

Impact of service quality on customer satisfaction in hotel industry of Pakistan

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Abstract

Service quality plays an imperative role in the customer satisfaction in the industry of hotel. The aim of this study is to analyze the dependent role of customer satisfaction with SERVQUAL model in the hotel sector of Lahore, Pakistan. The variables of the study are customer satisfaction, tangibility, reliability, assurance, responsiveness and empathy. A structure mode of data collection as questionnaire was used that comprised on a likert scale. Questionnaire had been dispersed between hotel's customer availing the hotel services from which 200 measureable questionnaires were return. Cronbach's alpha, KMO and Bartlett's, simple regression, correlation tests were used to analysis the data. Findings show the significant as well as positive relationship among satisfaction of customer and measurements of SERVQUAL model in hotel industry of Lahore, Pakistan. This research study helps the managers to compete with the back draws of the service offered to the customers. This study provides knowledge to hotels how they can increase the customer satisfaction and their perception about the service quality. This study also gives enough knowledge to hotels through which they can easily provide services and make satisfaction of their customers.

Keywords: Tangibility, reliability, assurance, responsiveness, empathy and customer satisfaction.

Introduction

Parasuraman et al. (1985) proposed quality of service's structure in form of SERVQUAL as well as though, in this area there has been a great deals of explorations are established over the past twenty or so years. They developed ten dimensions which are major that has impact on quality of service. The diversity among customer's expected the level of service and consumer's actual level of service is known as quality of service.

In today's era of marketing, Satisfaction of consumer is supposed to intensely link with considerate of behavior of consumer. To recognize the purchasing pattern of consumer, organizations are working on consumers. Every firm is working on to seek assistance from a number of sources and external agencies to attain the compulsory information through the exploration analysis regarding very common consumer behavior. In hotels, performance of employees and service operation's availability are interconnected with each other that have impact on customer perception directly towards the hotel (Mont and Plepys, 2003).

Parasuraman et al., (1988) said that benefits revealed in providing customer's prompt service in case of required is known as responsiveness. Additional, it is explored that at any time, employee's readiness or willingness to provide the required service of customer devoid of any inconvenience strongly affected the satisfaction's level of consumer (Zeithaml et al., 1990).

Yang and Fang (2004) said that the capability to accomplish the compulsory service to consumers accurately and dependably as promised to make deliver is known as the Reliability. Parasuraman et al., (1988) said that satisfaction level of consumer strongly impacted by terms of quality services in paradigm of reliability as to maintaining error-free record, accomplishment the required services right from the first time, dealing whatever the problems in customer's encountered services and services being rendered at the promised time. Consumer provided the services, preserving promised services, accurateness in billing as well as correctness in completing orders are the basic reliability's views that is measured as the maximum indispensable determinants in convincing customers to retain in services of banking (Zeithaml et al., 1990).

Parasuraman et al., (1985) said that the attendance of management team and employees, physical facilities and equipment is known as tangibility. Additional, ease in accessing written materials like pamphlets and employees well grooming, the easiness in resource's visibility essential for providing the service to consumers, information books, brochures, folders will have an auspicious importance on the level of satisfaction of consumer. Attractive ambience, sophisticated equipment, visually appealing, modern looking equipment are observed as the positive effects of tangibility on satisfaction of consumer in sector of banks. (Van Iwaarden et al., 2003).

Sadek et al., (2010) said that employee's good manners, knowledge or courtesy of is known as assurance. Additional, the employee's capability with the help of the possessed knowledge to motivate confidence and trust will strongly strike the satisfaction level of consumer is known as Assurance (Parasuraman et al., 1988). Assurance means providing financial help comfort in convenience of account details, in a friendly and polite manner, convenience or comfort inside the bank, a well professional and experienced management team will have auspicious consequences on satisfaction of consumer in banking services (Van Iwaarden et al., 2003).

Iwaarden et al., (2003) the capability to pay attention regarding attention of customer in providing customer's service to individually is known as empathy. Parasuraman et al., (1988) Additional, it is explored that understanding the expectations of consumer better than rivals in providing the compulsory customer service without any inconvenience at any time will strongly affect the satisfaction level of consumer.

Problem Statement

Mostly researches have discussed the impact of service quality on customer satisfaction is yet under researched. The industry of hotel sector was the most senior that implement the service quality and through these qualities they have influencing the development. Management, customer and employee are like those services which give them beneficiary (Evangelista and Vezzani, 2010). Service quality is immeasurable and major tool driving the supports in growth and supports competition, development, and reinforces the competition (Qureshi, Zafar and Khan, 2008). So the present research is planned to examine the role of SERVQUAL model with customer satisfaction of the hotels. Further literature review will be reviewed, estimate the data and methodology, find out the Findings, write conclusion and recommendations.

A number of studies Saluja and Wadhe (2015) conducted study in terms of service quality taken as representative for the study of effect of this on customer satisfaction. The current study has just focused on the hotel sector of Lahore, Pakistan. In this research limitations of previous studies are overcome. This research study consist on different factors such as SERVQUAL model through which quality of the service can enhance and customer satisfaction. This research study is differentiated through selection of sector. This topic is very different or unique and very little explored. Almost all the previous researches based on the outside of Pakistan therefor this has also a gap and conduct this study in the Lahore city of Pakistan. It will contribute in literature which will cover all the limitations of previous studies.

Research Question

what is impact of service quality on consumer satisfaction level in industry of hotel of Pakistan?

Hypothesis

- H1:** There is a relationship among reliability and satisfaction of consumer.
- H2:** There is a relationship among assurance and satisfaction of consumer.
- H3:** There is a relationship among tangibility and satisfaction of consumer.
- H4:** There is a relation among responsiveness and satisfaction of consumer.

H5: There is a relationship among empathy and satisfaction of consumer.

Literature Review

Josiam (2014) explore his study in USA. His target population was student who runs restaurants. His outcomes of investigation showed that repetition of customers created by six restaurant attributes that comprised on variety of menu, cleanliness, quality of food, store environment, value relationship of an attractive prices and consistency. He said that a number of hotels that put stress on a number of attributes like variety of menu, cleanliness, quality of food, store environment, value relationship of an attractive prices and consistency can enhance retention and loyalty level of consumers. Despite the fact, it can't be assured that customers who are satisfied will come again to use the services of hotel again and again but it is evident that dissatisfaction of customers will not come again to use the services of hotel again and again. It has 90% chances (Josiam, 2014).

Kanwal, Kushwaha and Thakur (2016) analyzed that customer satisfaction define through the service quality. Therefore, to enhance the satisfaction level of the customers, there should be improve the level of service quality. They studied the privatized and public sector banks in which they came to know that the customer satisfaction level of the private banks are more higher than the public sector banks because the service quality provided by the private banks are high and valuable as compare to the public sector banks. So the customer satisfaction is depends on the quality of the services (Kanwal, Kushwaha and Thakur, 2016)

Chou, Wu, and Huang (2014) explored study in hotel industry. Their findings showed significant relation among independent and dependent variables. They recommended that quality of service recognized as vital determinant of hotel industry. Management of hotel industry should supplementary comprehend behavior of customer to make improvement in quality of service so as to satisfy customers by creating value (Chou, Wu, and Huang, 2014).

Vijayvargy (2014) explored relation among variables in hotel industry. His objective was to recognize the determinants of quality of service in chains of hotel as well as a significant level all of them in decision making of revisiting. He used a measurement of scale of quality of services. His outcomes of research showed that empathy, tangibles and convenience are three determinants that consist on service quality's dimensions between the young generation of Jaipur, Rajasthan. He also recommended that excellent quality of services make increment in level of satisfaction between a numbers of consumers that turn consequence of customer loyalty (Vijayvargy, 2014).

Polyorat and Sophonsiri (2010) in context of chain of hotels, they analyze how all service quality's dimensions may display a diverse impact among loyalty and satisfaction of consumers. Their population of research is of Thai as well as took a sample size of 395. His findings showed empathy and tangibles are dimensions of service quality having significant impact on loyalty and satisfaction of consumers. Assurance, reliabilities and responsiveness are three dimensions having no significant impact on loyalty and satisfaction of consumers. Furthermore, service quality dimensions effect on customer loyalty with mediating effect of customer satisfaction.

Chin and Tsai (2013) developed an assessment model of quality of services for comfortable hotels in global chains of hotel. They made argument that dimension of reliability is mainly followed and assessed by empathy. Environment's maintaining as well as cleaning is an important pointer that repeatedly delivers and facilitates the assurance and services in time (Chin and Tsai, 2013).

Tripathi and Dave (2014) performed exploration in hotel industry by analyzing service quality's dimensions. This investigation was performed in New Delhi. All customers who came in hotel were surveyed by adopting a structured questionnaire. Factor analysis was used to determine service quality's dimensions. Responsiveness, first impression, entertainment and privacy, settings of ambient, orientation of culture, reliability and aesthetics are dimensions used for investigation. Their findings showed that a number of explorations were performed in a number of countries but as compare to Indian market was contextually different. Their findings showed that a great level of understanding into determinants of service of quality presents greater insight into the service quality factors as supposed by Indian consumers and make available departure from previous studies (Tripathi and Dave, 2014).

Thaichon et al. (2014) mentioned that all the organization who are service-oriented is hugely rely on service quality's improvements. All the organizations that are service-oriented need to meet needs of consumers to attain competitive

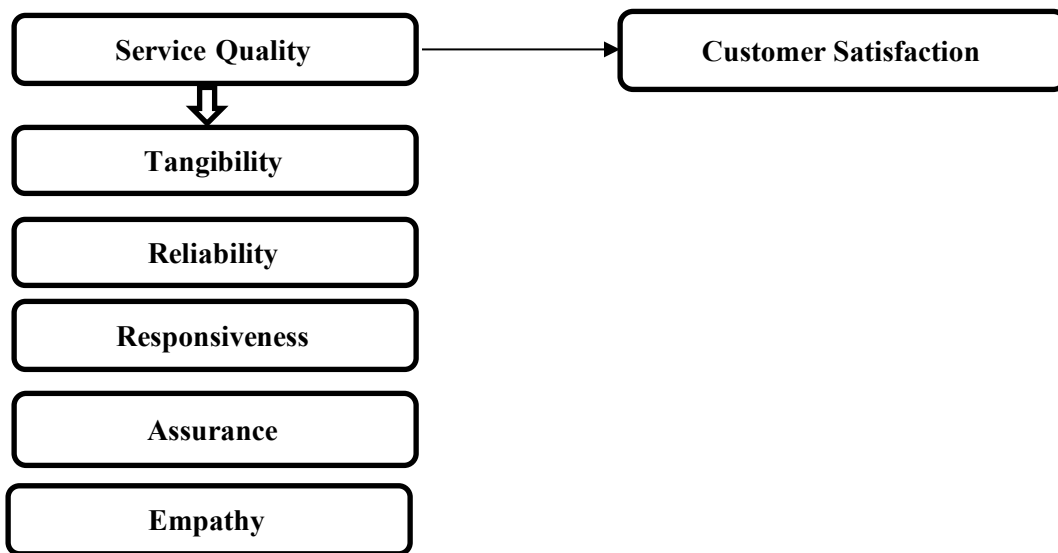
advantage. Aghdaie and Faghani (2012) recommended that service quality's provision is a key contemplation for programs of planning marketing.

Parasuraman et al., (1985) said that the offered service or product must be beneficial and valuable enough and fit perceptions of customers so as to making increment in their satisfaction. In conclusion, it can be suggested that financial institutions can win the loyalty of customers and trust by making addition of other value-added offers at occasionally as well as by offering finest quality of services for purpose of ensuring a great number of customer's satisfaction and better performance of financial in today's highly competitive and dynamic environment. Griffin (1995) said that at any time in a business, if poor service of customer is realized, it will lead to dissatisfaction of customer. A business can be able to comprehend on an average scale profits increased by 25% at an increased rate, if more customers are retained. Reliability, Tangibility, Assurance, Empathy and Responsiveness are used for assessing the gap among perceived service level ad expected service level of customers by performing analysis of the gap.

According to Sargeant and West (2001) In a particular market, it is understandable that the perceptions of commitment and quality of service are interrelated to loyalty nevertheless each of the above-mentioned determinants may have a diverse affect on loyalty of customer. They mentioned about two of artificial causes and natural causes are the reason that can regulate relationship collapse among the organization and the customer. The number of artificial causes is insufficient quality of service level and inadequate product specifications. The numbers of natural causes are customer demand extinction. So as to make increment loyalty of customer, It is understandable that the firm must pursue to eradicate both artificial and natural customer exit reasons. Analysis of Quality of service makes effect on growth regarding conception of loyalty of customer - quality of service can be observed as one of the most recurrently analyzed determinants of loyalty of customer. Intangible and Tangible and constituents of quality of service were essential in making evaluation either view of customer of a firm or trust of customer in a firm (Garbarino and Johnson, 1999; Doney and Cannon, 1997).

Sulieman (2013) explored and developed the model of service quality's dimensions and determine its effect on satisfaction level of consumers. His findings showed that service quality's dimensions has a signified effect the satisfaction level of consumers very differently. His investigation suggest that there is a great need of constantly betterments regarding services that available to consumers by studies of consumer behavior as well as make effort to predict expectations of customer to guarantee the better services provision (Sulieman, 2013).

Model of Study



Methodology

Research paradigm positivism will be used in this investigation. It is based on check the cause and effect relation among independent and dependent variables. Empirical observation is applicable which means to just follow the facts and

figures. In the positivism paradigm, just make verification of existing theory not make of the new theory. For this study, deductive approach have selected for the reason that we are going to verify the theory of impact of quality of service on satisfaction of consumer. As verification of theory is performed, so we used deductive approach.

Quantitative research approach is used by the researcher to make the close ended questions and fill it from the respondents and data will be in form of numbers. Data is collected from the customers of hotel sector. 10 hotels will be selected from Lahore city. Sample size is 200. Simple random sampling has been chosen. Simple random sampling is one of the probability sampling, which is randomly selected from larger group of the people or population (McCullagh, 2007). Total 250 questionnaires distribute and 90% of success chances of the respondent. This study based on probability sampling technique. In primary data, data collection method through questionnaire is used. Primary data has been used for investigation. Questionnaire has been adapted from (Marques da Silva, 2014). For extracting results statistical analysis, researcher has applied descriptive and inferential analysis. A number of descriptive and inferential test that has been applied are the frequency table, bar chart, reliability, KMO, correlation, and regression.

Analysis

Frequency Distribution

Age

	Frequency	Valid Percent
less than 25 years	159	79.5%
26 to 35 years	31	15.5%
36 to 45 years	9	4.5%
above 45	1	0.5%
Total	200	100.0

This analysis involves personal demographic information provided by the respondents in the first section of the questionnaire. Data is collect from 200 respondents from which First group is in between less than 25 were 159 with 79.5 percent of all respondents. Second is 26-35 were 31 with 15.5 percent of all respondents. Third is 36-45 were 9 with 4.5 percent of all respondents Last group involved which are 45 and above was 1 with 0.5 percent of all the respondents.

Gender

	Frequency	Valid Percent
Male	154	51.7%
Female	46	49.3%
Total	200	100.0

This analysis involves personal demographic information provided by the respondents in the first section of the questionnaire. Data is collected from 200 respondents from which 46 are female with 49.3 percent of all respondents and 154 are male with 51.7 percent of all the respondents.

Reliability

Variables	Cronbach's Alpha	N of Items
Tangibility	.833	4
Reliability	.827	4
Responsiveness	.723	3
Assonance	.733	4
Empathy	.839	6
Customer Satisfaction	.757	3

The items of Tangibility are 04, Reliability has 04 items, Responsiveness has 03 items, Assonance has 04 items, Empathy have 06 items, Customer satisfaction has 03 items, reliability ha 05 items, assurance has 04 items, responsiveness has 04 items, empathy has 05 items and customer satisfaction has 10 items in structured questionnaire. For check the reliability

of data cronbach’s alpha test is used. The minimum value of cronbach’s alpha should be equal or greater than 0.70 that is acceptable. In the above table the tangibility, reliability, assurance, responsiveness, empathy and customer satisfaction values of cronbach’s alpha are 0.833, 0.827, 0.723, 0.733, 0.839, and .757 respectively. These all values of cronbach’s alpha are greater than 0.70, it means these all values are reliable or can be say that data which is use in this study are reliable.

KMO and Bartlett’s Test

Variables	N	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	Bartlett's Test of Sphericity	Sig.
Tangibility	4	0.765	246.142	.000
Reliability	4	0.790	288.433	.000
Responsiveness	3	0.666	123.286	.000
Assurance	4	0.744	163.825	.000
Empathy	6	0.687	144.880	.000
Customer Satisfaction	3	0.796	458.253	.000

KMO is use for analyze the validity of the data. Bartlett’s Test of Sphericity to check whether should go for applies factor analysis or not. Kaiser-Meyer-Olkin (KMO) should be at least equal or greater than 0.60 in minimum conditions. In the above table Kaiser-Meyer-Olkin (KMO) values of reliability is 0.790, tangibility is 0.765, assurance is 0.744, empathy is .687 and responsiveness is 0.666 and customer satisfaction is 0.796 respectively. All of KMO values are greater than 0.60 it means this data is valid. All the Bartlett’s Test of Sphericity Sig. values of tangibility, reliability, assurance, responsiveness, empathy and customer satisfaction are less than 0.05 which means there significant relationship exist. So the null hypothesis rejected.

Correlation

		Customer Satisfaction
Tangibility	Pearson Correlation	.378**
	Sig vale	.000
	Number of respondent	200
Reliability	Pearson Correlation	.423**
	Sig value	.000
	Number of respondent	200
Assurance	Pearson Correlation	.587**
	Sig value	.000
	Number of respondent	200
Responsiveness	Pearson Correlation	.384**
	Sig value	.000
	Number of respondent	200
Empathy	Pearson Correlation	.912**
	Sig value	.000
	Number of respondent	200

The investigation was performed among tangibility and satisfaction of consumer. The value of significance is .000 which is less than 0.05 that showed acceptance of hypothesis. The correlation is found between tangibility and customer satisfaction is 0.378 which showed relation is moderate. The investigation was performed among reliability and customer satisfaction. The value of significance is .000 which is less than 0.05 that showed acceptance of hypothesis. The correlation is found between reliability and customer satisfaction is 0.432 which showed relation is moderate. The

investigation was performed among responsiveness and customer satisfaction. The value of significance is .000 which is less than 0.05 that showed acceptance of hypothesis. The correlation is found between responsiveness and customer satisfaction is 0.587 which showed relation is moderate. The investigation was performed among assurance and customer satisfaction. The value of significance is .000 which is less than 0.05 that showed acceptance of hypothesis. The correlation is found between assurance and customer satisfaction is 0.384 which showed relation is moderate. The investigation was performed among empathy and customer satisfaction. The value of significance is .000 which is less than 0.05 that showed acceptance of hypothesis. The correlation is found between empathy and customer satisfaction is 0.912 which showed relation is moderate.

Regression

Dependent variable is Customer Satisfaction

Model	B	Std. Error	T	Sig.	Adjusted R Square	F-Statistics
(Constant)	2.087	.217	9.618	.000		
Tangibility	.331	.063	5.286	.000	0.137	27.938
Reliability	.391	.059	6.570	.000	0.179	43.168
Responsiveness	.360	.061	5.859	.000	0.143	34.332
Assurance	.571	.056	10.208	.000	0.341	104.196
Empathy	.832	.027	31.308	.000	0.831	980.174

Regression shows relationship between two or more variables. In the above variable show the effect of independent variables on dependent variable. The dependent variable is customer satisfaction and the independent variable of tangibility has positive and significant relationship with dependent variable because their values are less than 0.05. The adj. R² value of variables is .137% which is weakly correlate with customer satisfaction. It showed little effect of tangibility in positive direction and model is good fit. The dependent variable is customer satisfaction and the independent variable of reliability has positive and significant relationship with dependent variable because their values are less than 0.05. The adj. R² value of variables is .179% which is weakly correlate with customer satisfaction. It showed little effect of tangibility in positive direction and model is good fit. The dependent variable is customer satisfaction and the independent variable of responsiveness has positive and significant relationship with dependent variable because their values are less than 0.05. The adj. R² value of variables is .143% which is weakly correlate with customer satisfaction. It showed little effect of responsiveness in positive direction and model is good fit. The dependent variable is customer satisfaction and the independent variable of assurance has positive and significant relationship with dependent variable because their values are less than 0.05. The adj. R² value of variables is .341% which is moderately correlated with customer satisfaction. It showed moderate effect of assurance in positive direction and model is good fit. The dependent variable is customer satisfaction and the independent variable of empathy has positive and significant relationship with dependent variable because their values are less than 0.05. The adj. R² value of variables is .831% which is strongly correlated with customer satisfaction. It showed strong effect of empathy in positive direction and model is good fit.

Discussion/Conclusion

It is concluded that all hypothesis are supported. From analysis, it found that there is significant and positive relation among tangibility, assurance, reliability, responsiveness and empathy and customer satisfaction. There are some authors who analyze the same results in their research studies and their studies are support this research (Lewis *et al.*, 1994; Porter and Miller, 1985; Ozdemir and Trott, 2009; Lang and Colgate, 2003; Walker and Jhonson, 2006; Joseph and Stone, 2003; Jayawardhena and Foley, 2000; Singhal and Padhmanabhan, 2008; Sirilli and Evangelista, 1998; Pikkarainen *et al.*, 2004).The hotel industry has implemented a number of technologies like CRM for improving the quality of the service and customer satisfaction. This study is focused on hotel sector of Lahore, Pakistan for the enhanced quality of service and customer satisfaction. This research is based on primary data and use questionnaire to find out the results. To collected the primary data, hotel industry is used because it's a major service industry which mostly adopt the technological innovation in their services. A questionnaire is structured in 5 Likert scale format. The answers which collected from respondents were analyzed by using SPSS. Different statistical tools are applied to analyze the data. The results showed that there is a positive significant relation between SERVQUAL model and customer satisfaction. The findings from results represented that there is positive significant relationship exist between dimension of SERVQUAL

and customer satisfaction. Empathy has strong relation as compare to other dimensions. It means hotels in Lahore, Pakistan through implementation of new technologies they can enhance the quality of the service but they should focus on the proper response to their customer and provide complete information related to the new innovated information which is offered to them. It means that hotels can satisfy their customers by introduced new facilities and offered new things in their services. Measurements of SERVQUAL model also have positive relationship with customer satisfaction but empathy has strong relation with customer satisfaction. So this research concludes that in the hotel industry customers are satisfied with those hotels which adopted new technologies in their services and also provide the quality with their services. It means the services should be error free when it's delivered to the customer do it can be save time of the customer and make them more satisfied. Although the changings are good but hotels in Lahore, Pakistan still need to improve the issues to get complete benefit from the execution of the service quality in an effective manner.

Recommendations/future research directions

The usage of CRM must be used to reduce the work burden and make it more speedy work for the Managers. Managers of the hotels should establish the error free records of the hotels consumers and investigation in to the account to enhance their customer's perception about their service quality which they provide to them. There are also some other areas which need to be improve is resolve all the problems of the customers effectively and efficiently. Now day's easy technical service in also important for the hotel industry. Companies need to improvise their campaigns of customer service with the intention of business's stay. To retain consumer, program of loyalty can be used as one of the instruments. With the emergence of globalization, Firms are required to improve their quality of service by making available more personnel's experienced in the operations to serve the customer. Managers should increase speed of delivery as service delivery's speed make improved perception regarding quality of service

- Researchers can do more research on it with the different variables under SERVQUAL because technology is changed with the passage of time and new technologies are introduced day by day.
- Researchers can also study the relationship of customer service with any other dependent variable like customer loyalty, customer retention.
- Researchers can apply different methodology on this research and can examine this study through qualitative research.
- Researchers may further increase the size of population to get for effective results for this study.
- Researcher may apply this study on the different geographical area in all over the world.
- Researcher may take more sectors for their research as well as the private and foreign sectors.

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