5. FINDINGSS AND CONCLUSIONS

In this chapter, findings, and conclusion are being discussed based on the analysis. The study was planned and focused to find out the customer perception about the services being provided by the banks of public, private and foreign sectors. The study conducted by Parsuraman in 1984 regarding the quality of services being provided by service sector was taken as base for this study. In that study Parasuraman developed a questionnaire with 22 statements to know the service quality. For this study, the standard scaling given by Parsuraman was modified with some additional statements by keeping in view the changing dynamics of the contemporary business operations. Hence the new instrument developed consisted of 36 statements which was used for this study. Some of the major findings/outcomes of this study are given below.

5.1 Findings

On the basis of results related to first objective, from 36 variables eight factor are extracted using factor analysis. These factors are named as; ***Reliability, Assurance, Empathy, Tangibles, Facilities, Customer Relationship Management, Accessibility*** and ***Responsiveness.***

➢ On the basis of first factor Reliability the result shows that public and private sector banks are not at par in quality while providing different kinds of services. Public and foreign sector banks are also not providing same quality in their services on the basis of reliability to their customers. When private and foreign sector banks are

compared, the results shows that these banks are providing same kind of services to their customers.

➤ On the basis of second factor i.e. Assurance, the result shows that there does not exist any difference in the services of public, private and foreign bank. These three categories of banks are providing same kind of services to their customers. This means whatever is being assured by all the chosen banks to their customers is met with honesty to the satisfaction level of users.

➤ On the basis of Empathy, the result shows that there is no noticeable difference in public, private and foreign sector banks. These three categories of banks are equally emphatic towards their customers while providing services to their customers.

➤ On the basis of Tangibility, the public and private sector banks are not at par in the quality of their services while dealing with customers. Public and foreign sector banks are also not providing same quality in their services on the basis of tangibility to their customers. When private and foreign sector banks are compared, the results shows that these banks are providing different kind of services to their customers. It means public sector banks need to improve their infrastructure to provide better satisfaction to their customers.

➤ When all the three categories of banks were compared on the basis of facilities, it was found that foreign sector and private sector banks are able to provide better facilities to their customers. These banks generally extend the facilities as per the requirement of the customers. Whereas the public sector banks are lacking in this field. They need to upgrade their facilities to bring more satisfaction among the users of their services.

➢ On the basis of next factor i.e. Customer Relationship Management, the result shows that public and private sector banks are not equal when compared to their relationship management with the customers. Private sector banks quickly respond the grievances of the customers through various modes whereas public sector banks are not doing the same. Foreign sector banks are also able to maintain good relationship with their customers.

➢ The results based on the dimension of Accessibility shows that there is no significance difference in public, private and foreign sector banks. These three categories of banks are providing same kind access for their services to the customers.

➢ On the basis of eighth factor Responsiveness the result shows that there doesn't exist any significant difference in the services provided by banks from selected sector. It was found that all the three categories of banks are able to respond equally to the customers.

➢ While analyzing for the second objective, the average score of perception and expectation was calculated based on the responses given by the respondents. It was found that the average score of the foreign banks was highest based on all the eight dimensions (***Reliability, Assurance, Empathy, Tangibles, Facilities, Customer Relationship Management, Accessibility*** and ***Responsiveness***) extracted through factor analysis followed by private and public sector banks.

➢ On the basis of results achieved from One Way Anova test used for comparing the means to achieve third objective, it was found that there is no significance

difference in public, private and foreign sector banks on the basis of reliability, assurance, empathy, customer relationship management, accessibility and responsiveness dimensions. However, significant difference was observed on the basis of tangibility and facilities dimensions among all the three categories of banks.

➢ On the basis analysis done to achieve the fourth objective, the p value (0.000) in public sector bank, private sector and foreign sector shows that there is significant difference between the mean score of perception and expectation in all the three categories of banks on the basis of reliability. It was found that public sector banks are having more gap while providing services on the basis of all the dimensions of service quality i.e. reliability, assurance, empathy, tangibility, facilities, customer relationship management, accessibility and responsiveness in comparison to private and foreign sector banks.

5.2 Conclusions

The present study was planned and designed to understand the perception of the customers of banking sectors especially in respect of the quality of services being provided by the banks. To achieve this objectives, three categories of banks i.e. public, private and foreign sectors banks were selected so that a comparison can be made among all the categories on the basis of quality of services provided by them. The scope of the study was limited to NCR area. The research design selected for the study was mix of exploratory and descriptive as per the need of the objective. The standard scaling developed by Parsuraman was modified to include the statements related to contemporary services provided by the banks. A survey was carried out through inception method in all the selected branches of the study. A total of 544 respondents were contacted for the feedback through the structured questionnaire. Out of these, 24 could not be included in the analysis because of one or other reasons. Hence 520 was kept as the final sample size for the analysis.

All the statements were put under factor analysis for the purpose of extracting the factors responsible for providing quality of service by the banks. During rotation method 36 variables were confined to eight factor and all these factors were named as; ***Reliability, Assurance, Empathy, Tangibles, Facilities, Customer Relationship Management, Accessibility*** and ***Responsiveness.***

On the basis of all these eight dimensions, the performance of the chosen categories of the banks was measured and it was found that foreign sector banks are performing better in comparison to private and public sector banks.

In the further analysis, it was noticed that on the basis of all the eight dimensions foreign sector banks are performing better as compared to public and private sector banks. When the quality of services compared using one way Anova test, it was found that all the categories of bank differ in providing some services based on facilities and tangibility only. On the basis of other six dimensions there is no significant difference while providing the services by all the categories of the banks. While analyzing the gap score based on the eight dimensions, it could be noted that there is least gap between the expected and perceived score of the foreign sector banks. It means the foreign sector banks are providing better service to the customers in comparison to the public and private sector banks. The reason could be that foreign sector banks have limited branches and less number of customer base and are able to bring more satisfaction to the customers.

At the end it can be suggested to the public sector banks to improve their quality of service so that they could save their customer base else there are chances they may lose it to the private or foreign players in the banking sector.