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#### IMPACT OF SERVICE QUALITY ON CLIENTS SATISFACTION IN PRIVATE BANKING SECTOR OF HYDERABAD PAKISTAN

	<b>Abstract</b>
<p><b>PUJA</b>          College of Modern Sciences Hyderabad Affiliated with University of Sindh Jamshoro          Pakistan  <a href="mailto:pujakhatri108@outlook.com">pujakhatri108@outlook.com</a></p>	<p><i>The main objective of the study to explore factors that impact on clients satisfaction in private banking sector of Hyderabad. It seeks to explore what kind of relationship might exist between several service level dimensions and clients satisfaction. Several researches been carried out based on the SERVQUAL model as reviewed in literature review. A questionnaire instrument tool was employed for data collection; 400 completed questionnaires were obtained within one month. The collected data were analysed using SPSS 25, and was analyzed by means of descriptive and inferential statistical techniques. After experimentation mean values of all parameters were compared and hypothesis was tested through different methods, study provides that service quality dimensions including tangibility, reliability, responsiveness; assurance and empathy have significant positive impact on clients satisfaction. It also showed that there were demographic equative significant effects on the clients satisfaction. In this respect, the effect of gender and age on customer satisfaction are both significantly partial. This research found that the male are more satisfied than the female And age also have not such a apparent effect in the clients satisfaction. In addition, this study indicates that responsiveness has a relatively weak influence on clients satisfaction. This study is of great assistance to the corporate banking industry for enhancing service quality, as superior quality of service would result in greater clients satisfaction. It likewise promotes other service industries that rely on the dissemination of information on quality levels.</i></p>
<b>Keywords:</b>	<p><i>Service Quality, Clients Satisfaction, Customer Satisfaction, Banking Sector Pakistan, Service Quality Dimensions, SERVQUAL Model</i></p>



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### Introduction

The banking sector has central role in money flow mechanism of the banking system and this is important in the economic development process of Pakistan. Some of the functions performed by the banking industry such as; accepting deposits, making loans, payments and withdrawals etc. The state bank of Pakistan is the central bank of Pakistan; banking in Pakistan is controlled by the State bank of Pakistan.

Products and services to customers and clients, service quality and innovative technologies adoption account for the success or survival of banks. These factors lead to profitability and will help to maintaining the competitive position in the market. Banking sector should give priority to client not only to shareholders and quality of service offers to clients because client satisfaction will affect the overall performance of the banking sector.

For any business it is the client satisfaction that finally brings in success and thereby profitability. Because better service quality results in client satisfaction, and the organizations are implementing the various strategies adapted by them for developing their services.

Measurement of service quality is the challenging task for every firm such as; product based firms and service-based firms. Measuring the service quality in the product-based firms is easy than service-based firms. It is by raising the proportion of service sector in the economy, we can't avoid dealing with measuring service quality which is very vital to services industry.

Application of the SERVQUAL model to deal with client ' satisfaction and to estimate service quality, was performed in previous studies. Some other scholars as well used this model to measure the service quality and clients satisfaction in the banking sector.

(Parasuraman, 1985) has defined "SERVQUAL" as a conceptual model for assessing service quality in terms of consumer perception. They have conceived service quality by comparing expected quality of services with the quality of services that is experienced and that's why SERVQUAL referred to as Gap analysis. They reviewed that service quality was built on ten dimensions namely; reliability, responsiveness, 2 competence, access, courtesy, communication, credibility and security and tangibles and knowing the customer.

Therefore, SERVQUAL Model or service quality model is used in measuring consumers' perception as compared to their expectation; this model application is widely utilized by most bank services providers and researchers for purpose of analyzing on service quality and customer satisfaction. Three dimensions of SERVQUAL Model and usually five dimensions used in this concept are used by some researchers. The five SERVQUAL main dimensions; Tangibility, Reliability, Responsiveness, Assurance and Empathy were employed for the study.

A lot emphasis was given on impact of service quality levels on clients satisfaction in private banking sector of Hyderabad. This research taken into consideration that what are the individual effects of Quality service dimensions (Tangibility, Reliability, responsiveness, assurance and Empathy) on Customer Satisfaction in private banking sector of Hyderabad.

### STATEMENT OF THE PROBLEM

Service quality levels and client satisfaction: It is fundamental area of study in case banking industry. Knowledge of client demands is turning out to be a serious issue for future achievement of service providers in fiercely competitive banking environment. There are also research conducted which indicates what cause client satisfaction and this is different from one region to another. Finally, this research concentrated on a sample made up of banking in the Hyderabad industry, therefore testing for the gap between projected service quality and observed service quality. Today the service industry has emerged as a powerful force, a better quality of service would mean that you will have higher market share and returns. This paper examined the relationship between service quality on client satisfaction by the SERVQUAL model used to measure the gap between customer expectations and its observed performance regarding banking industry. The model also measures different aspects of service quality: tangibility, reliability, responsiveness, assurance and empathy.

### DEFINITIONS

In this section, variables of research were defined.

**Service quality** incorporates approachability and promptness of service by the staff.

**Customer Satisfaction** relates to personal feelings good or bad which results from evaluating the services according to client expectations, if service providers meet the client expectations, it indicates that client is satisfied.

**Tangibility** is seen as concerning to the real facilities, appearance of the personal and other physical cues involved in providing services.

**Reliability** consists of the presentation of a firm, having two categories: service consistency (firm does the right thing in first time) and as per promises or services committed to (manufacturer keeps its promises).

**Responsiveness** incorporates approachability and promptness of service by the staff.

**Assurance** is positive declaration intended to give confidence and a promise that service will be perform at the first time.

Empathy in business is the will to understand and put forward the especial needs of a client.

### 1.1 OBJECTIVES OF THE STUDY

The study conducted was directed by research general objective and specific objectives of the research.

#### GENERAL OBJECTIVE OF TUDY

The objective of this research is to assess the effect of service quality on client satisfaction in private banking's sector of Hyderabad.

#### SPECIFIC OBJECTIVES OF THE STUDY

Specific objectives are;

- i. To evaluate the role of tangibility in dealing with client satisfaction.
- ii. To assess the title role of reliability dealing with client satisfaction.
- iii. To assess the title role of responsiveness dealing with client satisfaction.
- iv. To evaluate the role of assurance in dealing with client satisfaction.
- v. To evaluate the role of empathy in dealing with client satisfaction.

### 1.2 RESEARCH QUESTIONS

There are general and specific research questions.

### GENERAL RESEARCH QUESTION

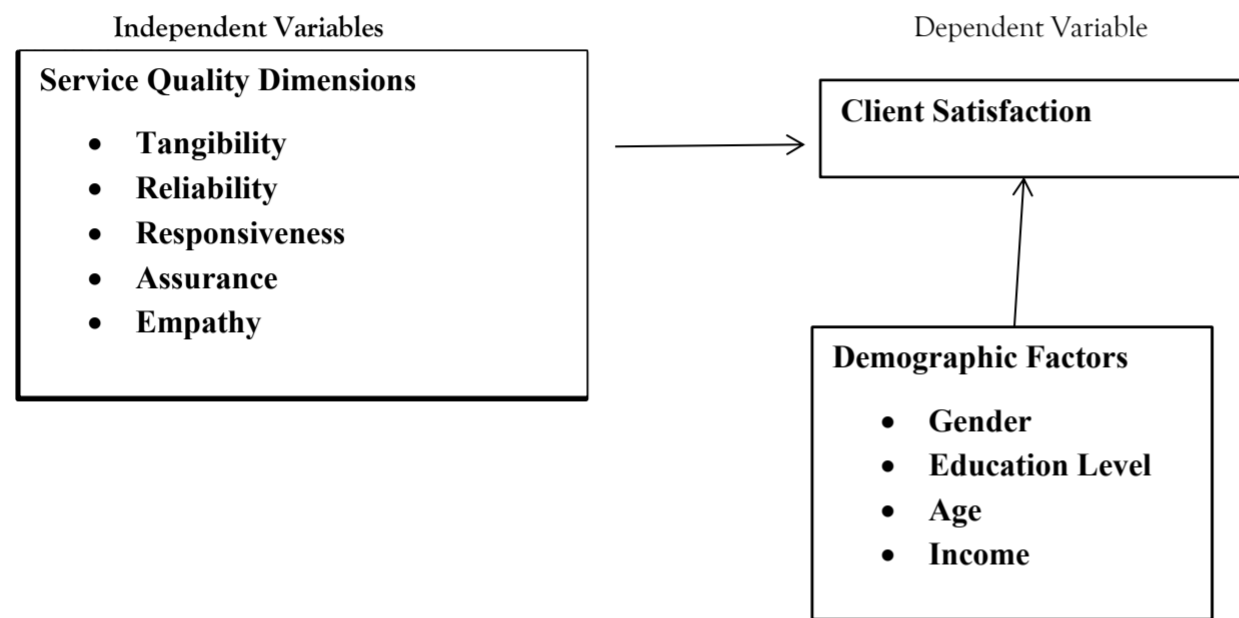
What is the effect of service quality on client satisfaction in private banking institutions of Hyderabad?

### SPECIFIC RESEARCH QUESTIONS

- i. How the tangibility will influence the client satisfaction?
- ii. How the reliability will influence the client satisfaction?
- iii. How the responsiveness will influence the client satisfaction?
- iv. How the assurance will influence the client satisfaction?
- v. How the empathy will influence the client satisfaction?

### 1.3 Research Model

#### Independent Variables



### 1.4 HYPOTHESIS

To achieve the research objective, research hypothesis must be developed. Research objectives and the following hypotheses are to be tested in this research work:

- H1:** This study examines the correlation between service quality and client satisfaction in private banking institutions in Hyderabad.
- H2:** tangibility has direct positive and significant effect on client satisfaction in the private banking sector of Hyderabad city.
- H3:** Reliability has positive and significant impact on client satisfaction in the private banking sector of Hyderabad.
- H4:** Responsiveness has a positive and significant effect on client satisfaction in the private banking sector of Hyderabad.
- H5:** Assurance positively and significantly contributes towards the client satisfaction in private banking sector of Hyderabad city.
- H6:** Empathy has positive and significant effect on client satisfaction in Private Banking the sector of Hyderabad.
- H7:** There is a significant difference in satisfaction levels for male and female clients of private banks in Hyderabad.
- H8:** There is significant difference between age and client satisfaction in private banking of Hyderabad.

## 2. LITERATURE REVIEW

(Parasuraman, 1985) in their paper presents "SERVQUAL" as a model of service quality that measures the perceptions of consumers on Service quality. They defined service quality as "the comparison between expected service quality and perceived service quality". Thus, SERVQUAL is also termed as Gap Analysis. They studied that service quality is based on ten dimensions reliability, responsiveness, competence, access, courtesy, communication credibility security tangibles and knowledge of the consumer. The study also identified four major service gaps which affect the perception of consumers towards quality discussed in research.

(Hummayoun Naeem, 2009) A research based upon comparison between service quality and customer satisfaction of banking industry of Pakistan has been done. The conceptual model developed based on the 5 dimensions of service quality (Tangibility, Reliability, Responsiveness, Assurance and Empathy). In their study they concluded that the quality of service provided to customers is very high when it comes up in foreign banks and exactly opposite condition is there for nationalized banks as quality servicing to its customers by national bank tend to be lower.

(Nguyen Hue Minh, 2015) This study is to explore the relationship between Service Quality and Customer satisfaction in Vietnamese Hotel Industry. They investigated five dimensions of service quality namely; tangibility, reliability, responsiveness, assurance and empathy for data gathering. These authors found that the four non-tangible dimensions -empathy, reliability, responsiveness and assurance- were the principal determining factors of satisfaction from customers. The effect of the physical dimension on customer satisfaction was not statistically significant.

(Samraz Hafeez, 2012) Investigated the effect of service quality, customer satisfaction and loyalty programs on customers' loyalty in Pakistani banking industry. In their study they found that service quality, customer satisfaction and loyalty programs are strong indicators of customer's loyalty in banking sector. Some studies also indicate that loyalty programmes just contributed towards corporate customers and not for public account holders, where in banks should focus on the satisfaction through orientation of non-corporate accounts by way of various loyalty programs.

(Mohd. Afroz Pasha, 2018) studied the determinants of service quality on customer satisfaction in selected private and public banks. Their paper reports that service quality dimensions are found to be an important determinant of customer satisfaction in private and public banks too. They have found out that among the three determinants, assurance is the one of great influence for customer satisfaction, responsiveness has less effect and empathy does not affect significant to customer satisfaction for banking industry.

(Shahab Alam Malik, 2012) studied the consequences of service quality on customer satisfaction and behavior in public and private banking systems of Pakistan. Service quality is a key driver of satisfaction of customers in the two industries. Once again the results provided support for satisfaction of customers as an antecedent of propensity to recommend bank services with no significant relationship between satisfaction and switching intentions.

(Tran Van Quyet, 2015) examined how service quality influences customer satisfaction in the banking sector, employing the five dimensions of the SERVQUAL model as the basis for measuring service quality. It is found that satisfaction does not necessarily create retention of customers: It is a larger deposits rate which is more important to keep satisfied the customer. This study also revealed that majority of customers in the market have problem to make a choice on financial products and therefore they prefer branded product based on service quality."

(Jayaraman Munusamy, 2010) studied the impact of services quality on customer satisfaction in the Malaysian banks sector. Results indicate that assurance, tangibles, empathy and responsiveness positively correlate with customer satisfaction and reliability negatively relates. In addition, findings also indicate that guarantee, dependability, empathy and responsiveness not significantly affecting customer satisfaction whereas tangibles has a significant relationship between customer satisfaction.

(Mubbsher Munawar Khan, 2014) This study on "impact of service quality on customer satisfaction and loyalty in the banking sector" was conducted during the year 2014. It also examined the most critical aspects of service quality that affect customer satisfaction and customer loyalty. The result also indicated that all the dimensions of service quality are significantly related to customer satisfaction and loyalty.

(Siew-Peng Lee, 2015) conducted a study examining various dimensions of service quality and how they influence customer satisfaction, trust, and loyalty within the Malaysian banking sector. The survey technique was based on 6 dimensions of service quality, and then the relationship among variables were tested through structural equation model. The outcomes of research reveal that tangibility, empathy, reliability, assurance and online banking are positively associated with realized value. Further, study indicated perceived service quality, overall bank image and trust is significant elements of customer loyalty.

(Karatepe, 2011) studied moderators of the antecedents of customer loyalty by examining the moderating effect of gender in relation to loyalty and its determinants service quality and satisfaction. This research result indicated that there was a significant impact of gender between service quality and customer satisfaction. The sample data were obtained from clients of retail banks located in the northern part of Cyprus.

(Ahmad Jamal, 2002) have focused customer satisfaction in retail banking. The analysis already pinpoints the main elements of satisfaction in this sector. It is observed from the results that both service quality and customer expertise contribute towards forming customers satisfaction. The analyzed sample size of this study was 167. The results were consistent with the work of Lim et al. (2015) suggesting that there is a positive important relationship between service quality and customer satisfaction, while the association between customer expertise and satisfaction was found to be negative.

(Eugene W. Anderson, 1994) in their research paper examined the connection among customer satisfaction, profitability and market share. Results indicate that quality not only improves customer satisfaction, but it also improves profitability. The results also show positive associations between the market expectations of a firm's end product quality and customer satisfaction with the firm.

(Sonjaya Gaur, 2006) explored service quality measuring in the perspective of retail store after reviewing different developments that had been applied by SERVQUAL and RSQS models. SERVQUAL, RSQS are the two instruments used to measure the service quality in retail store context. From the literature review, serve to the analysis of previous study, both SERVQUAL and RSQS instruments are not satisfactory as an effective measure for measuring service quality in retailing.

(Carman, 1990) in his study examined service quality of customers. He validated the SERVQUAL dimensions in four service environments and compared them, a dental clinic, business school, tire store and hospital.

There are two general objectives of research one, to find on the service quality dimensions affect customer satisfaction; second, to determine how far these influence. A questionnaire study was done among 170 students selected through simple random sampling. The findings indicate, that service quality has profound effect on satisfaction of customers. Library environment and general service are museum quality dimensions that customers consider highly important and their performance is perceived strong. Research and practical implications are also discussed in this article. (Asyraf Afthanorhan\*, 2019)

Study For impact on service quality, satisfaction and customer loyalty at ntc. The five service quality dimensions, tangibility, reliability, assurance, empathy and responsiveness have adopted study as suggested from Parasuraman et al. (1991). Data was generated by drafting a questionnaire among NTC's clients in the Surkhet Valley. Results of the multiple regressions found that service quality dimensions had an important positive effect on satisfaction of customers and loyalty. Reliability has the largest effect on customer satisfaction, whereas 'empathy' is the most critical factor in terms of customer loyalty. The findings shows that customer satisfaction has a positive and important effect on customer loyalty to use corporate services.(Shrestha, 2021)

Previous research has examined customer satisfaction on service quality within a hotel but also helps the hotel to measure customer perceptions. However, research emphasis is given to the front office staff since it proposes five most important factors in service quality and looks into customer's expectations and perceptions on these services. This empirical dimension makes us understand how cuss grade the service quality of cusses and the level of their satisfaction.(Sahu, 2013)

The study explore customer perceptions about dining in restaurants. In particular, it isolates two of the SERVQUAL dimensions; responsiveness and tangibility in order to highlight the role of service quality on satisfaction of customers. It also presents practical implications for Pakistani restaurant firms; suggestions are extended to the owners of industry about how to improve service quality. (Naveed Ur Rehman Khan, 2011)

This paper explore the effect of service quality on student satisfaction. The cluster included 81 participants. Both descriptive and numerical analyses had been applied to explore the information. The findings of descriptive data showed that answerers agreed on the service quality and student satisfaction constructs. The findings of the statistical data indicated that service quality plays a positive and important role in relation to student satisfaction. The determinant coefficient (R<sup>2</sup>) is 0.849 which means service quality shows 84.9% of the variation in satisfaction, and the other 15.1 % that had not been included as a part of this study could explain remaining unexamined variables.(Herman, 2022)

Customer service, pricing structure and billing system were found to be the most critical factors in service quality that has a positive relationship on customer satisfaction directly leading to customer loyalty. The study also confirmed the existence of interceding effect between service quality and customer loyalty in consequence of customer satisfaction. (Santouridis & Trivellas, 2010)

Specifically, in the context of service loyalty, there has been little consideration of whether the construct ultimately matters in terms of its impact on repurchase behavior. This research describes and distinguishes the concept of service loyalty, while separating it from service quality and satisfaction of customers. Second, mediating framework is proposed that connects service quality on customer satisfaction on service loyalty. Overall, mediating effect of customer satisfaction on the relationship between service quality and service loyalty has been identified. Additionally, the influence of demographics on service loyalty was inspected. (Caruana, 2002)

### 3. RESEARCH METHODOLOGY

Descriptive research design is using in this study; descriptive research design is the one which description of what is being studied and it analyses the whole picture of research study by analyzing or collection the data.

The questionnaire has been the product of the scientist as a tool of data gathering. The questionnaire has three parts, part one is with personal variables such as: gender educational 11 qualification name of your bank, age and income per months. Part two presents the Intangible elements of service quality (Tangibility, Reliability, Responsiveness, Assurance and Empathy) categorized into 20

separate statements. Part three is the client satisfaction variable which is also divided into 4 items. The questionnaire is composed of MCQs and utilized a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree).

A population is defined as the entire group of individuals or items that a researcher intends to study. The population will be clients of private banks in Hyderabad district.

Researcher utilized systematic random sampling is a method where all the elements in the population have an equal chance of being selected and selection of each element has no influence over other elements.

The sample is a subset of the population, and how much to sample is critical to determining accuracy. For this particular study the sample size is 400 respondents and these 400 respondents are taken from private banks of Hyderabad.

Primary data collected from a designed questionnaire, 25% data collected by Google doc and 75%

Primary data collected by Hard copies. This data are obtained for 6 month (i.e.) from February 2025 are analyzed by SPSS 25.

#### 4. DATA ANALYSIS AND FINDINGS

##### 4.1 RELIABILITY ANALYSIS

Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded <sup>a</sup>	0	.0
	Total	400	100.0

a. List wise deletion based on all variables in the procedure.

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.847	6

Reliability of Customer satisfaction, tangibility, reliability, responsiveness, assurance and empathy is 0.847, which is more than required one i.e., 0.70.

##### 4.2 CORRELATION

**Table 2: Correlation Between Tangibility and Client Satisfaction**

		Tangibility	Client Satisfaction
Tangibility	Pearson Correlation	1	.545**
	Sig. (2-tailed)		.000
	N	100	100
Client Satisfaction	Pearson Correlation	.545**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 3: Correlation Between Reliability and Client Satisfaction**

Reliability	Pearson Correlation	1	.613**
	Sig. (2-tailed)		.000
	N	100	100
Client Satisfaction	Pearson Correlation	.613**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 4: Correlation Between Responsiveness and Client Satisfaction**

		Responsiveness	Client Satisfaction
Responsiveness	Pearson Correlation	1	.411**
	Sig. (2-tailed)		.000

	N	100	100
Client Satisfaction	Pearson Correlation	.411**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 5: Correlation Between Assurance and Client Satisfaction**

		Assurance	Client Satisfaction
Assurance	Pearson Correlation	1	.615**
	Sig. (2-tailed)		.000
	N	100	100
Client Satisfaction	Pearson Correlation	.615**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 6: Correlation Between Empathy and Client Satisfaction**

		Empathy	Client Satisfaction
Empathy	Pearson Correlation	1	.497**
	Sig. (2-tailed)		.000
	N	100	100
Client Satisfaction	Pearson Correlation	.497**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### 4.3 MULTIPLE REGRESSION

Multiple regression is a arithmetic method experienced to analyze the association between a dependent variable and multiple independent variables referred to as predictors. This analysis determines how much change in the dependent variable can be attributed to the set of predictors and also shows the individual effect of each predictor separately.

**Table: 7 Model Summary<sup>b</sup> for Multiple Regression**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 <sup>a</sup>	.550	.526	1.01139

a. Predictors: (Constant), Empathy, Tangibility, Responsiveness, Reliability, Assurance

b. Dependent Variable: Client Satisfaction

**Table: 8 Coefficients<sup>a</sup> for Multiple Regression**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.616	1.361		1.922	.058
	Tangibility	.318	.076	.326	4.197	.000
	Reliability	.179	.086	.207	2.071	.041
	Responsiveness	-.041	.067	-.057	-.614	.541
	Assurance	.295	.100	.318	2.938	.004
	Empathy	.099	.062	.146	1.603	.112

a. Dependent Variable: Client Satisfaction

Value of R-square is 0.550, showing that 55% of the variance in the dependent variable is described by predictors: Tangibility, Reliability, Responsiveness, Assurance, and Empathy.

The value of p is 0.000 for Tangibility, Reliability, Responsiveness, Assurance, Empathy, and Client Satisfaction, which is below cut-off point of  $p < 0.05$ . This explains that all of the predictors are making a significant unique contribution to the prediction of the dependent variable.

These coefficients from multiple regression analysis present the relative contributions of independent variables to the dependent variable. The highest beta coefficient, 0.326, is for Tangibility; the next, 0.318, is for Assurance, showing that these variables have the strongest unique influence on the dependent variable. The beta value for Reliability is 0.207 and for Empathy, it is 0.146, showing a relatively smaller contribution, whereas for Responsiveness, it was the least with a value of beta -0.057, which indicates a negative relationship with the dependent variable.

#### 4.4 T - TEST

A t - test is a type of inferential statistic used to find out if there is a significant difference between the means of two groups, which may related in certain features.

**Table:9 Group Statistics**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Client Satisfaction	Male	268	17.0448	1.27247	.15546
	Female	132	16.4242	1.75054	.30473

The Independent Sample t-test indicates that the satisfaction levels of males and females differ significantly. Mean of male is 17.0448 and mean of female is 16.4242 with p value 0.046 which is less than 0.05, it means male are more satisfied than female.

#### 4.5 ANOVA

Analysis of Variance is a quantitative technique to find whether the variance among group means are statistically significant.

**Table: 10 ANOVA**

Client Satisfaction

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.884	2	.942	.432	.650
Within Groups	211.556	97	2.181		
Total	213.440	99			

**Table: 11 Multiple Comparisons**

Dependent Variable: Client Satisfaction

Tukey HSD

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18 - 30 years	31 - 50 years	-.22222	.31427	.760	-.9703	.5258
	51 years and above	.44444	.87270	.867	-1.6328	2.5217
31 - 50 years	18 - 30 years	.22222	.31427	.760	-.5258	.9703
	51 years and above	.66667	.88946	.735	-1.4504	2.7838
51 years and above	18 - 30 years	-.44444	.87270	.867	-2.5217	1.6328
	31 - 50 years	-.66667	.88946	.735	-2.7838	1.4504

The outcome reveals that there is no noteworthy difference among age groups and client satisfaction and mean of age groups are equal. Since the p-value is 0.650, the null hypothesis is accepted and the alternative hypothesis is rejected.

## 5. DISCUSSION AND CONCLUSION

### 5.1 RESULTS

**H1a: Significant relationship exist between service quality and client satisfaction in the private banking sector of Hyderabad.**

Tangibility, reliability, responsiveness, assurance and empathy (service quality dimensions) have a positive and noteworthy relationship with client satisfaction. It indicates improved service quality lead to greater client satisfaction. The study revealed that clients expect more but perceive less. It is also revealed that 55% variance occurs in the Client satisfaction (dependent variable) is explained by Tangibility, Reliability, Responsiveness, Assurance and Empathy (independent variables).

**H2a: Tangibility positively and significantly influences client satisfaction in the private banking sector of Hyderabad city.**



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The study found positive relationship between tangibility and client satisfaction with beta value of 0.318 and the p value of 0.000 which was less than 0.05. The multiple regression analysis reveals that highest contribution in dependent variable is occurred by tangibility with beta value of 0.318, tangibility play an important role to retain the customers.

**H3a: There is positive and significant impact of reliability on client satisfaction in the private banks of Hyderabad.**

The result showed that reliability has positive and significant effect on client satisfaction. The beta value stood at 0.179 and value of p 0.000, which is less than 0.05. The multiple regression examination reveals that less contribution in dependent variable in comparison of tangibility is occurred by reliability with beta value of 0.179.

**H4a: Responsiveness has a positive and significant effect on client satisfaction in the private banks of Hyderabad.**

The result showed that responsiveness has a positive and significant effect on client satisfaction with beta value of -0.041 and value of p 0.000 which is less than 0.05. The multiple regression examination reveals that slightly contribution in dependent variable in comparison of tangibility is occurred by responsiveness with beta value of -0.041. **H5a: Assurance has positive and significant effect on client satisfaction in the private banking sector of Hyderabad.**

The result showed that assurance has positive and significant effect on client satisfaction with beta value of 0.295 and the value of p 0.000 which is less than 0.05. The multiple regression examination reveals that strongest contribution in dependent variable after tangibility is occurred by assurance with beta value of 0.295.

**H6a: Empathy has positive and significant effect on client satisfaction in the private banking sector of Hyderabad.**

The result showed that empathy has positive and significant effect on client satisfaction with beta value of 0.099 and the value of p 0.000 which is less than 0.05. The multiple regression examination reveals that less contribution in dependent variable after reliability is occurred by empathy with beta value of 0.099.

**H7a: A significant difference in satisfaction levels between male and female clients exists in the private banking sector of Hyderabad.**

The result revealed that demographic variables for instance gender also effect the client satisfaction, mean of male is 17.0448 and mean of female is 16.4242 with p value 0.046 which is less than 0.05, it means male are more satisfied than female.

**H8a: A significant difference in groups between age and client satisfaction exists in the private banks of Hyderabad.**

The result revealed demographic factors for instance age does not impact the client satisfaction because mean of age groups are equal with the p value is 0.650 that's why this study accepts the null hypothesis and rejects the alternative hypothesis.

## 5.2 CONCLUSION

Key purposes of the research are to discover the determinants of Client satisfaction in private banking sector of Hyderabad. Numerous researches have been conducted in different industries and countries, but little information is available on this from the Hyderabad banking industry.

This study found many literature reviews dealing with client satisfaction that have focused on similar subjects. The hypothesis is made and tested in this paper, results are shown. This research revealed that tangibility, reliability, responsiveness, assurance and empathy have a positive and significant relationship with client satisfaction. The study also investigated the influence of customer demographic variables (gender, education, bank name, age and monthly income) on client satisfaction. Of these demographic factors, gender and age had a partial effect on client satisfaction while respondents with male became more satisfied than female but the effect of being an older was found to be not significant. In addition, it was found that responsiveness is the factor with the least impact on satisfaction.

The five dimensions of service quality (tangibility, reliability, responsiveness, assurance and empathy) has significant impact on client satisfaction in service industry (banking sector), however the study shows that respondents will expect more and perceive less that is why banking sector of Hyderabad should work hard to improve their service quality as it would be helpful for them to make clients satisfied because good level of service quality are path way toward greater clients satisfaction.

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