A STUDY ON CUSTOMERS' PERCEPTIONS OF SERVICE QUALITY IN IDBI BANK USING GAP ANALYSIS

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Abstract :

In recent years, banks have had to present more various services with higher quality due to the increase in competition and keeping the durability and their profitability. Indeed in these years the increasing trend of competitive environment in the banking industry of the country attracted banks to the field of offering banking services expected by the customers more than before. In this issue paying attention to the effective factors on customers' expectations and its relationship with services quality is one of the important issues of the evaluation of services quality. The present study evaluates the customer perceptions of service quality in selected private sector banks. Data was collected from 200 customers of IDBI bank using structured questionnaire. Gap analysis and Multi regression were used for analysis of the data. The result shows that the dimension of service quality such as Empathy and Accessibility has more gap, as the customer expectations are high to their perceived service. The result also indicates that Empathy-Reliability-Assurance positively influences the service quality. The study implies that bank should reduce the service gap to deliver superior quality of service to retain existing customers as well as to attract new customers.

Keywords: *Service quality, Tangibles, Reliability, Responsiveness, Assurance, IDBI bank.*

Introduction

Banking sector is the growing sector in India. Performance of banking are plays very important role in the development of economy. So government of India has concern to development of the banks opponent the customers. Service quality has been as an overall assessment of service provided to potential customers of the bank. Generally service quality defined as the extent to which service meets customer need or expectations. Service quality also defined as the difference between customer expectations with the bank. On the basis of usage service quality has been divided in five dimensions. Tangibles Tangibility means the physical appearance or things which are provided by the bank. The questionnaire which researcher has prepared includes visually appealing of bank offices,

Modern looking equipment of bank employees, attractive printing material of the banks, and dress of the bank employees, parking facilities of the banks, security arrangement of the banks, information that is displayed in the banks,

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drinking water and washroom facility in the bank, number of counters in banks, connectivity with road are considered tangibles items of the service quality.

Service quality is a concept that has aroused considerable interest and debate in the research literature because of the difficulties in both defining it and measuring it with no overall consensus emerging on either (Wisniewski, 2001). Nowadays, with the increased competition, service quality has become a popular area of academic investigation and has been recognized as a key factor in keeping competitive advantage and sustaining satisfying relationships with customers (Zeithmal et al...2000). Service quality can be defined as the difference between customer's expectations for service performance prior to the service encounter and their perceptions of the service received (Asubonteng et al.,1996). Service quality can thus be defined as the difference between customer expectations of service and e perceived service. If expectations are greater than performance, then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman *et al.*, 1985; Lewis and Mitchell, 1990).

Reliability: This dimension refers to the interest of the bank employees to solve customer problem. It also provided right kind of services at right time. Some attribute of reliability are as services without any error, bank services are performed with in promised with in promised time, sincere concern in solving problems related to banking transaction, corrective action is taken if any error is noticed at any stage, bank performs its services exactly as promised, all kinds of mails are received by the bank at registered mobile number from the branch, any difficulty with the cards, employees are well aware of the services offered by the bank. These attribute define the reliability situation of the bank.

Responsiveness: This dimension determines the level of involvement of employees and concern for customer required assistant and provided them quick services to customer. Responsiveness also has some attribute which measure the level of responsiveness of the banks. It includes the following bank employees quickly respond to my work, bank employees are always ready to help, bank quickly eliminates errors on reporting, employees do not spend much time waiting in line, the telephonic calls are being received regularly by the bank, bank immediately responds to wrong transaction if any. So this point tells the actual responsiveness situation of the bank.

Empathy: Empathy tells the level of relationship between customers and employee. It shows the feeling of banks towards the customers. it understand the needs of the customer from the employees in the bank. It includes the following bank operating hours suit to my needs, bank is user friendly and accessible, the bank is favorably located to me, the bank always advices me about the most suitable service for my specific needs, the bank always considers my wishes and needs, bank employees are kind and polite in their behavior, bank shows keen interest in each customer.

Tangibility: Tangibility means the physical appearance or things which are provided by the bank. The questionnaire which researcher has prepared includes visually appealing of bank offices, modern looking equipment of bank employees, attractive printing material of the banks, and dress of the bank employees, parking facilities of the banks, security

arrangement of the banks, information that is displayed in the banks, drinking water and washroom facility in the bank, number of counters in banks, connectivity with road are considered tangibles items of the service quality.

Assurance: This dimension relates to the assuredness of the customer that they are providing good services. Assurance includes the courteous behavior of the employee. Assurance have some attribute which are as follows like bank generally informs about the time of service to be performed, bank statements delivered monthly to mail address are clear and understandable, bank employees are trustworthy, bank assure safety to customer money, bank employees are knowledgeable to respond my specific question.

Literature Review

Kumar and Manjunath (2012) Studied customer satisfaction of ICICI bank in Mysore city. Demographic information revealed that 23% customer were young, 59% were male maintain the service quality from time to time. The study revealed that ICICI bank had positive relation with customer.

Jain, Gupta, and Jain (2012) in their study "Customer Perception on Service Quality in Banking Sector: With Special Reference to Indian Private Banks in Moradabad Region" try to learn and understand the customer perception regarding service quality and to learn and understand the different dimension of service quality in banks. The Sample size used is 100 and the sample universe is Moradabad. The service quality model developed by Zeithaml, Parsuraman and Berry (1988) has been used in the present study. The analysis reveals that among the private sector banks all the dimensions of service quality are equally important.

In the paper by Muyeed (2012), the result shows that banks have imposed service charges and fines too much for which customers are dissatisfied. The customer perceptions are highly satisfied with prompt and accuracy in transactions followed by safety of customer investments and keep confidentiality of account and transactions. The banks need to consider the weak areas in order to meet customer requirement.

Lohani and Shukla (2011) compared services provided by Public and Private sector banks. A structured questionnaire has been prepared for the study. The result shows that services provided by Private sector bank are better than Public sector bank. The researcher suggested that Public sector bank must concentrate on providing updated information to customers regarding the services.

Singh and Khurana (2011) in their research "Analysis of Service Quality Gap and Customers Satisfaction in Private Banks" tried to examine Gender wise customers expectations and perceptions of service quality provided by the Private Banks in Hissar District. Secondly, to identify whether there is difference in expectation & perception of service quality of male & female customers. Lastly, to identify the main attributes of service quality in which male & female (separately) are more satisfied or dissatisfied. The Sample Size is 300 with Sample Universe including Private Banks in Hissar. The Sampling Technique used was Quota Sampling. A questionnaire consisting of 22 items based on SERVQUAL model was administered on the sample. The results indicated that the quality of services private

banks provide was below customers' expectations.

In the study by Santhiyavalli (2011), a sample of 300 respondents has been taken with structured questionnaire having 22 statements. Researcher found that reliability, responsiveness, empathy and tangibility were more responsible for 90% customer satisfaction level.

Ananth, Ramesh and Prabaharan (2010) in their paper "A Service Gap Analysis in Private Sector Banks- an Empirical Study of Customers Expectations vs. Perceptions" evaluate the Quality of Service in selected private sector banks (ICICI & CUB). They also tried to identify the gap between customer expectations and their perceptions. The Sample Universe is CUB and ICICI. The study followed SERVQUAL as a framework and one dimension (accessibility) was added to the previous dimensions to fit into the study. The gap analysis shows that empathy shows a bigger gap between customer expectation and perception of service quality. The multi - regression analysis shows that the dimension Empathy Reliability-Assurance positively influences the banking service quality.

Hasra and Srivastava (2009) in their study indicated that the bank should pay attention to these dimension of service quality and pay more attention to dimension of assurance-empathy to increase loyalty to a company, willingness to pay, customer commitment and customer trust.

Brahmbhatt and Panelia (2008) conducted a their study on "An Assessment of Service Quality in Banks" Foremost aim of this research is to comparatively examine and measure of service quality and customer satisfaction among private sector, public sector and foreign bank and to offer suggestion based on results of the study. The Sample size was 246 and the Sample universe included Ahmedabad and Gandhinagar. The Sampling Technique used was stratified random. The five dimensions of SERVQUAL as proposed by Parasuraman et al. (1988), Othman and Owen (2001, 2002) and Jabnoun and Al-Tamimi (2003) were adapted and modified in this study. They conclude from the study that Foreign Banks is better than public sector banks and private sector banks.

Choudhury (2007) in his study suggests that customers distinguish four dimensions of service quality in the case of the retail banking industry in India, namely, attitude, competence, tangibles and convenience. Identifying the underlying dimensions of the service quality construct in the Indian retail banking industry is the first step in the definition and hence provision of quality service. The paper has drawn upon the findings of the service quality dimensions to contend the initiatives that bank managers can take to enhance their employees' skills and attitudes and instill a customer-service culture

Scope of the Study

The study encompasses customer service quality of IDBI bank of different departments in tirupati zone. The study covers respondents both customers of banks and bankers. The customers belong to various professions, gender wise, with varied income groups and varied age group.

Objectives

- To identify degree of importance attached to various dimensions of service quality viz.

reliability, responsiveness, empathy, tangibility and assurance by the customers.

- To determine the customers' satisfaction with regard to the service quality dimensions offered by the Private banks
- To make suggestions for improvement of quality of services in private

Hypotheses For The Study

The main hypotheses that have been set for this study are:

H_1: Service quality rating is not independent of variables such as age, gender employment, income, bank in which account is held, type of account and duration on account held.

H_2: There is no significant difference between expectation and perceptions of quality of service for IDBI bank

Methodology

Source of Data

The study relies on both primary as well as secondary data. The source of the secondary data is drawn from Reserve bank of India publications and the sites of the banks to which respondents are customers. Various articles have been referenced for understanding the back ground of the study.

For obtaining primary data, a structured questionnaire is designed to collect data from customers of banks. The questionnaire consisted of three parts. Part A had 22statements on 5 dimensions to measure the expectations of the customers. Part B consisted of the profile of the customers. Part C had 22 statements on 5 dimensions to measure the perception of the customers of the banks.

The responses for the statements in Part A and C were measured on a Likert scale of SERVQUAL tool.

Sampling Method

The sampling method used in proportionate stratified random sampling. The total sample size is 200. Respondents younger than age 18 were automatically excluded. Personal observations revealed that customers who were age 18 or older visit bank either individually or with their friends groups. No particular attempt was made to apply a random sample or to select particular segments.

The survey instrument was revised, and to strengthen its validity, the questionnaire was circulated to customers in IDBI bank. Based on the feedback received from the pretested sources, the questionnaire was modified. Then, the questionnaire was tested through random sampling consisting of customers (N=25) in the IDBI bank by on-place interviews. The main purpose of the pretest was to validate the questions of the study.

Data Analysis

After sorting out the invalid questionnaires, data were coded, computed and analyzed using the SPSS.20. Statistical analyses such as frequencies, descriptive, multiple regression, and Analysis of Variance (ANOVA), were used according to the respective objectives of the study.

Multiple regression analysis was used to examine customers' service quality with the dimension. The dependent variable (Overall service quality variables) was regressed against each of the factor scores of the independent variables (five service quality dimensions).

The data is analyzed b finding the mean scores of the various servqualdimension both for expectation and perceptions. Such mean scores are compared with each other to find the gaps between expectations and perceptions. The service quality mean differences of customers of various types of account holders. Further these gaps are cross tabulated with the profile of consumers. ANOVA has been used to test the hypotheses.

Limitations of the Study

1. The study is limited to the study of expectations and perceptions of customers having an account in IDBI bank.
2. The perceptions and expectations of customers are limited to the time period of the study.
3. The perceptions of the IDBI executives are limited only to the place of study.
4. The study is limited only to customers of the Tirupati branch of IDBI.

Results and discussion

The customers of IDBI bank in its Tirupati branch were sample respondents to the survey. The data has captured customers of 6 departments namely Loan Section, Customer Saving Account, Deposit, Housing Loans, Marketing, and Human Resources (HR) Department. The profiles of the customers are described below.

The following table shows the composition of customers who have responded for the survey.

Out of 200 respondents 69% are male and 35% are female. The age groups of customers who are above age group of 51 & above were considered. The following table shows the distribution of customers across various age groups. 39 % of customers belonged to the age group 51 & above years. The second largest group of 22 % belonged to the age group of 31-40 years is 20.5% customer belonged to the age group of 20 – 30 years and 18.5 belonged to the group of 41 – 50 years.

The following table shows four types of accounts of the respondents 46.0 % respondents are having saving bank account, 29.5% respondents are current account holders, 14% respondents have Loan account and 10.5 % respondents have deposit account. Out of 200 respondents, maximum number of 92 respondents are having saving account and a least number of 21 respondents are having deposits account.

Table 1: Demographic Characteristics of the Respondents

(N= 200)

Sl. No.	Variable	Freq.	Per cent	Sl. No.	Variable	Freq.	Per cent
1	**Gender**			5	**Occupation**		
A	Male	122	61	A	Professional	36	18
B	Female	78	39	B	Private Service	24	12
2.	**Age(in Yrs)**			C	Business/ Industrialist	53	26.5
A	20.-30	41	20.5	D	Govt. Servant	19	9.5
B	31 -40	44	22	E	Formers/ Landlords	44	22
C	41 -50	37	18.5	F	Others	24	12
D	51 & above	78	39	6.	**Annual income(in Rs)**		
3.	**Account type**			A	Less than 1 lakhs	28	14
A	Saving a/c	92	46.0	B	1 – 2.5 lakhs	47	23.5
B	Current a/c	59	29.5	C	2.51 – 4 lakhs	38	19
C	Deposit a/c	21	10.5	D	4.01 – 5.5lakhs	41	20.5
D	Loan a/c	28	14	E	5.51 – 7 lakhs	29	14.5
4.	**Duration of account**			F	Above 7 lakhs	17	8.5
A	0 - 2 years	34	17.0				
B	3 –5 years	86	43.0				
C	6- 8 years	51	25.5				
D	Above 8yrs	29	14.5				

Source: Primary data

Duration of account period for which the account was help by the respondents.43 % respondents have an account for 3 – 5 years, 25.5% respondents have their accounts between 6-8 years, 17 % respondents have account below 2 years and 14.5% respondents have account for more than 8 years. Out of 200 respondents a majority of 86 respondents have an account from 3 – 5 years and 29 respondents is the least number and are having an account from above 8 years.

Occupation of the customers who responded for the survey: 26.5% respondents are business/ industrialist, 22% respondents are landlords/ formers, 18% respondents are professionals 12% respondents are others (retired, homemakers, students etc).Out of 200 respondents we found that majority of 53 are business/industrialist and least number of 24 respondents are others.

The annual income of the customers who responded for the survey: 14% of the respondents have annual income less than 1 lakhs whereas a big no. of 23.5% of the respondents are in the brackets of Rs 1 lakhs to 2.5 lakh, 20.5% of the respondents in the bracket of Rs.4.01- 5.5 lakh, and 8.5% of the respondents have more than Rs. 7 lakhs annual income.

Service quality compared with respondent profiles

The following analysis explains the customer service quality rating across categorical variables such as Gender, age, account type, duration of account, occupation, and annual

income. The tables given below gives the descriptive statistics like mean scores and standard deviations. One way ANOVA has been used to test the hypothesis to establish relationship between the customer service quality rating and the categorical variables. The satisfaction level of customers in respect to service quality was rated higher by female customers as compared with male customers. This is also reflected in the standard deviation the no. of male respondents were more in number and the data dispersion was greater than the data dispersion of the female customers.

The mean scores of service quality rating by customers is more or less the same across all age groups. There is no much difference in the perception of customers of various age groups. However, the satisfaction level of customers in the age group of more than 51 years & above was the highest with the mean scores of 3.83 and the lowest satisfaction was of those customers who belonged to the age group less than 30 years. Further the ANOVA test which was run on the data also shows that there is no significant relationship between age and the service quality rating of customers.

The above table reveals that higher the duration of the account held by customers higher is the satisfaction. customer service quality is rated high by those customers who have held to account for more than 8 years, whereas, those who have held for 6- 8 years have given a score of 3.55. the ANOVA computation has not revealed any significant relationship between the period of account and customer service quality.

There is considerable variation observed in the ratings given by customers belonging to various occupational groups. Govt. servant who were the least number who responded expressed least satisfaction of the customer service quality of banks. Business class has given a high rating to the quality of banking services. This probably may reflect that banks are serving the business classes better with premium services. The maximum number of respondents was employed and their mean scores of satisfaction of 3.744.

Table 2: Customer service quality rating distributed across demographic variables

Variables	N	Mean	SD		Sig.
Gender					
Male	122	3.499	0.797	t-value=	
Female	78	3.623	0.771	2.728*	0.007
Age					
20.-30	41	3.480	1.04	F-value	
31 -40	44	3.675	0.78		
41 -50	37	3.679	0.77	5.07	0.000
51 & above	78	3.843	0.85		
Type of account					
Saving a/c	92	3.520	0.944	F-value	
Current a/c	59	3.710	0.811		
Deposit a/c	21	3.760	0.836	9.22	0.000
Loan a/c	28	3.810	0.842		

Duration of account					
0 - 2 years	34	3.28	0.640	F-value	
3 –5 years	86	3.41	0.624		
6- 8 years	51	3.55	0.619	11.121	0.000
Above 8yrs	29	3.71	0.728		
Occupation					
Professional	36	3.611	0.95	F-value	
Private Service	24	3.701	0.78		
Business/Industrialist	53	3.744	0.83	2.200	0.0671
Govt. Servant	19	3.405	1.101		
Formers/ Landlords	44	3.592	0.903		
Others	24	3.661	0.893		
Annual income					
Less than 1 lakhs	28	3.530	0.98	F-value	
1 – 2.5 lakhs	47	3.700	0.79		
2.51 – 4 lakhs	38	3.704	0.84	2.764	0.0273
4.01 – 5.5lakhs	41	3.702	0.85		
5.51 – 7 lakhs	29	3.451	1.08		
Above 7 lakhs	17	3.583	0.88		

A significant observation is that customers with income of 2.51 – 4 lakhs have expressed a vigh high level of satisfaction to the services of bank. Banks probably focus more on the high networth individuals and business classes. Hence the rating is 3.702 on respondents with incomes ofrs. 4.01 – 5.50 lakhs and rs.1 – 2.5 lakhs have a satisfaction score higher than the average mean score. The lowest rating is given by the customers with income less than rs. 1 lakh income. These respondents are 28 in number, the ANOVA results also show that there is a significant relationship between the service rating and the income of the customers.

The hypothesis to test independence of the service quality rating from categorical variables is as below:

H_0: service quality rating is not independent of variables such as age gender income occupation, type of account and duration of account.

Table 3: Results of the ANOVA test used to establish relationship of service quality rating with categorical variables

Independent variables.	F-statistic /t-test	p-value	Significant	Acceptance or Rejection of hypothesis
Gender	2.728	0.007	Significant	Rejected
Age	5.07	0.0000	Significant	Rejected
Income	2.764	0.0273	Significant	Rejected.
Occupation	2.200	0.0671	Not significant	Accepted
Type of account	9.22	0.000	Significant	Rejected
Durations of account	11.121	0.000	Significant	Rejected.

From the above table, it is brought out that customer service quality rating varies with categorical variables like age gender, income, duration of account and type of account. However, customer service quality rating does not vary with occupation only.

Table 4: Results on Paired t-test between Expectations and Perception with Attributes (N= 200)

STATEMENTS	*EXPECTATION*		*PERCEPTION*		**Mean difference (E-P)**	**t-value**
	Mean	***SD***	***Mean***	***SD***		
RELIABILITY	**17.93**		**17.69**		**0.24**	
Delivers service at promised time	3.53	0.95	3.49	1.03	0.04	1.398
Interest in solving problem	3.68	0.92	3.59	0.99	0.09	-1.201
Perform service right first time	3.73	0.95	3.77	1.08	-0.04	1.07
Follows the promised time	3.34	0.95	3.22	1.08	0.12	-1.76
Maintain error free records	3.65	1.05	3.62	0.91	0.03	-0.398
RESPONSIVENESS	**20.23**		**19.49**		**0.74**	
Tell you about performance of service	3.96	0.81	3.82	0.92	0.14	2.340*
Gives prompt service	4.07	0.87	3.92	0.8	0.15	3.191*
Willingness to help	3.85	0.95	3.65	0.97	0.2	-3.362*
Not busy to respond queries	4.26	0.84	4.14	0.76	0.12	2.609*
Understand customer's specific Needs	4.09	0.89	3.96	0.83	0.13	2.112*
EMPATHY	**14.50**		**14.72**		**-0.22**	
Gives individual attention	3.71	0.87	3.65	0.91	0.06	-0.503
Convenient operating hours	3.74	0.97	3.86	0.78	-0.12	1.609
Gives personal attention	3.83	0.93	3.86	0.8	-0.03	0.466
Best interest in heart	3.22	0.94	3.35	1.1	-0.13	3.162*

ASSURANCE	**15.61**		**15.08**		**0.53**	
Instills confidence	3.48	0.96	3.33	0.96	0.15	3.699*
Safe transactions	4.23	0.85	4.1	0.85	0.13	2.252*
Employees are consistently Courteous	3.77	0.91	3.63	0.83	0.14	2.067*
Employee have enough Knowledge	4.13	0.91	4.02	0.76	0.11	-1.699
TANGIBILITY	**15.09**		**14.54**		**0.55**	
Modern looking equipment	3.34	0.95	3.22	1.08	0.12	-1.201
Physical facility .	3.95	1.05	3.8	1.03	0.15	2.401*
Employee are well dressed	4.05	1.01	3.88	1.06	0.18	2.222
Materials are visually appealing	3.75	1.02	3.64	1.00	0.11	1.912

Satisfying, indifferent and dissatisfying attributes

The Table 4 above presents 22 service quality dimensional attributes of IDBI bank in Tirupati, Chittoor district of Andhra Pradesh. These attributes are broadly categorized, on the basis of study results, into satisfying, indifferent and dissatisfying attributes.

Satisfying attributes

"Satisfying" attributes are those with perceptual scores, when compared to expectations scores, having positive mean difference with t-values significant at the .05 level. Results indicate that customers were satisfied with "prompt service," "best interest in heart," "instills confidence," "physical facilities ," "safe transactions," "employees are consistently courteous," "Employee are well dressed," "understand customer's specific needs," "tell you about performance of service," and "interest in solving problem," . The respondents' perceptions with regard to these 10 attributes were positively disconfirmed, which led to their satisfaction with these attributes.

Indifferent Attributes

Indifferent attributes are those attributes with non-significant t-values (p e"0.05), regardless of positive or negative mean differences. Attributes namely "Delivers service at promised time", "Follows the promised time"., "Maintain error free records," "Willingness to help", "Employee have enough Knowledge", Modern looking equipment and Materials are visually appealing" are indifferent attributes. This showed that respondents' perceptions were confirmed with their expectations, which resulted in neutral feelings of the respondents.

Dissatisfaction Attributes

Dissatisfying attributes are those attributes with expectation scores outweighing perception scores, that is, with negative mean scores, regardless of a significant or non-significant t-value at the .05 level or below. Results indicate that students were dissatisfied with "Perform service right first time" "Convenient operating hours," "Gives personal attention," and "Best interest in heart. "These indicate further that respondents 'perception in relation to those attributes were negatively disconfirmed with their expectations, which resulted in dissatisfaction

Multiple Regression Analysis

In order to further reveal support for service

quality dimensions, the attributes that influenced customer' overall levels of satisfaction, the five orthogonal factors were used in a multiple regression analysis. The multiple regression procedure was employed because it provided the most accurate interpretation of the independent variables. The five independent variables were expressed in terms of the standardized factor scores (beta coefficients). The significant factors that remained in the regression equation were shown in order of importance based on the beta coefficients. The dependent variable, customers' overall level of satisfaction, was measured on a 5-point Likert-type scale and was used as a surrogate indicator of customer' evaluation of the perception in the bank(IDBI).

The equation for students' overall level of satisfaction was expressed in the following equation:

$$Y_C = \hat{a}_0 + B_1 X_1 + B_2 X_2 + B_3 X_3 + B_4 X_4 + B_5 X_5$$

Where,

Y_C = Overall level of Satisfaction of the customer

$\hat{a}_0$ = Constant (coefficient of Intercept)

X_1 =Reliability

X_2 =Responsiveness

X_3 = Empathy

X_4 = Assurance

X_5 = Tangibility

$B_1 \ldots B_5$ = Regression coefficient of Factor 1 to Factor 5.

Table 5: Regression Results of customers' Overall Satisfaction Level Based on the Dimensions (N= 200)

Dependent Variable (DV): Customer's overall satisfaction

Independent Variable (IV): Five service quality dimensions

Output of simultaneous multiple regression-Model Summary (a)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.294	0.386	0.055	0.63773

Analysis of Variance (b)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	4.417	5	1.104	2.736	.032*
Residual	46.771	117	.407		
Total	51.188	122			

*significant at 5 per cent level

Output of simultaneous Multiple Regression Coefficients (c)

Independent Variables	B	Std. Error	Beta	T	Sig.
(Constant)	3.510	0.058		60.292	0.000**
Reliability	0.116	0.058	0.177	1.985	0.030*
Responsiveness	0.138	0.058	0.210	2.356	0.020*
Empathy	0.067	0.058	0.102	1.150	0.253@
Assurance	0.013	0.058	0.019	0.218	0.828@
Tangibility	0.118	0.058	0.319	3.421	0.000**

** Significant at P <0.005

Dependent variable, customers' overall satisfaction with bank service quality and Independent variables are five factors. Table 4 showed the results of the regression analysis. To predict the goodness-of-fit of the regression model, the multiple correlation coefficient (R), coefficient of determination (R^2), and F ratio were examined.

First, the R of independent variables (four factors, X_1 to X_4) on the dependent variable (customers' overall level of satisfaction, or Yc) is 0.294, which showed that the customer had Average and high overall satisfaction levels with the two dimensions factors (Responsiveness &reliability).

Second, the R^2 is 0.386, suggesting that more than 30% of the variation of customers' overall satisfaction was explained by the five factors. Last, the F ratio, which explained whether the results of the regression model could have occurred by chance, had a value of 2.736 (p=0.032) and was considered significant at 5 per cent level. The regression model achieved a satisfactory level of goodness predicting the variance of customers ' overall satisfaction in relation to the five factors, as measured by the above –mentioned R, R^2, and F ratio. In other words, at least one of the five factors was important in contributing to customers' overall level of satisfaction with the IDBI bank service quality dimensions.

In the regression analysis, the beta coefficients could be used to explain the relative importance of the five service quality dimensions (independent variables) in contributing to the variance in customers' overall satisfaction (dependent variable). As far as the relative importance of the five service quality dimensions is concerned, Factor 2 (Responsiveness, B_2 =0.138, p=0.020) carried the heaviest weight for customers' overall satisfaction, followed by Factor 5 (Tangibility, B_5= 0.118, p=0.000),Factor 1 (Reliability, B1= 0.116, p=0.030), Factor 3 (Empathy, B_3 =0.067, p=0.253@), and Factor 4 (Assurance, B_4 =0.013, p=0.828@). Factor 3 and Factor 4 are not significant. The results showed that a one-unit increase in satisfaction with the Hostel facilities factor would lead to a 0.138 unit increase in customers' overall level of satisfaction with IDBI bank facilities, other variables being held constant.

In conclusion, three factors underlying dimension are significant. Thus, the results of multiple regression analysis reject hypothesis 1, that there is no relationship between the selected service quality dimensions attributes and the overall satisfaction of customers. So,

there is a relationship, which is what you expected.

The Fitted model is Y = 3.510 + 0.116 * F1 + 0.138 * F2 + 0.067* F3 + 0.013 *F4+ 0.118 *F5, Where Y is the overall Satisfaction Score.

From the Standardized regression coefficient it can be seen that the highest preferred factor to explain satisfaction is F2 followed by F5, F1, F3 and F4 in that order. Further, all the regression coefficients are found to be statistically significant ($p<0.005$).

Findings

Findings on service quality rating were compared with the respondents' profile. The satisfaction level of customers in respect to service quality was rated higher by female customers as compared with male customers. The satisfaction level of customers in the age group of more than 51 & above is highest with the mean score and the lowest satisfaction is of those customers who belonged to the age group less than 30 years. There is considerable variation observed in the ratings given by customers belonging to various occupational groups. Other group respondents who were the least number, expressed least satisfaction of the customer service quality of banks. Business class has given a high rating to the quality of banking services. A significant observation is that customers with income more than Rs. 2.5 - 4 lakhs have expressed a very high level of satisfaction in respect to the services of bank. Higher the duration of the account held by customers, higher is the satisfaction. Customer service quality is rated high by those customers who have held the account for more than 8 years whereas those who have held for 4-6 years have given a score of 3.71. The research findings show a total of 35.8 percent of respondents agree, 28.3 percent strongly agree, 11.7 percent are neutral in their opinions and 19.2 percent disagree. According to the results of this study there is general preference for expectation and perception as the relationship with customers. The study has also shown that customers are largely satisfied with most of the attributes of the Responsiveness. This has certainly opened avenues for more research to be carried out. The bank employees will slowly gain confidence as they have more capacity and time to look for literature that is relevant to their areas of research.

Conclusion

The banks have to reduce this gap giving individual personal attention to understand customer specific needs. The customers trust the private sector banks. These banks have existed in the market for a longer period than the private sector banks.

Banks should also have a strong customer relationship management system that would indicate the worth of the customer and be able to understand his needs while interacting with him, so as to cross sell their products.

To manage growth and continuity in business, human resources play an important role. The new generation private sector skill sets of employees need up gradation so as to make them more comfortable with the latest technology that will increase their comfort level while educating customers to use the same in their day to day dealings.

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