

COMPARATIVE STUDY ON SERVICE QUALITY DIMENSIONS OF INDUSIND-BANK AND YES BANK

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Abstract

Liberalisation of the Indian economy in 1991 set off a chain of paradigmatic changes in most of the sectors. One among the sectors that came in for prompt structural changes was the banking sector. The strength to banking sector was added after the foundation of the Reserve Bank of India in 1935 as it was authorized to supervise all the banks in India. In today's dynamic business environment Banking firms like other service providing firms are concentrating on service quality to satisfy customers with their services. The public sector banks has now realised the importance of service and are concentrating on quality service in order to retain existing customers. The researcher has felt a service gap among the newly formed banks in terms of service quality. The main objective of this study is to compare the service quality of IndusInd Bank and the Yes bank in Vijayawada region in Andhra Pradesh, India. SERVQUAL model is used to prepare a questionnaire and t-test is used to compare the service quality of banks with service quality dimensions tangibility, reliability, assurance, responsibility and empathy. The results of the study are Yes bank is best in providing parking facility, competitive interest rates, error free processing, understanding needs of customers, right service for the first time, informing about service performance, paying personal attention. IndusInd bank is best in providing good seating arrangement and good sign boards and symbols. The mean values of items shown that, Yes bank is best in service quality dimensions Empathy, Reliability, Responsiveness and Assurance. IndusInd bank is best in service quality dimension Tangibility. But by statistical analysis, it is found that Yes bank is best in terms of Assurance, Reliability and Responsiveness. There is no difference in service quality between the banks in terms of Empathy and Tangibility.

Key words: Service Quality, Service Quality Dimensions, SERVQUAL Model.

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1.0 Introduction

Services sector of India has emerged as a pre-eminent sector in contributing to national and state incomes, FDI inflows, trade flows and employment. For the last few years the sector has been lifting up the growth of Indian economy with great stability. The banks are operating globally more commercially and the competition is increasing day-by-day, service quality is identified as the key success to attract new customers and also to retain existing customers by satisfying them. The private sector banks are now using IT enabled services to satisfy the customer which made the public sector banks to concentrate on those IT enabled service in order to give stiff competition to the private sector banks. Past research works have concluded that by providing a quality service one can attract new customers, gain customer loyalty, and positive word of mouth. Service quality and customer satisfaction have been identified as key elements of the service-profit chain to build customer loyalty.

1.1 Indian Banking Industry and Service Quality: The Indian banking industry is now facing rapid challenges in terms of new technologies, economic uncertainties, heavy competition (Dr.MangalMishra & JaikishanSahu) and an increase in demand from the customers. The effectiveness and efficiency in service delivery became the jargon of the success of Indian banking operations. Customer service is a dynamic bilateral process which needs continuous progress leading to profitability. A bank is said to be customer oriented if its organizational activities like staffing, coordination and organizational restructuring (BhupendraKaurSaluji, Dr.VivekSharma, & JuhoNaik) are organized to fulfil the needs of customers.

2.0 BACKGROUND OF THE STUDY:

Service quality includes providing of right service to the right person at the right time at the right place and at a right price for attaining ultimate customer satisfaction in the banking sector. Highly educated customers, increased competition and an increase in the standard of living are forcing many banks to revise their customer service strategy to provide quality service. Many banks are keeping more efforts to retain existing customers rather than acquiring new customer, since the cost is more in acquiring new customers compared to the cost of retaining existing customers. Service quality maximises customer satisfaction which is known as “the ultimate weapon” (Davidow & Uttal, 1989) and has intangible dimensions like credibility,

communication, competence, security (PerranAkan, 1995). A bank that fails to meet customer expectations and customer satisfaction is unable to compete with competitive banks.

In India Banking industry is a life line to the nation as well as to its people. In the changing scenario of a banking sector in the 21st century, the banks should have a vital identity to provide excellent services. Now-a-days banks have to be of world-class standards, committed to excellence in customer's satisfaction (Balachandran.M, 2005) in providing quality service, and should play a major role in growing and diversifying financial industry (Balachandran.M, 2005). There is a remarkable change in the banking sector during the last few years. Customers are also accurately demanding globally quality services from banks. The banks are pressurized to provide best services to the customers in order to sustain in the competitive world. Despite the criticality of service quality to businesses, measuring service quality became difficult to service providers, as a consequence of the distinctive characteristics of services: intangibility, inseparability, heterogeneity and perishability (Douglas.L & Connor.R, 2003).

The concept, quality relates to the matching between what the customers are expecting and what they are experiencing. Improving service quality can enhance customer satisfaction and loyalty, achieve sustainable revenue. Customers evaluate the service quality by comparing what they have with what they actually want. Service is said to be qualitative when it constantly meets customer expectations (Asubonteng, Mc cleary, & Swam, 1996). Product quality and usability, safe transactions are the most key elements of service quality which are provided to the customers from the banks. Dissatisfaction is the main reason why the existing customers of one bank switch to other banks (Manrai & Manrai, 2007). Quality service offered by the bank has positive influence on satisfaction of the customers (Ladhari, Ladhari, & Morales, 2011). The key principle of customer satisfaction is quality service provided by the bank. The higher the quality service provided by the bank the higher the profitability (Abdullah, Aldaigan and francies, & Buttle, 2002).

Countries like the USA, Netherland, Hong Kong, Morocco and Australian has carried out a study on the banking sector and reported that service quality has direct impact on the customer's satisfaction (Brady, Knight, J, Toma, Hult, & Keillor, 2005) and the Greek banking industry too reported similar results (Arasli, Mehtap, & Katircioglu, 2005). Now-a-days estimating service quality has become a critical task for service providers. Numerous research instruments exist for measurement of service quality. Most of the studies have utilized

SERVQUAL for evaluating service quality of banking industry (Avkiran, 1994) Avkiran, has identified four service quality dimensions (i.e.) staff conduct, credibility, communication, access (Avkiran, 1994) whereas Bahi and Nantel has defined price, access, tangibility, service portfolio, effectiveness and assurance and reliability as service quality factors (Bahia & Nantel, 2000) (Karatepe, Yavas, & Babakus, 2005) has used four-dimensional scale for measuring service quality in banking included “interaction quality, service environment, empathy and reliability”.

3.0 METHODOLOGY

3.1 Research Aim:

The aim of the study is to make a comparative study on the service quality of the Yes bank and IndusInd bank with respect to the service quality dimensions “Empathy, Reliability, Assurance, Responsiveness and Tangibility”.

3.2 Need of the study:

Service quality works as a precursor of customer’s satisfaction so it is important to identify the dimensions of the service quality of a bank in order to assess the quality of its service which helps them in formulating strategies to know how their services are reaching customers and also to train employees to offer better service to the customers.

3.3 Objectives:

The study has been undertaken with to the following objectives:

1. To study the service quality dimensions of Banking Industry in India
2. To study the service quality dimensions of the IndusInd Bank and Yes Bank.
3. To compare IndusInd Bank and Yes Bank in terms of service Quality.
4. To offer suggestions to the select banks to use service dimensions i.e. “Tangibles, Reliability, Assurance, Empathy and Responsiveness” for better performance.

3.4 Scope:

The research is aimed at studying the service quality dimensions of the IndusInd Bank and Yes Bank which are operated in the private sector and competing with well established banks like HDFC, ICICI and OBC etc. As per “CAMEL analysis” which is used to know the condition of the bank, the research is aimed at assessing Management Capability. This study helps the banks to know whether the planned service quality is reaching the customer or not? That helps to formulate strategies and attract the customers in order to rotate the money which is useful to economy. This study is useful to an individual in order to know how these IndusInd Bank and Yes Bank are planning to provide better service by using service quality dimensions like Tangibility, Reliability, Responsibility, Assurance and Empathy.

3.5 Hypotheses of the study:

The hypotheses set for this study are

Hypothesis 1

H₀1: There is no difference between the Yes bank and the Indus Ind Bank in terms of Empathy.

H₁1: There is a difference between the Yes bank and the Indus Ind Bank in terms of Empathy.

Hypothesis 2

H₀2: There is no difference between the Yes bank and the Indus Ind Bank in terms of Assurance.

H₁2: There is a difference between the Yes bank and the Indus Ind Bank in terms of Assurance.

Hypothesis 3

H₀3: There is no difference between the Yes bank and the Indus Ind Bank in terms of Reliability.

H₁3: There is a difference between the Yes bank and the Indus Ind Bank in terms of Reliability.

Hypothesis 4

H₀4: There is no difference between the Yes bank and the Indus Ind Bank in terms of Responsiveness.

H₁₄: There is a difference between the Yes bank and the Indus Ind Bank in terms of Responsiveness.

Hypothesis 5

H₀₅: There is no difference between the Yes bank and the Indus Ind Bank in terms of Tangibility.

H₁₅: There is a difference between the Yes bank and the IndusInd Bank in terms of Tangibility.

3.6 Limitations of the Study:

- This study is limited to the study the perceived quality of the service of customers of Yes bank and IndusInd bank.
- The service quality that is measured is limited by the time period selected for the study.
- The service quality is limited by the place of the study.
- As the sample size is limited to 100, the results cannot be generalized.
- The observations are limited to the branches in Vijayawada city and hence cannot be generalized.

3.7 Data Collection:

This study is based both on primary data and secondary data. The secondary data is collected from banks websites, various journal articles and primary data was collected by using structured questionnaire (closed ended) based on demographic profile and other relating to service quality dimensions (i.e.) Empathy, Assurance, Reliability, Responsiveness and Tangibles. The respondents are chosen from among the customers of IndusInd Bank and Yes Bank.

3.8 Sampling Method:

The total sample comprises 100 respondents, 50 from Yes bank and 50 from IndusInd bank of Vijayawada city.

4.0 DATA ANALYSIS

The data collected is analyzed with the help of Statistical Package for Social Science (SPSS). SPSS 20.0 is used to analyse the data. Mean is the mean values of five dimensions Empathy, Assurance, Reliability, Responsiveness and Tangibility and T-test is used to statistically compare proportions of two independent samples or groups.

4.1 Yes Bank Respondents Profile:

Age of Respondent:

The respondents are classified into three types (i.e. up to 30yrs, 30-45 yrs & above 45 yrs). Out of all the 50 respondents 22 fall under 30 years, 28 fall under 30- 45 years.

Table: 1 Age of Respondent

Age	No. of Respondents
Up to 30 years	22
30-45 years	28
Above 45 years	0
Total	50

Source: Field data

Education Qualification of the respondents:

The respondents are classified into four different groups (i.e. SSC, Intermediate, degree & pg). Out of all the 50 respondents 5 completed SSC, 2 completed intermediate, 35 completed degree and 8 completed PG.

Table: 2 Education Qualification of the respondents

Education	No. of Respondents
SSC	5
Intermediate	2
Degree	35
PG	8

Total	50
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Source: Field data

Occupation of the respondents:

The respondents are classified in to three categories (i.e. student, employee, business man). Out of all the 50 respondents 8 are Students, 19 are employees and 23 are business men.

Table: 3 Occupation of the respondents

Occupation	No. of Respondents
Student	8
Employee	19
Business Man	23
Total	50

Source: Field data

Income level of Respondents:

Income of the respondents has been categorised into 3 categories (i.e. Up to Rs 1, 50,000, Rs 1, 50,000-3, 00,000 & Above Rs 3, 00,000). Out of all the 50 respondents 18 fall between income level of Rs 1,50,000 to 3,00,000 and 25 fall above 3,00,000.

Table: 4 Income levels of Respondents

Income	No. of Respondents
Up to Rs 1, 50,000	7
Rs 1, 50,000-3, 00,000	18
Above Rs 3, 00,000	25
Total	50

Source: Field data

Customers to the bank:

The below table shows longevity of customers in the banks. Out of all the 50 respondents, 29 have been with the bank for the past 1-2 years while 21 are the customers for less than one year.

Table: 5 Customers to the bank

Customers to the bank	No. of Respondents
Less than one year	21
1-2 years	29
Total	50

Source: Field data

4.2 IndusInd Bank Respondents Profile**Age of Respondents:**

The respondents are classified into three age groups (i.e. up to 30yrs, 30-45 yrs & above 45 yrs). Out of 50 respondents, 22 fall under 30 years, 27 falls under 30- 45 years and 1 is above 45 years.

Table: 6 Age of Respondent

Age	No. of Respondents
Up to 30 years	22
30-45 years	27
Above 45 years	01
Total	50

Source: Field data

Education Qualification of the respondents:

The respondents are classified into four types (i.e. SSC, Intermediate, degree & pg). Out of 50 respondents 15 completed SSC, 30 completed degree and 5 completed PG.

Table: 7 Education Qualification of the respondents

Education	No. of Respondents
SSC	15
Intermediate	0
Degree	30
PG	5
Total	50

Source: Field data

Occupation of the respondents:

The respondents are classified in to three categories (i.e. student, employee, business man). Out of 50 respondents 8 are Students, 20 are employees and 22 are business men.

Table: 8 Occupation of the respondents

Occupation	No. of Respondents
Student	8
Employee	20
Business Man	22
Total	50

Source: Field data

Income level of Respondents:

The respondents were categorised into three categories (i.e. Up to Rs 1, 50,000, Rs 1, 50,000-3, 00,000 & Above Rs 3, 00,000). Out of all the 50 respondents, 8 respondents income is up to 1,50,000, 31 fall between income level of Rs 1,50,000 to 3,00,000 and 11 fall above 3,00,000.

Table: 9 Income levels of Respondents

Income	No. of Respondents
Up to Rs 1, 50,000	8
Rs 1, 50,000-3, 00,000	31

Above Rs 3, 00,000	11
Total	50

Source: Field data

Customers to the bank:

The below table shows from how many years the respondents are customers to banks.

Table: 10 Customers to the bank

Customers to the bank	No. of Respondents
Less Than One Year	6
1-2 Years	30
2-3 Years	14
Total	50

Source: Field data

4.3 Items used in comparing service quality:

Table: 11

Dimension	Items
Empathy	<ol style="list-style-type: none"> 1. Operating Hours 2. Understanding needs of customers. 3. Providing ample parking space. 4. Paying personal attention.
Assurance	<ol style="list-style-type: none"> 1. Employee's knowledge about bank products. 2. Safety in doing the transaction. 3. Polite and courteous employees.
Reliability	<ol style="list-style-type: none"> 1. Competitive Interest Rates. 2. Error free processing. 3. Right service for the first time. 4. Service as per promised schedule.

Responsiveness	<ol style="list-style-type: none"> 1. Prompt and effective service. 2. Informing about service performance. 3. Helping nature.
Tangibles	<ol style="list-style-type: none"> 1. Well dressed employees 2. Good seating arrangement. 3. Good signs and symbols.

Table: Items used to compare the service quality of Yes bank and IndusInd bank.

4.4 Yes bank Respondents' Analysis:

Table: 12 Customers' response to the statement, "the bank has comfortable operating hours"

Response	No. of respondents	Percentage
Agree	40	80
Strongly Agree	10	20
Total	50	100

Fig: 1 Source: Field data

80% of the respondents agree that bank is working in comfortable operating hours whereas, 20% of the respondents strongly agree that the bank is working in comfortable operating hours.

Table: 13 Customers' response to the statement, "bank employees understand the needs of customers"

Response	No. of respondents	Percentage
Agree	44	88
Strongly Agree	6	12
Total	50	100

Source: Field data

88% of the respondents agreed that bank employees understand the needs of the customers whereas, 12% of the respondents strongly agreed that bank employees understand the needs of the customers.

Table: 14 Customers' response to the statement, "Ample parking space is being provided"

Response	No. of respondents	Percentage
Neutral	25	50
Agree	18	36
Strongly Agree	7	14
Total	50	100

Source: Field data

50% of the respondents are not supporting that the bank is providing ample parking space, 36% of the respondents agree that bank is providing ample parking space and 14% of the respondents strongly agree that bank is providing ample parking space.

Table: 15 Customers' response to the statement, "employees paying personal attention"

Response	No. of respondents	Percentage
Agree	28	56
Strongly Agree	22	44
Total	50	100

Source: Field data

56% of the respondents agree that employees are paying personal attention whereas, 44% of the respondents strongly agree that employees are paying personal attention.

Table: 16 Customers' response to the statement, "employees have enough knowledge on products and services"

Response	No. of respondents	Percentage
Agree	20	40
Strongly Agree	30	60
Total	50	100

Source: Field data

40% of the respondents agree that employees are having enough knowledge on products and services of the bank whereas, 60% of the respondents strongly agree that employees are having enough knowledge on products and services of bank.

Table: 17 Customers' response to the statement, "transactions are safe with the bank"

Response	No. of respondents	Percentage
Agree	26	52
Strongly Agree	24	48
Total	50	100

Source: Field data

52% of the respondents agree that there is safety in doing transactions with bank whereas, 48% of the respondents strongly agree that there is a safety in doing transactions with bank.

Table: 18 Customers' response to the statement, "employees are polite and courteous towards customers."

Response	No. of respondents	Percentage
Agree	21	42
Strongly Agree	29	58
Total	50	100

Source: Field data

42% of the respondents agree that employees are polite and courteous whereas, 58% of the employees are polite and courteous.

Table: 19 Customers' response to the statement, "interest rates are competitive"

Response	No. of respondents	Percentage
Neutral	8	16
Agree	24	48
Strongly Agree	18	36
Total	50	100

Source: Field data

16% of the respondents are not supporting that bank is providing competitive interest rates, 48% of the respondents agree that bank is providing competitive interest rate and 36% of the respondents strongly agree that bank is providing competitive interest rate.

Table: 20 Customers' response to the statement, "processing is error free"

Response	No. of respondents	Percentage
Agree	33	66
Strongly Agree	17	34
Total	50	100

Source: Field data

66% of the respondents agree that bank is doing error free processing whereas, 34% of the respondents strongly agree bank is doing error free processing.

Table: 21 Customers' response to the statement, "bank provides right service for the first time and every time"

Response	No. of respondents	Percentage
Agree	24	48
Strongly Agree	26	52
Total	50	100

Source: Field data

48% of the respondents agree that bank is providing right service for the first time whereas, 52% of the respondents strongly agree that the bank is providing right service for the first time.

Table: 22 Customers' response to the statement, "bank renders service as per promised schedule"

Response	No. of respondents	Percentage
Agree	23	46
Strongly Agree	27	54
Total	50	100

Source: Field data

46% of the respondents agree that service is being provided as per promised schedule whereas, 54% of the respondents strongly agree that bank service is being provided as per promised schedule.

Table: 23 Customers' response to the statement, "bank is prompt and effective in service"

Response	No. of respondents	Percentage
Agree	18	36
Strongly Agree	32	64
Total	50	100

Source: Field data

36% of the respondents agree that employees are providing prompt and effective service whereas, 64% of the respondents strongly agree that employees are providing prompt and effective service.

Table: 23 Customers' response to the statement, "bank informs about service performance to customers"

Response	No. of respondents	Percentage
Agree	17	34
Strongly Agree	33	66
Total	50	100

Source: Field data

34% of the respondents agree that employees are informing about the service performance whereas, 66% of the respondents strongly agree that are informing about the service performance.

Table: 24 Customers' response to the statement, "employees have helping nature"

Response	No. of respondents	Percentage
Agree	17	34
Strongly Agree	33	66

Total	50	100
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Source: Field data

34% of the respondents agree that employees are having helping nature whereas, 66% strongly agree that employees are having helping nature.

Table: 25 Customers' response to the statement, "employees are well dressed"

Response	No. of respondents	Percentage
Neutral	2	4
Agree	35	70
Strongly Agree	13	26
Total	50	100

Source: Field data

4% of the respondents are not supporting that employees are well dressed, 70% of the respondents agree that employees are well dressed and 26% strongly agree that employees are well dressed.

Table: 26 Customers' response to the statement, "for customers are provided with good seating arrangement at Bank."

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Neutral	23	46
Agree	25	50
Strongly Agree	2	4
Total	50	100

Source: Field data

46% of the respondents are not supporting that bank is providing good seating arrangement, 50% of the respondents agree that bank is providing a good seating arrangement and 4% of the respondents strongly agree that bank is providing good seating arrangement.

Table: 27 Customers' response to the statement, "there are good sign boards and symbols at the bank"

Response	No. of respondents	Percentage
Neutral	13	26
Agree	30	60
Strongly Agree	7	14
Total	50	100

Source: Field data

26% of the respondents are not supporting that bank arranged good sign boards and symbols, 60% of the respondents agree that bank arranged good sign boards and symbols.

4.5 IndusInd Bank Respondent's Analysis:

Table: 28 Customers' response to the statement, "comfortable operating hours"

Response	No. of respondents	Percentage
Agree	42	84
Strongly Agree	8	16
Total	50	100

Source: Field data

84% of the respondents agree that bank is working in comfortable operating hours whereas, 16% of the respondents strongly agree that the bank is working in comfortable operating hours.

Table: 29 Customers' response to the statement, "bank employees understand the needs of customers"

Response	No. of respondents	Percentage
Neutral	6	12
Agree	40	80
Strongly Agree	4	8
Total	50	100

Source: Field data

80% of the respondents agree that bank employees understand the needs of the customers whereas, 8% of the respondents strongly agree that bank employees understand the needs of the customers.

Table: 30 Customers' response to the statement, "Ample parking space is being provided"

Response	No. of respondents	Percentage
Disagree	8	16
Neutral	27	54
Agree	15	30
Total	50	100

Source: Field data

From the above table it is clear that 16% of the respondents disagree that the bank is providing ample parking space, 54% of the respondents are not supporting that bank is providing ample parking space and 30% of the respondents agree that bank is providing ample parking space.

Table: 31 Customers' response to the statement, "employees paying personal attention"

Response	No. of respondents	Percentage
Agree	40	80
Strongly Agree	10	20
Total	50	100

Source: Field data

From the above table it is evident that 80% of the respondents agree that employees are paying personal attention whereas, 20% of the respondents strongly agree that employees are paying personal attention.

Table: 32 Customers' response to the statement, "employees having enough knowledge on products and services"

Response	No. of respondents	Percentage
Agree	31	62

Strongly Agree	19	38
Total	50	100

Source: Field data

From the above table it is understood that 62% of the respondents agree that employees are having enough knowledge on products and services of the bank whereas, 38% of the respondents strongly agree that employees are having enough knowledge on products and services of bank.

Table: 33 Customers’ response to the statement, “safety in doing transactions with bank”

Response	No. of respondents	Percentage
Agree	38	76
Strongly Agree	12	24
Total	50	100

Source: Field data

From the above table it is clear that 76% of the respondents agree that there is safety in doing transactions with bank whereas, 24% of the respondents strongly agree that there is a safety in doing transactions with bank.

Table: 34 Customers’ response to the statement, “polite and courteous employees”

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE
Agree	25	50
Strongly Agree	25	50
Total	50	100

Source: Field data

50% of the respondents agree that employees are polite and courteous whereas, 50% of the employees are polite and courteous.

Table: 34 Customers’ response to the statement, “competitive interest rates”

Response	No. of respondents	Percentage
Neutral	23	46

Agree	26	52
Strongly Agree	1	2
Total	50	100

Source: Field data

46% of the respondents are not supporting that bank is providing competitive interest rates, 52% of the respondents agree that bank is providing competitive interest rate and 2% of the respondents strongly agree that bank is providing competitive interest rate.

Table: 36 Customers' response to the statement, "error free processing"

Response	No. of respondents	Percentage
Neutral	17	34
Agree	30	60
Strongly Agree	3	6
Total	50	100

Source: Field data

60% of the respondents agree that bank is doing error free processing whereas, 6% of the respondents strongly agree bank is doing error free processing.

Table: 37 Customers' response to the statement, "right service for the first time"

Response	No. of respondents	Percentage
Neutral	9	18
Agree	35	70
Strongly Agree	6	12
Total	50	100

Source: Field data

70% of the respondents agree that bank is providing right service for the first time whereas, 12% of the respondents strongly agree that the bank is providing right service for the first time.

Table: 38 Customers' response to the statement, "service as per promised schedule"

Response	No. of respondents	Percentage
Neutral	3	6
Agree	31	62
Strongly Agree	16	32
Total	50	100

Source: Field data

62% of the respondents agree that service is being provided as per promised schedule whereas, 32% of the respondents strongly agree that bank service is being provided as per promised schedule.

Table: 39 Customers' response to the statement, "prompt and effective service"

Response	No. of respondents	Percentage
Agree	26	52
Strongly Agree	24	48
Total	50	100

Source: Field data

52% of the respondents agree that employees are providing prompt and effective service whereas, 48% of the respondents strongly agree that employees are providing prompt and effective service.

Table: 40 Customers' response to the statement, "informing about service performance to customers"

Response	No. of respondents	Percentage
Agree	35	70
Strongly Agree	15	30
Total	50	100

Source: Field data

70% of the respondents agreed that employees are informing about the service performance to the customers and, 30% of the respondents strongly agree that they are informed about the service performance by the employees of the bank.

Table: 41 Customers' response to the statement, "Helping nature to employees"

Response	No. of respondents	Percentage
Agree	23	46
Strongly Agree	27	54
Total	50	100

Source: Field data

46% of the respondents agree that employees are having helping nature whereas, 54% strongly agree that employees are having helping nature.

Table: 42 Customers' response to the statement, "well dressed employees"

Response	No. of respondents	Percentage
Agree	44	88
Strongly Agree	6	12
Total	50	100

Source: Field data

88% of the respondents agree that employees are well dressed and 12% strongly agree that employees are well dressed.

Table: 43 Customers' response to the statement, "good seating arrangement for customers"

Response	No. of respondents	Percentage
Neutral	13	26
Agree	32	64
Strongly Agree	5	10
Total	50	100

Source: Field data

22% of the respondents are not supporting that bank is providing good seating arrangement, 64% of the respondents agree that bank is providing good seating arrangement and 10% of the respondents strongly agree that bank is providing good seating arrangement.

Table: 44 Customers' response to the statement, "good sign boards and symbols"

Response	No. of respondents	Percentage
Neutral	11	22
Agree	32	64
Strongly Agree	7	14
Total	50	100

Source: Field data

22% of the respondents (i.e. 11 respondents) are not supporting that bank arranged good sign boards and symbols, 64% of the respondents (i.e. 32 respondents) agree that bank arranged good sign boards and symbols. 14% of the respondents (i.e. 7 respondents) agree that bank arranged good sign boards and symbols.

Table: 45

4.6 Comparing the Mean of variables.

Items	Yes bank	IndusInd Bank
Operating Hours	4.20	4.14
Understanding needs	4.14	3.96
Ample Parking Space	4.32	3.10
Personal Attention	4.46	4.20
Knowledge about products	4.64	4.38
Safe and Secure transactions	4.40	4.20
Polite and courteous employees	4.62	4.44
Competitive interest rates	3.86	3.56

Error free processing	4.16	3.64
Right service for the first time	4.22	3.94
Service as per promised schedule	4.36	4.26
Prompt and effective service.	4.68	4.48
Informing about service performance	4.68	4.22
Helping Nature	4.68	4.52
Well dressed employees	4.20	4.08
Good seating arrangement	3.60	3.84
Good sign and symbol	3.84	3.92

Table: Variables used in comparing the service quality of banks

Interpretation:

By comparing the means, Yes bank is providing better services than Indus Ind bank in terms of operating hours, understanding the needs of the individual customer, providing ample parking space, paying personal attention, employee's knowledge about products, safety in doing transactions with the bank, polite and courteous employees, competitive interest rates, error free processing, providing right service for the first time, providing service as per promised schedule, responding to the queries of customers effectively, informing the customers about the performance of service, helping nature for employees toward customers and well dressed employees. Whereas, IndusInd bank is providing better service than Yes bank in terms of good seating arrangement and by providing good sign boards and symbols.

Measuring the Service Quality Dimension:

In this study, the Service quality of banks is compared based on five dimensions like Empathy, Assurance, Reliability, Responsiveness and Tangibility. Each dimension is measured based upon different items.

4.7 Comparing the Mean of service quality dimensions of the Yes Bank and IndusInd Bank

Table: 46

Dimension	Means for Yes Bank	Means for IndusInd Bank
Empathy	4.22	3.73
Assurance	4.55	4.34
Reliability	4.15	3.85
Responsiveness	4.68	4.40
Tangibility	3.88	3.94

Source: SPSS 20.0

Interpretation:

By comparing the mean of the service quality dimensions, it is found that Yes bank is best in providing service to its customers in terms of Empathy, Assurance, Reliability, and Responsiveness whereas, IndusInd bank is best in providing service to its customers in terms of Tangibility. In four among five dimensions Yes bank is providing better service to its customers compared to IndusInd bank

4.8 Analysis using t-test:

Table: 47 comparing the service quality dimensions of Yes bank and IndusInd Bank

Dimension	Mean	Std. Deviation	Std. Error Mean	Interval	
				Lower	Upper
Empathy(Y)* Empathy (I)**	.43	.533	.26652	-.4189	1.278
Assurance(Y)* Assurance(I)**	.213	.416	.02404	.10991	.316
Reliability(Y)* Reliability(I)**	.300	.172	.08602	.02624	.5737
Responsiveness(Y)* Responsiveness(I)**	.273	.162	.09404	-.1313	.67798

Tangibility(Y)*	-0.667	.180	.10414	-.51473	.38640
Tangibility(I)**					

Source: SPSS 20.0

Testing Hypothesis:

Dimension	T	Degree of freedom	Sig(2-tailed)
Empathy(Y)*	1.163	3	.205
Empathy (I)**			
Assurance(Y)*	8.875	2	.012
Assurance(I)**			
Reliability(Y)*	3.487	3	.040
Reliability(I)**			
Responsiveness(Y)*	2.906	2	.010
Responsiveness(I)**			
Tangibility(Y)*	-0.640	2	.588
Tangibility(I)**			

Source: SPSS 20.0

*(Y): Yes bank

** (I): IndusInd bank

4.9 Interpretation:

Empathy

We can accept Null Hypothesis; there is no difference in service quality between Yes bank and IndusInd bank as the Sig (2-tailed) value is more than 0.05 i.e. Yes bank and IndusInd bank is giving the same service quality in terms of Empathy.

Assurance

We can reject Null Hypothesis; there is a difference in service quality between Yes bank and IndusInd bank as the Sig (2-tailed) value is less than 0.05 i.e. Yes bank service quality is better than IndusInd bank in terms of Assurance.

Reliability

We can reject Null Hypothesis; there is a difference in service quality between Yes bank and IndusInd bank as the Sig (2-tailed) value is less than 0.05 i.e. Yes bank service quality is different from IndusInd bank in terms of Reliability.

Responsiveness

We can reject Null Hypothesis; there is a difference in service quality between Yes bank and IndusInd bank as the Sig (2-tailed) value is less than 0.05 i.e. Yes bank service quality is different from IndusInd bank in terms of Responsiveness.

Tangibility

We can accept Null Hypothesis; there is no difference in service quality between Yes bank and IndusInd bank as the Sig (2-tailed) value is more than 0.05 i.e. Yes bank and IndusInd bank is giving the same service quality in terms of Tangibility.

5.0 FINDINGS

- From the analysis it is found that the Yes bank is providing better service than IndusInd bank in terms of operating hours, providing ample parking space, paying personal attention and understanding the needs of the customer. It is also better in terms of the employee's knowledge about products and services offered by bank, providing competitive interest rates, doing error free processing, providing right service for the first time and in rendering service as per promised schedule, rendering prompt and effective service, informing customers about the service performance, helping nature of employees towards customers and well dressed employees but in IndusInd bank is better than Yes bank in terms of good seating arrangement and arranging good sign boards and symbols.
- From the t-test, it is evident that Yes bank and IndusInd bank have no difference in service quality in terms of Empathy, service quality in terms of Tangibility but have a difference in service quality in terms of Assurance, Reliability, and Responsiveness.
- By comparing the Mean, it is evident that Yes bank is providing better service quality in terms of Empathy, Assurance, Reliability and Responsiveness when compared to

IndusInd bank. But by comparing the Mean, it is evident that IndusInd bank is giving better service quality in terms of Tangibility when compared to Yes bank.

6.0 SUGGESTIONS

- Both the banks should concentrate on understanding the needs of the customers in true sense and satisfy them accordingly.
- Banks should ensure safety of the customer by providing safe locker facilities and skilled security guards because customers first look at the safety side of their transactions.
- Banks should train the employees in such a way that, there should not be any failure in delivery of service, because once dissatisfied customers may spread a negative word of mouth.
- The Bank should provide competitive interest rates i.e. higher rates on deposits and low interest rates on loans compared to other banks in order to attract customers to sustain in the present competitive environment.
- Employees should be well dressed, because the way the employee is dressed gives an impression to the customers about the particular bank.
- Good seating arrangement should be provided to the customers, if there is a rush in the bank they should be in a position to provide seating arrangement to at least 50 customers to sit and wait for their turn.
- Good sign boards should be arranged to guide the customers, they should be arranged in a position that is visible to every customer.
- Parking facility should be nearer to the bank and different parking facility for two wheelers and four wheelers.

7.0 CONCLUSION

By this research it is attempted to compare the IndusInd bank and Yes bank in providing service by measuring through five dimensions Reliability, Responsiveness, Empathy, Assurance and Tangibility. On the overall, it can be concluded that Yes bank needs to focus on competitive interest rates, error free processing, good sign boards, providing ample parking space, operating hours and seating arrangement.

IndusInd bank should focus on the parking place, understanding the needs of the customer, should ensure safety in transactions, providing right service for the first time, competitive interest rates and good seating arrangement.

Yes bank is the best in providing quality service in terms of Empathy, Assurance, Reliability and Responsiveness. IndusInd bank is the best in providing quality service in terms of Tangibility. By t- test, it is found that there is no difference in service quality in terms of Empathy and Tangibility between yes bank and IndusInd bank whereas, it is found that service quality is different between Yes bank and IndusInd bank in terms of Reliability, Responsiveness and Assurance.

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