عنوان مقاله:

Evaluation of customer satisfaction about Bank service quality

نویسنده:

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خلاصه مقاله:

This research has studied and ranked the service quality and its relation with customers' satisfaction in a bank in Iran. In the theoretical principles section, the concepts and denitions related to services, satisfaction, banking and research background have been studied. The statistical community of the study was all the bank customers that have referred to the bankand have had interest-free loans savings accounts or current accounts. The study statistical sample was calculated using the formula; then a questionnaire was designed and distributed among sample members and nally, the research hypotheses were examined using collected data. Pearson correlation coecient test was used to test the first hypothesis and specically related hypotheses. Also, the Friedman ranking test was used to test the second hypothesis. The rst hypothesis test results showed that there is a positive and signicant relationship between service quality and customers' satisfaction. The second hypothesis test results also showed that there are signicant differences among the priorities of the constituent elements of service quality.

کلمات کلیدی:

لینک ثابت مقاله در پایگاه سیویلیکا:

https://civilica.com/doc/1887408