources used to answer research questions. Primary data was primarily acquired through the questionnaire. Questionnaire as a universal phrase to contain all methods of data collection in which each one respondents requested to answer to a similar arrangement of inquiries in preset request.

Secondary data resources like earlier period research studies, archives and records was accessed from various database like, out file and in order to gain some trustworthy literature and practical findings that functional in order to have better understating the service quality creation and how the service quality model that is SERVQUAL model can be utilized to evaluate it in Kondhwa branch of ICICI Bank.

3.7 Primary Data

To investigate a typical management research problem , the only base available to a researcher is information. this type of information in the specific language of research is called data.

A questionnaire survey using SERVFERF instrument with 22 items was designed to collect primary data from savings account holder, salary account holder, credit card holder, investment holder and Demat account holder from sample identified from the said population.

The primary data collected via a questionnaire that was distributed to the target population who were asked about their perception and expectations of the service quality presented by the ICICI Bank -Kondhwa branch to the said customers. Primary data was collected by the all above customers of the ICICI Bank Kondhwa branch through a questionnaire with 22 statement under the five important dimensions of the service quality such as Tangibility, Reliability, Responsiveness, Assurance & Empathy. 422 responses were received from the

ICICI Bank Kondhwa branch. The responses were received on a 5 likert scale format.

3.8 Data Collection Tools

Questionnaires

Tangibility, Responsiveness, Reliability, Assurance & Empathy these five important dimensions of the SERVQUAL were used for the questionnaire and under these five dimensions 22 subdivided statements were focused to evaluate service quality in the ICICI Bank Kondhwa Branch.

The statements were separated in to two divisions. First part takes to evaluate the expectations of the ICICI Bank Kondhwa branch and next part seeks to evaluate customer perceptions and the last part is demographic part that provides general information of the bank branch customers on the age, gender, income education and service type.

Coding

The SERVQUAL measurements and things are primary factors utilized as a part of this research contemplate. These measurements and things are coded keeping in mind the end goal to ease investigation of data collected. Statistic data is gathered from clients and these factors coded for better investigation. Here are coding of factors for powerful investigation of measurements and things.

The SERVQUAL Dimensions and Items

Expectations

I. Tangibles (TE)

- TE1= Modern equipment (E).
TE2= Appealing physical features (E).
TE3= Well dressed and neat appearing employees (E).
TE4= Service visually appealing (E).

II. Reliability (RELE)

- RELE1= Promises should be kept (E).
RELE2= Problems should be solved (E).
RELE3= Service should be performed correctly on the first occasion itself (E).
RELE4= Execution of service on time (E).
RELE5= Records should be error free (E).

III. Responsiveness (RESE)

- RESE1= Should inform when the service will be performed(E).
RESE2= Prompt service (E).
RESE3= Employees should always help you (E).
RESE4= Employees should respond to customer request promptly (E).

IV. Assurance (AE)

- AE1= Employees should exhibit confidence in customers. (E).
AE2= Feeling of safety in transaction (E).
AE3= Courteous employees (E).
AE4= Knowledgeable employees (E).

V. Empathy (EE)

- EE1= Attention to individual customers.(E).
EE2= Convenient operating hours (E).
EE3= Personal attention from employees (E).
EE4= Customer interests first (E).

EE5= Specific needs should be understood by employees (E).

Perceptions

I. Tangibles (TP)

TP1= Modern equipment (P).

TP2= Appealing physical features (P).

TP3= Well dressed and neat appearing employees (P).

TP4= Service visually appealing (P).

II. Reliability (RELP)

RELP1= Promises are kept (P).

RELP2= Problems are solved (P).

RELP3= Service is performed correctly on the first occasion itself (P).

RELP4= Execution of service on time (P).

RELP5= Records are error free (P).

III. Responsiveness (RESP)

RESP1= Informed when the service is performed (P).

RESP2= Prompt service (P).

RESP3= Employees are always help you (P).

RESP4= Employees are responsive to customer request promptly (P).

IV. Assurance (AP)

AP1= Employees exhibit confidence in customers (P).

AP2= Feeling of safety in transaction (P).

AP3= Courteous employees (P).

AP4= Knowledgeable employees (P).

V. Empathy (EP)

- EP1= Attention to individual customers (P).
 EP2= Convenient operating hours (P).
 EP3= Personal attention from employees (P).
 EP4= Customer interests first (P).
 EP5= Specific needs understood by employees (P).

Recoding

The main aim of the research study is to scrutinize overall the service quality dimensions and items of SERVQUAL in the ICICI Bank Kondhwa branch using data collected from the respondents.

Expectation

- TE= Average gap score for tangible items= $(TE1 + TE2 + TE3 + TE4)/4$
 RELE= Average gap score for reliability items= $(RELE1 + RELE2 + RELE3 + RELE4 + RELE5)/5$
 RESE=Average gap score for responsiveness items= $(RESE1 + RESE2 + RESE3 + RESE4)/4$
 AE= Average gap score for assurance items= $(AE1 + AE2 + AE3 + AE4)/4$
 EE= Average gap score for empathy items= $(EE1 + EE2 + EE3 + EE4 + EE5)/5$
 OSQ= Overall Service Quality= $(TE+RELE+RESE+AE+EE)/5$

Perception

- TP= Average gap score for tangible items = $(TP1 + TP2 + TP3 + TP4)/4$
 RPLP= Average gap score for reliability items = $(RPLP1 + RPLP2 + RPLP3 + RPLP4 + RPLP5)/5$
 RPSP= Average gap score for responsiveness items = $(RPSP1 + RPSP2 + RPSP3 + RPSP4)/4$
 AP= Average gap score for assurance items = $(AP1 + AP2 + AP3 + AP4)/4$

PP= = Average gap score for empathy items = (PP1 + PP2 + PP3 + PP4 + PP5)/5

OSQ= Overall Service Quality = (TP+RPLP+RPSP+AP+PP)/5

3.9 Secondary Data

The researcher has right to use to key sources of this data & collected data might be original and project specific in primary sources or it might have been collected compiled and published by someone else and the appropriate information is used by the researcher for his/her study. This source is called as secondary data.

For this research study secondary data is collected from Magazines, journals, web sites and other relevant publications.

Secondary data can be internal or external. Internal is the banks sources where is the external is based upon the sources available outside the bank.

In addition to the primary data this research study used secondary data to explore the financial performance of the ICICI Bank Kondhwa branch. To analyse the financial performance of the branch used secondary data from beginning to end the published statements and annual performance of the ICICI Bank Kondhwa branch to develop a better understating of the financial level of the branch.

3.10 Research Instrument Outline Format

For this research study used SERVFERF instrument with 22 items for the primary data collection. SERVFERF instrument proposed by Cronin and Taylor (1992) is used to measure the service quality. The perceived service quality model postulates that an individual's perception of the service quality is important role of the service quality performance. Taking in to account that these 22 items effectively described the field of service quality area in research study.

3.11 Sample Size

Sample sizes of 422 respondents have been selected for the purpose of the study from the sample frame for the research study.

3.12 Sampling Method

Convenience sampling method is used for the primary data collection in the research study supported on the enthusiasm, accessibility and the accessibility of the time of the customers. The study was carried out on the customers with different types of profiles, services and business.

3.13 Sampling Design

Sampling design is the procedure of choosing samples from the population. Probability sampling design and non-probability sampling design are two types of sampling designs. Non-probability sampling design is involved in the research study. Because research is case study design. Non-probability sampling designs are an appropriate for an exploratory research. It means non-probability sampling design are used to exploratory research.

The process of selecting samples from a population is the sampling design. Convenience sampling, Judgemental sampling, snowball sampling and quota sampling are these types of sampling designs in non- probability sampling designs. Convenience sampling is frequently used in the pre-test step of research study such as the pre testing of questionnaire. The judgement of an expert is used to identify a representative sample in judgemental sampling. The sample is selected on the basis of certain demographic characteristics such as occupation, education, age, gender etc. in the quota sampling. Also doesn't require a sampling frame. This is economical and doesn't take too much time to setup.

Non-probability sampling methods provides researcher among the chance to select the sample judgementally. Also to reach tricky to recognize members of the population.

3.14 Population definition

The fundamental thought of inspecting is that by choosing a portion of the components in a population, we may reach determinations about the whole population. A population component is the individual member or question on which the estimation is taken. It is the unit of study. A population is the aggregate accumulation of components about which we wish to make a few inferences. Total population is 12000.

3.15 Sample element

Sample element is customer's of ICICI Bank Kondhwa branch.

3.16 Sampling Procedure

The sampling procedure implicated was in non-probability sampling because the research study is the case study design. The researcher followed proper procedure to stay away from the errors that may arise and the cost the whole research study. The process of selecting samples from a population is the sampling design. Convenience sampling, Judgemental sampling, snowball sampling and quota sampling are these types of sampling designs in non-probability sampling designs. Convenience sampling is frequently used in the pre-test step of research study such as the pre testing of questionnaire. The judgement of an expert is used to identify a representative sample in judgemental sampling. The sample is selected on the basis of certain demographic characteristics such as occupation, education, age, gender etc. in the quota sampling. Also doesn't require a sampling frame. This is economical and doesn't take too much time to setup.

The three types of non-probability samples are there in research study. Those are convenience sampling quota sampling and judgemental sampling. As the name implies convenience sampling involves choosing customers at the convenience of researcher.

3.17 Need for the study

Research has its exceptional significance in taking care of various operational and planning issues of business and industry. Research contemplate teaches logical and inductive reasoning and it advances the improvement of legitimate propensities for considering and organization.

Accepting the fact that ICICI Bank Kondhwa branch is in the growth path in the ICICI Bank it is widely consider that Kondhwa branch of ICICI Bank wasn't giving priority considerations to service quality when it compared among the other branches of the ICICI Bank. There weren't important research studies conducted in this direction pursuing to measure service quality in the Kondhwa branch of ICICI Bank. A pilot study conducted among customers so the ICICI Bank Kondhwa branch has exposed assured facts which need concentration to develop strategies for further development in the bank. It is generally felt that Kondhwa branch is padding behind other bank branches in introducing a customer friendly banking environment.

A key analysis has been levelled against ICICI Bank Kondhwa branch that there operating culture has been changed from the general principle of the banking. In many occasions an ordinary member finds it difficult to get it credit facility in ICICI bank branch.

It is observed that investigation of the service quality dimensions or parameters in Kondhwa branch of ICICI bank was the necessity of the hour to identify of the customer perception to execute appropriate business strategies if required to ensure customer satisfaction of the Kondhwa branch of the ICICI Bank.

3.18 Hypotheses Testing: Tangibility

Null Hypothesis

H0: There is no difference in the tangibility of the banking services before & after availed by the customers.

Alternate Hypothesis

H1: There is significant difference in the tangibility of the banking services before & after availed by the customers.

A Modern equipment (E)

B Appealing physical features (E).

C Well dressed and neat appearing employees (E).

D Service visually appealing (E).

Level of Significance

$\alpha = 0.05$

H0 Mean difference is 0 ($\mu_d = 0$)

H1 Mean difference is not 0 ($\mu_d \neq 0$)

Paired Samples Statistics		Mean	Std. Deviation
Pair 1	Modern equipment (E).	4.45	.899
	Modern equipment (P).	3.57	1.494
Pair 2	Appealing physical features (E).	3.54	.995
	Appealing physical features (P).	2.77	1.178
Pair 3	Well dressed and neat appearing employees (E).	3.50	.887
	Well dressed and neat appearing employees (P).	2.94	1.101
Pair 4	Service visually appealing (E)	3.38	1.047
	Service visually appealing (P)	2.68	1.030

Table 1 Paired Samples Statistics for Tangibility

Paired Samples Test				
	Paired Differences 95% Confidence Interval of the Difference Upper	t	df	Sig. (2-tailed)

Pair 1	Modern equipment (E). - Modern equipment (P).	1.033	10.848	421	.000
Pair 2	Appealing physical features (E). - Appealing physical features (P).	.909	10.685	421	.000
Pair 3	Well dressed and neat appearing employees (E). - Well dressed and neat appearing employees (P).	.696	7.841	421	.000
Pair 4	Service visually appealing (E). - Service visually appealing (P).	.845	10.002	421	.000

Table 2 Paired Samples Test for Tangibility

Variable	Group	Mean	Standard Deviation	t	Result
Modern equipment (E).	Expectation	4.45	.899	10.848***	Sig.
Modern equipment (P).	Perception	3.57	1.494		
Appealing physical features (E).	Expectation	3.54	.995	10.685***	Sig.
Appealing physical features (P).	Perception	2.77	1.178		
Well dressed and neat appearing employees (E).	Expectation	3.50	.887	7.841***	Sig.
Well dressed and neat appearing employees (P).	Perception	2.94	1.101		
Service visually appealing (E)	Expectation	3.38	1.047	10.002***	Sig.
Service visually appealing (P)	Perception	2.68	1.030		

Table 3 Significance for Tangibility

Note *** = Significant at 0.1 % Level of Significance. Sig. = significant

Interpretation

A. Modern equipment (E) (Expectation Mean = 4.45 and Perception Mean = 3.57).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Modern equipment (E).

Modern equipment (P) are not as per the expectations of the customers.

B. Appealing physical features (E) (Expectation Mean = 3.54 and Perception Mean = 2.77).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Appealing physical features (E).

Appealing physical features (P) are not as per the expectations of the customers.

C. Well dressed and neat appearing employees (E). (Expectation Mean = 3.50 and Perception Mean = 2.94).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Well dressed and neat appearing employees (E).

Well dressed and neat appearing employees (P) are not as per the expectations of the customers.

D. Service visually appealing (E). (Expectation Mean = 3.50 and Perception Mean = 2.68).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Service visually appealing (E).

Service visually appealing (P) are not as per the expectations of the customers.

Hypotheses Testing: Reliability

Reliability Hypothesis

Null Hypothesis

H0: There is no difference in the reliability of the banking services before & after availed by the customers.

Alternate Hypothesis

H1: There is significant difference in the reliability of the banking services before & after availed by the customers.

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- A Promises should be kept (E)
- B Problems should be solved (E)
- C Service should be performed correctly on the first occasion itself (E)
- D Execution of service on time (E)
- E Records should be error free (E).

Level of Significance

$\alpha = 0.05$

H0 Mean difference is 0 ($\mu_d = 0$)

H1 Mean difference is not 0 ($\mu_d \neq 0$)

Paired Samples Statistics		Mean	Std. Deviation
Pair 1	Promises should be kept (E)	3.46	1.012
	Promises are kept (P)	2.82	1.085
Pair 2	Problems should be solved (E)	3.43	1.047
	Problems are solved (P)	2.81	1.120
Pair 3	Service should be performed correctly on the first occasion itself (E)	3.48	1.409
	Service is performed correctly on the first occasion itself (P)	2.74	1.079
Pair 4	Execution of service on time (E)	3.44	1.083
	Execution of service on time (P)	2.79	1.157
Pair 5	Records should be error free (E).	3.39	1.101
	Records are error free (P)	2.76	1.159

Table 4 Statistics for Reliability

Paired Samples Test				
	Paired Differences 95% Confidence Interval of the Difference Upper	t	df	Sig. (2-tailed)

Pair 1	Promises should be kept (E)- Promises are kept (P)	.784	9.083	421	.000
Pair 2	Problems should be solved (E)- Problems are solved (P)	.768	8.320	421	.000
Pair 3	Service should be performed correctly on the first occasion itself (E)- Service is performed correctly on the first occasion itself (P)	.915	8.547	421	.000
Pair 4	Execution of service on time (E)- Execution of service on time (P)	.803	8.297	421	.000
Pair 5	Records should be error free (E).- Records are error free (P)	.792	7.964	421	.000

Table 5 Statistics for Reliability

Variable	Group	Mean	Standard Deviation	t	Result
Promises should be kept (E)	Expectation	3.46	1.012	9.083***	Sig.
Promises are kept (P)	Perception	2.82	1.085		
Problems should be solved (E)	Expectation	3.43	1.047	8.547***	Sig.
Problems are solved (P)	Perception	2.81	1.120		
Service should be performed correctly on the first occasion itself (E)	Expectation	3.48	1.409	8.297***	Sig.
Service is performed correctly on the first occasion itself (P)	Perception	2.74	1.079		
Execution of service on time (E)	Expectation	3.44	1.083	8.297***	Sig.
Execution of service on time (P)	Perception	2.79	1.157		
Records should be error free (E).	Expectation	3.39	1.101	7.964***	Sig.
Records are error free (P)	Perception	2.76	1.159		

Table 6 Significance for Reliability

Note *** = Significant at 0.1 % Level of Significance. Sig. = significant

AN ANALYTICAL STUDY OF THE QUALITY OF BANKING SERVICES AND THE SATISFACTION LEVELS
OF CUSTOMERS OF THE ICICI BANK (KONDHWA BRANCH) USING SERVQUAL MODEL.

Interpretation

A. Promises should be kept (E). (Expectation Mean = 3.46 and Perception Mean = 2.82).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Promises should be kept (E).

Promises are kept (P), are not as per the expectations of the customers.

B. Problems should be solved (E). (Expectation Mean = 3.43 and Perception Mean = 2.81).

Hence it is concluded that there is a gap between customer's Expectation and Perception that the Problems should be solved (E).

Problems are solved (P), are not as per the expectations of the customers.

C. Service should be performed correctly on the first occasion itself (E). (Expectation Mean = 3.48 and Perception Mean = 2.74).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Service should be performed correctly on the first occasion itself (E).

Service is performed correctly on the first occasion itself (P), are not as per the expectations of the customers.

D. Execution of service on time (E). (Expectation Mean = 3.44 and Perception Mean = 2.79).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Execution of service on time (E) .

Execution of service on time (P) , are not as per the expectations of the customers.

E. Records should be error free (E). (Expectation Mean = 3.39 and Perception Mean = 2.76).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Records should be error free (E).

Records should be error free. (P) are not as per the expectations of the customers.

Hypotheses Testing: Responsiveness

Null Hypothesis

H0: There is no difference in the responsiveness of the banking services before & after availed by the customers.

Alternate Hypothesis

H1: There is significant difference in the responsiveness of the banking services before & after availed by the customers.

A Should inform when the service will be performed (E)

B Prompt service (E).

C Employees should always help you (E).

D Employees should respond to customer request promptly (E).

Level of Significance

$\alpha = 0.05$

H0 Mean difference is 0 ($\mu_d = 0$)

H1 Mean difference is not 0 ($\mu_d \neq 0$)

Paired Samples Statistics		Mean	Std. Deviation
		Pair 1	Should inform when the service will be performed (E).
	Informed when the service is performed (P) .	2.74	1.200
Pair 2	Prompt service (E).	3.40	1.126
	Prompt service (P).	2.82	1.182
Pair 3	Employees should always help you (E).	3.52	1.109
	Employees are always help you (P).	2.84	1.161

AN ANALYTICAL STUDY OF THE QUALITY OF BANKING SERVICES AND THE SATISFACTION LEVELS OF CUSTOMERS OF THE ICICI BANK (KONDHWA BRANCH) USING SERVQUAL MODEL.

Pair 4	Employees should respond to customer request promptly (E).	3.45	1.084
	Employees are responsive to customer request promptly (P).	2.84	1.218

Table 7 Statistics for Responsiveness

Paired Samples Test					
		Paired Differences 95% Confidence Interval of the Difference Upper	t	df	Sig. (2- tailed)
Pair 1	Should inform when the service will be performed (E). - Informed when the service is performed (P) .	.396	2.592	421	.010
Pair 2	Prompt service (E). - Prompt service (P).	.740	7.282	421	.000
Pair 3	Employees should always help you (E). - Employees are always help you (P).	.827	8.926	421	.000
Pair 4	Employees should respond to customer request promptly (E).-Employees are responsive to customer request promptly (P).	.773	7.569	421	.000

Table 8 Statistics for Responsiveness

Variable	Group	Mean	Standard Deviation	t	Result
Should inform when the service will be performed (E).	Expectation	2.97	1.174	2.592**	Sig.
Informed when the service is performed (P) .	Perception	2.74	1.200		

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Prompt service (E).	Expectation	3.40	1.126	7.282***	Sig.
Prompt service (P).	Perception	2.82	1.182		
Employees should always help you (E).	Expectation	3.52	1.109	8.926***	Sig.
Employees are always help you (P).	Perception	2.84	1.161		
Employees should respond to customer request promptly (E).	Expectation	3.45	1.084	7.569***	Sig.
Employees are responsive to customer request promptly (P).	Perception	2.84	1.218		

Table 9 Significance for Responsiveness

Note *** = Significant at 0.1 % Level of Significance. Sig. = significant, **Significant at 1% level of significance.

Interpretation

A. Should inform when the service will be performed (E). (Expectation Mean = 2.97and Perception Mean = 2.74).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Informed when the service is performed (P) .

Informed when the service is performed (P) are not as per the expectations of the customers.

B. Prompt service (E). (Expectation Mean = 3.40and Perception Mean = 2.82).

Hence it is concluded that there is a gap between customer's Expectation and Perception that the Prompt service (P).

Prompt service (P) is not as per the expectations of the customers.

C. Employees should always help you (E). (Expectation Mean = 3.52 and Perception Mean = 2.84).

Hence it is concluded that there is a gap between customer's Expectation and Perception that the Employees are always help you (P).

Employees are always help you (P) is not as per the expectations of the customers.

D. Employees should respond to customer request promptly (E). (Expectation Mean = 3.45 and Perception Mean = 2.84).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Employees are responsive to customer request promptly (P).

Employees are responsive to customer request promptly (P) are not as per the expectations of the customers.

Hypotheses Testing: Assurance

Null Hypothesis

H0: There is no difference in the assurance of the banking services before & after availed by the customers.

Alternate Hypothesis

H1: There is significant difference in the assurance of the banking services before & after availed by the customers.

A Employees should exhibit confidence in customers. (E)

B Feeling of safety in transaction (E).

C Courteous employees (E).

D Knowledgeable employees (E).

Level of Significance

$\alpha = 0.05$

H0 Mean difference is 0 ($\mu_d = 0$)

H1 Mean difference is not 0 ($\mu_d \neq 0$)

Paired Samples Statistics		Mean	Std. Deviation
Pair 1	Employees exhibit confidence in customers (P).	3.43	1.142
	Employees exhibit confidence in customers (E).	2.94	1.285
Pair 2	Feeling of safety in transaction (E).	3.40	1.159
	Feeling of safety in transaction (P)	2.85	1.177
Pair 3	Courteous employees (E).	3.46	1.125
	Courteous employees (P).	2.79	1.210
Pair 4	Knowledgeable employees (P) .	3.54	1.095
	Knowledgeable employees (E).	2.96	1.198

Table 10 Statistics for Assurance

Paired Samples Test						
		Paired Differences		t	df	(2-tailed)
		95% Confidence Interval of the Difference	Upper			
Pair 1	Employees should exhibit confidence in customers. (E) - Employees exhibit confidence in customers (P).	.658		5.762	421	.000
Pair 2	Feeling of safety in transaction (E). - Feeling of safety in transaction (P)	.712		6.644	421	.000
Pair 3	Courteous employees (E). - Courteous employees (P).	.828		8.526	421	.000
Pair 4	Knowledgeable employees (E) . - Knowledgeable employees (P).	.737		6.877	421	.000

Table 11 Statistics for Assurance

Variable	Group	Mean	Standard Deviation	t	Result
Employees should exhibit confidence in customers. (E).	Expectation	3.43	1.142	5.762***	Sig.
Employees exhibit confidence in customers (P).	Perception	2.94	1.285		
Feeling of safety in transaction (E).	Expectation	3.40	1.159	6.644***	Sig.
Feeling of safety in transaction (P)	Perception	2.85	1.177		
Courteous employees (E).	Expectation	3.46	1.125	8.526***	Sig.
Courteous employees (P).	Perception	2.79	1.210		
Knowledgeable employees (E) .	Expectation	3.54	1.095	6.877***	Sig.
Knowledgeable employees (P).	Perception	2.96	1.198		

Table 12 Significance for Assurance

Note *** = Significant at 0.1 % Level of Significance. Sig. = significant

Interpretation

A. Employees should exhibit confidence in customers. (E). (Expectation Mean = 3.43 and Perception Mean = 2.94).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Employees should exhibit confidence in customers. (E)

Employees exhibit confidence in customers (P), are not as per the expectations of the customers.

B. Feeling of safety in transaction (E). (Expectation Mean = 3.40 and Perception Mean = 2.85).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Feeling of safety in transaction (P).

Feeling of safety in transaction (P), are not as per the expectations of the customers.

C. Courteous employees (E). (Expectation Mean = 3.46 and Perception Mean = 2.79).

Hence it is concluded that there is a gap between customer's Expectation and Perception that the Courteous employees (P).

Courteous employees (P), is not as per the expectations of the customers.

D. Knowledgeable employees (E) . (Expectation Mean = 3.54 and Perception Mean = 2.96).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Knowledgeable employees (P).

Knowledgeable employees (P) are not as per the expectations of the customers.

Hypotheses Testing: Empathy

Null Hypothesis

H0: There is no difference in the empathy of the banking services before & after availed by the customers.

Alternate Hypothesis

H1: There is significant difference in the empathy of the banking services before & after availed by the customers.

A Attention to individual customers.(E)

B Convenient operating hours (E)

C Personal attention from employees (E)

D Customer interests first (E).

E Specific needs should be understood by employees (E)

Level of Significance

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$\alpha = 0.05$

H_0 Mean difference is 0 ($\mu_d = 0$)

H_1 Mean difference is not 0 ($\mu_d \neq 0$)

Paired Samples Statistics		Mean	Std. Deviation
Pair 1	Attention to individual customers.(E).	3.42	1.114
	Attention to individual customers (P)	2.84	1.180
Pair 2	Convenient operating hours (E).	3.46	1.140
	Convenient operating hours (P)	2.85	1.179
Pair 3	Personal attention from employees (E)	3.50	1.085
	Personal attention from employees (P)	2.85	1.183
Pair 4	Customer interests first (E).	3.47	1.115
	Customer interests first (P)	2.70	1.157
Pair 5	Specific needs should be understood by employees (E)	3.45	1.210
	Specific needs understood by employees (P)	2.64	1.291

Table 13 Statistics for Empathy

Paired Samples Test					
		Paired Differences	t	df	Sig. (2-tailed)
		95% Confidence Interval of the Difference			
		Upper			
Pair 1	Attention to individual customers.(E). - Attention to individual customers (P)	.733	7.204	421	.000
Pair 2	Convenient operating hours (E). - Convenient operating hours (P) .	.783	7.242	421	.000
Pair 3	Personal attention from employees (E). - Personal attention from employees (P).	.801	7.924	421	.000

Pair 4	Customer interests first (E). - Customer interests first (P)	.937	9.391	421	.000
Pair 5	Specific needs should be understood by employees (E) - Specific needs understood by employees (P).	.980	9.217	421	.000

Table 14 Statistics for Empathy

Variable	Group	Mean	Standard Deviation	t	Result
Attention to individual customers.(E).	Expectation	3.42	1.114	7.204***	Sig.
Attention to individual customers (P)	Perception	2.84	1.180		
Convenient operating hours (E).	Expectation	3.46	1.140	7.242***	Sig.
Convenient operating hours (P) .	Perception	2.85	1.179		
Personal attention from employees (E).	Expectation	3.50	1.085	7.924***	Sig.
Personal attention from employees (P).	Perception	2.85	1.183		
Customer interests first (E).	Expectation	3.47	1.115	9.391***	Sig.
Customer interests first (P)	Perception	2.70	1.157		
Specific needs should be understood by employees (E)	Expectation	3.45	1.210	9.217***	Sig.
Specific needs understood by employees (P).	Perception	2.64	1.291		

Table 15 Significance for Empathy

Note *** = Significant at 0.1 % Level of Significance. Sig. = significant

Interpretation

A. Attention to individual customers.(E). (Expectation Mean = 3.42and Perception Mean = 2.84).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Attention to individual customers (P).

Attention to individual customers (P), are not as per the expectations of the customers.

B. Convenient operating hours (E). (Expectation Mean = 3.46and Perception Mean = 2.85).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Convenient operating hours (P) .

Convenient operating hours (P) , are not as per the expectations of the customers.

C. Personal attention from employees (E). (Expectation Mean = 3.50 and Perception Mean = 2.85).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Personal attention from employees (P).

Personal attention from employees (P), is not as per the expectations of the customers.

D. Customer interests first (E). (Expectation Mean = 3.47 and Perception Mean = 2.70).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Customer interests first (P).

Customer interests first (P), is not as per the expectations of the customers.

E. Specific needs should be understood by employees (E). (Expectation Mean = 3.45 and Perception Mean = 2.64).

Hence it is concluded that there is a gap between customer's Expectation and Perception that Specific needs understood by employees (P).

Specific needs understood by employees (P), is not as per the expectations of the customers.

Hypotheses

Customers of the ICICI Bank will perceive ICICI Bank superior in Reliability and Empathy compare to Tangibility, Responsiveness and Assurance.

3.19 Statistical Test: Friedman Test

Customers of ICICI Bank were requested to comment on statements related to Tangibility, Reliability, Responsiveness, Assurance, Empathy etc.

Each statement was measured using five points scale (1 Disagree, 2 Strongly Disagree, 3 Neutral 4 Agree, 5 Strongly Agree)

H0: There is no difference in the Service quality parameters of the banking services before and after availed by the customers.

H1: There is significant difference in the Service quality parameters of the banking services before and after availed by the customers.

Level of Significance

$\alpha = 0.05$

Friedman Test

Ranks

	Mean Rank
Tangibility	2.76
Reliability	3.76
Responsiveness	2.32
Empathy	3.69
Assurance	2.46

Table 16 Friedman Test for Ranks

N	422
Chi-Square	331.248
Df	4
Asymp. Sig.	.000

Table 17 Friedman Test Statistics

Since ('P' value is 0.000) is less than level of Significance (0.05), the null Hypotheses is rejected.

Hence it is concluded that Service Quality Parameters significantly differ in magnitude of rating.

To find out where the difference lies, the rank Table s is referred from the rank Table . It can be seen that Tangibility has mean rank of 2.76, Reliability has mean rank of 3.76, Responsive has mean rank of 2.32, Empathy has mean rank of 3.69 and Assurance has mean rank of 2.46.

Hence customers are rated ICICI bank superior in Reliability and Empathy comparative Tangibility, Responsiveness and Assurance.

3.20 Test of Normality

Normality was tested using criteria suggested by George & Mallery. According to George and Mallery (2010) variables with Skewness and Kurtosis value between ± 1 indicates normality.

Descriptive Statistics							
	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Modern equipment (E).	422	4.45	.899	-1.892	.119	3.565	.237
Appealing physical features (E).	422	3.54	.995	-.839	.119	.622	.237
Well dressed and neat appearing employees (E).	422	3.50	.887	-.508	.119	.571	.237
Service visually appealing (E)	422	3.38	1.047	-.376	.119	-.442	.237
Promises should be kept (E).	422	3.46	1.012	-.547	.119	.032	.237
Problems should be solved (E).	422	3.43	1.047	-.310	.119	-.422	.237
Service should be performed correctly on the first occasion itself (E).	422	3.52	1.078	-.553	.119	-.188	.237
Execution of service on time (E).	422	3.44	1.083	-.449	.119	-.295	.237
Records should be error free (E).	422	3.39	1.101	-.462	.119	-.241	.237
Should inform when the service will be performed (E).	422	2.97	1.174	-.028	.119	-.529	.237
Prompt service (E).	422	3.40	1.126	-.419	.119	-.509	.237
Employees should always help you (E).	422	3.52	1.109	-.526	.119	-.310	.237
Employees should respond to customer request promptly (E).	422	3.45	1.084	-.569	.119	-.086	.237
Employees should exhibit confidence in customers. (E)	422	3.43	1.142	-.429	.119	-.523	.237

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Feeling of safety in transaction (E).	422	3.40	1.159	-.392	.119	-.527	.237
Courteous employees (E).	422	3.46	1.125	-.362	.119	-.494	.237
Knowledgeable employees (E).	422	3.54	1.095	-.457	.119	-.361	.237
Attention to individual customers.(E).	422	3.42	1.114	-.432	.119	-.414	.237
Convenient operating hours (E).	422	3.46	1.140	-.472	.119	-.380	.237
Personal attention from employees (E).	422	3.50	1.085	-.453	.119	-.328	.237
Customer interests first (E).	422	3.47	1.115	-.512	.119	-.283	.237
Specific needs should be understood by employees (E)	422	3.45	1.210	-.451	.119	-.591	.237
Modern equipment (P).	422	3.57	1.494	-.499	.119	-1.250	.237
Appealing physical features (P).	422	2.77	1.178	.072	.119	-.918	.237
Well dressed and neat appearing employees (P).	422	2.94	1.101	.058	.119	-.654	.237
Service visually appealing (P) .	422	2.68	1.030	.158	.119	-.584	.237
Promises are kept (P).	422	2.82	1.085	.126	.119	-.681	.237
Problems are solved (P).	422	2.81	1.120	.216	.119	-.586	.237
Service is performed correctly on the first occasion itself (P).	422	2.74	1.079	.230	.119	-.549	.237
Execution of service on time (P) .	422	2.79	1.157	.229	.119	-.691	.237
Records should be error free. (P)	422	2.76	1.159	.169	.119	-.658	.237
Informed when the service is performed (P) .	422	2.74	1.200	.172	.119	-.855	.237

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Prompt service (P).	422	2.82	1.182	.284	.119	-.647	.237
Employees are always help you (P).	422	2.84	1.161	.226	.119	-.715	.237
Employees are responsive to customer request promptly (P).	422	2.84	1.218	.105	.119	-.986	.237
Employees exhibit confidence in customers (P).	422	2.94	1.285	.106	.119	-1.021	.237
Feeling of safety in transaction (P)	422	2.85	1.177	.187	.119	-.746	.237
Courteous employees (P).	422	2.79	1.210	.230	.119	-.785	.237
Knowledgeable employees (P).	422	2.96	1.198	.060	.119	-.784	.237
Attention to individual customers (P)	422	2.84	1.180	.171	.119	-.747	.237
Convenient operating hours (P) .	422	2.85	1.179	.249	.119	-.784	.237
Personal attention from employees (P).	422	2.85	1.183	.157	.119	-.808	.237
Customer interests first (P)	422	2.70	1.157	.334	.119	-.665	.237
Specific needs understood by employees (P).	422	2.64	1.291	.328	.119	-.902	.237
Valid N (list wise)	422						

Table 18 Descriptive Statistics For Test of Normality

From above Table it can be seen that all variables have Skewness and Kurtosis values between the threshold range of ± 1 .

Except for variable “Modern equipment (E)”.

Hence, Normality supported.

3.21 Sample size determination using mean method

Sample size was resolved utilizing sample size determination by mean method.

Variables in study were measured utilizing a 5-point estimation scale, thus the mean method was adopted.

Formula

$$N = \frac{z^2 * s^2}{e^2}$$

Where, 'z' is the standard score associated with confidence level (99% in the current case). Hence standard scores equals to 2.58 (borrowed from normal Table)

'S' is the variability in the data set, computed as a ratio of range / 6. Range is equal to 5-1 = 4 (the difference between minimum and maximum value in the 5point scale). 6 refers to ± 3 standard deviation values on the X axis of the standard normal curve, which takes in all the data set in study.

Hence $S = 4/6 = 0.66$

E is the tolerable error = 8% (in the current study).

$$\text{Sample size } n = \frac{2.58^2 * 0.66^2}{0.08^2} = 453$$

Questionnaires were distributed to 453 respondents, however 31 questionnaires were discarded for incompleteness. Hence sample size was freeze at 422.

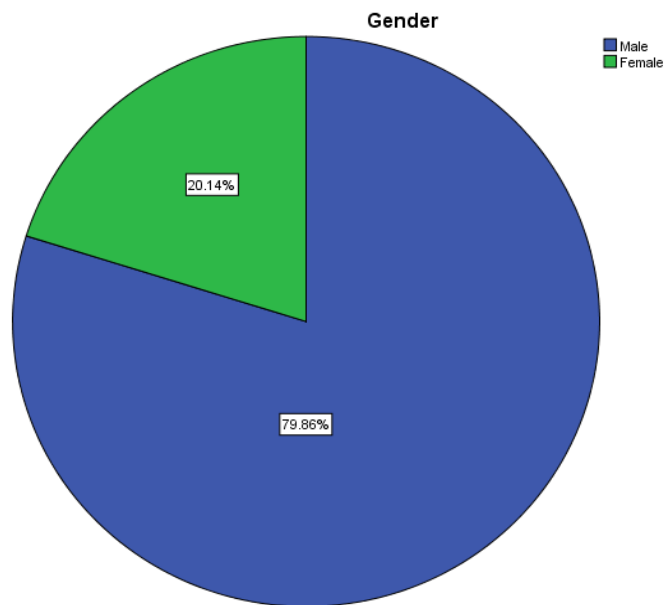
Chapter 4

4. ANALYSIS AND INTERPRETATION

1. **Frequency Distribution Gender** The respondents were asked to comments on gender using two response options (1 = Male, 2 = Female).

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	337	79.9	79.9	79.9
	Female	85	20.1	20.1	100.0
	Total	422	100.0	100.0	

Table 19 Frequency Table For Gender



Interpretation The above frequency distribution Table and pie chart it is revealed that out of the 422 respondents 79.9% are male and 20.1% are female. Hence majority of the respondents in the study are male.

2. Frequency Distribution Age in Years Respondents were asked to comments on age (in years) using 5 response options (1 = Under 20, 2 = 21-30, 3 = 31-40, 4 = 41-50, 5 = Above 50).

Age in years		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20	2	.5	.5	.5
	21 to 30	57	13.5	13.5	14.0
	31 to 40	184	43.6	43.6	57.6
	41 to 50	167	39.6	39.6	97.2
	Above 50	12	2.8	2.8	100.0
	Total	422	100.0	100.0	

Table 20 Frequency Table For Age in years

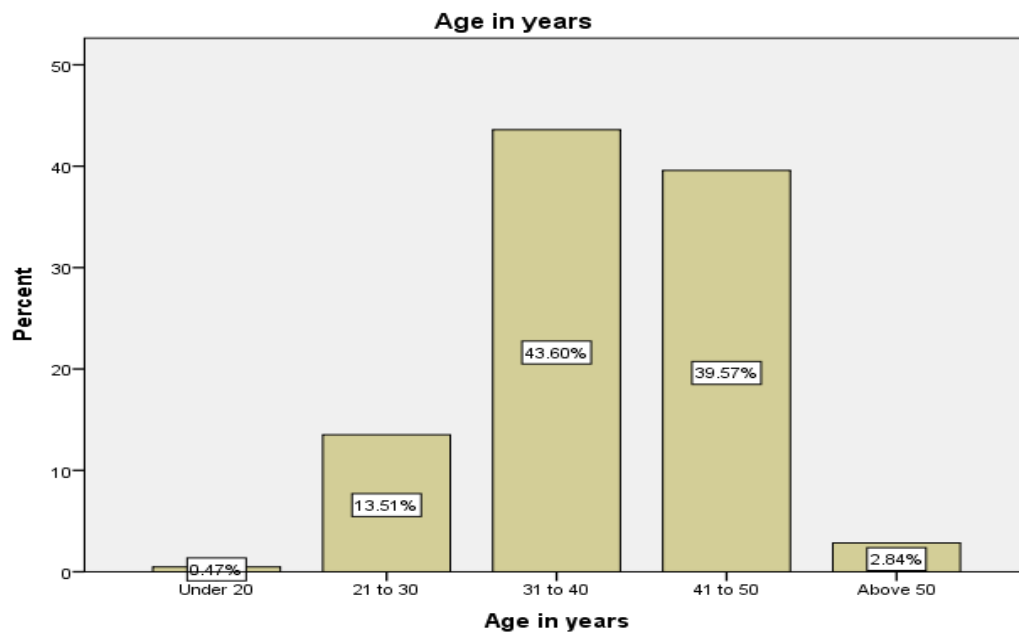


Figure 4-1, Histogram Age in years

Interpretation From the above distribution Table and bar chart it is revealed that 0.5% respondents are below 20 years of age, 13.5% are between 21-30 years, 43.6% respondents are 31-40 years, 39.6% are between 41-50 years and 2.8% respondents are above 50 years of age.

Hence majority of the respondents is in age group of 31-40 years.

3. Qualifications Respondents were asked about details of Qualifications using 5 response options (1 = SSC,2 = HSC, 3 = Undergraduate, 4 = Graduate, 5 = Post graduate).

Qualifications					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSC	2	.5	.5	.5
	HSC	35	8.3	8.3	8.8
	Undergraduate	33	7.8	7.8	16.6
	Graduate	242	57.3	57.3	73.9
	Post graduate	110	26.1	26.1	100.0
	Total	422	100.0	100.0	

Table 21 Frequency Table For Qualifications

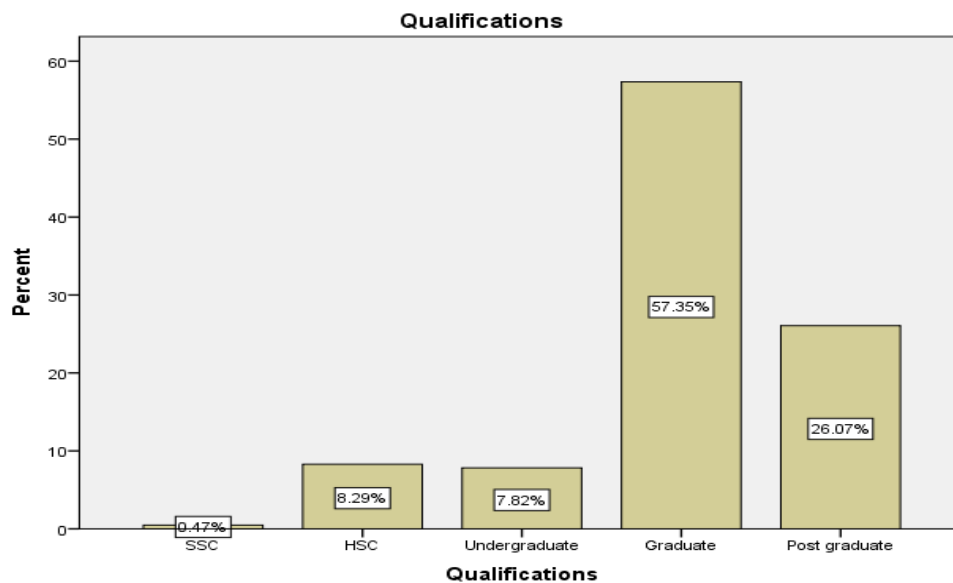


Figure 4-2, Histogram Qualifications

Interpretation From the above distribution Table and bar chart it is revealed that .5% respondents are qualified SSC, 8.3% respondents are qualified HSC, 7.8% respondents are Undergraduate HSC, 57.3% respondents are Graduate and 2.8% respondents are Post graduate.

Hence majority of the respondents are Graduate.

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4. Monthly Income Respondents were asked about details of Monthly Income using 5 response options (1 = Below 25000, 2 = 25000 to 50000, 3 = 50000 to 1 Lakh, 4 = 1 Lakh to 5 Lakh, 5 = Above 5 Lakhs).

Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25000	44	10.4	10.4	10.4
	25000 to 50000	299	70.9	70.9	81.3
	50000 to 1 Lakh	68	16.1	16.1	97.4
	1 Lakh to 5 Lakh	5	1.2	1.2	98.6
	Above 5 Lakhs	6	1.4	1.4	100.0
	Total	422	100.0	100.0	

Table 22 Frequency Table For Monthly Income

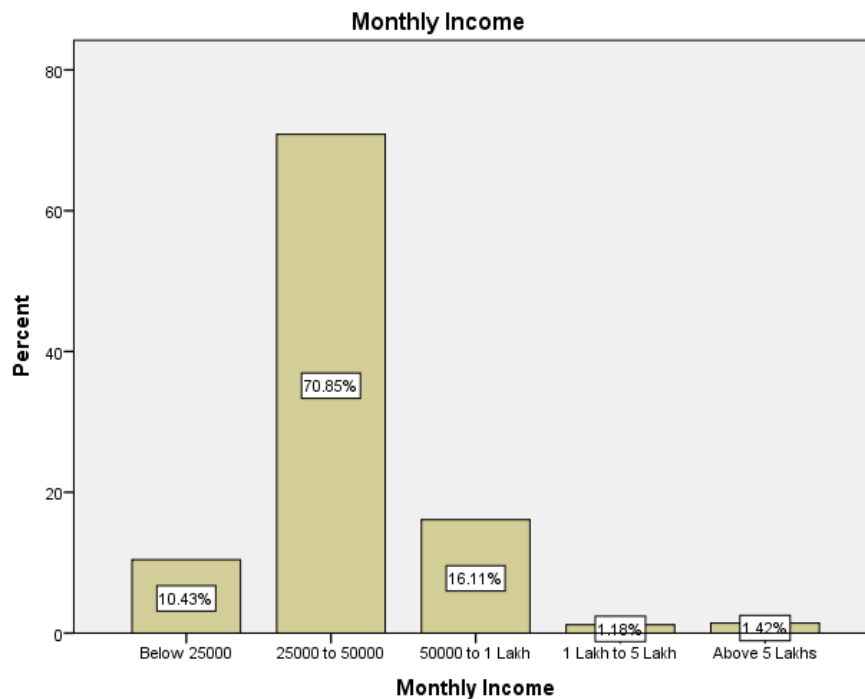


Figure 4-3, Histogram Monthly Income

Interpretation From the above distribution Table and bar chart it is revealed that 10.4% respondent's Monthly Income is Below 25000, 70.9% respondent's Monthly Income is in-between 25000 to 50000, 16.1% respondent's Monthly

Income is in-between 50000 to 1 Lakh, 1.2% respondent's Monthly Income is in-between 1 Lakh to 5 Lakh and 1.4% respondent's Monthly Income Above 5 Lakhs.

Hence majority of the respondent's Monthly Income is in-between 50000 to 1 Lakh.

5. Profession Respondents were asked about details of their Profession using 4 response options (1 = Student, 2 = Salaried, 3 = Self-employed, 4 = House wife).

Profession					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	55	13.0	13.0	13.0
	Salaried	343	81.3	81.3	94.3
	Self employed	20	4.7	4.7	99.1
	House wife	4	.9	.9	100.0
	Total	422	100.0	100.0	

Table 23 Frequency Table For Profession

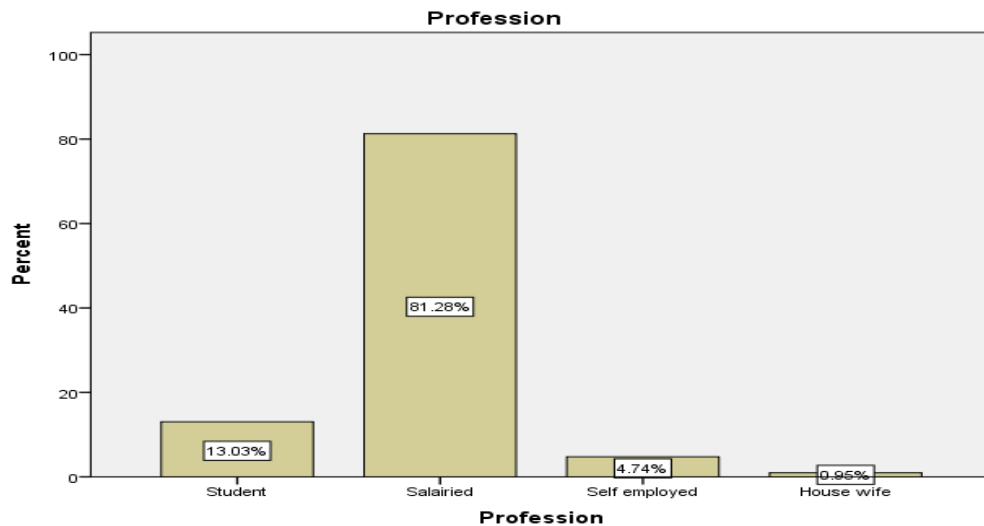


Figure 4-4, Histogram Profession

Interpretation From the above distribution Table and bar chart it is revealed that 13.0% respondents are Students, 81.3% respondents are Salaried, 4.7% respondents are Self-employed, and 0.9% respondents are House wife.

Hence majority of the respondents are Salaried.

6. What services of ICICI bank are you using currently? Respondents were asked about details of what services of ICICI bank are you using currently using 5 response options (1 = Accounts, 2 = Loans, 3 = Cards, 4 = Investments, 5 = Demat).

What services of ICICI bank are you using currently?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Accounts	134	31.8	31.8	31.8
	Loans	112	26.5	26.5	58.3
	Cards	61	14.5	14.5	72.7
	Investments	66	15.6	15.6	88.4
	Demat	49	11.6	11.6	100.0
	Total	422	100.0	100.0	

Table 24 Frequency Table For What services of ICICI bank are you using currently?

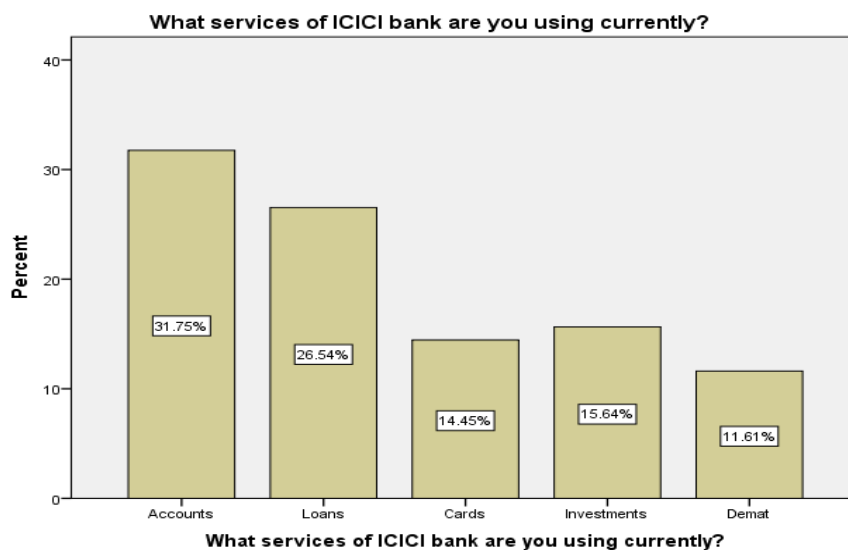


Figure 4-5, Histogram What services of ICICI bank are you using currently?

Interpretation From the above distribution Table and bar chart it is revealed that 31.8% respondents are using service for Accounts, 26.5% respondents are using service for Loans, 14.5% respondents are using service for Cards, 15.6% respondents are using service for Investments, and 11.6% respondents are using service for Demat.

Hence majority of the respondents are using service for Accounts.

7. How long you have been using services of ICICI bank? Respondents were asked about details of how long you have been using services of ICICI bank? Using 5 response options (1 = 0 to 1 year, 2 = 1 to 3 years, 3 = 3 to 5 years, 4 = 5 to 10 years, 5 = Above 10 years).

How long you have been using services of ICICI bank?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 to 1 year	65	15.4	15.4	15.4
	1 to 3 years	177	41.9	41.9	57.3
	3 to 5 years	89	21.1	21.1	78.4
	5 to 10 years	53	12.6	12.6	91.0
	Above 10 years	38	9.0	9.0	100.0
	Total	422	100.0	100.0	

Table 25 Frequency Table For How long you have been using services of ICICI bank?

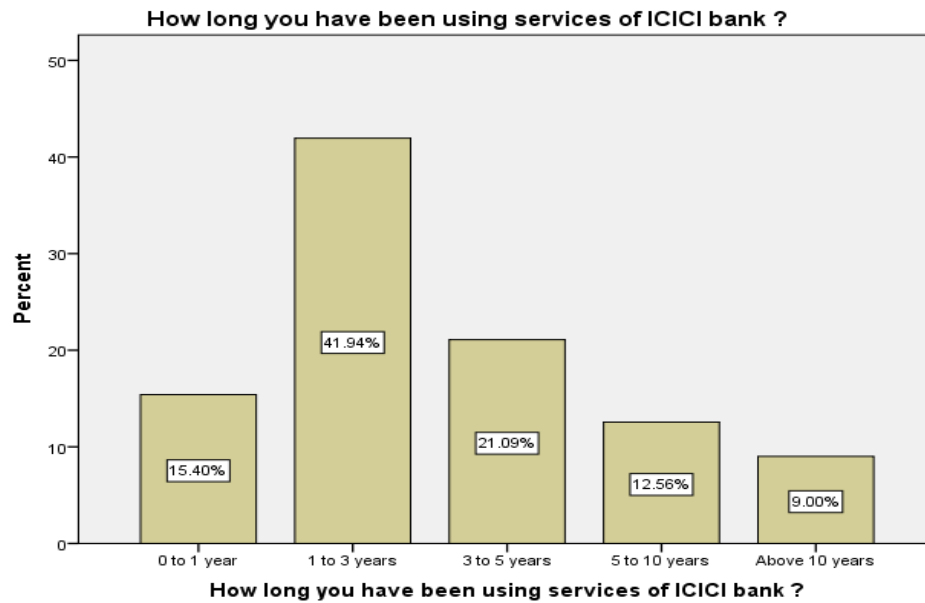


Figure 4-6, Histogram How long you have been using services of ICICI bank?

Interpretation From the above distribution Table and bar chart it is revealed that 15.4% respondents are using service for 0 to 1 year, 41.9% respondents are using service for 1 to 3 years, 21.1% respondents are using service for 3 to 5 years, 12.6% respondents are using service for 5 to 10 years, 9.0% respondents are using service for Above 10 years.

Hence majority of the respondents are using service for 1 to 3 years.

1. Modern equipment (E) Respondents were ask to tell whether they expect that ICICI Bank should have modern looking equipments using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	4.45
Standard Deviation	0.899
Skewness	-1.892
Kurtosis	3.565
COV= (Standard Deviation/ Mean)*100	20.2

Table 26 Statistics (Q1)

Modern equipment (E).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	2.1	2.1	2.1
	Disagree	9	2.1	2.1	4.3
	Neutral	37	8.8	8.8	13.0
	Agree	96	22.7	22.7	35.8
	Strongly agree	271	64.2	64.2	100.0
	Total	422	100.0	100.0	

Table 27 Frequency Table (Q1)

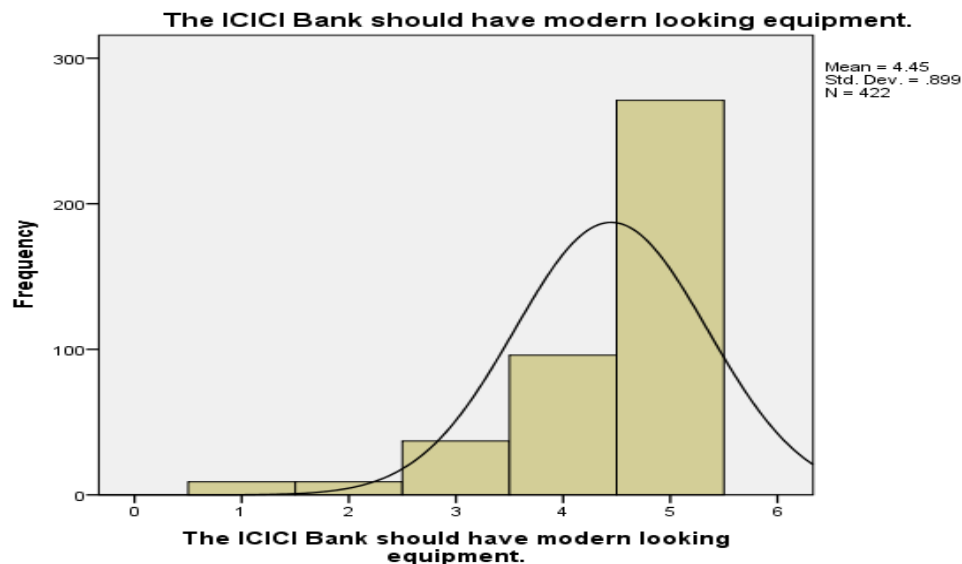


Figure 4-7, Histogram (Q1)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is -1.89%. Since Skewness is negative value, the curve is left-skewed curve and data is piled up on right. Kurtosis = 3.565, since Kurtosis is positive value, the curve is tall and narrow.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that ICICI Bank should have modern looking equipments.

From the frequency distribution Table it can be seen that 2.1% respondents strongly disagree that ICICI Bank should have modern looking equipments. 2.1% Disagree, 8.8% are neutral, 22.7% agree and 64.2% strongly agree.

Hence, majority of the respondents are agree that ICICI Bank should have modern looking equipments.

2. Appealing physical features (E) Respondents were ask to tell whether they expect that Appealing physical features (E) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.54
Standard Deviation	.995
Skewness	-.839
Kurtosis	.622
COV= (Standard Deviation/ Mean)*100	28.10

Table 28 Statistics (Q2)

Appealing physical features (E).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	26	6.2	6.2	6.2
	Disagree	24	5.7	5.7	11.8
	Neutral	122	28.9	28.9	40.8
	Agree	196	46.4	46.4	87.2
	Strongly agree	54	12.8	12.8	100.0
	Total	422	100.0	100.0	

Table 29 Frequency Table (Q2)

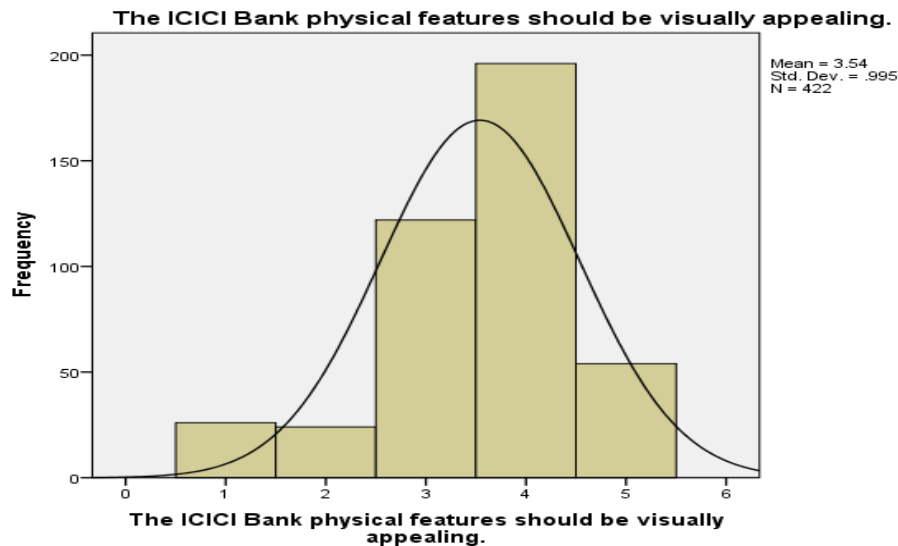


Figure 4-8, Histogram (Q2)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is $-.839\%$. Since Skewness is negative value, the curve is left-skewed curve and data is piled up on right. Kurtosis $=.622$, since Kurtosis is positive value, the curve is tall and narrow.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Appealing physical features (E).

From the frequency distribution table it can be seen that 6.2% respondents strongly disagree that Appealing physical features (E). 5.7% Disagree, 28.9% are neutral, 46.4% agree and 12.8% strongly agree.

Hence, majority of the respondents are agree that Appealing physical features (E).

3. Well dressed and neat appearing employees (E) Respondents were ask to tell whether they expect that Well dressed and neat appearing employees (E) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.5
Standard Deviation	0.887
Skewness	-.508
Kurtosis	.571
COV= (Standard Deviation/ Mean)*100	25.34

Table 30 Statistics (Q3)

Well dressed and neat appearing employees (E).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	14	3.3	3.3	3.3
	Disagree	26	6.2	6.2	9.5
	Neutral	164	38.9	38.9	48.3
	Agree	173	41.0	41.0	89.3
	Strongly agree	45	10.7	10.7	100.0
	Total	422	100.0	100.0	

Table 31 Frequency Table (Q3)

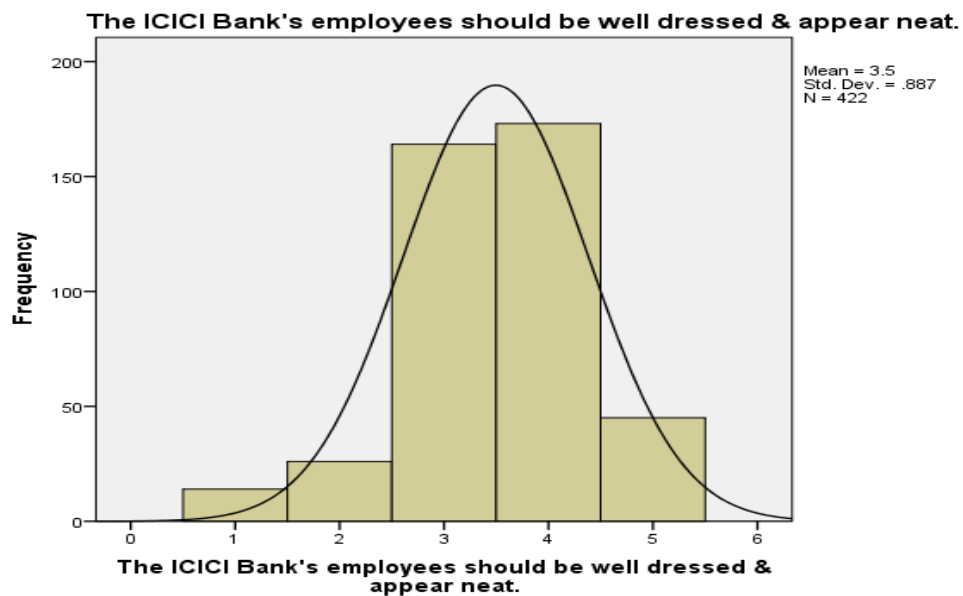


Figure 4-9, Histogram (Q3)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is -.508%. Since Skewness is negative value, the

curve is left-skewed curve and data is piled up on right. Kurtosis =.571, since Kurtosis is positive value, the curve is tall and narrow.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Well dressed and neat appearing employees (E).

From the frequency distribution Table it can be seen that 3.3% respondents strongly disagree that Well dressed and neat appearing employees (E).6.2% Disagree, 38.9% are neutral, 41% agree and 10.7% strongly agree.

Hence, majority of the respondents are agree that Well dressed and neat appearing employees (E).

4. Service visually appealing (E) Respondents were ask to tell whether they expect that Service visually appealing (E) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral,4 = Agree, 5 = Strongly Agree).

Mean	3.38
Standard Deviation	1.047
Skewness	-.376
Kurtosis	-.442
COV= (Standard Deviation/ Mean)*100	30.97

Table 32 Statistics (Q4)

Service visually appealing (E)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	20	4.7	4.7	4.7
	Disagree	66	15.6	15.6	20.4
	Neutral	124	29.4	29.4	49.8
	Agree	157	37.2	37.2	87.0
	Strongly agree	55	13.0	13.0	100.0
	Total	422	100.0	100.0	

Table 33 Frequency Table (Q4)

Materials associated with the service (such as pamphlets or statements) should be visually appealing at the bank

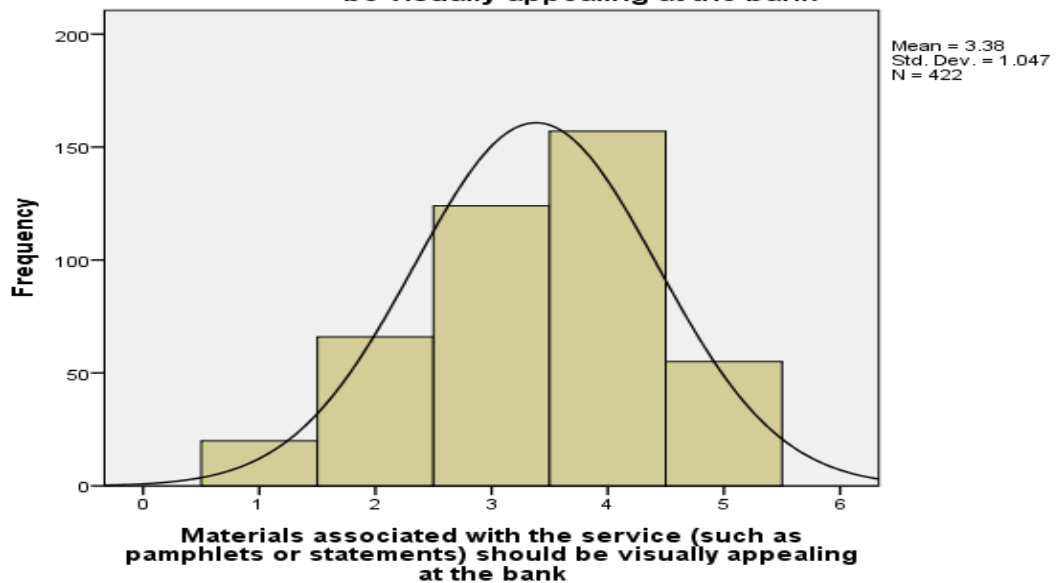


Figure 4-10, Histogram (Q4)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is $-.376\%$. Since Skewness is negative value, the curve is left-skewed curve and data is piled up on right. Kurtosis $=-.442$, since Kurtosis is negative value, the curve is short and flat.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Service visually appealing (E)

From the frequency distribution Table it can be seen that 4.7% respondents strongly disagree that Service visually appealing (E) . 15.6% Disagree, 29.4% are neutral, 37.2% agree and 13% strongly agree.

Hence, majority of the respondents are agree that Service visually appealing (E).

5. Promises should be kept (E) Respondents were ask to tell whether they expect that Promises should be kept (E) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.46
Standard Deviation	1.012
Skewness	-0.547
Kurtosis	0.032
COV= (Standard Deviation/ Mean)*100	29.24

Table 34 Statistics (Q5)

Promises should be kept (E).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	22	5.2	5.2	5.2
	Disagree	41	9.7	9.7	14.9
	Neutral	136	32.2	32.2	47.2
	Agree	167	39.6	39.6	86.7
	Strongly agree	56	13.3	13.3	100.0
	Total	422	100.0	100.0	

Table 35 Frequency Table (Q5)

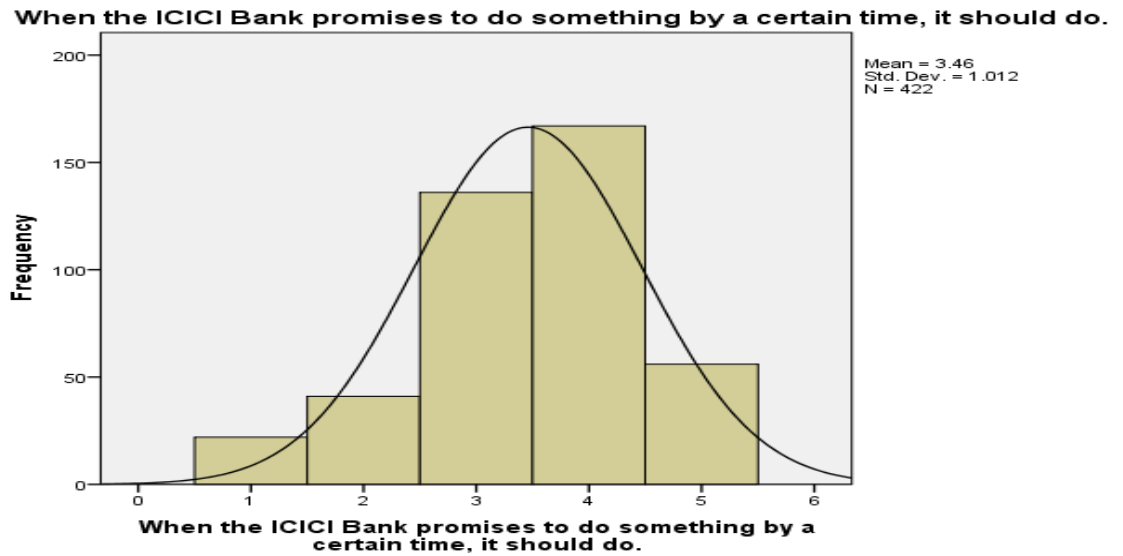


Figure 4-11, Histogram (Q5)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is $-.547\%$. Since Skewness is negative value, the curve is left-skewed curve and data is piled up on right. Kurtosis = 3.565 , since Kurtosis is positive value, the curve is tall and narrow.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Promises should be kept (E).

From the frequency distribution Table it can be seen that 5.2% respondents strongly disagree that Promises should be kept (E). 9.7% Disagree, 32.2% are neutral, 39.6% agree and 13.3% strongly agree.

Hence, majority of the respondents are agree that Promises should be kept (E).

6. Problems should be solved (E) Respondents were ask to tell whether they expect that Problems should be solved (E) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.43
Standard Deviation	1.047
Skewness	-0.31
Kurtosis	-0.422
COV= (Standard Deviation/ Mean)*100	30.52

Table 36 Statistics (Q6)

Problems should be solved (E)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	18	4.3	4.3	4.3
	Disagree	58	13.7	13.7	18.0
	Neutral	139	32.9	32.9	50.9
	Agree	140	33.2	33.2	84.1
	Strongly agree	67	15.9	15.9	100.0
	Total	422	100.0	100.0	

Table 37 Frequency Table (Q6)

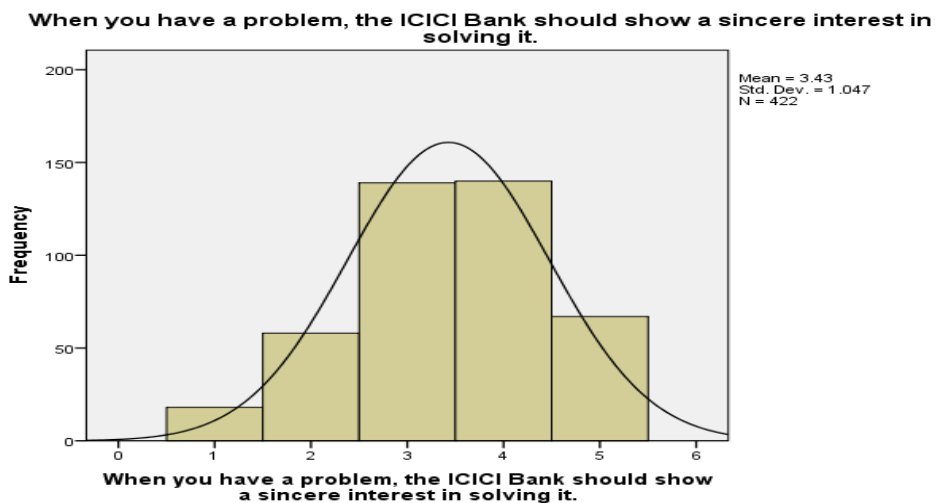


Figure 4-12, Histogram (Q6)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is -.310%. Since Skewness is negative value, the

curve is left-skewed curve and data is piled up on right. Kurtosis =-.422.Since Kurtosis is negative value, the curve is short and flat.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Problems should be solved (E).

From the frequency distribution Table it can be seen that 4.3% respondents strongly disagree that Problems should be solved (E).13.7% Disagree, 32.9% are neutral, 33.2% agree and 15.9% strongly agree.

Hence, majority of the respondents are agree that Problems should be solved (E).

7. Service should be performed correctly on the first occasion itself. (E)

Respondents were ask to tell whether they expect that Service should be performed correctly on the first occasion itself. (E) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.52
Standard Deviation	1.078
Skewness	-.553
Kurtosis	-.188
COV= (Standard Deviation/ Mean)*100	30.62

Table 38 Statistics (Q7)

Service should be performed correctly on the first occasion itself. (E).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	24	5.7	5.7	5.7
	Disagree	43	10.2	10.2	15.9
	Neutral	120	28.4	28.4	44.3
	Agree	158	37.4	37.4	81.8
	Strongly agree	77	18.2	18.2	100.0
	Total	422	100.0	100.0	

Table 39 Frequency Table (Q7)

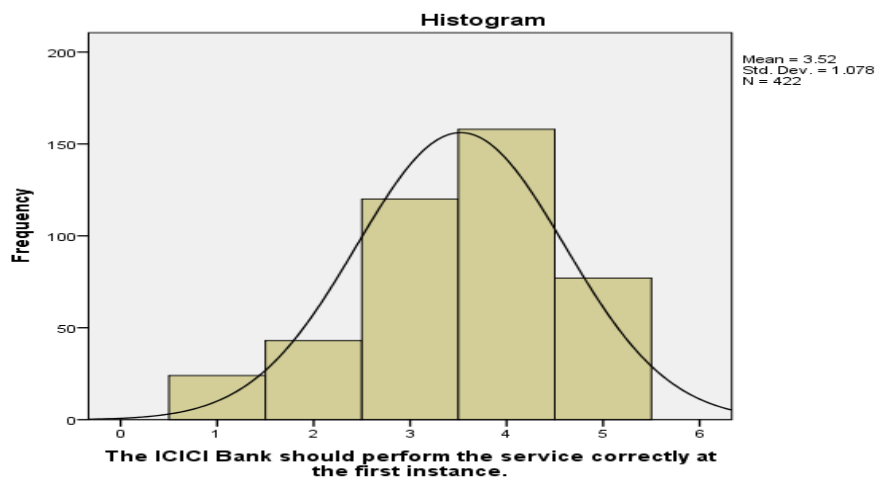


Figure 4-13, Histogram (Q7)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is -.553%. Since Skewness is negative value, the curve is left-skewed curve and data is piled up on right. Kurtosis = -.188, since Kurtosis is negative value, the curve is short and flat.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Service should be performed correctly on the first occasion itself. (E).

From the frequency distribution Table it can be seen that 5.5% respondents strongly disagree that Service should be performed correctly on the first

occasion itself. (E). 10.0% Disagree, 28.4% are neutral, 37.4% agree and 18.2% strongly agree.

Hence, majority of the respondents are agree that Service should be performed correctly on the first occasion itself. (E).

8. Execution of service on time. (E) Respondents were ask to tell whether they expect that Execution of service on time. (E) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.44
Standard Deviation	1.083
Skewness	-0.449
Kurtosis	-0.295
COV= (Standard Deviation/ Mean)*100	31.48

Table 40 Statistics (Q8)

Execution of service on time. (E).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	26	6.2	6.2	6.2
	Disagree	47	11.1	11.1	17.3
	Neutral	134	31.8	31.8	49.1
	Agree	145	34.4	34.4	83.4
	Strongly agree	70	16.6	16.6	100.0
	Total	422	100.0	100.0	

Table 41 Frequency Table (Q8)

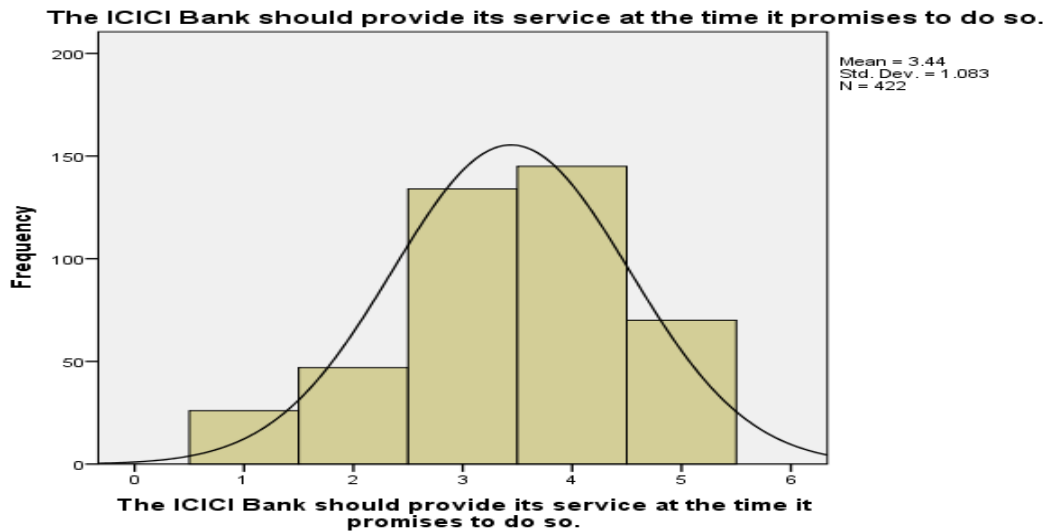


Figure 4.14 Histogram (Q8)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is $-.449\%$. Since Skewness is negative value, the curve is left-skewed curve and data is piled up on right. Kurtosis $=-.295$, since Kurtosis is negative value, the curve is short and flat.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Execution of service on time. (E).

From the frequency distribution Table it can be seen that 6.2% respondents strongly disagree that Execution of service on time. (E). 11.1% Disagree, 31.8% are neutral, 34.4% agree and 16.6% strongly agree.

Hence, majority of the respondents are agree that Execution of service on time. (E).

9. Records should be error free. (E) Respondents were ask to tell whether they expect that Records should be error free. (E) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.41
Standard Deviation	1.077
Skewness	-.385
Kurtosis	-.431
COV= (Standard Deviation/ Mean)*100	31.58

Table 42 Statistics (Q9)

Records should be error free. (E).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	23	5.5	5.5	5.5
	Disagree	59	14.0	14.0	19.4
	Neutral	128	30.3	30.3	49.8
	Agree	147	34.8	34.8	84.6
	Strongly agree	65	15.4	15.4	100.0
	Total	422	100.0	100.0	

Table 43 Frequency Table (Q9)

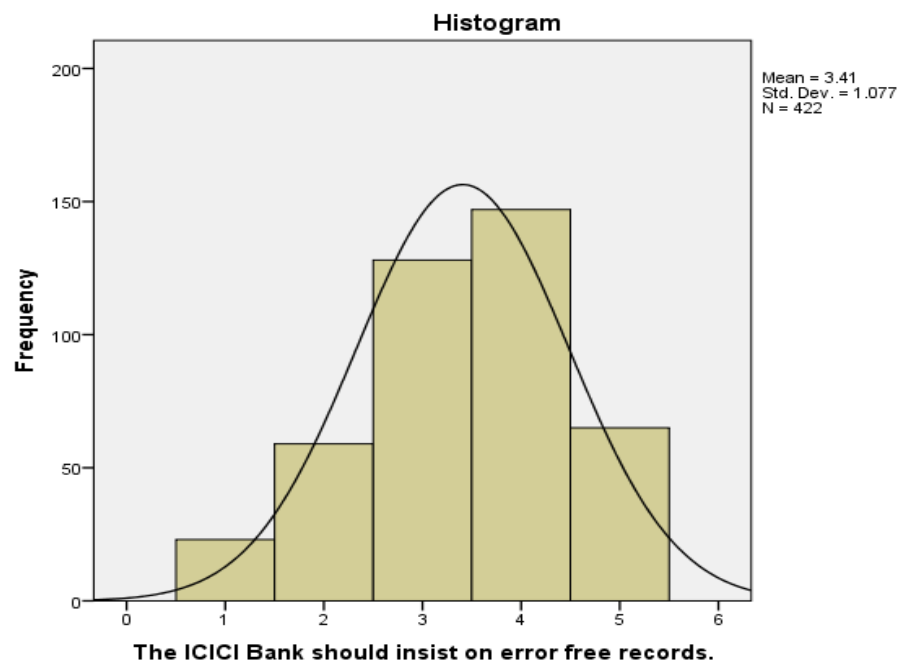


Figure 4-15, Histogram (Q9)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is -.385%. Since Skewness is negative value, the curve is left-skewed curve and data is piled up on right. Kurtosis =-.431, since Kurtosis is negative value, the curve is short and flat.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Records should be error free. (E).

From the frequency distribution Table it can be seen that 5.5% respondents strongly disagree that Records should be error free. (E). 14% Disagree, 30.3% are neutral, 34.8% agree and 15.4% strongly agree.

Hence, majority of the respondents are agree that Records should be error free. (E).

10. Should inform when the service will be performed. (E) Respondents were ask to tell whether they expect that Should inform when the service will be performed using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.96
Standard Deviation	1.158
Skewness	-.106
Kurtosis	.119
COV= (Standard Deviation/ Mean)*100	39.12

Table 44 Statistics (Q10)

Should inform when the service will be performed. (E)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	58	13.7	13.7	13.7
	Disagree	79	18.7	18.7	32.5
	Neutral	145	34.4	34.4	66.8
	Agree	102	24.2	24.2	91.0
	Strongly agree	38	9.0	9.0	100.0
	Total	422	100.0	100.0	

Table 45 Frequency Table (Q10)

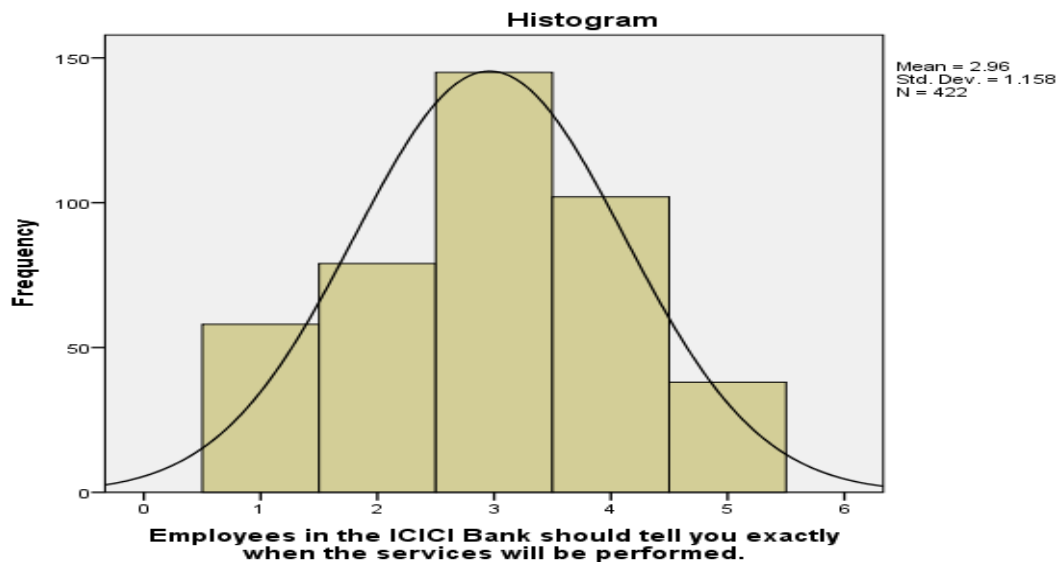


Figure 4-16, Histogram (Q10)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Should inform when the service will be performed. (E)

From the frequency distribution Table it can be seen that 13.7% respondents strongly disagree that Should inform when the service will be performed. (E) (E) 18.7% Disagree, 34.4% are neutral, 24.2% agree and 9.0% strongly agree.

Hence, majority of the respondents are NEUTRAL for Should inform when the service will be performed. (E)

11. Prompt service. (E) Respondents were ask to tell whether they expect that Prompt service. (E) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.4
Standard Deviation	1.126
Skewness	-0.419
Kurtosis	-0.509
COV= (Standard Deviation/ Mean)*100	33.11

Table 46 Statistics (Q11)

Prompt service. (E)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	29	6.9	6.9	6.9
	Disagree	58	13.7	13.7	20.6
	Neutral	120	28.4	28.4	49.1
	Agree	144	34.1	34.1	83.2
	Strongly agree	71	16.8	16.8	100.0
	Total	422	100.0	100.0	

Table 47 Frequency Table (Q11)

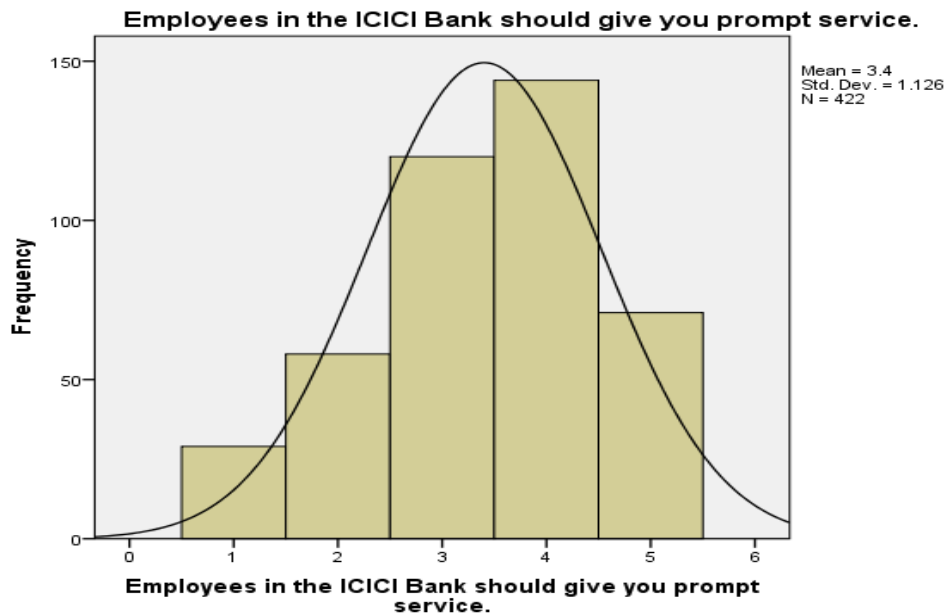


Figure 4-17, Histogram (Q11)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Prompt service. (E).

From the frequency distribution Table it can be seen that 6.9% respondents strongly disagree that Prompt service. (E). 13.7% Disagree, 28.4% are neutral, 34.1% agree and 16.8% strongly agree.

Hence, majority of the respondents are agree that Prompt service. (E).

12. Employees should always help you. (E) Respondents were ask to tell whether they expect that Employees should always help you. (E) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.52
Standard Deviation	1.109
Skewness	-0.526
Kurtosis	-0.31
COV= (Standard Deviation/ Mean)*100	31.5

Table 48 Statistics (Q12)

Employees should always help you. (E).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	26	6.2	6.2	6.2
	Disagree	45	10.7	10.7	16.8
	Neutral	119	28.2	28.2	45.0
	Agree	149	35.3	35.3	80.3
	Strongly agree	83	19.7	19.7	100.0
	Total	422	100.0	100.0	

Table 49 Frequency Table (Q12)

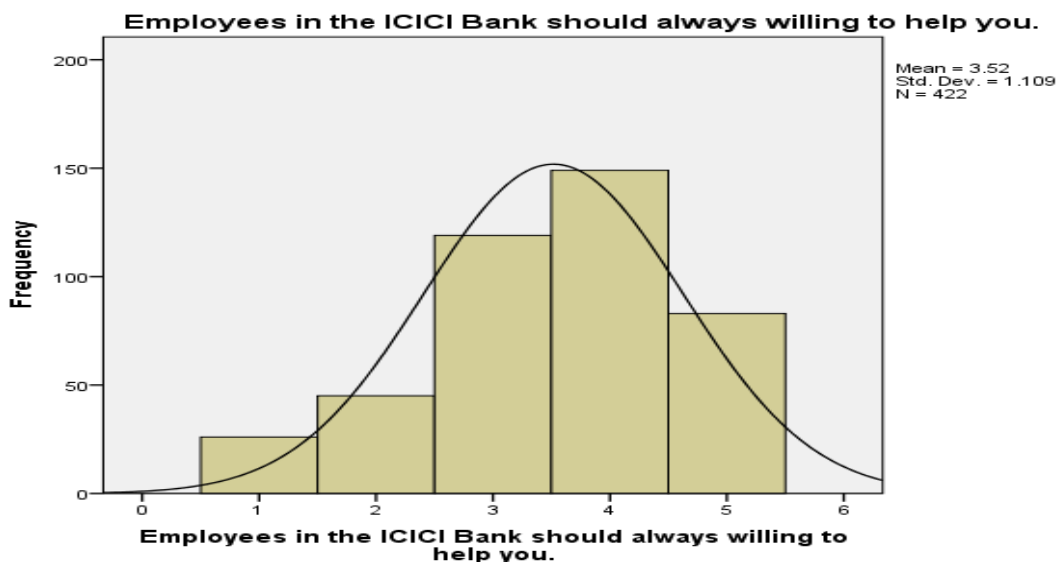


Figure 4-18, Histogram (Q12)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is -.526%. Since Skewness is negative value, the curve is left-skewed curve and data is piled up on right. Kurtosis =-.310, since Kurtosis is negative value, the curve is short and flat.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Employees should always help you. (E).

From the frequency distribution Table it can be seen that 6.2% respondents strongly disagree that Employees should always help you. (E). 10.7% Disagree, 28.2% are neutral, 35.3% agree and 19.7% strongly agree.

Hence, majority of the respondents are agree that Employees should always help you. (E).

13. Employees should respond to customer request promptly. (E) Respondents were ask to tell whether they expect that Employees should respond to customer request promptly. (E) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.46
Standard Deviation	1.071
Skewness	-0.530
Kurtosis	-0.188
COV= (Standard Deviation/ Mean)*100	30.95

Table 50 Statistics (Q13)

Employees should respond to customer request promptly. (E)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	26	6.2	6.2	6.2
	Disagree	45	10.7	10.7	16.8
	Neutral	126	29.9	29.9	46.7
	Agree	159	37.7	37.7	84.4
	Strongly agree	66	15.6	15.6	100.0
	Total	422	100.0	100.0	

Table 51 Frequency Table (Q13)

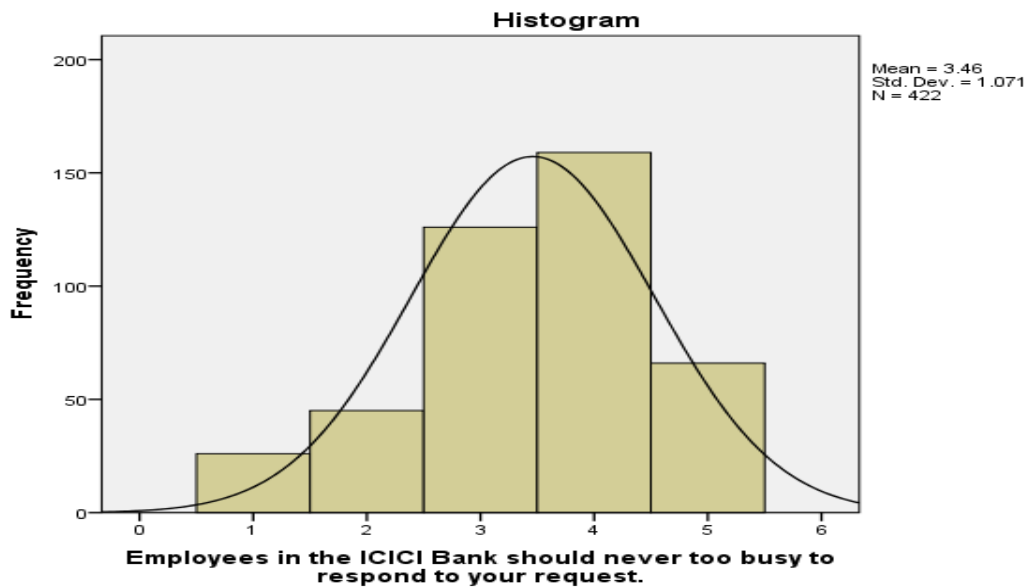


Figure 4-19, Histogram (Q13)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is $-.530\%$. Since Skewness is negative value, the curve is left-skewed curve and data is piled up on right. Kurtosis $=-.188$, since Kurtosis is negative value, the curve is short and flat.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Employees should respond to customer request promptly. (E).

AN ANALYTICAL STUDY OF THE QUALITY OF BANKING SERVICES AND THE SATISFACTION LEVELS OF CUSTOMERS OF THE ICICI BANK (KONDHWA BRANCH) USING SERVQUAL MODEL.

From the frequency distribution Table it can be seen that 6.2% respondents strongly disagree that Employees should respond to customer request promptly. (E). 10.7% Disagree, 29.9% are neutral, 37.7% agree and 15.6% strongly agree.

Hence, majority of the respondents are agree that Employees should respond to customer request promptly. (E).

14 Employees should exhibit confidence in customers. (E) Respondents were ask to tell whether they expect that the behaviour of employees in the ICICI Bank should instil confidence in you using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.43
Standard Deviation	1.142
Skewness	-0.429
Kurtosis	-0.523
COV= (Standard Deviation/ Mean)*100	33.29

Table 52 Statistics (Q14)

Employees should exhibit confidence in customers. (E)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	30	7.1	7.1	7.1
	Disagree	55	13.0	13.0	20.1
	Neutral	120	28.4	28.4	48.6
	Agree	139	32.9	32.9	81.5
	Strongly agree	78	18.5	18.5	100.0
	Total	422	100.0	100.0	

Table 53 Frequency Table (Q14)

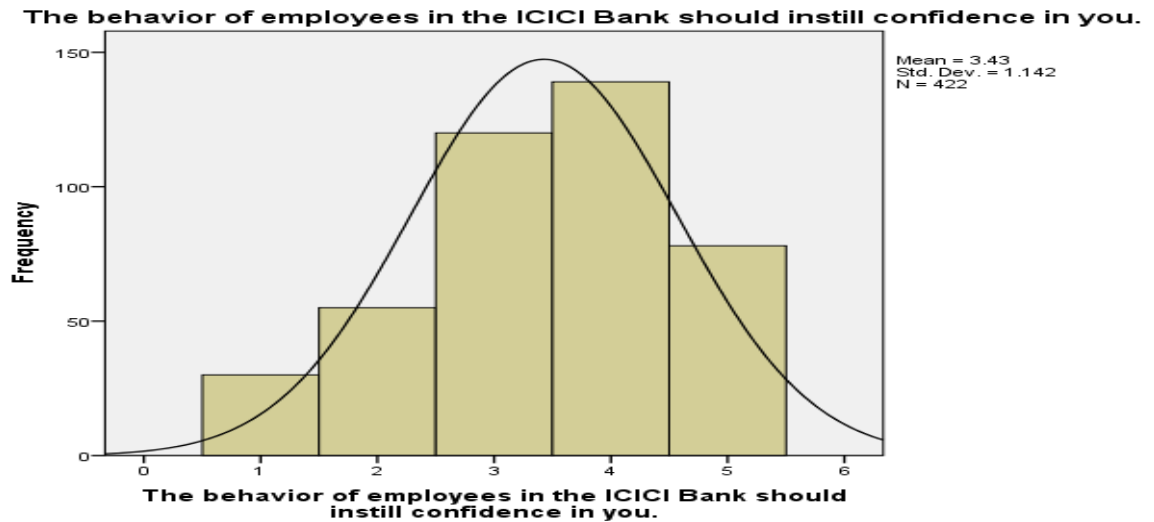


Figure 4-20, Histogram (Q14)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Employees should exhibit confidence in customers. (E)

From the frequency distribution Table it can be seen that 7.1% respondents strongly disagree that Employees should exhibit confidence in customers. (E) 13.0% Disagree, 28.4% are neutral, 32.9% agree and 18.5% strongly agree.

Hence, majority of the respondents are agree that Employees should exhibit confidence in customers. (E)

15. Feeling of safety in transaction. (E) Respondents were ask to tell whether they expect that Feeling of safety in transaction. (E) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.4
Standard Deviation	1.159
Skewness	-0.392
Kurtosis	-0.527
COV= (Standard Deviation/ Mean)*100	34.08

Table 54 Statistics (Q15)

Feeling of safety in transaction. (E)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	34	8.1	8.1	8.1
	Disagree	49	11.6	11.6	19.7
	Neutral	134	31.8	31.8	51.4
	Agree	124	29.4	29.4	80.8
	Strongly agree	81	19.2	19.2	100.0
	Total	422	100.0	100.0	

Table 55 Frequency Table (Q15)

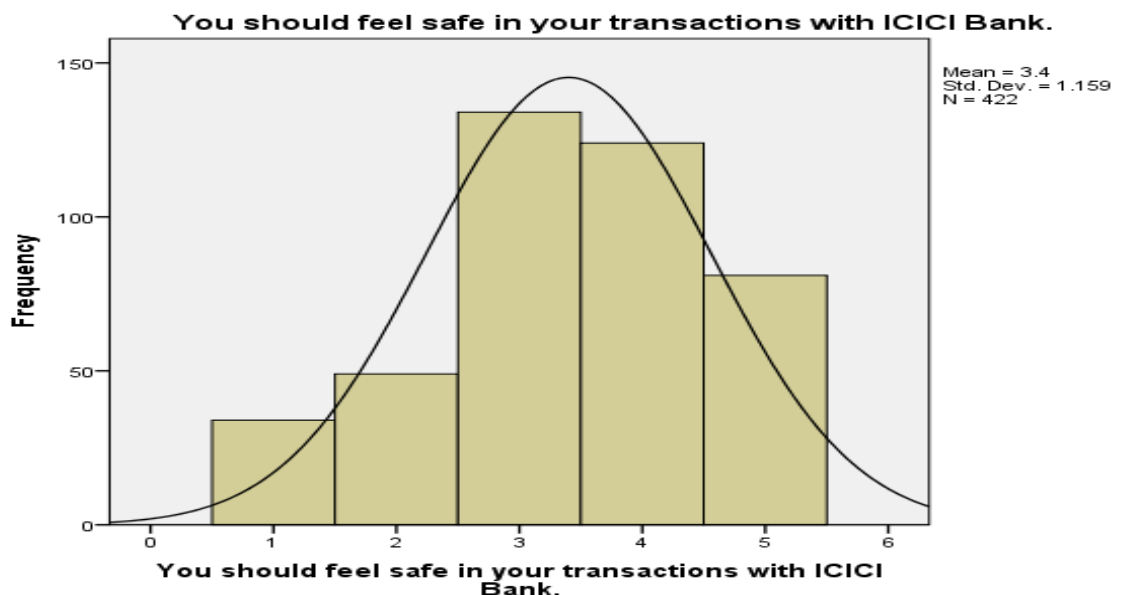


Figure 4-21, Histogram (Q15)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Feeling of safety in transaction. (E).

From the frequency distribution Table it can be seen that 8.1% respondents strongly disagree that Feeling of safety in transaction. (E). 11.6% Disagree, 31.8% are neutral, 29.4% agree and 19.2% strongly agree.

Hence, majority of the respondents are agree that Feeling of safety in transaction. (E).

16. Courteous employees. (E) Respondents were ask to tell whether they expect that Courteous employees. (E) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral,4 = Agree, 5 = Strongly Agree).

Mean	3.46
Standard Deviation	1.125
Skewness	-0.362
Kurtosis	-0.494
COV= (Standard Deviation/ Mean)*100	32.51

Table 56 Statistics (Q16)

Employees in the ICICI Bank should be consistently courteous with you.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	26	6.2	6.2	6.2
	Disagree	49	11.6	11.6	17.8
	Neutral	139	32.9	32.9	50.7
	Agree	121	28.7	28.7	79.4
	Strongly agree	87	20.6	20.6	100.0
	Total	422	100.0	100.0	

Table 57 Frequency Table (Q16)

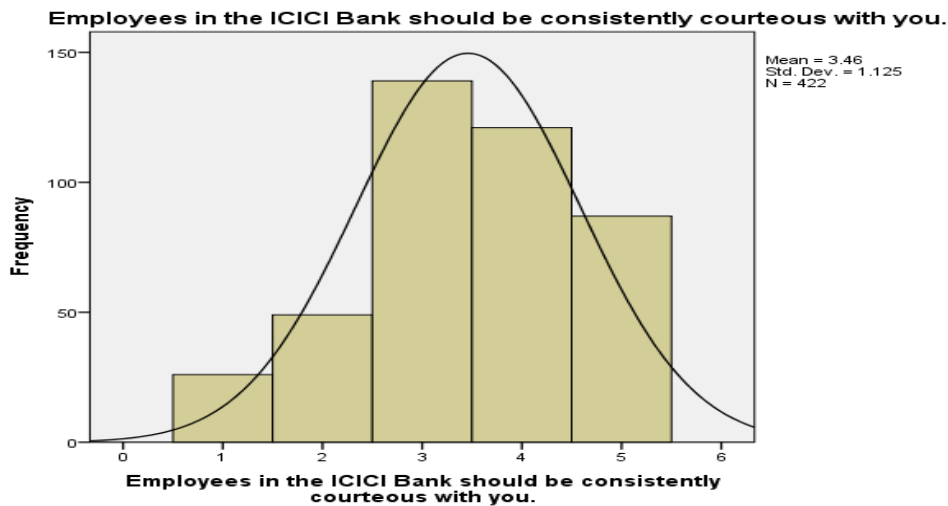


Figure 4-22, Histogram (Q16)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is -0.362% . Since Skewness is negative value, the curve is left-skewed curve and data is piled up on right. Kurtosis $= -0.494$, since Kurtosis is negative value, the curve is short and flat.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Courteous employees. (E).

From the frequency distribution Table it can be seen that 6.2% respondents strongly disagree that Courteous employees. (E). 11.6% Disagree, 32.9% are neutral, 28.7% agree and 20.6% strongly agree.

Hence, majority of the respondents are NEUTRAL for Courteous employees. (E).

17. Knowledgeable employees (E) Respondents were ask to tell whether they expect that Employees in the ICICI Bank should have the knowledge to answer your questions analysis of service quality parameters in ICICI Bank using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral,4 = Agree, 5 = Strongly Agree).

Mean	3.54
Standard Deviation	1.095
Skewness	-0.457
Kurtosis	-0.361
COV= (Standard Deviation/ Mean)*100	30.93

Table 58 Statistics (Q17)

Knowledgeable employees (E)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	22	5.2	5.2	5.2
	Disagree	45	10.7	10.7	15.9
	Neutral	128	30.3	30.3	46.2
	Agree	138	32.7	32.7	78.9
	Strongly agree	89	21.1	21.1	100.0
	Total	422	100.0	100.0	

Table 59 Frequency Table (Q17)

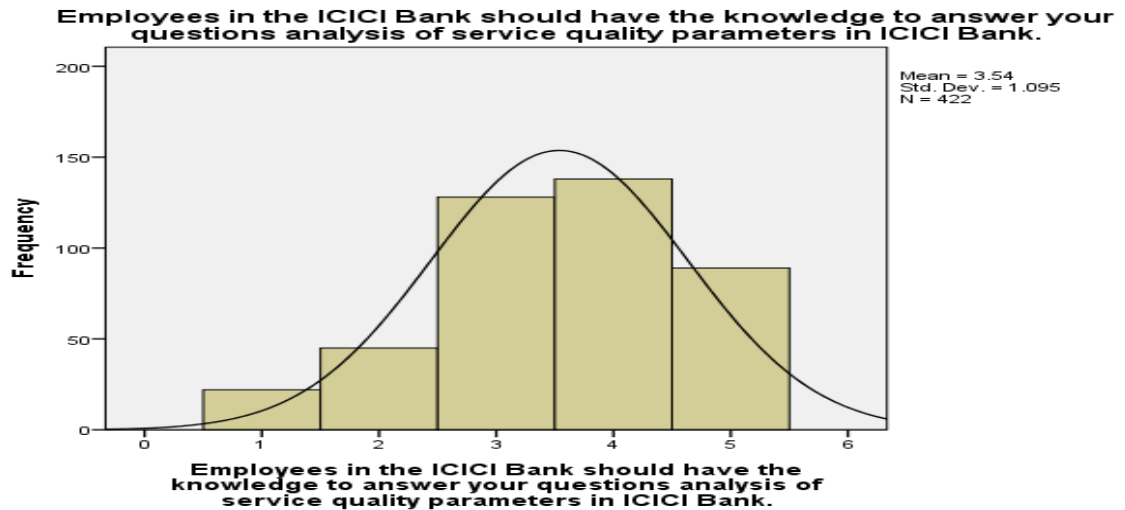


Figure 4-23, Histogram (Q17)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is -0.457 . Since Skewness is negative value, the curve is left-skewed curve and data is piled up on right. Kurtosis is -0.361 , since Kurtosis is negative value, the curve is short and flat.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Knowledgeable employees (E)

From the frequency distribution Table it can be seen that 5.2% respondents strongly disagree that Knowledgeable employees (E) 10.7% Disagree, 30.3% are neutral, 32.7% agree and 21.1% strongly agree.

Hence, majority of the respondents are agree that Knowledgeable employees (E)

18. Attention to individual customers.(E) Respondents were ask to tell whether they expect that Attention to individual customers using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.42
Standard Deviation	1.114
Skewness	-0.432
Kurtosis	-0.414
COV= (Standard Deviation/ Mean)*100	32.57

Table 60 Statistics (Q18)

The ICICI Bank should give you individual attention.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	29	6.9	6.9	6.9
	Disagree	51	12.1	12.1	19.0
	Neutral	129	30.6	30.6	49.5
	Agree	141	33.4	33.4	82.9
	Strongly agree	72	17.1	17.1	100.0
	Total	422	100.0	100.0	

Table 61 Frequency Table (Q18)

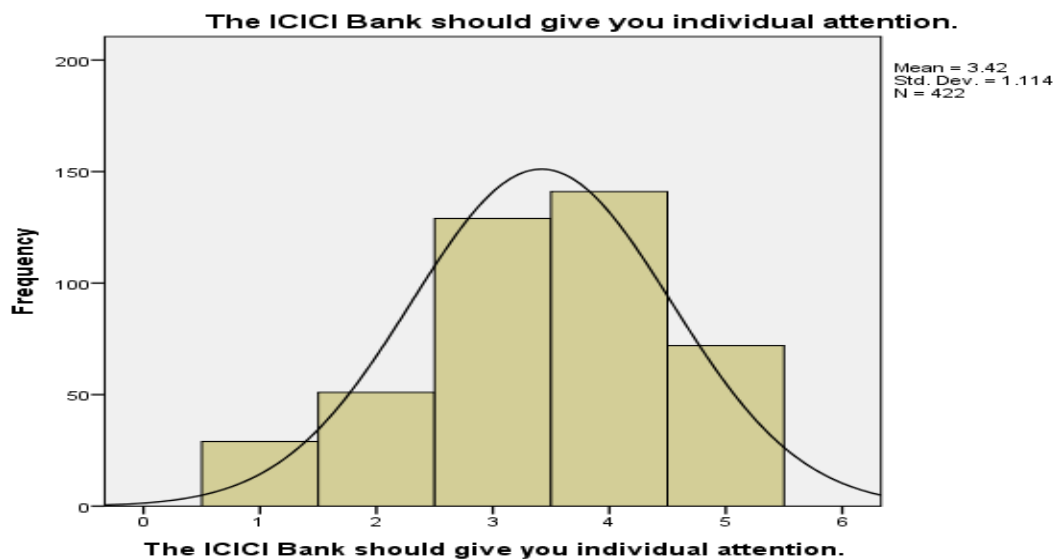


Figure 4-24, Histogram (Q18)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is -.432%. Since Skewness is negative value, the

curve is left-skewed curve and data is piled up on right. Kurtosis =-.414, since Kurtosis is negative value, the curve is short and flat.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Attention to individual customers.(E)

From the frequency distribution Table it can be seen that 6.9% respondents strongly disagree that Attention to individual customers.(E) 12.1% Disagree, 30.6% are neutral, 33.4% agree and 17.1% strongly agree.

Hence, majority of the respondents are agree that Attention to individual customers.(E)

19. Convenient operating hours. (E) Respondents were ask to tell whether they expect that the ICICI Bank should have operating hours convenient to all its customers using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.47
Standard Deviation	1.129
Skewness	-0.434
Kurtosis	-0.481
COV= (Standard Deviation/ Mean)*100	32.53

Table 62 Statistics (Q19)

Convenient operating hours. (E)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	27	6.4	6.4	6.4
	Disagree	52	12.3	12.3	18.7
	Neutral	123	29.1	29.1	47.9
	Agree	137	32.5	32.5	80.3
	Strongly agree	83	19.7	19.7	100.0
	Total	422	100.0	100.0	

Table 63 Frequency Table (Q19)

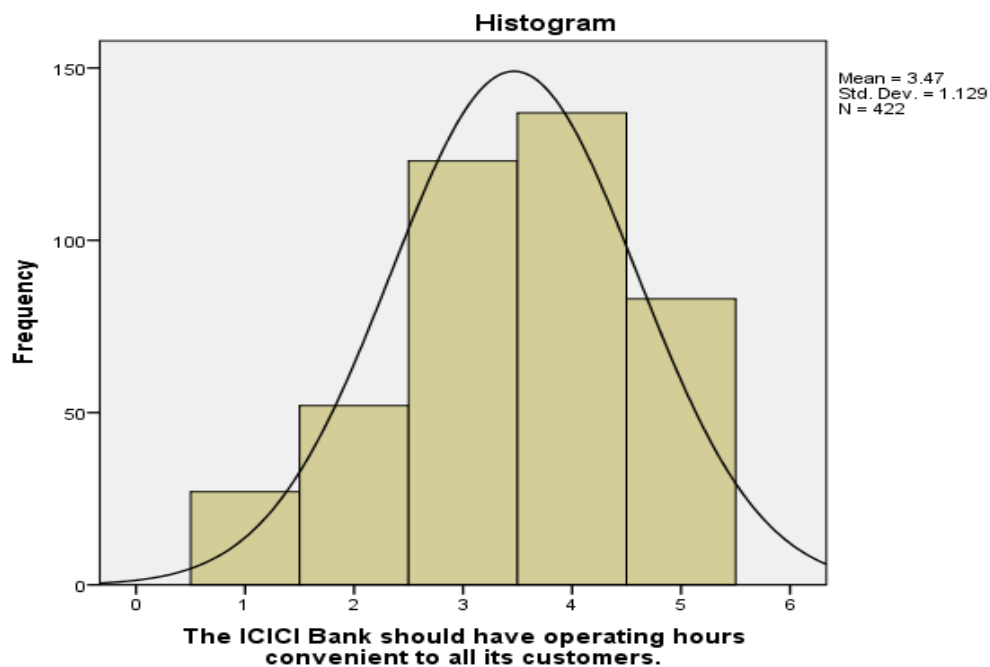


Figure 4-25, Histogram (Q19)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is -.434%. Since Skewness is negative value, the curve is left-skewed curve and data is piled up on right. Kurtosis = -.481, since Kurtosis is negative value, the curve is short and flat.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Convenient operating hours. (E)

From the frequency distribution Table it can be seen that 6.4% respondents strongly disagree that Convenient operating hours. (E) 12.3% Disagree, 29.1% are neutral, 32.5% agree and 19.7% strongly agree.

Hence, majority of the respondents are agree that Convenient operating hours. (E)

20. Personal attention from employees. (E) Respondents were ask to tell whether they expect that the ICICI Bank should have employees who give you personal attention using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.5
Standard Deviation	1.085
Skewness	-0.453
Kurtosis	-0.328
COV= (Standard Deviation/ Mean)*100	31

Table 64 Statistics (Q20)

Personal attention from employees. (E)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	23	5.5	5.5	5.5
	Disagree	47	11.1	11.1	16.6
	Neutral	129	30.6	30.6	47.2
	Agree	144	34.1	34.1	81.3
	Strongly agree	79	18.7	18.7	100.0
	Total	422	100.0	100.0	

Table 65 Frequency Table (Q20)

AN ANALYTICAL STUDY OF THE QUALITY OF BANKING SERVICES AND THE SATISFACTION LEVELS OF CUSTOMERS OF THE ICICI BANK (KONDHWA BRANCH) USING SERVQUAL MODEL.

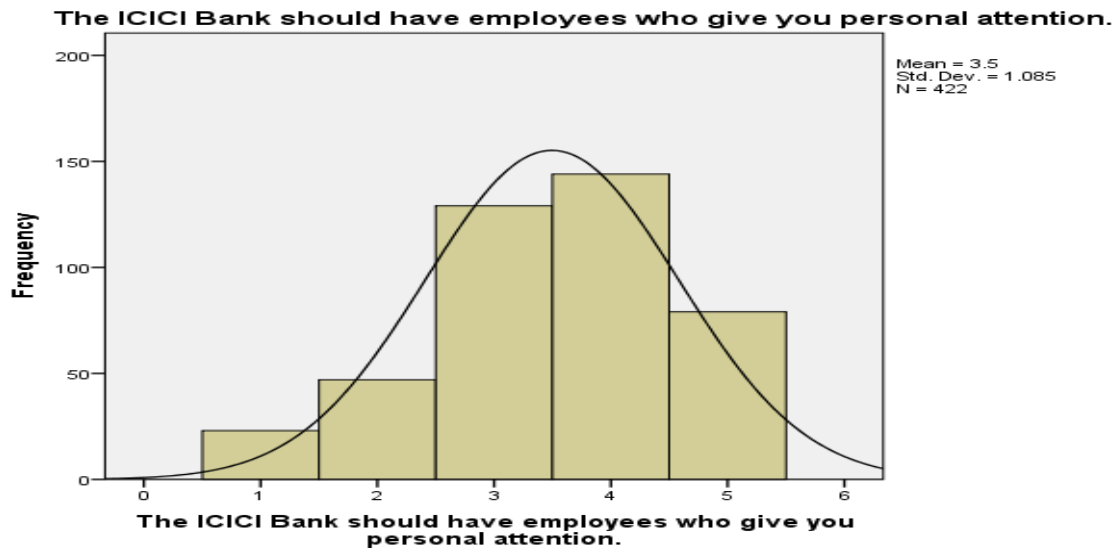


Figure 4-26, Histogram (Q20)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is $-.453\%$. Since Skewness is negative value, the curve is left-skewed curve and data is piled up on right. Kurtosis $=-.328$, since Kurtosis is negative value, the curve is short and flat.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Personal attention from employees. (E)

From the frequency distribution Table it can be seen that 5.5% respondents strongly disagree that Personal attention from employees. (E) 11.1% Disagree, 30.6% are neutral, 34.1% agree and 18.7% strongly agree.

Hence, majority of the respondents are agree that Personal attention from employees. (E)

21. Customer interests first. (E) Respondents were ask to tell whether they expect that the ICICI Bank should have your best interests at heart using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.47
Standard Deviation	1.115
Skewness	-0.512
Kurtosis	-0.283
COV= (Standard Deviation/ Mean)*100	32.13

Table 66 Statistics (Q21)

Customer interests first. (E)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	30	7.1	7.1	7.1
	Disagree	41	9.7	9.7	16.8
	Neutral	129	30.6	30.6	47.4
	Agree	144	34.1	34.1	81.5
	Strongly agree	78	18.5	18.5	100.0
	Total	422	100.0	100.0	

Table 67 Frequency Table (Q21)

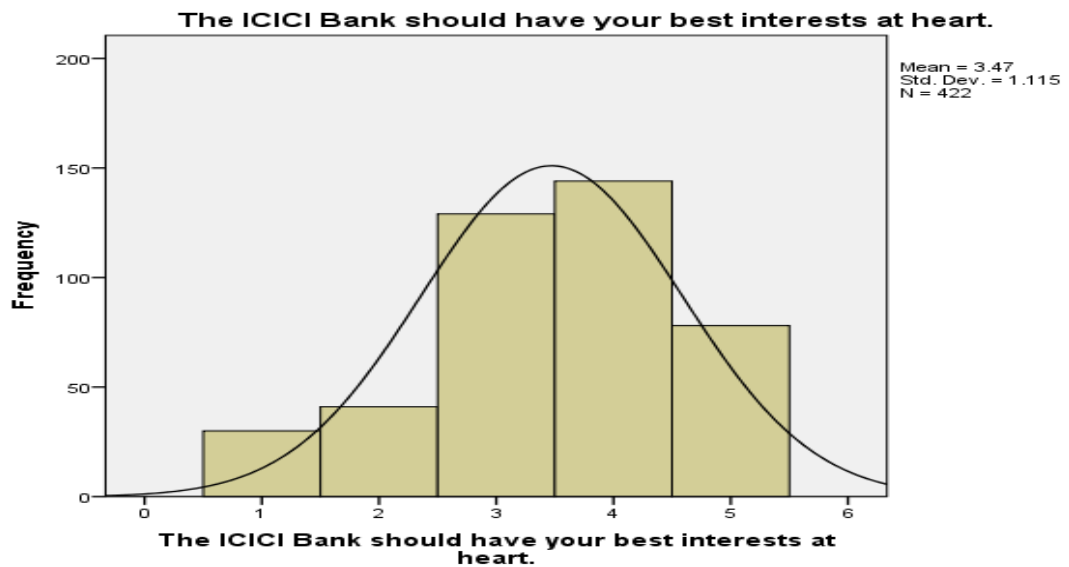


Figure 4-27, Histogram (Q21)

Interpretation Since coefficient of variance is less than 33%, Mean is meaningful value. Skewness is -.512%. Since Skewness is negative value, the

curve is left-skewed curve and data is piled up on right. Kurtosis =-.283, since Kurtosis is negative value, the curve is short and flat.

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Customer interests first. (E)

From the frequency distribution Table it can be seen that 7.1% respondents strongly disagree that Customer interests first. (E) 9.7% Disagree, 30.6% are neutral, 34.1% agree and 18.5% strongly agree.

Hence, majority of the respondents are agree that Customer interests first. (E)

22. Specific needs should be understood by employees. (E) Respondents were ask to tell whether they expect that the employees of the ICICI Bank should understand your specific needs using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.45
Standard Deviation	1.198
Skewness	-.426
Kurtosis	-.651
COV= (Standard Deviation/ Mean)*100	34.72

Table 68 Statistics (Q22)

The employees of the ICICI Bank should understand your specific needs					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	34	8.1	8.1	8.1
	Disagree	53	12.6	12.6	20.6
	Neutral	117	27.7	27.7	48.3
	Agree	123	29.1	29.1	77.5
	Strongly agree	95	22.5	22.5	100.0

Total	422	100.0	100.0	
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Table 69 Frequency Table (Q22)

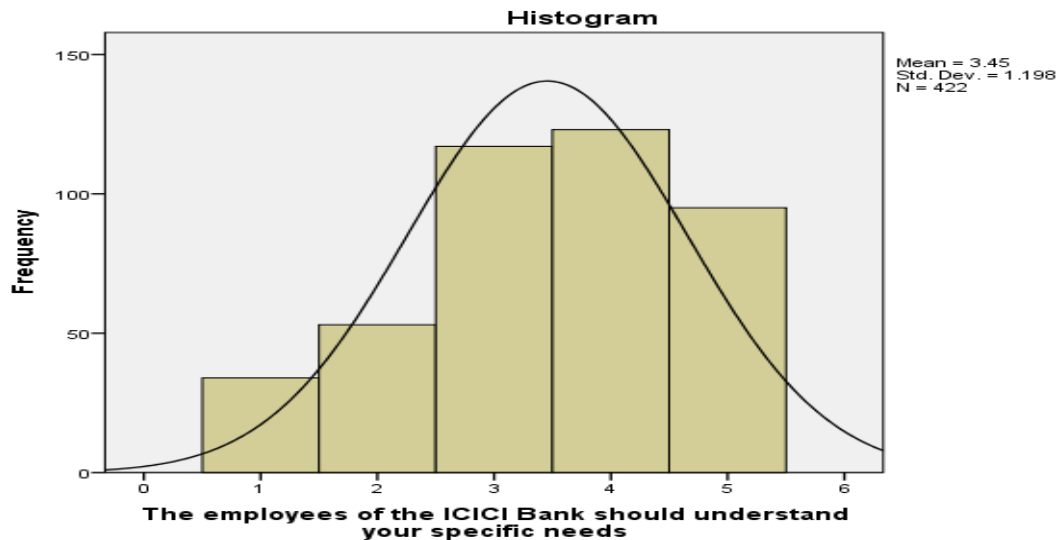


Figure 4-28, Histogram (Q22)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that the employees of the ICICI Bank should understand your specific needs.

From the frequency distribution Table it can be seen that 8.1% respondents strongly disagree that the employees of the ICICI Bank should understand your specific needs. 12.6% Disagree, 27.7% are neutral, 29.1% agree and 22.5% strongly agree.

Hence, majority of the respondents are agree that the employees of Specific needs should be understood by employees. (E)

23. Modern equipment (P) Respondents were ask to tell whether they expect that Modern equipment (P) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	3.57
Standard Deviation	1.494
Skewness	-.499
Kurtosis	-1.250
COV= (Standard Deviation/ Mean)*100	41.84

Table 70 Statistics (Q23)

Modern equipment (P).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	57	13.5	13.5	13.5
	Disagree	64	15.2	15.2	28.7
	Neutral	64	15.2	15.2	43.8
	Agree	54	12.8	12.8	56.6
	Strongly agree	183	43.4	43.4	100.0
	Total	422	100.0	100.0	

Table 71 Frequency Table (Q23)

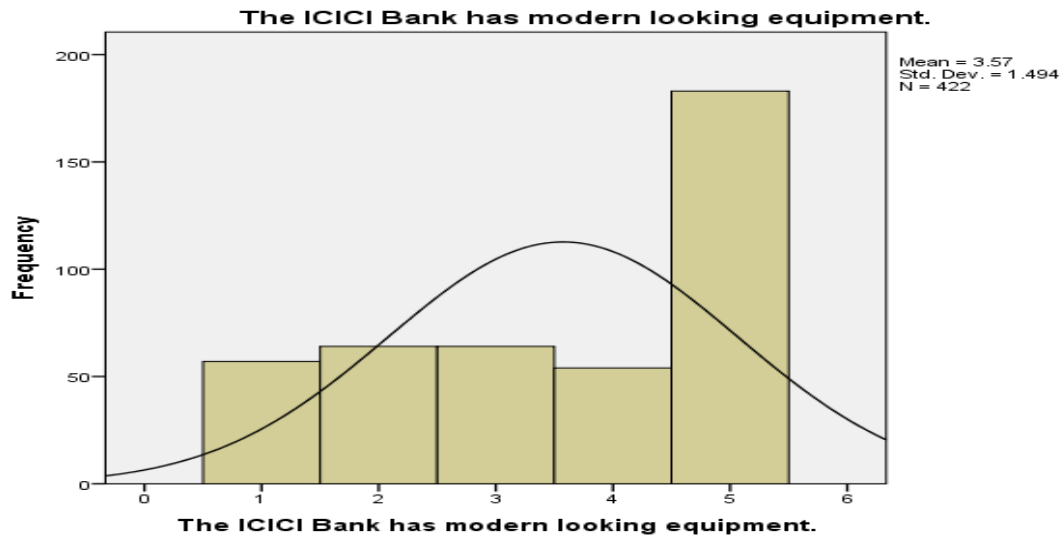


Figure 4-29, Histogram (Q23)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Modern equipment (P).

From the frequency distribution Table it can be seen that 13.5% respondents strongly disagree that Modern equipment (P). 15.2% Disagree, 15.2% are neutral, 12.8% agree and 43.4% strongly agree.

Hence, majority of the respondents are agree that Modern equipment (P).

24. Appealing physical features (P) Respondents were ask to tell whether they expect that Appealing physical features (P) . Using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.77
Standard Deviation	1.178
Skewness	.072
Kurtosis	-.918
COV= (Standard Deviation/ Mean)*100	42.52

Table 72 Statistics (Q24)

Appealing physical features (P) .					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	72	17.1	17.1	17.1
	Disagree	106	25.1	25.1	42.2
	Neutral	119	28.2	28.2	70.4
	Agree	96	22.7	22.7	93.1
	Strongly agree	29	6.9	6.9	100.0
	Total	422	100.0	100.0	

Table 73 Frequency Table (Q24)

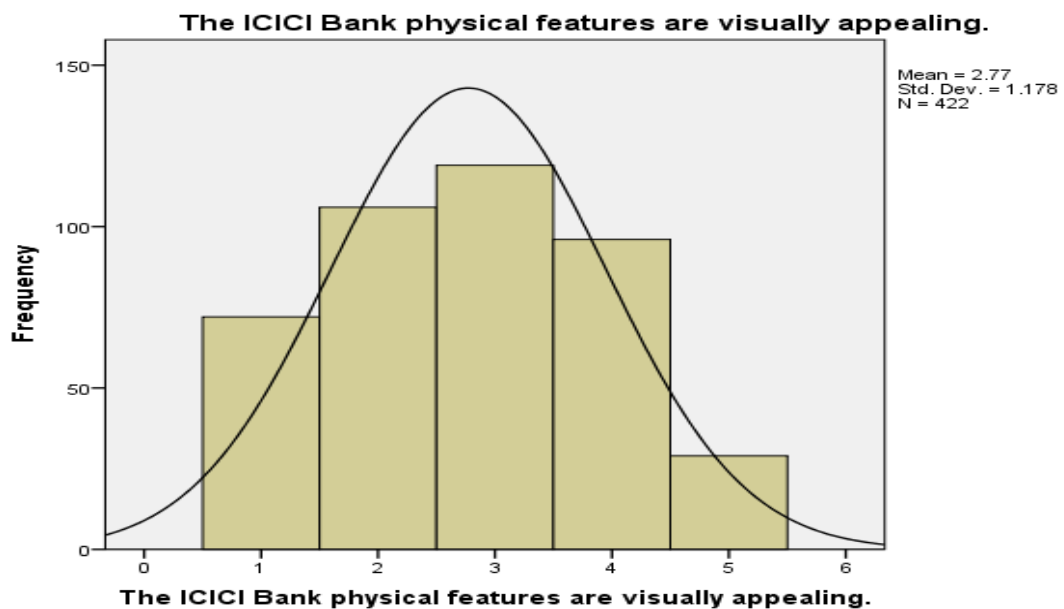


Figure 4-30, Histogram (Q24)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for ICICI Bank physical features are visually appealing.

From the frequency distribution Table it can be seen that 17.1% respondents strongly disagree that Appealing physical features (P) .25.1% Disagree, 28.2% are neutral, 22.7% agree and 6.9% strongly agree.

Hence, majority of the respondents are NEUTRAL for Appealing physical features (P) .

25. Well dressed and neat appearing employees (P) Respondents were ask to tell whether they expect that Well dressed and neat appearing employees (P) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.94
Standard Deviation	1.101
Skewness	.058
Kurtosis	-.654
COV= (Standard Deviation/ Mean)*100	37.44

Table 74 Statistics (Q25)

Well dressed and neat appearing employees (P) .					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	42	10.0	10.0	10.0
	Disagree	107	25.4	25.4	35.3
	Neutral	144	34.1	34.1	69.4
	Agree	93	22.0	22.0	91.5
	Strongly agree	36	8.5	8.5	100.0
	Total	422	100.0	100.0	

Table 75 Frequency Table (Q25)

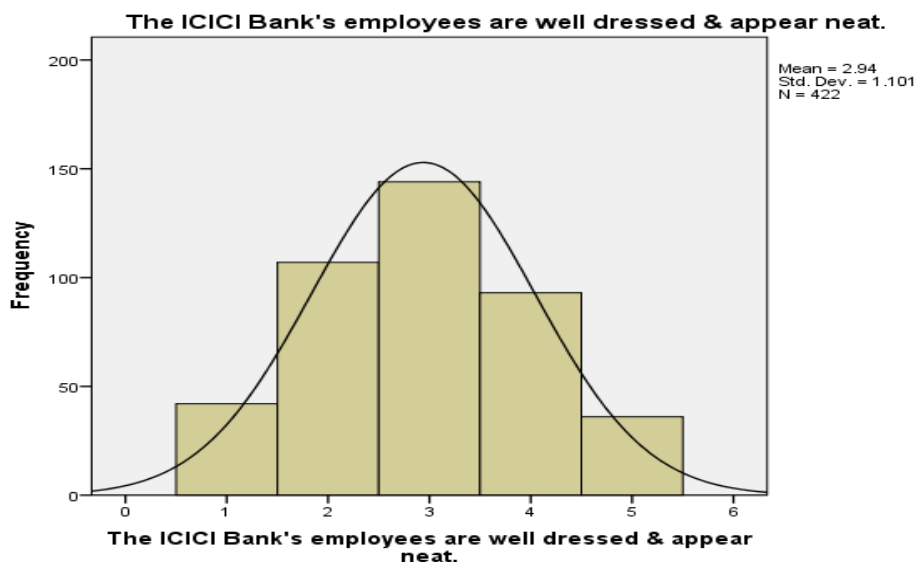


Figure 4-31, Histogram (Q25)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Well dressed and neat appearing employees (P) .

From the frequency distribution Table it can be seen that 10% respondents strongly disagree that Well dressed and neat appearing employees (P) . 25.4% Disagree, 34.1% are neutral, 22% agree and 8.5% strongly agree.

Hence, majority of the respondents are NEUTRAL for Well dressed and neat appearing employees (P) .

26. Service visually appealing (P) Respondents were ask to tell whether they expect that the Service visually appealing (P) . Using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral,4 = Agree, 5 = Strongly Agree).

Mean	2.68
Standard Deviation	1.030
Skewness	.158
Kurtosis	-.584
COV= (Standard Deviation/ Mean)*100	38.4

Table 76 Statistics (Q26)

Service visually appealing (P) .					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	55	13.0	13.0	13.0
	Disagree	134	31.8	31.8	44.8
	Neutral	141	33.4	33.4	78.2
	Agree	77	18.2	18.2	96.4
	Strongly agree	15	3.6	3.6	100.0
	Total	422	100.0	100.0	

Table 77 Frequency Table (Q26)

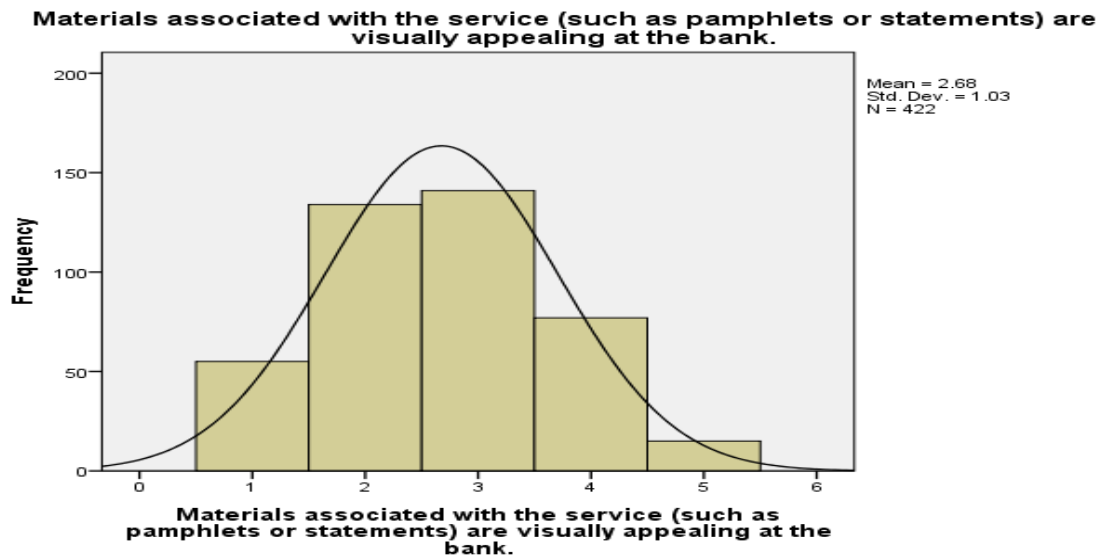


Figure 4-32, Histogram (Q26)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution. The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for the Service visually appealing (P).

From the frequency distribution Table it can be seen that 13% respondents strongly disagree that the Service visually appealing (P). 31.8% Disagree, 33.4% are neutral, 18.2% agree and 3.6% strongly agree.

Hence, majority of the respondents are NEUTRAL for the Service visually appealing (P).

27. Promises are kept (P) Respondents were asked to tell whether they expect that Promises are kept (P) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.82
Standard Deviation	1.085
Skewness	.126
Kurtosis	-.681
COV= (Standard Deviation/ Mean)*100	38.47

Table 78 Statistics (Q27)

Promises are kept (P).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	48	11.4	11.4	11.4
	Disagree	124	29.4	29.4	40.8
	Neutral	134	31.8	31.8	72.5
	Agree	90	21.3	21.3	93.8
	Strongly agree	26	6.2	6.2	100.0
	Total	422	100.0	100.0	

Table 79 Frequency Table (Q27)

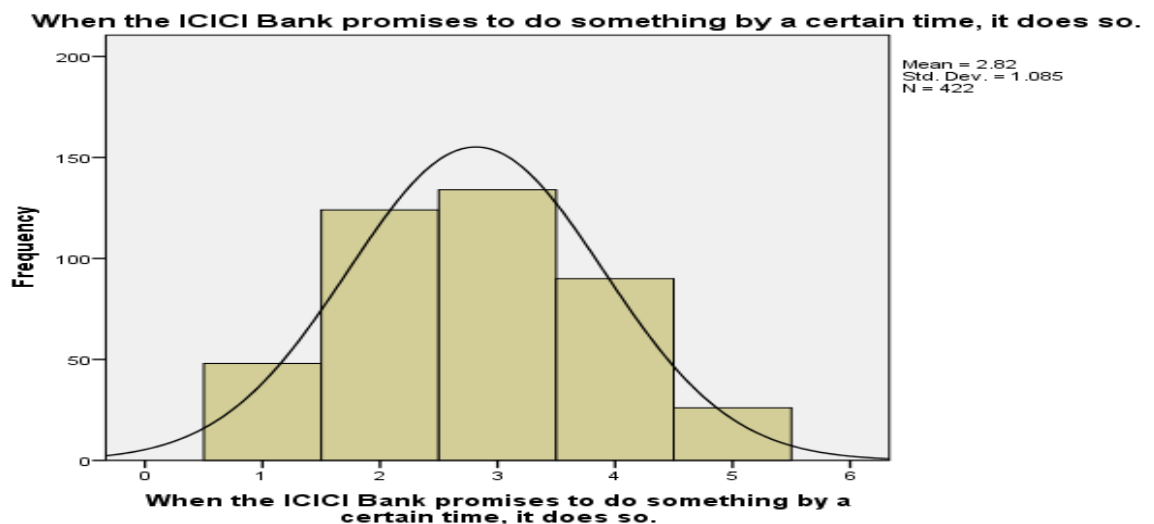


Figure 4-33, Histogram (Q27)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Promises are kept (P).

From the frequency distribution Table it can be seen that 11.4% respondents strongly disagree that Promises are kept (P). 29.4% Disagree, 31.8% are neutral, 21.3% agree and 6.2% strongly agree.

Hence, majority of the respondents are NEUTRAL for Promises are kept (P).

28. Problems are solved (P) Respondents were ask to tell whether they expect that Problems are solved (P) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.81
Standard Deviation	1.112
Skewness	.245
Kurtosis	-.619
COV= (Standard Deviation/ Mean)*100	39.57

Table 80 Statistics (Q28)

Problems are solved (P).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	48	11.4	11.4	11.4
	Disagree	129	30.6	30.6	41.9
	Neutral	135	32.0	32.0	73.9
	Agree	75	17.8	17.8	91.7
	Strongly agree	35	8.3	8.3	100.0
	Total	422	100.0	100.0	

Table 81 Frequency Table (Q28)

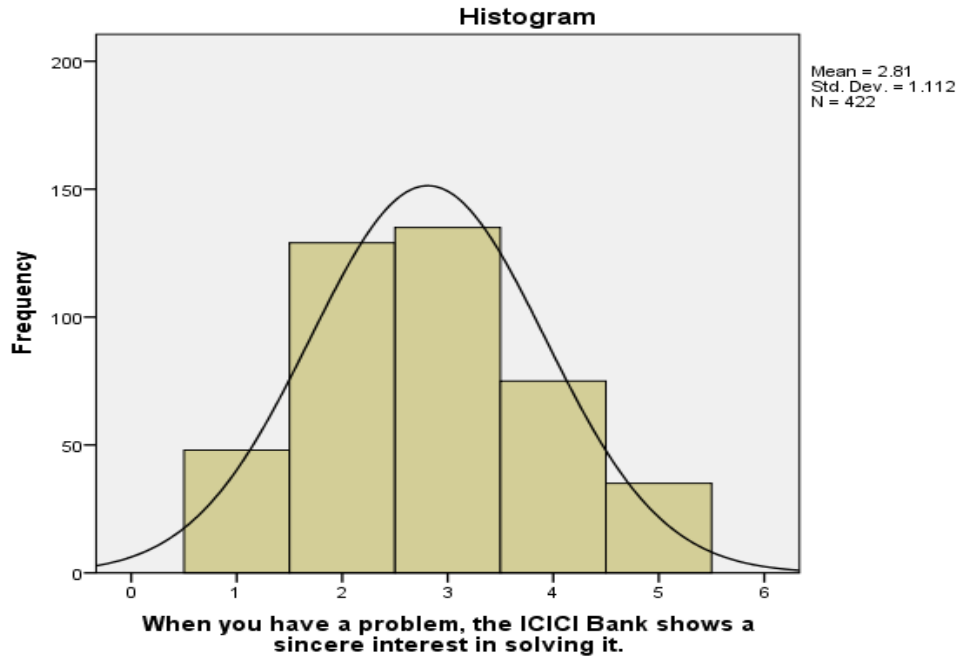


Figure 4-34, Histogram (Q28)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Problems are solved (P).

From the frequency distribution Table it can be seen that 11.4% respondents strongly disagree that Appealing physical features (E) Problems are solved (P).30.6% Disagree, 32.0% are neutral, 17.8% agree and 8.3% strongly agree.

Hence, majority of the respondents are NEUTRAL for Problems are solved (P).

29. Service is performed correctly on the first occasion itself (P)
 Respondents were ask to tell whether they expect that Service is performed

correctly on the first occasion itself (P) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.74
Standard Deviation	1.079
Skewness	.230
Kurtosis	-.549
COV= (Standard Deviation/ Mean)*100	39.37

Table 82 Statistics (Q29)

Service is performed correctly on the first occasion itself (P).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	53	12.6	12.6	12.6
	Disagree	130	30.8	30.8	43.4
	Neutral	140	33.2	33.2	76.5
	Agree	73	17.3	17.3	93.8
	Strongly agree	26	6.2	6.2	100.0
	Total	422	100.0	100.0	

Table 83 Frequency Table (Q29)

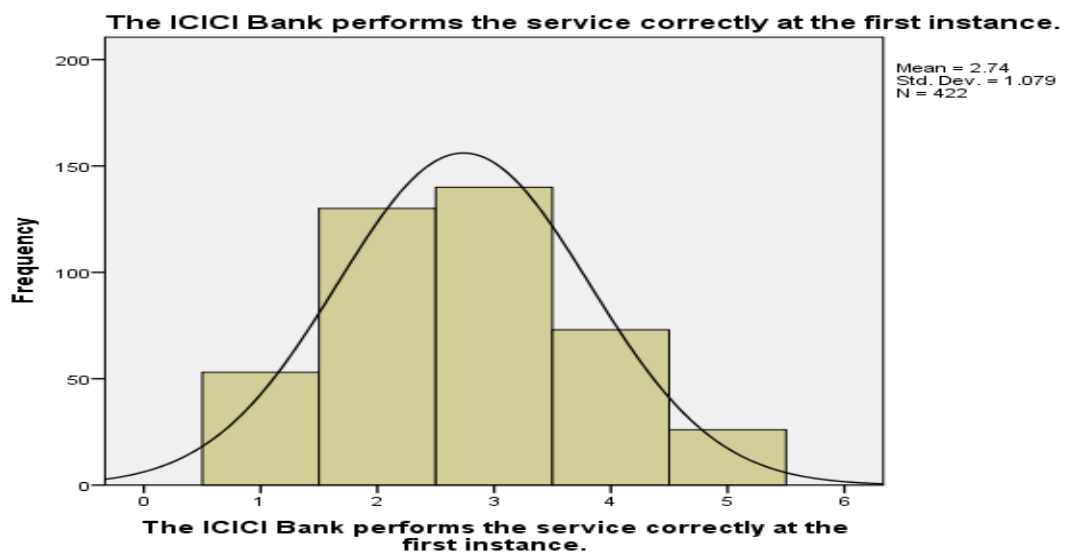


Figure 4-35, Histogram (Q29)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are AGREE that Service is performed correctly on the first occasion itself (P).

From the frequency distribution Table it can be seen that 12.6% respondents strongly disagree that Service is performed correctly on the first occasion itself (P). 30.8% Disagree, 33.2% are neutral, 17.3% agree and 6.2% strongly agree.

Hence, majority of the respondents are agree that when you have a problem, Service is performed correctly on the first occasion itself (P).

30. Execution of service on time (P) Respondents were ask to tell whether they expect that Execution of service on time (P) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.79
Standard Deviation	1.157
Skewness	.229
Kurtosis	-.691
COV= (Standard Deviation/ Mean)*100	41.4

Table 84 Statistics (Q30)

Execution of service on time (P).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	59	14.0	14.0	14.0
	Disagree	119	28.2	28.2	42.2
	Neutral	134	31.8	31.8	73.9
	Agree	71	16.8	16.8	90.8
	Strongly agree	39	9.2	9.2	100.0
	Total	422	100.0	100.0	

Table 85 Frequency Table (Q30)

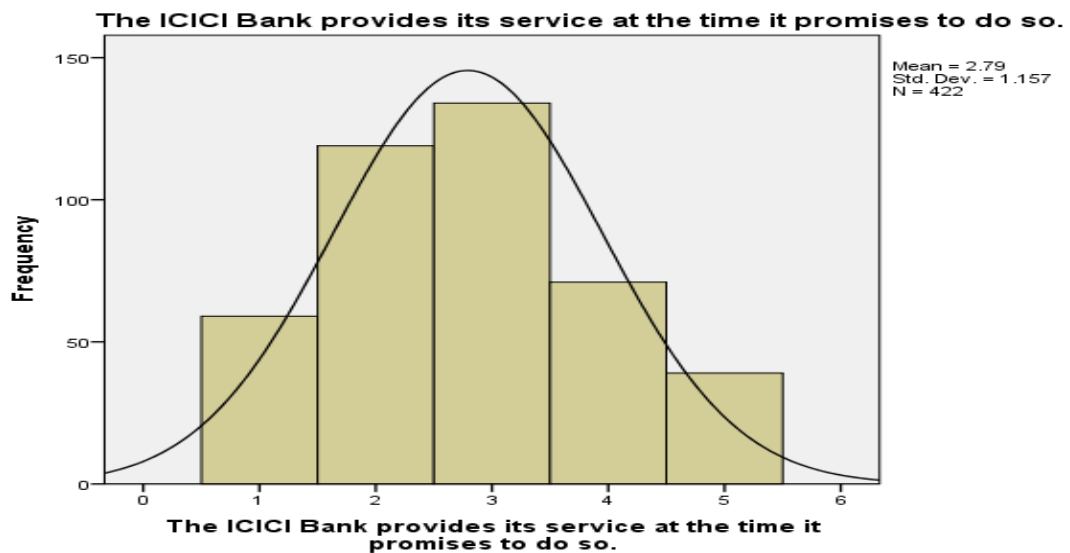


Figure 4-36, Histogram (Q30)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Execution of service on time (P).

From the frequency distribution Table it can be seen that 14.0% respondents strongly disagree that Execution of service on time (P). 28.2% Disagree, 31.8% are neutral, 16.8% agree and 9.2% strongly agree.

Hence, majority of the respondents are NEUTRAL for when you have a problem, Execution of service on time (P).

31. Records are error free (P) Respondents were ask to tell whether they expect that Records are error free (P)using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.77
Standard Deviation	1.151
Skewness	.119
Kurtosis	-.678
COV= (Standard Deviation/ Mean)*100	41.55

Table 86 Statistics (Q31)

The ICICI Bank insists on error free records					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	65	15.4	15.4	15.4
	Disagree	110	26.1	26.1	41.5
	Neutral	141	33.4	33.4	74.9
	Agree	71	16.8	16.8	91.7
	Strongly agree	35	8.3	8.3	100.0
	Total	422	100.0	100.0	

Table 87 Frequency Table (Q31)

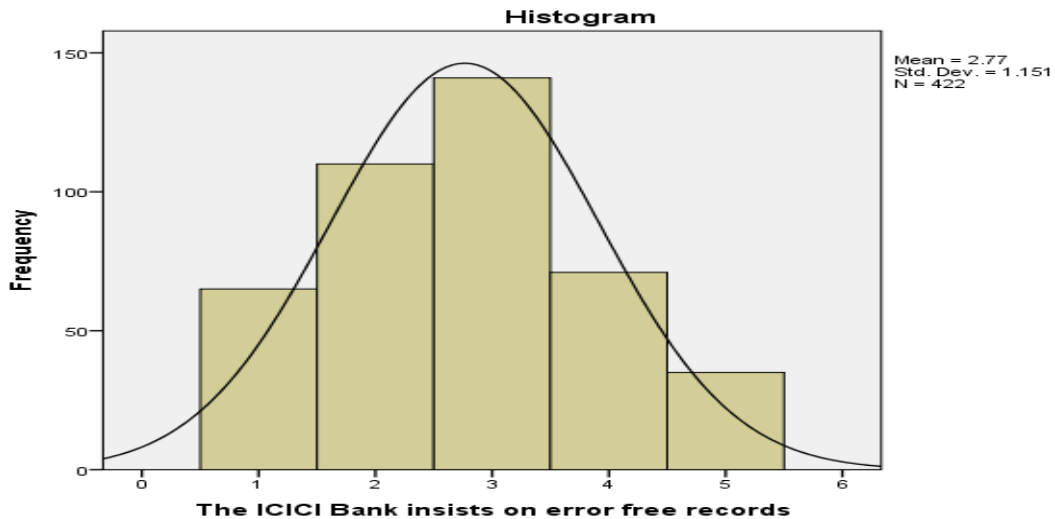


Figure 4-37, Histogram (Q31)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for the ICICI Bank insists on error free records.

From the frequency distribution Table it can be seen that 15.4% respondents strongly disagree that the ICICI Bank insists on error free records. 26.1% Disagree, 33.4% are neutral, 16.8% agree and 8.3% strongly agree.

Hence, majority of the respondents are NEUTRAL for when you have a problem, the ICICI Bank insists on error free records.

32. Informed when the service is performed (P) Respondents were ask to tell whether they expect that Informed when the service is performed (P) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.74
Standard Deviation	1.200
Skewness	.172
Kurtosis	-.855
COV= (Standard Deviation/ Mean)*100	43.79

Table 88 Statistics (Q32)

Informed when the service is performed (P).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	76	18.0	18.0	18.0
	Disagree	107	25.4	25.4	43.4
	Neutral	124	29.4	29.4	72.7
	Agree	79	18.7	18.7	91.5
	Strongly agree	36	8.5	8.5	100.0
	Total	422	100.0	100.0	

Table 89 Frequency Table (Q32)

Employees in the ICICI Bank tell you exactly when the services will be performed.

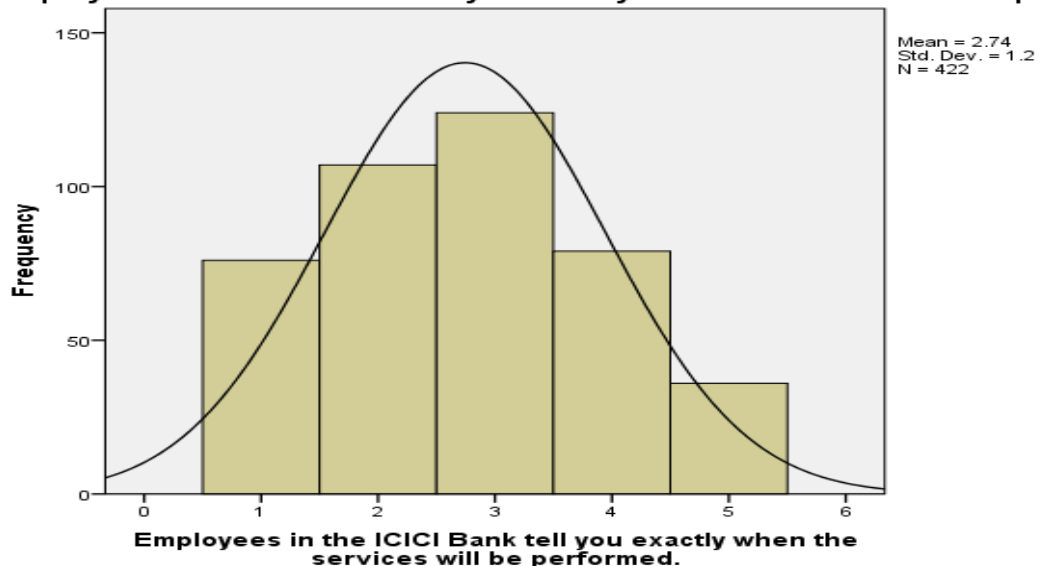


Figure 4-38, Histogram (Q32)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Informed when the service is performed (P).

From the frequency distribution Table it can be seen that 18% respondents strongly disagree that Informed when the service is performed (P). 25.4% Disagree, 29.4% are neutral, 18.7% agree and 8.5% strongly agree.

Hence, majority of the respondents are NEUTRAL for Informed when the service is performed (P).

33. Prompt service (P) Respondents were ask to tell whether they expect that Employees in Prompt service (P) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.82
Standard Deviation	1.182
Skewness	.284
Kurtosis	.119
COV= (Standard Deviation/ Mean)*100	41.91

Table 90 Statistics (Q33)

Prompt service (P).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	58	13.7	13.7	13.7
	Disagree	115	27.3	27.3	41.0
	Neutral	144	34.1	34.1	75.1
	Agree	55	13.0	13.0	88.2
	Strongly agree	50	11.8	11.8	100.0
	Total	422	100.0	100.0	

Table 91 Frequency Table (Q33)

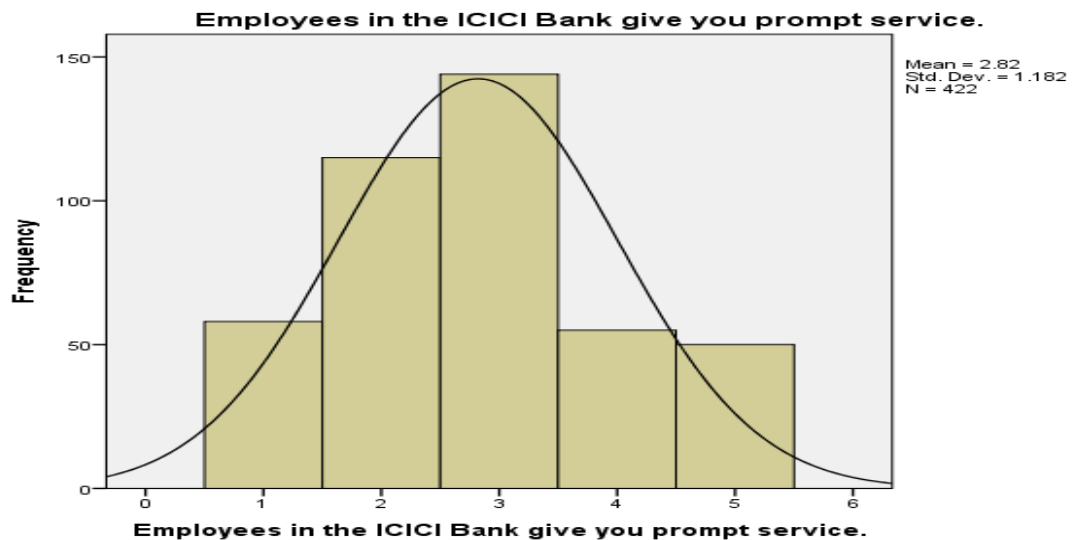


Figure 4-39, Histogram (Q33)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Prompt service (P).

From the frequency distribution Table it can be seen that 13.7% respondents strongly disagree that Prompt service (P). 27.3% Disagree, 34.1% are neutral, 13.0% agree and 11.8% strongly agree.

Hence, majority of the respondents are NEUTRAL for Employees in the Prompt service (P).

34. Employees are always help you (P) Respondents were ask to tell whether they expect that Employees are always help you (P) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.84
Standard Deviation	1.161
Skewness	.226
Kurtosis	-.715
COV= (Standard Deviation/ Mean)*100	40.88

Table 92 Statistics (Q34)

Employees are always help you (P).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	53	12.6	12.6	12.6
	Disagree	121	28.7	28.7	41.2
	Neutral	132	31.3	31.3	72.5
	Agree	73	17.3	17.3	89.8
	Strongly agree	43	10.2	10.2	100.0
	Total	422	100.0	100.0	

Table 93 Frequency Table (Q34)

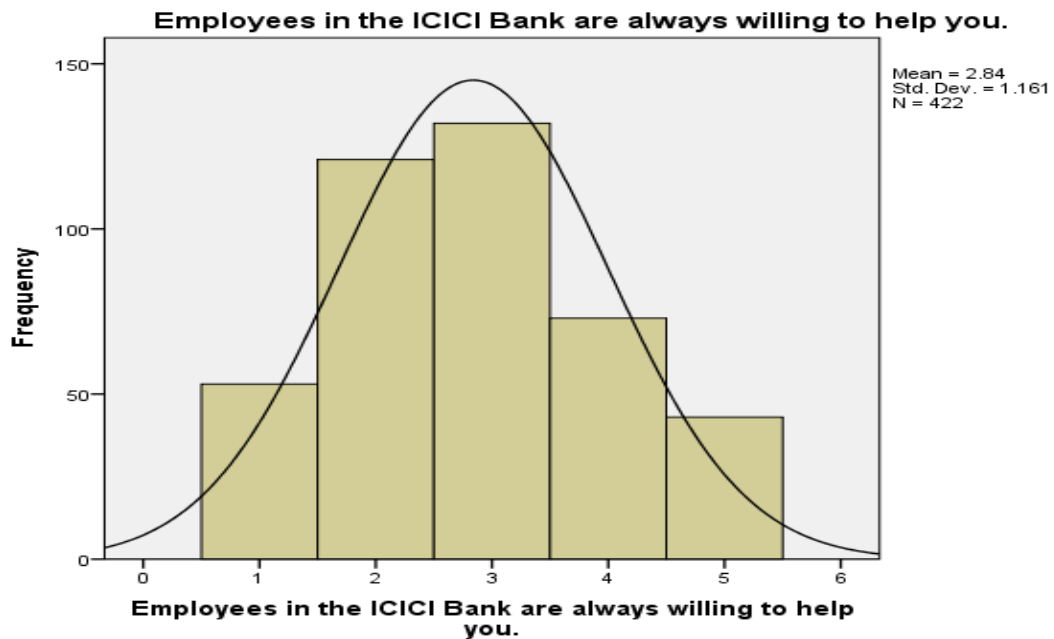


Figure 4-40, Histogram (Q34)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Employees are always help you (P).

From the frequency distribution Table it can be seen that 12.6% respondents strongly disagree that Employees are always help you (P). 28.7% Disagree, 31.3% are neutral, 17.3% agree and 10.2% strongly agree.

Hence, majority of the respondents are NEUTRAL for Employees are always help you (P).

35. Employees are responsive to customer request promptly (P) Respondents were ask to tell whether they expect that Employees are responsive to customer request promptly (P). Using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.84
Standard Deviation	1.218
Skewness	.105
Kurtosis	-.986
COV= (Standard Deviation/ Mean)*100	42.88

Table 94 Statistics (Q35)

Employees are responsive to customer request promptly (P).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	66	15.6	15.6	15.6
	Disagree	114	27.0	27.0	42.7
	Neutral	104	24.6	24.6	67.3
	Agree	98	23.2	23.2	90.5
	Strongly agree	40	9.5	9.5	100.0
	Total	422	100.0	100.0	

Table 95 Frequency Table (Q35)

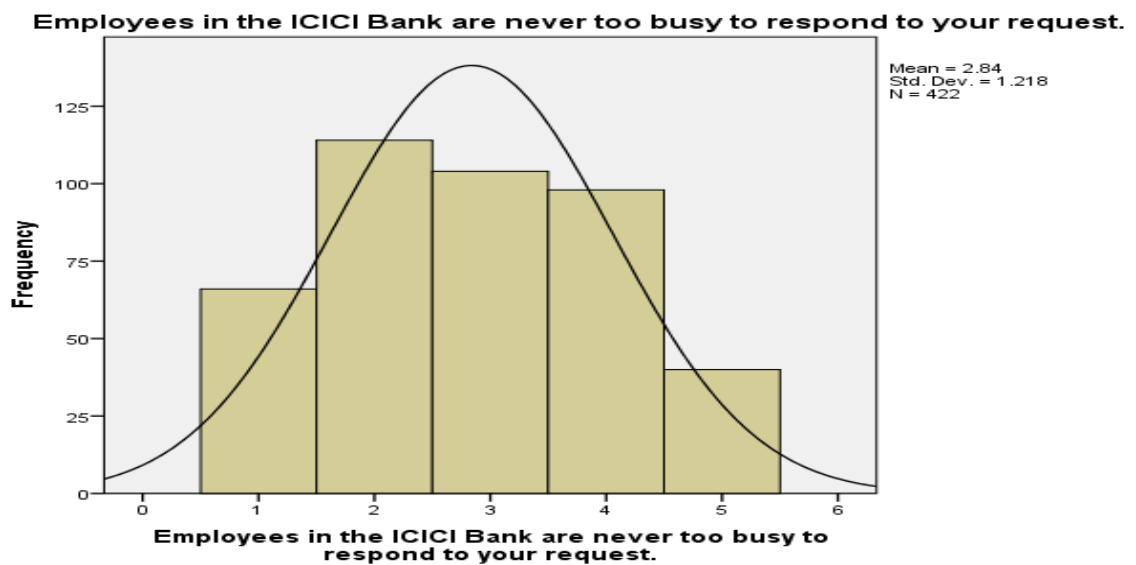


Figure 4-41, Histogram (Q35)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are DISAGREE for Employees in Employees are responsive to customer request promptly (P).

From the frequency distribution Table it can be seen that 15.6% respondents strongly disagree that Employees in Employees are responsive to customer request promptly (P).27.0% Disagree, 24.6% are neutral, 23.2% agree and 9.5% strongly agree.

Hence, majority of the respondents are disagreed for Employees are responsive to customer request promptly (P).

36. Employees exhibit confidence in customers (P) Respondents were ask to tell whether they expect that Employees exhibit confidence in customers (P). Using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral,4 = Agree, 5 = Strongly Agree).

Mean	2.94
Standard Deviation	1.285
Skewness	.106
Kurtosis	-1.021
COV= (Standard Deviation/ Mean)*100	43.70

Table 96 Statistics (Q36)

Employees exhibit confidence in customers (P).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	66	15.6	15.6	15.6
	Disagree	100	23.7	23.7	39.3
	Neutral	115	27.3	27.3	66.6
	Agree	77	18.2	18.2	84.8
	Strongly agree	64	15.2	15.2	100.0
	Total	422	100.0	100.0	

Table 97 Frequency Table (Q36)

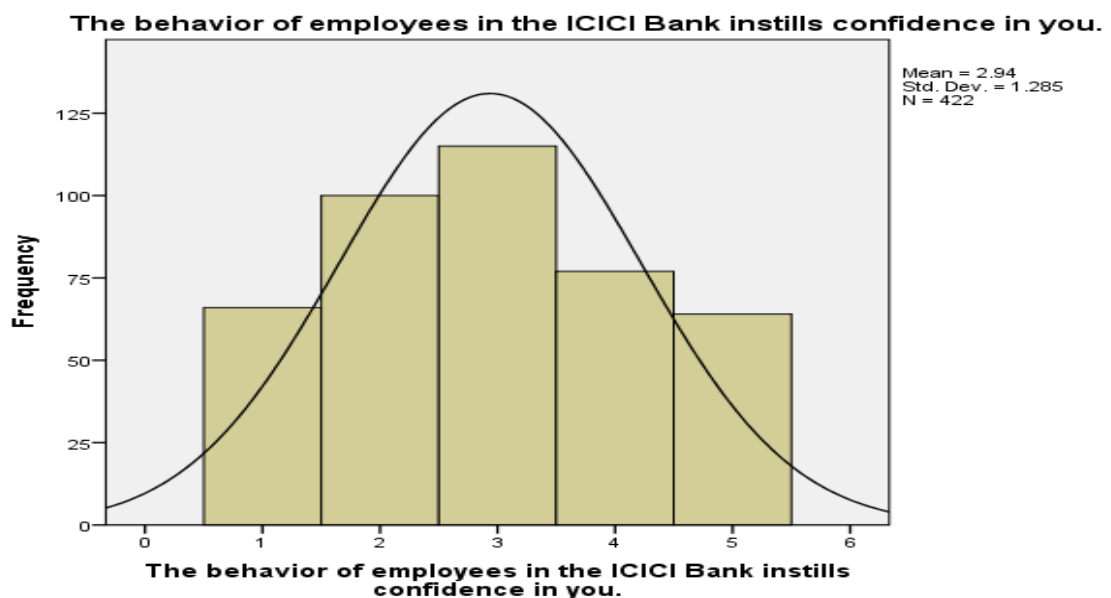


Figure 4-42, Histogram (Q36)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Employees in Employees exhibit confidence in customers (P).

From the frequency distribution Table it can be seen that 15.6% respondents strongly disagree that Employees in Employees exhibit confidence in customers (P).23.7% Disagree, 27.3% are neutral, 18.2% agree and 15.2% strongly agree.

Hence, majority of the respondents are NEUTRAL for Employees exhibit confidence in customers (P).

37. Feeling of safety in transaction (P) Respondents were ask to tell whether they expect that Feeling of safety in transaction (P) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.86
Standard Deviation	1.177
Skewness	.207
Kurtosis	-.771
COV= (Standard Deviation/ Mean)*100	41.15

Table 98 Statistics (Q37)

Feeling of safety in transaction (P)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	52	12.3	12.3	12.3
	Disagree	122	28.9	28.9	41.2
	Neutral	126	29.9	29.9	71.1
	Agree	78	18.5	18.5	89.6
	Strongly agree	44	10.4	10.4	100.0
	Total	422	100.0	100.0	

Table 99 Frequency Table (Q37)

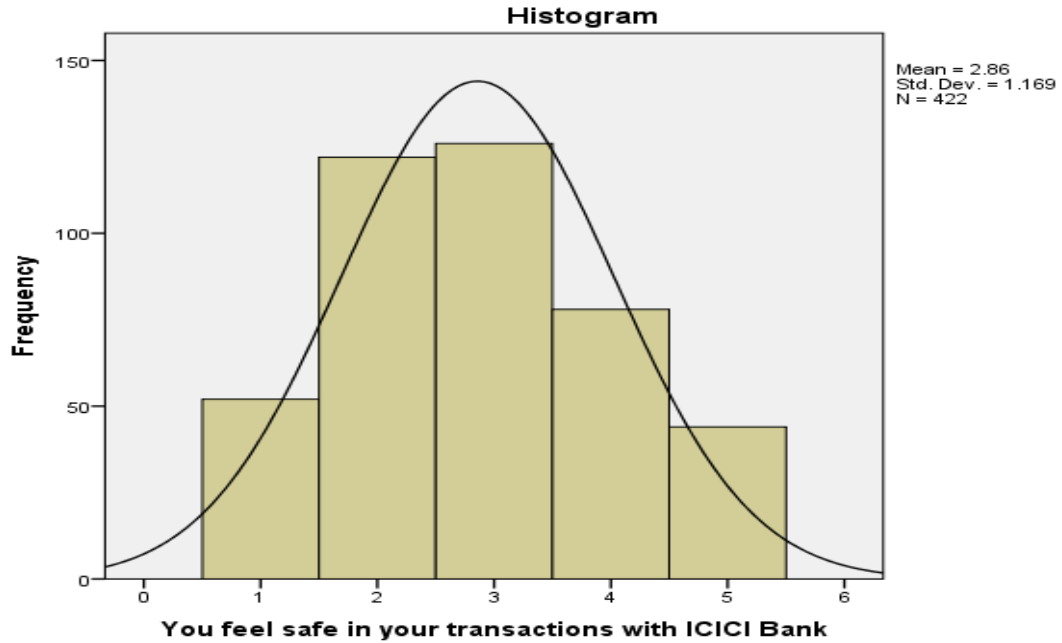


Figure 4-43, Histogram (Q37)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Feeling of safety in transaction (P).

From the frequency distribution Table it can be seen that 12.3% respondents strongly disagree that Feeling of safety in transaction (P). 28.9% Disagree, 29.9% are neutral, 18.5% agree and 10.4% strongly agree.

Hence, majority of the respondents are NEUTRAL for Feeling of safety in transaction (P).

38. Courteous employees (P) Respondents were ask to tell whether they expect that Courteous employees (P). Using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.79
Standard Deviation	1.210
Skewness	.230
Kurtosis	-.785
COV= (Standard Deviation/ Mean)*100	43.36

Table 100 Statistics (Q38)

Courteous employees (P).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	69	16.4	16.4	16.4
	Disagree	110	26.1	26.1	42.4
	Neutral	131	31.0	31.0	73.5
	Agree	66	15.6	15.6	89.1
	Strongly agree	46	10.9	10.9	100.0
	Total	422	100.0	100.0	

Table 101 Frequency Table (Q38)

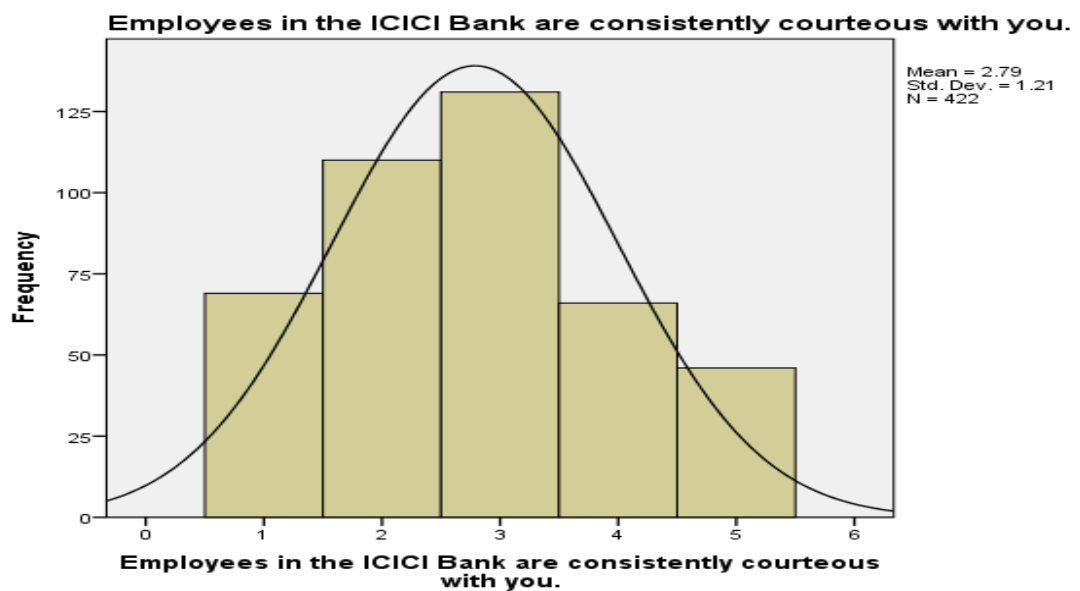


Figure 4-44, Histogram (Q38)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Courteous employees (P).

From the frequency distribution Table it can be seen that 16.4% respondents strongly disagree that Courteous employees (P).26.1% Disagree, 31.0% are neutral, 15.6% agree and 10.9% strongly agree.

Hence, majority of the respondents are NEUTRAL for Courteous employees (P).

39. Knowledgeable employees (P) Respondents were ask to tell whether they expect that Knowledgeable employees (P). Using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral,4 = Agree, 5 = Strongly Agree).

Mean	2.96
Standard Deviation	1.198
Skewness	.060
Kurtosis	-.784
COV= (Standard Deviation/ Mean)*100	40.47

Table 102 Statistics (Q39)

Knowledgeable employees (P).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	55	13.0	13.0	13.0
	Disagree	91	21.6	21.6	34.6
	Neutral	144	34.1	34.1	68.7
	Agree	78	18.5	18.5	87.2
	Strongly agree	54	12.8	12.8	100.0
	Total	422	100.0	100.0	

Table 103 Frequency Table (Q39)

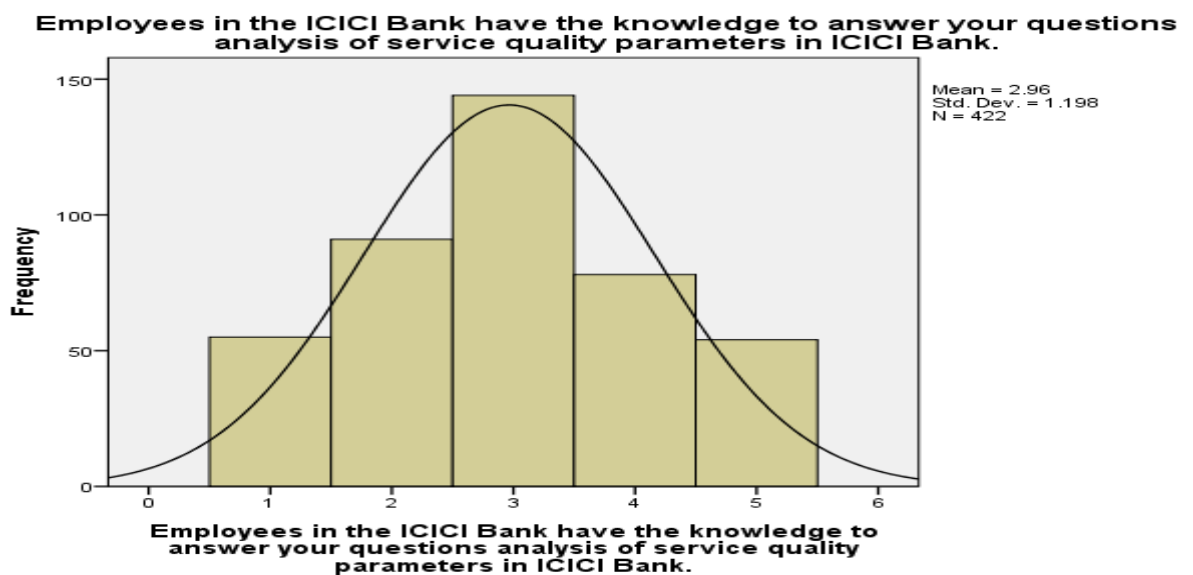


Figure 4-45, Histogram (Q39)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Knowledgeable employees (P).

From the frequency distribution Table it can be seen that 13.0% respondents strongly disagree that Knowledgeable employees (P).21.6% Disagree, 34.1% are neutral, 18.5% agree and 12.8% strongly agree.

Hence, majority of the respondents are NEUTRAL for Knowledgeable employees (P).

40. Attention to individual customers (P) Respondents were asked to tell whether they expect that Attention to individual customers (P) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.84
Standard Deviation	1.180
Skewness	.171
Kurtosis	-.747
COV= (Standard Deviation/ Mean)*100	41.54

Table 104 Statistics (Q40)

Attention to individual customers (P)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	60	14.2	14.2	14.2
	Disagree	108	25.6	25.6	39.8
	Neutral	137	32.5	32.5	72.3
	Agree	73	17.3	17.3	89.6
	Strongly agree	44	10.4	10.4	100.0
	Total	422	100.0	100.0	

Table 105 Frequency Table (Q40)

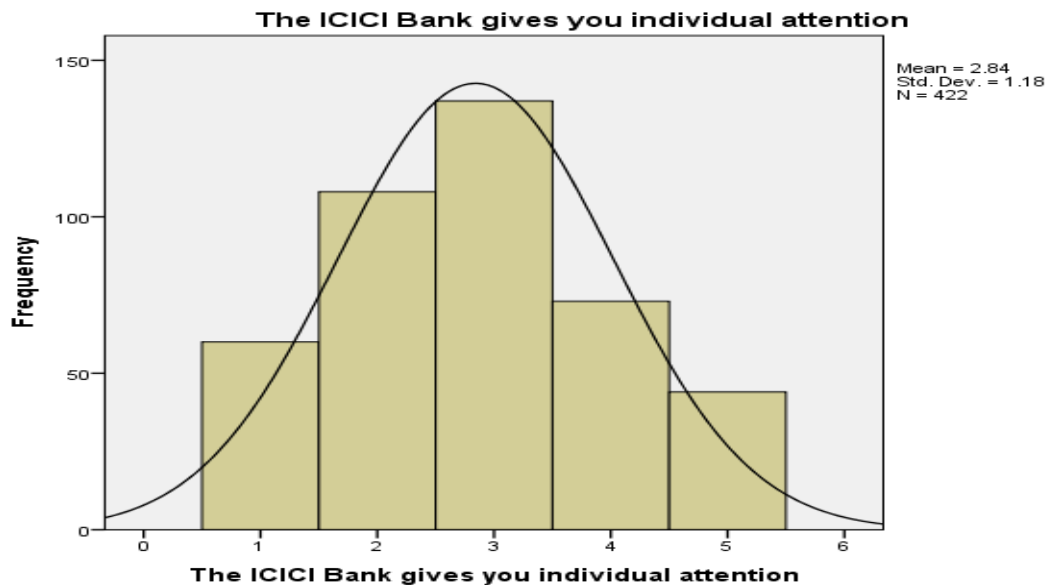


Figure 4-46, Histogram (Q40)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Attention to individual customers (P).

From the frequency distribution Table it can be seen that 14.2% respondents strongly disagree that Attention to individual customers (P). 25.6% Disagree, 32.5% are neutral, 17.3% agree and 10.4% strongly agree.

Hence, majority of the respondents are NEUTRAL for Employees in Attention to individual customers (P).

41. Convenient operating hours (P) Respondents were ask to tell whether they expect that Convenient operating hours (P) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.85
Standard Deviation	1.179
Skewness	.249
Kurtosis	-.784
COV= (Standard Deviation/ Mean)*100	41.36

Table 106 Statistics (Q41)

Convenient operating hours (P).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	52	12.3	12.3	12.3
	Disagree	128	30.3	30.3	42.7
	Neutral	121	28.7	28.7	71.3
	Agree	75	17.8	17.8	89.1
	Strongly agree	46	10.9	10.9	100.0
	Total	422	100.0	100.0	

Table 107 Frequency Table (Q41)

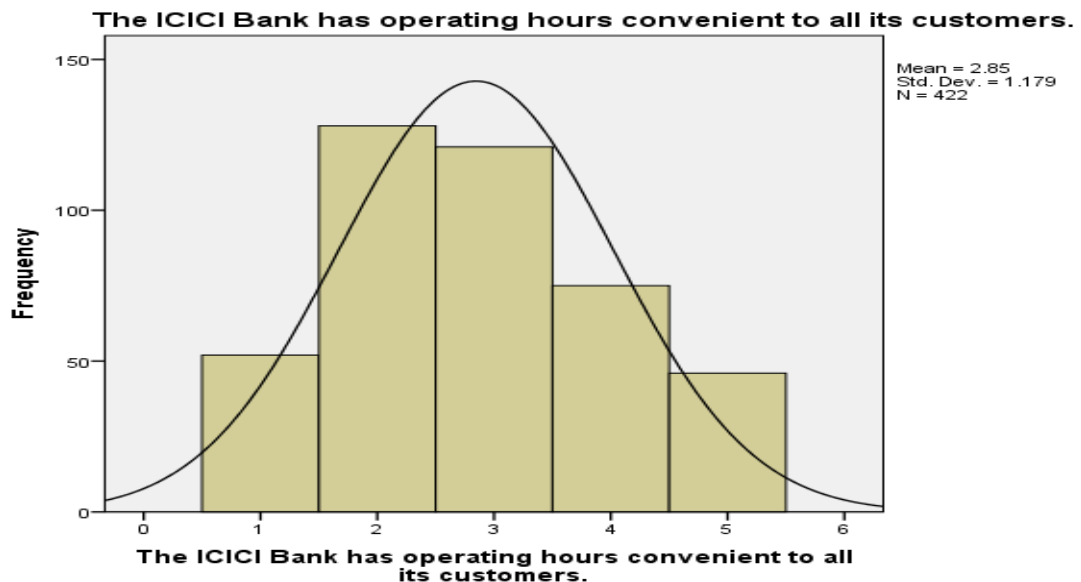


Figure 4-47, Histogram (Q41)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are DISAGREE for Convenient operating hours (P).

From the frequency distribution Table it can be seen that 12.3% respondents strongly disagree that Convenient operating hours (P).30.3% Disagree, 28.7% are neutral, 17.8% agree and 10.9% strongly agree.

Hence, majority of the respondents are disagreed for Employees in Convenient operating hours (P).

42. Personal attention from employees (P) Respondents were ask to tell whether they expect that Employees in Personal attention from employees (P) using 5 point scale (1 = Strongly Disagree, 2 = Disagree,3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.85
Standard Deviation	1.183
Skewness	.157
Kurtosis	-.808
COV= (Standard Deviation/ Mean)*100	41.5

Table 108 Statistics (Q42)

Personal attention from employees (P).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	58	13.7	13.7	13.7
	Disagree	113	26.8	26.8	40.5
	Neutral	127	30.1	30.1	70.6
	Agree	81	19.2	19.2	89.8
	Strongly agree	43	10.2	10.2	100.0
	Total	422	100.0	100.0	

Table 109 Frequency Table (Q42)

AN ANALYTICAL STUDY OF THE QUALITY OF BANKING SERVICES AND THE SATISFACTION LEVELS OF CUSTOMERS OF THE ICICI BANK (KONDHWA BRANCH) USING SERVQUAL MODEL.

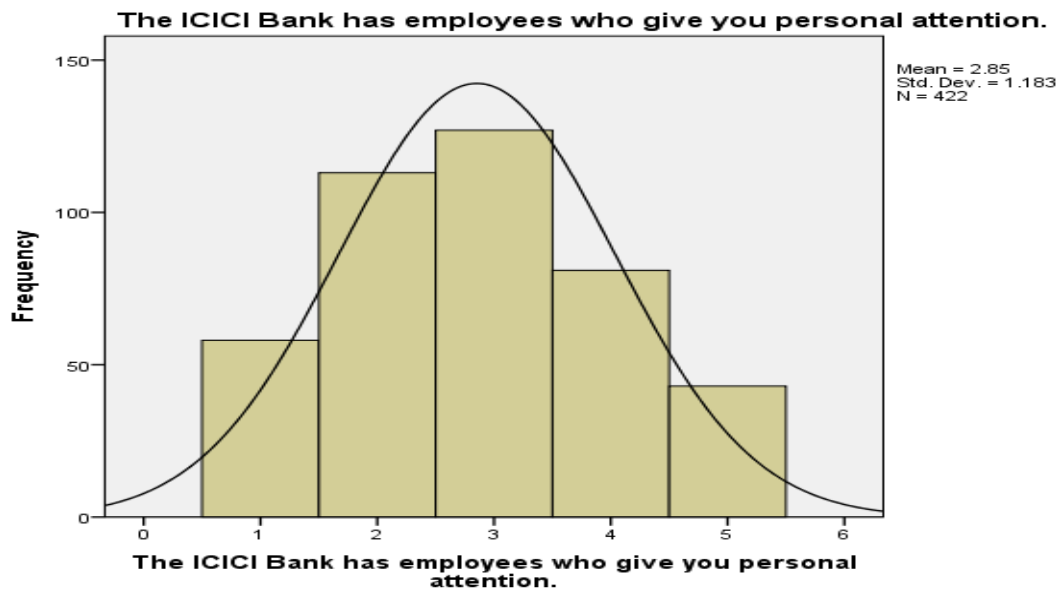


Figure 4-48, Histogram (Q42)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Personal attention from employees (P).

From the frequency distribution Table it can be seen that 13.7% respondents strongly disagree that Personal attention from employees (P). 26.8% Disagree, 30.1% are neutral, 19.2% agree and 10.2% strongly agree.

Hence, majority of the respondents are NEUTRAL for Personal attention from employees (P).

43. Customer interests first (P) Respondents were ask to tell whether they expect that Customer interests first (P) using 5 point scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.70
Standard Deviation	1.157
Skewness	.334
Kurtosis	-.665
COV= (Standard Deviation/ Mean)*100	42.85

Table 110 Statistics (Q43)

Customer interests first (P)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	65	15.4	15.4	15.4
	Disagree	135	32.0	32.0	47.4
	Neutral	120	28.4	28.4	75.8
	Agree	67	15.9	15.9	91.7
	Strongly agree	35	8.3	8.3	100.0
	Total	422	100.0	100.0	

Table 111 Frequency Table (Q43)

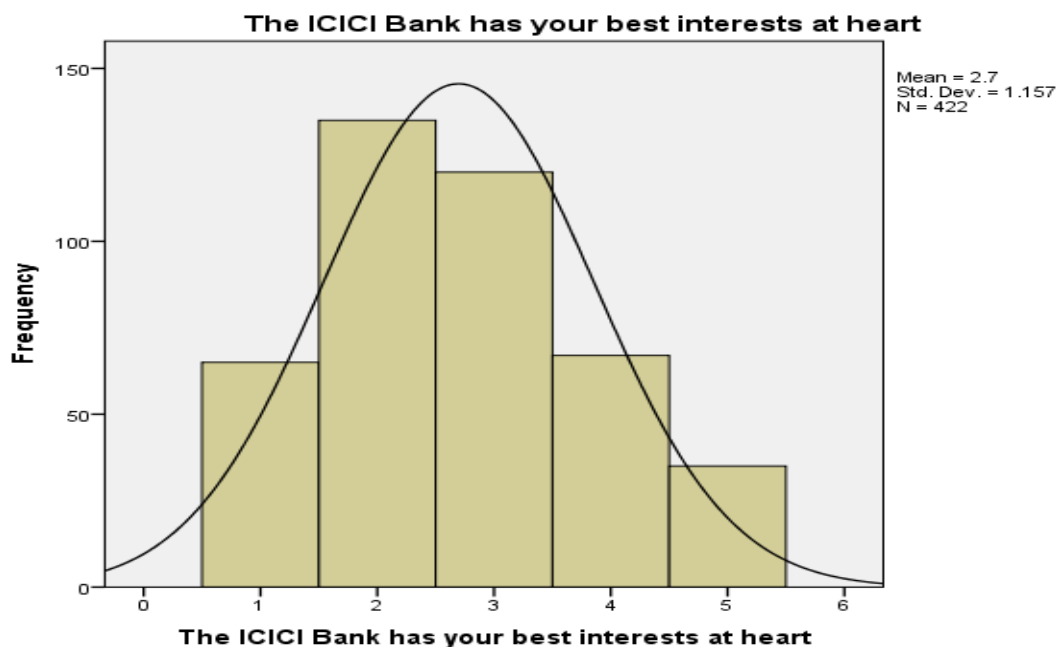


Figure 4-49, Histogram (Q43)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are DISAGREE for that Customer interests first (P).

From the frequency distribution Table it can be seen that 15.4% respondents strongly disagree that that Customer interests first (P). 32.0% Disagree, 28.4% are neutral, 15.9% agree and 8.3% strongly agree.

Hence, majority of the respondents are disagreed for that Customer interests first (P).

44. Specific needs understood by employees (P) Respondents were ask to tell whether they expect that Informed when the service is performed (P) using 5 point scale (1 = Strongly Disagree, 2 = Disagree,3 = Neutral, 4 = Agree, 5 = Strongly Agree).

Mean	2.64
Standard Deviation	1.285
Skewness	.342
Kurtosis	-.910
COV= (Standard Deviation/ Mean)*100	48.67

Table 112 Statistics (Q44)

Specific needs understood by employees (P).					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	98	23.2	23.2	23.2
	Disagree	108	25.6	25.6	48.8
	Neutral	109	25.8	25.8	74.6
	Agree	60	14.2	14.2	88.9
	Strongly agree	47	11.1	11.1	100.0
	Total	422	100.0	100.0	

Table 113 Frequency Table (Q44)

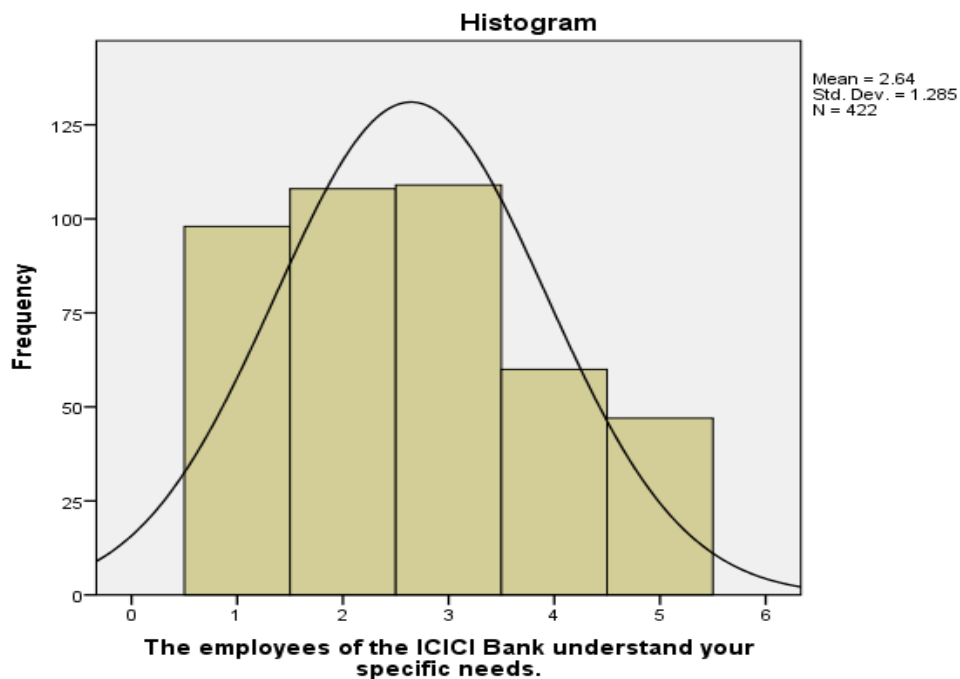


Figure 4-50, Histogram (Q44)

Interpretation Since coefficient of variance is greater than 33%, Mean is not meaningful value. Hence interpretation is based upon frequency distribution Table .

The Skewness and Kurtosis values further re-affirm the meaningfulness of mean. Hence, it is concluded that respondents are NEUTRAL for Specific needs understood by employees (P).

From the frequency distribution Table it can be seen that 23.2% respondents strongly disagree that Specific needs understood by employees (P). 25.6% Disagree, 25.8% are neutral, 14.2% agree and 11.1% strongly agree.

Hence, majority of the respondents are NEUTRAL for Specific needs understood by employees (P).

Chapter 5

5. CONCLUSIONS, FINDINGS AND RECOMMENDATIONS

5.1 Conclusions

Based upon analysis of data for service quality parameters of ICICI Bank (Tangibility, Reliability, Responsiveness, Assurance & Empathy) the following conclusion are drawn.

- 1. Tangibility:** ICICI Bank customers have high expectations with respective of 'modern equipment', 'appealing physical features', 'employees being well dressed' and 'service visually appealing' the shows that there lies a gap between customer's expectations and service delivery of ICICI Bank with respect to tangibility.
- 2. Reliability:** ICICI Bank customers have high expectations with respective of 'Promises should be kept', 'problems should be solved', 'service should be performed correctly on the first occasion itself', 'execution of service on time', 'records should be error free' the shows that there lies a gap between customer's expectations and service delivery of ICICI Bank with respect to reliability.
- 3. Responsiveness:** ICICI Bank customers have high expectations with respective of 'should inform when the service will be performed', 'prompt service', 'employees should always help you' and 'employees should respond to customer request promptly' the shows that there lies a gap between customer's expectations and service delivery of ICICI Bank with respect to responsiveness.
- 4. Assurance:** ICICI Bank customers have high expectations with respective of 'employees should exhibit confidence in customers', 'feeling of safety in transaction', 'courteous employees', 'Knowledgeable employees' the shows that

there lies a gap between customer's expectations and service delivery of ICICI Bank with respect to assurance.

5. **Empathy:** ICICI Bank customers have high expectations with respect to 'attention to individual customers', 'convenient operating hours', 'personal attention from employees', 'customer interests first', 'specific needs should be understood by employees' the shows that there lies a gap between customer's expectations and service delivery of ICICI Bank with respect to Empathy.
6. The fundamental motivation behind the research study is to analysis the service quality and consumer gratification utilizing SERVQUAL model from ICICI Bank Kondhwa branch current business set ups. It likewise uncovers how clients of ICICI Bank Kondhwa branch see service quality, perceive how proper the SERVQUAL model with regards to ICICI Bank Kondhwa branch utilizing its measurements to quantify service quality, factors hampering fulfilment in ICICI Bank Kondhwa branch and what to be done to enhance consumer gratification in ICICI Bank Kondhwa branch.
7. Knowing how clients observe service quality and having the capacity to gauge service quality will profit service management association in ICICI Bank Kondhwa branch.
8. Measuring service quality causes administration to give dependable information that can be utilized to screen, keep up and enhance service quality.
9. Findings show that ICICI Bank Kondhwa branch customers assumes more than what they perceive therefore ICICI Bank Kondhwa branch must endeavour hard to get better all the service quality measurements for enhanced customer happiness.

5.2 Suggestions

Suggestions to management of ICICI Bank Kondhwa branch are:

1. They should concentrate on all measurements of service quality and try endeavours to enhance to have better execution that would prompt higher saw benefit quality and consumer loyalty of ICICI Bank Kondhwa branch.
2. Should concentrate on enhancing service quality by putting resources into software to reduce service TAT, to improve focus score, offer reasonable charges, offer price discounts.
3. Boost client mind benefit through escalated routine work force preparing and arrangement of better client well disposed innovation to client serving staff.
4. To reduce account opening TAT and should call to customer for on-boarding, attachment products training like I-Mobile, Internet banking for smoothly account operation etc.
5. For improved service quality ICICI Bank Kondhwa branch ought not just depend on net revenues as a decent marker of business execution.
6. ICICI Bank Kondhwa branch ought to likewise expand strategies that would improve client's recognitions catching. The consumer gratification strategy encourages banks to look at their execution against client gauges, think about client guidelines against internal process and distinguish opportunities for development.
7. ICICI Bank Kondhwa branch should lead continuous research on service quality and consumer gratification to comprehend the changing clients fulfilment levels against assistance on what ought to be implemented and what methodologies to

be actualized keeping in mind the end goal to accomplish consumer gratification objectives.

8. ICICI Bank Kondhwa branch ought not simply depend on net revenues as great marker of business execution, rather; they should to create strategies that will help them to catch clients' perception on request.
9. Customer fulfilment technique will help bank to think about their exhibitions against client gauges against inner procedures, industry benchmarks and recognize open doors for development.
10. ICICI Bank Kondhwa branch ought to give more trainings about service quality to client serving staffs for additionally comprehension of the offering as this has guide effect to clients' desires.
11. ICICI Bank Kondhwa branch frameworks like ATM, most recent easy to understand frameworks ought to be moved forward. Greater venture ought to be made in new most recent advancements. On the client get to levels fiber optic spine systems are suggested for enhanced service and reliability.

5.3 Limitations

There were a few confinements aligned with this research study that should be tended to.

1. The outcomes acquired from this investigation can't be summed up to an extensive variety of comparative circumstances concerning ICICI Bank Kondhwa branch due to the non-likelihood sampling techniques utilized despite the fact that the methodology utilized as a part of this study could be connected to these comparative conditions.
2. The sampling method used in the study is convenience sampling. Convenience sampling is non-probability method of sampling. Non-probability method sampling hampers population representativeness of sample. Hence, extending sample findings to the population can be risky.

3. Time, material resources, fund required for a bigger example size was deficient subsequently selected little specimen measure. Because of low budgetary spending plan and different assets, the example estimate for this investigation was concentrated to 422 respondents and the study region was additionally confined to Kondhwa Branch of ICICI Bank as it were.
4. The above constraints however are less vital contrasted with the essentialness of doing this kind of research contemplate. Such research study ought to be completed much of the time with a specific end goal to screen service quality and satisfaction levels of customers and subsequently apply fundamental alterations for tending to the overarching shortcomings.

5.4 Scope for Further Research

The current study is an attempt to evaluate service quality of ICICI Bank with respect to parameters such as Tangibility, Reliability, Responsiveness, Assurance & Empathy. It is necessary carry out of further study involving relationship between service quality and banks performance with respect to customer loyalty, positive word of mouth increase in profits, return on investment, employee morale and satisfaction and stake holders satisfaction.

5.5 Findings- Findings based upon hypotheses testing

Hypotheses Testing

1. Tangibility

The Hypotheses test results (Paired sample 'T' Test for tangibility has revealed that the gap between expectation and perception are significant.

T1 [Q1 (E)]

(t= 10.848, p < 0.05),

T2 [Q2 (E)]

(t= 10.685, p < 0.05),

T3 [Q3 (E)]

(t=7.841, p < 0.05),

T4 [Q4 (E)]

(t=10.002, p < 0.05)]

2. Reliability

The Hypotheses test results (Paired sample 'T' Test for tangibility has revealed that the gap between expectation and perception are significant.

REL1 [Q5 (E)]

(t=9.083, p < 0.05),

REL2 [Q6 (E)]

(t=8.547, p < 0.05),

REL3 [Q7 (E)]

(t=8.297, p < 0.05),

REL4 [Q8 (E)]

(t=8.297, p < 0.05),

REL5 [Q9 (E)]

(t=7.964, p < 0.05)]

3. Responsiveness

The Hypotheses test results (Paired sample 'T' Test for tangibility has revealed that the gap between expectation and perception are significant.

RES1 [Q10 (E)]

($t=2.592$, $p < 0.05$),

RES2 [Q11 (E)]

($t=7.282$, $p < 0.05$),

RES3 [Q12 (E)]

($t=8.296$, $p < 0.05$),

RES4 [Q13 (E)]

($t=7.569$, $p < 0.05$)]

4. Assurance

The Hypotheses test results (Paired sample 'T' Test for tangibility has revealed that the gap between expectation and perception are significant.

A1 [Q14 (E)]

($t=5.762$, $p < 0.05$),

A2 [Q15 (E)]

($t=6.644$, $p < 0.05$),

A3 [Q16 (E)]

($t=8.526$, $p < 0.05$),

A4 [Q17 (E)]

($t=6.877$, $p < 0.05$)]

5. Empathy

The Hypotheses test results (Paired sample 'T' Test for tangibility has revealed that the gap between expectation and perception are significant.

E1 [Q18 (E)]

($t=7.204$, $p < 0.05$),

E2 [Q19 (E)]

($t=7.242$, $p < 0.05$),

E3 [Q20 (E)]

($t=7.924$, $p < 0.05$),

E4 [Q21 (E)]

($t=9.391$, $p < 0.05$),

E5 [Q22 (E)]

($t=9.217$, $p < 0.05$)]

5.6 Findings- Based upon Frequency distribution and descriptive statistics

1. Tangibility Expectations

Expectations of customers of the ICICI Bank with reference to tangibility was measured using items such as-

Modern equipment (E)

Appealing physical features (E)

Well dressed and neat appearing employees (E)

Service visually appealing (E)

'Modern equipment (E)' has Mean of 4.4, 'Appealing physical features (E)' has Mean of 3.5, 'Well dressed and neat appearing employees (E)' has Mean of 3.5, 'Service visually appealing (E)' has Mean of 3.4.

Hence, it can be interpreted that customers of ICICI Bank have above average expectations from all the 4 items of tangibility and they have high expectations that 'Modern equipment (E)', 'Appealing physical features (E)', 'Well dressed and neat appearing employees (E)', 'Service visually appealing (E)'.

- **Tangibility Perception**

'Modern equipment (P)' has Mean of 3.6, 'Appealing physical features (P)' has Mean of 2.8, 'Well dressed and neat appearing employees (P)' has Mean of 3.0, 'Service visually appealing (P)' has Mean of 2.7.

Hence, it can be interpreted that customers of ICICI Bank rated to ICICI Bank below average and it is interesting to know that expectations of the customers are higher. With the respect to tangibility parameters and there lies a gap between expectations and perceptions.

Hence, ICICI Bank should make a sincere efforts to improve for 'Modern equipment', 'physical features', 'Well dressed and neat appearing employees', 'Service visually appealing'.

2. Reliability Expectations

Expectations of customers of the ICICI Bank with reference to reliability was measured using items such as-

Promises should be kept (E)

Problems should be solved (E)

Service should be performed correctly on the first occasion itself (E)

Execution of service on time (E)

Records should be error free (E)

'Promises should be kept (E)' has Mean of 3.5, 'Problems should be solved (E)' has Mean of 3.4, 'Service should be performed correctly on the first occasion itself (E)' has Mean of 3.5, Execution of service on time (E)' has Mean of 3.4 and 'Records should be error free (E)' has Mean of 3.4.

Hence, it can be interpreted that the customers of ICICI Bank have above average expectations from all the 5 items of reliability and they have high expectations that, 'Promises should be kept (E)', 'Problems should be solved (E)', 'Service should be performed correctly on the first occasion itself (E)', Execution of service on time (E)', and 'Records should be error free (E)'.

- **Reliability Perception**

'Promises are kept (P)' has Mean of 2.8, 'Problems are solved (P)' has Mean of 2.8, 'Service is performed correctly on the first occasion itself (P)' has Mean of 2.7, 'Execution of service on time (P)' has Mean of 2.8, Records are error free (P)' has Mean of 2.8.

Hence, it can be interpreted that customers of ICICI Bank rated to ICICI Bank below average and it is interesting to know that expectations of the customers are higher. With the respect to reliability parameters and there lies a gap between expectations and perceptions.

Hence, ICICI Bank should make a sincere efforts to improve for, 'Promises are kept (P)', 'Problems are solved (P)', 'Service is performed correctly on the first occasion itself (P)', 'Execution of service on time (P)', Records are error free (P)'.

3. Responsiveness Expectations

Expectations of customers of the ICICI Bank with reference to responsiveness was measured using items such as-

Should inform when the service will be performed (E)

Prompt service (E)

Employees should always help you (E)

Employees should respond to customer request promptly (E)

'Should inform when the service will be performed (E)' has Mean of 3.0, 'Prompt service (E)' has Mean of 3.4, 'Employees should always help you (E)' has Mean of 3.5, 'Employees should respond to customer request promptly (E)' has Mean of 3.4.

Hence, it can be interpreted that the customers of ICICI Bank have above average expectations from all the 4 items of reliability and they have high expectations that, 'Should inform when the service will be performed (E)', 'Prompt service (E)', 'Employees should always help you (E)', 'Employees should respond to customer request promptly (E)'.

- **Responsiveness Perception**

'Informed when the service is performed (P)' has Mean of 2.7, 'Prompt service (P)' has Mean of 2.8, 'Employees are always help you (P)' has Mean of 2.8, 'Employees are responsive to customer request promptly (P)' has Mean of 2.8,

Hence, with reference to the first measured item of responsiveness ('Informed when the service is performed') It has been observed that expectation and perception are both below average.

Hence, No gap exists between expectations and perceptions with ICICI Bank's providing information to the customers about exactly when service will be performed.

4. Assurance Expectations

Expectations of customers of the ICICI Bank with reference to assurance was measured using items such as-

Employees should exhibit confidence in customers (E)

Feeling of safety in transaction (E)

Courteous employees (E)

Knowledgeable employees (E)

'Employees should exhibit confidence in customers (E)' has Mean of 3.4, 'Feeling of safety in transaction (E)' has Mean of 3.4, 'Courteous employees (E)' has Mean of 3.4, 'Knowledgeable employees (E)' has Mean of 3.5.

Hence, it can be interpreted that the customers of ICICI Bank have above average expectations from all the 4 items of reliability and they have high expectations that, 'Employees should exhibit confidence in customers (E)', 'Feeling of safety in transaction (E)', 'Courteous employees (E)', 'Knowledgeable employees (E)'.

- **Assurance Perception**

'Employees exhibit confidence in customers (P)' has Mean of 2.9, 'Feeling of safety in transaction (P)' has Mean of 2.9, 'Courteous employees (P)' has Mean of 2.8 , 'Knowledgeable employees (P)' has Mean of 3.0.

Hence, it can be interpreted that customers of ICICI Bank rated to ICICI Bank below average and it is interesting to know that expectations of the customers are higher. With the respect to reliability parameters and there lies a gap between expectations and perceptions.

Hence, ICICI Bank should make a sincere efforts to improve for the 'Employees exhibit confidence in customers (P)', 'Feeling of safety in transaction (P)', 'Courteous employees (P)', 'Knowledgeable employees (P)'.

5. Empathy Expectations

Expectations of customers of the ICICI Bank with reference to Empathy was measured using items such as-

Attention to individual customers (E)

Convenient operating hours (E)

Personal attention from employees (E)

Customer interests first (E)

Specific needs should be understood by employees (E)

'Attention to individual customers (E)' has Mean of 3.4, 'Convenient operating hours (E)' has Mean of 3.4, 'Personal attention from employees (E)' has Mean of 3.5, 'Customer interests first (E)' has Mean of 3.5, 'Specific needs should be understood by employees (E)' has Mean of 3.4.

Hence, it can be interpreted that the customers of ICICI Bank have above average expectations from all the 5 items of reliability and they have high expectations that 'Attention to individual customers (E)', 'Convenient operating hours (E)', 'Personal attention from employees (E)', 'Customer interests first (E)', 'Specific needs should be understood by employees (E)'.

- **Empathy Perceptions**

'Attention to individual customers (P)' has Mean of 2.8, 'Convenient operating hours (P)' has Mean of 2.8, 'Personal attention from employees (P)' has Mean of 2.8, 'Customer interests first (P)' has Mean of 2.7, 'Specific needs understood by employees (P)' has Mean of 2.6.

Hence, it can be interpreted that customers of ICICI Bank rated to ICICI Bank below average and it is interesting to know that expectations of the customers are higher. With the respect to reliability parameters and there lies a gap between expectations and perceptions.

Hence, ICICI Bank should make a sincere efforts to improve for the, 'Attention to individual customers (P)', 'Convenient operating hours (P)', 'Personal attention from employees (P)', 'Customer interests first (P)', 'Specific needs understood by employees (P)'.

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[Https//www/rbi.org.in](https://www/rbi.org.in)- RBI Guidelines

[Www.bcsbi.org.in](http://www.bcsbi.org.in)- Banking Standards

ANNEXURE 1

QUESTIONNAIRE

Sir/Madam,

This survey is conducted to study service quality of banking services in ICICI Bank. The information collected will be kept confidential.

A. Biographical Information.

1. Customer Name _____
2. Account Type _____
3. Gender: Male Female
4. Age in Years: Under 20 21-30 31-40 41-50 Above 50
5. Qualifications: SSC HSC Undergraduate Graduate Postgraduate
6. Monthly Income Below Rs. 25000 Rs. 25000-50000 Rs. 50000-100000
100000-500000 Above 500000
7. Profession: Student Salaried Self Employed Housewife
8. What services of ICICI Bank are you using currently?
Accounts Loans Cards Investments
9. How long you have been using the services of ICICI Bank?
0- 1Year 1-3Yrs. 3-5 Years 5-10 Years Above 10 Years

A Strongly Agree B Agree C Neutral D Disagree E Strongly Disagree	Questionnaire 1 for first response of customer expectation regarding the service of ICICI Bank. Questionnaire prepared on the basis of SERVQUAL Model.	A	B	C	D	E
I. Tangibles	Q1. The ICICI Bank should have modern looking equipment.	1	2	3	4	5
	Q2. The ICICI Bank physical features should be visually appealing.	1	2	3	4	5
	Q3. The ICICI Bank's employees should be well dressed & appear neat.	1	2	3	4	5
	Q4. Materials associated with the service (such as pamphlets or statements) should be visually appealing at the bank	1	2	3	4	5
II. Reliability	Q5. When the ICICI Bank promises to do something by a certain time, it should do.	1	2	3	4	5
	Q6. When you have a problem, the ICICI Bank should show a sincere interest in solving it.	1	2	3	4	5
	Q7. The ICICI Bank should perform the service correctly at the first instance.	1	2	3	4	5
	Q8. The ICICI Bank should provide its service at the time it promises to do so.	1	2	3	4	5
	Q9. The ICICI Bank should insist on error free records.	1	2	3	4	5
III. Responsiveness	Q10. Employees in the ICICI Bank should tell you exactly when the services will be performed.	1	2	3	4	5
	Q11. Employees in the ICICI Bank should give you prompt service.	1	2	3	4	5
	Q12. Employees in the ICICI Bank should always willing to help you.	1	2	3	4	5
	Q13. Employees in the ICICI Bank should never too busy to respond to your request.	1	2	3	4	5
IV. Assurance	Q14. The behavior of employees in the ICICI Bank should instill confidence in you.	1	2	3	4	5
	Q15. You should feel safe in your transactions with ICICI Bank.	1	2	3	4	5
	Q16. Employees in the ICICI Bank should be consistently courteous with you.	1	2	3	4	5
	Q17. Employees in the ICICI Bank should have the knowledge to answer your questions analysis of service quality parameters in ICICI Bank.	1	2	3	4	5
V. Empathy	Q18. The ICICI Bank should give you individual attention.	1	2	3	4	5
	Q19. The ICICI Bank should have operating hours convenient to all its customers.	1	2	3	4	5
	Q20. The ICICI Bank should have employees who give you personal attention.	1	2	3	4	5
	Q21. The ICICI Bank should have your best interests at heart.	1	2	3	4	5
	Q22. The employees of the ICICI Bank should understand your specific needs	1	2	3	4	5

A Strongly Agree B Agree C Neutral D Disagree E Strongly Disagree	Questionnaire 1 for second response of customer perception regarding the service of ICICI Bank. Questionnaire prepared on the basis of SERVQUAL Model.	A	B	C	D	E
I. Tangibles	Q1. The ICICI Bank has modern looking equipment.	1	2	3	4	5
	Q2. The ICICI Bank physical features are visually appealing.	1	2	3	4	5
	Q3. The ICICI Bank's employees are well dressed & appear neat.	1	2	3	4	5
	Q4. Materials associated with the service (such as pamphlets or statements) are visually appealing at the bank.	1	2	3	4	5
II. Reliability	Q5. When the ICICI Bank promises to do something by a certain time, it does so.	1	2	3	4	5
	Q6. When you have a problem, the ICICI Bank shows a sincere interest in solving it.	1	2	3	4	5
	Q7. The ICICI Bank performs the service correctly at the first instance.	1	2	3	4	5
	Q8. The ICICI Bank provides its service at the time it promises to do so.	1	2	3	4	5
	Q9. The ICICI Bank insists on error free records	1	2	3	4	5
III. Responsiveness	Q10. Employees in the ICICI Bank tell you exactly when the services will be performed.	1	2	3	4	5
	Q11. Employees in the ICICI Bank give you prompt service.	1	2	3	4	5
	Q12. Employees in the ICICI Bank are always willing to help you.	1	2	3	4	5
	Q13. Employees in the ICICI Bank are never too busy to respond to your request.	1	2	3	4	5
IV. Assurance	Q14. The behavior of employees in the ICICI Bank instills confidence in you.	1	2	3	4	5
	Q15. You feel safe in your transactions with ICICI Bank	1	2	3	4	5
	Q16. Employees in the ICICI Bank are consistently courteous with you.	1	2	3	4	5
	Q17. Employees in the ICICI Bank have the knowledge to answer your questions analysis of service quality parameters in ICICI Bank.	1	2	3	4	5
V. Empathy	Q18. The ICICI Bank gives you individual attention	1	2	3	4	5
	Q19. The ICICI Bank has operating hours convenient to all its customers.	1	2	3	4	5
	Q20. The ICICI Bank has employees who give you personal attention.	1	2	3	4	5
	Q21. The ICICI Bank has your best interests at heart	1	2	3	4	5
	Q22. The employees of the ICICI Bank understand your specific needs.	1	2	3	4	5

QUESTIONNAIRE (Modified)

A Strongly Agree B Agree C Neutral D Disagree E Strongly Disagree	Questionnaire 1 for first response of customer expectation regarding the service of ICICI Bank. Questionnaire prepared on the basis of Servqual Model.	A	B	C	D	E
I. Tangibles	Q1. Modern equipment (E)	1	2	3	4	5
	Q2. Appealing physical features (E)	1	2	3	4	5
	Q3. Well dressed and neat appearing employees (E)	1	2	3	4	5
	Q4. Service visually appealing (E)	1	2	3	4	5
II. Reliability	Q5. Promises should be kept (E)	1	2	3	4	5
	Q6. Problems should be solved (E)	1	2	3	4	5
	Q7. Service should be performed correctly on the first occasion itself (E)	1	2	3	4	5
	Q8. Execution of service on time (E)	1	2	3	4	5
	Q9. Records should be error free (E)	1	2	3	4	5
III. Responsiveness	Q10. Should inform when the service will be performed (E)	1	2	3	4	5
	Q11. Prompt service (E)	1	2	3	4	5
	Q12. Employees should always help you (E)	1	2	3	4	5
	Q13. Employees should respond to customer request promptly (E)	1	2	3	4	5
IV. Assurance	Q14. Employees should exhibit confidence in customers (E)	1	2	3	4	5
	Q15. Feeling of safety in transaction (E)	1	2	3	4	5
	Q16. Courteous employees (E)	1	2	3	4	5
	Q17. Knowledgeable employees (E)	1	2	3	4	5
V. Empathy	Q18. Attention to individual customers (E)	1	2	3	4	5
	Q19. Convenient operating hours (E)	1	2	3	4	5
	Q20. Personal attention from employees (E)	1	2	3	4	5
	Q21. Customer interests first (E)	1	2	3	4	5
	Q22. Specific needs should be understood by employees (E)	1	2	3	4	5

A Strongly Agree B Agree C Neutral D Disagree E Strongly Disagree	Questionnaire 1 for second response of customer perception regarding the service of ICICI Bank. Questionnaire prepared on the basis of Servqual Model.	A	B	C	D	E
I. Tangibles	Q1. Modern equipment (P)	1	2	3	4	5
	Q2. Appealing physical features (P)	1	2	3	4	5
	Q3. Well dressed and neat appearing employees (P)	1	2	3	4	5
	Q4. Service visually appealing (P)	1	2	3	4	5
II. Reliability	Q5. Promises are kept (P)	1	2	3	4	5
	Q6. Problems are solved (P)	1	2	3	4	5
	Q7. Service is performed correctly on the first occasion itself (P)	1	2	3	4	5
	Q8. Execution of service on time (P)	1	2	3	4	5
	Q9. Records are error free (P)	1	2	3	4	5
III. Responsiveness	Q10. Informed when the service is performed (P)	1	2	3	4	5
	Q11. Prompt service (P)	1	2	3	4	5
	Q12. Employees are always help you (P)	1	2	3	4	5
	Q13. Employees are responsive to customer request promptly (P)	1	2	3	4	5
IV. Assurance	Q14. Employees exhibit confidence in customers (P)	1	2	3	4	5
	Q15. Feeling of safety in transaction (P)	1	2	3	4	5
	Q16. Courteous employees (P)	1	2	3	4	5
	Q17. Knowledgeable employees (P)	1	2	3	4	5
V. Empathy	Q18. Attention to individual customers (P)	1	2	3	4	5
	Q19. Convenient operating hours (P)	1	2	3	4	5
	Q20. Personal attention from employees (P)	1	2	3	4	5
	Q21. Customer interests first (P)	1	2	3	4	5
	Q22. Specific needs understood by employees (P)	1	2	3	4	5

Statistics					
		Modern equipment (E).	Appealing physical features (E).	Well dressed and neat appearing employees (E).	Service visually appealing (E)
N	Valid	422	422	422	422
	Missing	0	0	0	0
Mean		4.45	3.54	3.50	3.38
Std. Deviation		.899	.995	.887	1.047
Skewness		-1.892	-.839	-.508	-.376
Std. Error of Skewness		.119	.119	.119	.119
Kurtosis		3.565	.622	.571	-.442
Std. Error of Kurtosis		.237	.237	.237	.237

Table 114 Descriptive Statistics for Tangibles (E)

Statistics					
		Promises should be kept (E).	Problems should be solved (E).	Service should be performed correctly on the first occasion itself. (E).	Execution of service on time. (E).
N	Valid	422	422	422	422
	Missing	0	0	0	0
Mean		3.46	3.43	3.48	3.44
Std. Deviation		1.012	1.047	1.409	1.083
Skewness		-.547	-.310	-5.605	-.449
Std. Error of Skewness		.119	.119	.119	.119
Kurtosis		.032	-.422	69.378	-.295
Std. Error of Kurtosis		.237	.237	.237	.237

Table 115 Descriptive Statistics for Reliability (E)

Statistics					
		Should inform when the service will be performed. (E)	Prompt service. (E).	Employees should always help you. (E).	Employees should respond to customer request promptly. (E).
N	Valid	422	422	422	422
	Missing	0	0	0	0
Mean		2.97	3.40	3.52	3.45
Std. Deviation		1.174	1.126	1.109	1.084
Skewness		-.028	-.419	-.526	-.569
Std. Error of Skewness		.119	.119	.119	.119
Kurtosis		-.529	-.509	-.310	-.086
Std. Error of Kurtosis		.237	.237	.237	.237

Table 116 Descriptive Statistics for Responsiveness (E)

Statistics					
		Employees should exhibit confidence in customers. (E)	Feeling of safety in transaction. (E).	Courteous employees. (E).	Knowledgeable employees (E)
N	Valid	422	422	422	422
	Missing	0	0	0	0
Mean		3.43	3.40	3.46	3.54
Std. Deviation		1.142	1.159	1.125	1.095
Skewness		-.429	-.392	-.362	-.457
Std. Error of Skewness		.119	.119	.119	.119
Kurtosis		-.523	-.527	-.494	-.361
Std. Error of Kurtosis		.237	.237	.237	.237

Table 117 Descriptive Statistics for Assurance (E)

Statistics					
		Attention to individual customers.(E)	Convenient operating hours. (E)	Personal attention from employees. (E)	Customer interests first. (E)
N	Valid	422	422	422	422
	Missing	0	0	0	0
Mean		3.42	3.46	3.50	3.47
Std. Deviation		1.114	1.140	1.085	1.115
Skewness		-.432	-.472	-.453	-.512
Std. Error of Skewness		.119	.119	.119	.119
Kurtosis		-.414	-.380	-.328	-.283
Std. Error of Kurtosis		.237	.237	.237	.237

Table 118 Descriptive Statistics for Empathy (E)

Statistics					
		Modern equipment (P).	Appealing physical features (P) .	Well dressed and neat appearing employees (P) .	Service visually appealing (P) .
N	Valid	422	422	422	422
	Missing	0	0	0	0
Mean		3.57	2.77	2.94	2.68
Std. Deviation		1.494	1.178	1.101	1.030
Skewness		-.499	.072	.058	.158
Std. Error of Skewness		.119	.119	.119	.119
Kurtosis		-1.250	-.918	-.654	-.584
Std. Error of Kurtosis		.237	.237	.237	.237

Table 119 Descriptive Statistics for Tangibles (P)

Statistics					
		Promises are kept (P).	Problems are solved (P).	Service is performed correctly on the first occasion itself (P).	Execution of service on time (P).
N	Valid	422	422	422	422
	Missing	0	0	0	0
Mean		2.82	2.81	2.74	2.79
Std. Deviation		1.085	1.120	1.079	1.157
Skewness		.126	.216	.230	.229
Std. Error of Skewness		.119	.119	.119	.119
Kurtosis		-.681	-.586	-.549	-.691
Std. Error of Kurtosis		.237	.237	.237	.237

Table 120 Descriptive Statistics for Reliability (P)

Statistics					
		Informed when the service is performed (P).	Prompt service (P).	Employees are always help you (P).	Employees are responsive to customer request promptly (P).
N	Valid	422	422	422	422
	Missing	0	0	0	0
Mean		2.74	2.82	2.84	2.84
Std. Deviation		1.200	1.182	1.161	1.218
Skewness		.172	.284	.226	.105
Std. Error of Skewness		.119	.119	.119	.119
Kurtosis		-.855	-.647	-.715	-.986
Std. Error of Kurtosis		.237	.237	.237	.237

Table 121 Descriptive Statistics for Responsiveness (P)

Statistics					
		The behavior of employees in the ICICI Bank instills confidence in you (P).	You feel safe in your transactions with ICICI Bank (P).	Employees in the ICICI Bank are consistently courteous with you (P).	Employees in the ICICI Bank have the knowledge to answer your questions analysis of service quality parameters in ICICI Bank (P).
N	Valid	422	422	422	422
	Missing	0	0	0	0
Mean		2.94	2.85	2.79	2.96
Std. Deviation		1.285	1.177	1.210	1.198
Skewness		.106	.187	.230	.060
Std. Error of Skewness		.119	.119	.119	.119
Kurtosis		-1.021	-.746	-.785	-.784
Std. Error of Kurtosis		.237	.237	.237	.237

Table 1222 Descriptive Statistics for Assurance (P)

Statistics					
		The ICICI Bank gives you individual attention (P).	The ICICI Bank has operating hours convenient to all its customers (P).	The ICICI Bank has employees who give you personal attention (P).	The ICICI Bank has your best interests at heart (P)
N	Valid	422	422	422	422
	Missing	0	0	0	0
Mean		2.84	2.85	2.85	2.70
Std. Deviation		1.180	1.179	1.183	1.157
Skewness		.171	.249	.157	.334
Std. Error of Skewness		.119	.119	.119	.119
Kurtosis		-.747	-.784	-.808	-.665
Std. Error of Kurtosis		.237	.237	.237	.237

Table 123 Descriptive Statistics for Empathy (P)

Thank You