

THE EFFECT OF QUALITY SERVICE ON CUSTOMER SATISFACTION IN THE BANKING SECTOR: A CASE OF METRO BANK

(A student Collaborative Research)

By

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Abstract

The effect of quality service on customer satisfaction in banking sectors in the areas of reliability, convenience, responsiveness, competence, and communication has one thing in common and the customers as respondents strongly agree on the degree to which the organization under study displays quality and relevant banking system practices. They are heading toward achieving their goal as reflected in the customer's responses. The finding does not only claim as stand-alone findings but was also applauded by some studies that quality service has a great contribution that helps aspiring businesses to go far. It was found out that this is necessary to be fulfilled to gain customer loyalty, which in turn maintains the organization's survival in the long term. The enumerated requirements are somewhat demanding, however, in the present time and considering the growing competition in the field of banking sectors, to stay in the business, customer service is the primordial concern. Some elements such as the bank recognizing clients' differences, maintains a wholesome work atmosphere. The same observation was noted which means that the bank under study offers services beyond customers' expectations in providing convenience. Different aspects of banking convenience increase customer retention due to service satisfaction and also reveal that customers' attitudes towards convenience and trust in financial institutions are very important. This concluded that there are a lot of studies that find convenience in the field of banking transactions is indeed a fundamental requirement. The general observation and its implications for the banking sector and the institution under study were found to have unanimity in their agreement but this does not affirm that enough is enough. The changing and growing environment in the business horizon continues to demand different forms of services and hence, banking, and other businesses continue to search and explore beyond the context of customer service and live with it as it denotes facing tremendous adjustment to change in the future.

Keywords: *The effect of quality service on customer satisfaction in the banking sector: a case of metro bank*

Introduction

The quality service accorded by businesses to customers plays an important link to its sustainability and has contributed a direct impact in meeting customer satisfaction. This is considered as the dynamics of the development of businesses like the banking industry that continues to grow rapidly today. The demand for quality service in this type of industry is globally practiced since competition is inevitably growing and expanding to higher levels. Service quality can be categorized into two broad components: those dimensions that directly affect the results that customers want and those concerned with the process customers have to put themselves through to get those results which are process quality, Gani, A., & Hillebrandes Oroh, A. N. (2021). Whichever may be the customer preference in terms of the level of quality they desired, this is the primordial concern of every business alike and more so with banks. Service quality and customer satisfaction are part of the factors that influence customer loyalty to bank service that denote to be fulfilled to gain customer loyalty which in turn aid in maintaining organization

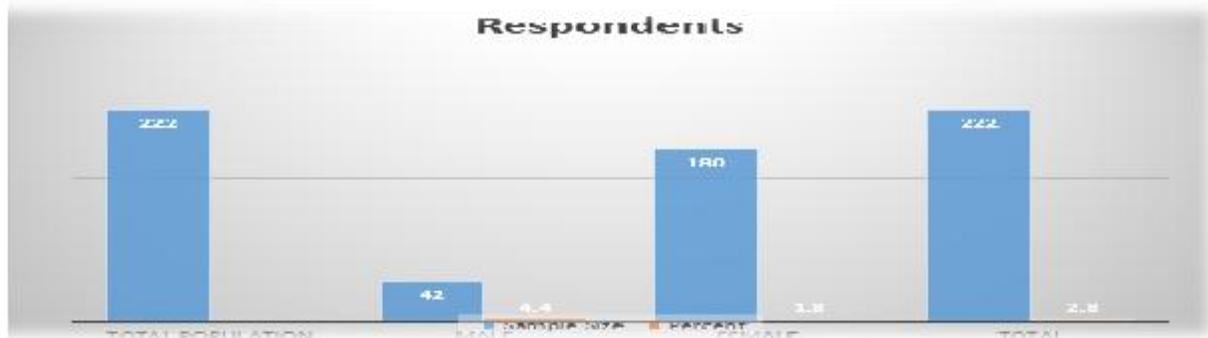
survival in the long term, Gani and Oroh added. In the broader sense, to understand the importance of the imposition of quality service, the institution should examine how service quality influences customer loyalty in a way, improves their commitments, knows the corresponding simultaneous effect, and develop a strategy for building up quality satisfaction aimed solely at customer loyalty.

In modern times especially since the environment is influenced largely by social media as a medium of communication, customers can easily measure the degree of service provided comparatively in terms of providing service quality to a different group of customers which is called the social network. Little did the organization know that a reduction in customer loyalty reduces through the magical influence of people, the customer. As Zeithmal (2000), observed that nowadays, with the increased competition, service quality has become a popular area of academic research and has been acknowledged as an observant competitive advantage and supports satisfying relationships with the customer. Service quality has been known to be an effective tool used by customers in assessing and comparing one over the other. It is generally agreed by a business enthusiast that the survival of any organization depends on the satisfaction of its stakeholders or customers since they are the most critical ones among the stakeholders. They are the source of profit for the profit-making organization and the primary reason for being in operation, and they are the backbone of any organization, Robert (2003). service quality is a focused evaluation that reflects the customer's perception of essential services such as relations quality, physical environment quality, and outcome quality. In the study of Yoo and Park (2007), service quality is a firm's ability to create and sustain a competitive advantage depending upon the high level of service quality provided by the service provider. Added on to the study of Jayaraman et.al., (2010) defines quality is the overall impression and cognitive judgment of relative inferiority or superiority of the organization and its services as the difference between customer expectations for the service and their perceptions of service received. This study is somewhat timely and considering the increasing competition levels, the effect of quality service should be made known to banking sectors in the case of the metro bank to drive an effort of satisfying customers.

Method

A quali/quantitative method was used in this study and randomly selected 222 respondents that comprise the rank and file employees. Since the time that this study was conducted, government restrictions are still in effect and the Inter-Agency Task Force (IATF) enforced policy, the mode of data gathering is a combination of limited face-to-face and utilizes a platform as a mechanism that supplements the efforts of the data gathering. The target respondents were given an equal opportunity to answer the same questionnaire where responses are recorded for further analytical review. Those respondents not available during the conduct of this study were interviewed using the social media platforms like calls by setting an appointment. Google meets, and even Skype whenever is convenient to respondents. Information gathered was carefully tallied and tabulated to ensure its veracity, credibility, and validity. The respondent's observation covering twelve (12) months from August 2020 to 2021 was used to benchmark some competent initiatives in sustaining its operation. Reinforced data from other sources like the Department of Finance and other related institutions. Some important information drawn from selective face-to-face interviews following the mandated safety protocol from the Inter-Agency Task Force (IATF) is carefully observed. Thus their executive reports received descriptively were triangulated to the ethnographic notes of the field researchers on the period specified. Since the study deals with the effect of customer loyalty on organizational performance in the case of the metro bank, the element of "truth" in the qualitative data, exchange of ideas, and other methods of generating prepondering shreds of evidence were carefully recorded. The respondents of the study are presented in graphical form shown below labeled as figure 1.

Figure 1 shows the respondents used in this study



Findings and Discussions

The effect of customer loyalty on organizational performance in the case of the metro bank considers 1) reliability, 2) convenience, 3) responsiveness, 4) competence, and 5) communication are among the necessary elements that need to be strengthened as it is believed that having all these factors contribute to in achieving goals of the financial institutions that bank is one of it. Thus, the findings below are:

On Reliability

The banking industry nowadays is considered one of the backbones of the economy and they become indispensable. Whether it is state-owned or runs privately, they are considered an effective arm of the government in implementing monetary policy to stabilize the macro-economy, curb inflation, and ensure its social security, (Vy, P. D., & Tam, P. T. 2021). He further added that aside from providing quality banking services that play a very significant role in the economy, it is understood that as banking needs profit, living life and storing property is their utmost consideration. According to (Ben Davis, 2021), reliability refers to the consistency of research results. It is crucial for psychological research. Because it determines whether or not the study achieves its predicted goals and hypotheses, as well as whether or not the results are due to the study and not any possible extraneous variables. Then, (Turunen, 2011) supported Davis's theory that the reliability of the products and services provided by banks was the most important thing. The meaning of reliability is the services provided by banks and delivered at a specific time with full authority, perfect, and delivering the service without error and fraud to customers. According to (George and Kumar, 2014), one of the technical instruments is reliability, which correctly and successfully works for websites and, without a doubt, of service. (Parasuraman et al.' et al., 2008) discovered that reliability means that an organization provides a service correctly the first time. Furthermore, it demonstrates that institutions strive to maintain commitments and are extremely worried about the outcome. The first dimension of the SERVQUAL service model is reliability. While the studies (Lam, 2019) reliability ranked as the first dimension of the service quality model.

Reliability in customer service refers to the ability to deliver expected standards at all times, how the organization handles customer services problems, performs the right services for the first time, provides services within the promised time, and maintains error-free records. In regards to ATMs services, Jay and Barry (2014) noted that the reliability of machine parts or product parts is considered consistently good in quality or performance and can be treated at any time. For ATM environment condition and

technical reliability are equated to functional and reliable design. (Stiakakis and Georgiadis, 2009) found reliability as a fundamental criterion of superior electronic service quality. (Yang and Fang, 2004) stated that reliability consists of accurate order of fulfillment, accurate record, accurate quote, accurate billing, and accurate calculation of commissions which keep the service promising to the customer.

A study was conducted purposely to assess the effect of quality service on customer satisfaction in the banking sector. Respondents are required to answer the instrument used in the conduct of the study. The following results was shown below labeled as table 1.

Table 1 shows the results of the respondents in terms of reliability

Indicators	Mean	Interpretation	Mean	Interpretation	Composite	Interpretation
<i>Services in this financial institution is clearly defined and logically structured</i>	3.45	Strongly Agree	3.73	Strongly Agree	3.59	Strongly Agree
<i>Policies are evident to customers</i>	3.43	Strongly Agree	3.68	Strongly Agree	3.56	Strongly Agree
<i>True service is evident in this institution</i>	3.45	Strongly Agree	3.77	Strongly Agree	3.61	Strongly Agree
<i>Shows commitments in rendering service</i>	3.31	Strongly Agree	3.69	Strongly Agree	3.50	Strongly Agree
<i>Responsive on customers claims and queries</i>	3.38	Strongly Agree	3.65	Strongly Agree	3.52	Strongly Agree
<i>Express concern to clients on time management</i>	3.45	Strongly Agree	3.72	Strongly Agree	3.58	Strongly Agree
<i>Ensures customer satisfaction over and above personal need</i>	3.38	Strongly Agree	3.66	Strongly Agree	3.52	Strongly Agree
<i>Concern in meeting agreed deadlines with clients</i>	3.43	Strongly Agree	3.68	Strongly Agree	3.56	Strongly Agree
<i>Listen to customer complaints and improvement is evident</i>	3.31	Strongly Agree	3.64	Strongly Agree	3.48	Strongly Agree
<i>Concern on clients is their primordial needs</i>	3.45	Strongly Agree	3.70	Strongly Agree	3.58	Strongly Agree
<i>General Average</i>	3.40	Strongly Agree	3.69	Strongly Agree	3.55	Strongly Agree

The data shown in the above table explains the findings and responses to the survey conducted in terms of the effect on customer service that contribute to their satisfaction. The findings were found to agree with the opinion of the respondents as they strongly agree that services in this financial institution are clearly defined and logically structured, policies are evident to customers, true service is evident in this institution, and they show commitment in rendering service, responsive on customers claims and queries, expresses concern to clients on time management, ensures customer satisfaction over and above personal need, concern in meeting agreed on deadlines with clients, listens to customer complaints and improvement is evident, and concern on clients is their primordial need. It can be gleaned from the table and their findings that when it comes to quality service, has a greater influence on customer satisfaction. The finding is supported and concluded in the study (Vy. P.D, & Tam, P.T.2021), that service quality and customer satisfaction are parts of factors that influence loyalty to bank services. Both are necessary to be fulfilled to gain customer loyalty, which in turn maintains the organization's survival in the long term. The enumerated requirements are somewhat demanding, however, in the present time and considering the growing competition in the field of banking sectors, to stay in the business, customer service is the primordial concern.

On Convenience

One way of keeping customers over and above the having the reliability is providing the element of convenience in all types of services. The banking industry nowadays is upgrading from its traditional means to automated services one way of answering customers' claims. It is said that the banking industry has enjoyed customer loyalty for over a decade high customer retention rate across the board but the emergence of technology within the banking sector has aroused the interest of the customer to switch from one bank to another, (Banks in Nigeria. 2022). The intangibility of banking service makes the evaluation of service quality and customer convenience difficult to measure. As cited by (Farquhar &

Rowley, 2009), convenience is an important part of creating a positive experience. Timely service and ease of use are factors that influence where customers go, what they buy, and who they engage with, he added.

Time-poor consumers are looking for providers offering value that is convenient in terms of search, access, purchase, and usage (Seiders et al., 2000). Underscoring the importance of convenience, it was reported that 52% of consumers surveyed wanted to spend less time investing in the future (Seiders et al., 2000). Convenience is also a judgment made by consumers according to their sense of control over the management, use, and conversion of their time and effort in achieving their goals associated with access to and use of the service (Thuy, 2011). Convenience goods were taken as the savings in time and effort that consumers spend in purchasing products, rather than as an attribute of the product itself. Numerous studies have investigated convenience in areas such as electronic banking, online shopping, and retail product selection (Woodside & Trappey, 2001). Convenience is often seen as one of the most important factors in consumer behavior (Chen et al., 2011). Customers' roles in services are consistently emphasized in marketing literature, particularly in the recent development of a new perspective, namely service-dominant logic. Customers consider service convenience to be increasingly important; however, there is some explicit discussion of this topic in the existing convenience literature. The importance of consumer convenience in purchasing and using services is underappreciated. Convenience is defined as the ability to reduce non-monetary costs (such as time, energy, and effort) incurred by consumers when purchasing or using goods and services (Chang & Polonsky, 2012). According to (Colwell et al., 2008), in in-homogeneous markets where service offerings are similar and thus not key competitive differentiators, greater convenience may enable a competitive advantage. Previous researchers proposed several important relationships related to service convenience, such as service convenience can.

A study was conducted purposely to assess the effect of quality service on customer satisfaction in the banking sector in the area of convenience. Respondents are required to answer the instrument used in the conduct of the study. The following results was shown below labeled as table 2.

Table 2 shows the results of the respondents in terms of convenience

Indicators	Mean	Interpretation	Mean	Interpretation	Composite	Interpretation
<i>Recognizing client's differences</i>	3.45	<i>Strongly Agree</i>	3.72	<i>Strongly Agree</i>	3.59	<i>Strongly Agree</i>
<i>Maintains a wholesome work atmosphere</i>	3.33	<i>Strongly Agree</i>	3.63	<i>Strongly Agree</i>	3.48	<i>Strongly Agree</i>
<i>Value client appointment</i>	3.38	<i>Strongly Agree</i>	3.69	<i>Strongly Agree</i>	3.53	<i>Strongly Agree</i>
<i>There is a system that provides easy facilitating transactions</i>	3.36	<i>Strongly Agree</i>	3.65	<i>Strongly Agree</i>	3.50	<i>Strongly Agree</i>
<i>Provide guidance and advice to clients in times of doubt</i>	3.52	<i>Strongly Agree</i>	3.66	<i>Strongly Agree</i>	3.59	<i>Strongly Agree</i>
<i>Confidentiality of records and transactions is kept at the maximum</i>	3.45	<i>Strongly Agree</i>	3.68	<i>Strongly Agree</i>	3.57	<i>Strongly Agree</i>
<i>Provide easy access to shorten the transaction time of clients</i>	3.38	<i>Strongly Agree</i>	3.62	<i>Strongly Agree</i>	3.50	<i>Strongly Agree</i>
<i>Customer's safety is always their priority</i>	3.38	<i>Strongly Agree</i>	3.73	<i>Strongly Agree</i>	3.55	<i>Strongly Agree</i>
<i>Management takes time to listen to customers' or clients' claims</i>	3.48	<i>Strongly Agree</i>	3.72	<i>Strongly Agree</i>	3.60	<i>Strongly Agree</i>
<i>Easy to get to know people inside this organization</i>	3.40	<i>Strongly Agree</i>	3.76	<i>Strongly Agree</i>	3.58	<i>Strongly Agree</i>
<i>General Average</i>	3.41	<i>Strongly Agree</i>	3.69	<i>Strongly Agree</i>	3.55	<i>Strongly Agree</i>

The finding reveals the result on convenience as a factor that increases customer loyalty. They strongly agree on the elements such as the bank recognizing clients' differences and maintaining a wholesome work atmosphere. There is a system that provides easy facilitating transactions, provides guidance and advises to clients in times of doubt, the confidentiality of records and transactions is kept at the maximum, provides easy access to shorten transaction time of clients, customer's safety is always their priority, management takes time to listen to customer or clients claims, and easy to get to know people inside this organization. Both respondents were found to have the same observation which means that the bank under study offers services beyond customers' expectations to provide convenience. The result and findings of this study were supported by (Adhimursandi, D., Suharno, S., & Kuleh, Y. 2021) who quote that different aspect of banking convenience increase customer retention due to service satisfaction. The study by (Khare, A., Mishra, A., & Singh, A. B. 2012) also reveals that customers' attitudes toward convenience and trust in financial institutions are very important. This concluded that there are a lot of studies that find convenience in the field of banking transactions is indeed a fundamental requirement.

On Responsiveness

Bank service quality can be assessed using responsiveness. (Ali and Raza, 2017). According to (McNesh, 2015). Customers' interest can be kept by being responsive, and a prompt response can help to increase customer satisfaction. As a result, responding to customer inquiries through interpersonal relationships. Communication plays an important role in the bank, affecting all customer service with interpersonal relationships through communication skills and consideration shown to their customer service. Normally, the standardized polite language or linguistic style used in service interactions is processed automatically (Polgar et al., 2018). However, particularly salient types of clues emerge from service providers' behavior and appearances, such as their choice of words, tone of voice, body language, level of enthusiasm, or the neatness and appropriateness of their dress (Berry et Al., 2006; Kim and Baker 2019). According to "TQM journal vol.28(2019)," bank executives must wonder if they can ever win when it comes to meeting customers' needs and preferences regarding accessible security—opening times, online versus personal service, and so on. According to (Zhao et al., 2010), customers have differing perspectives on the quality of services provided by internet banking and traditional banking. Furthermore, while users welcome competitive advancements, the quality of internet service alone cannot build healthier relationships between banks and customers. Thus, customer satisfaction and loyalty have been discovered to be critical factors in the development of stronger relationships. According to (Zhao et al., 2010), customers have differing perspectives on the quality of services provided by internet banking and traditional banking. Furthermore, while users welcome competitive advancements, the quality of internet service alone cannot build healthier relationships between banks and customers. Thus, customer satisfaction and loyalty have been discovered to be critical factors in the development of stronger relationships. (Aldas-Manzano et Al, 2009); Chen, 2013; Chen2012; Dahlstorm wt Al 2014). Whether it's online or personal service the convenience and reliability must experience for customers' satisfaction. According to (Gani Gunawardane, 2011). Responsiveness in the case of the banking sector simply defines how the institution reacts to the clientele's needs. Time is the important element that features the quick response to the need of the customer and meeting these needs tantamount to increasing customer retention. This is one of the important keys to ensuring the business is successful because customer satisfaction will determine the market growth of the organization in the future, (Khare, A., Mishra, A., & Singh, A. B. (2012). on the other view, (Shen, Tan and Xie 2000) stated that quality whether it is satisfying or exceeding customers' need and expectations depends on the customer who uses the services and judges the quality of the product or services provided.

A study was conducted purposely to assess the effect of quality service on customer satisfaction in the banking sector in the area of responsiveness. Respondents are required to answer the instrument used in the conduct of the study. The following results was shown below labeled as table 3.

Table 3 shows the results of the respondents in terms of responsiveness

Indicators	Mean	Interpretation	Mean	Interpretation	Composite	Interpretation
<i>Act immediately and provide attention to the day-to-day client transactions</i>	3.52	<i>Strongly Agree</i>	3.74	<i>Strongly Agree</i>	3.63	<i>Strongly Agree</i>
<i>Presence of channel to act issues the need higher management decision</i>	3.38	<i>Strongly Agree</i>	3.75	<i>Strongly Agree</i>	3.57	<i>Strongly Agree</i>
<i>Expresses sympathy and value customers</i>	3.50	<i>Strongly Agree</i>	3.67	<i>Strongly Agree</i>	3.58	<i>Strongly Agree</i>
<i>Waiting time allows considerable acceptance to customers</i>	3.48	<i>Strongly Agree</i>	3.68	<i>Strongly Agree</i>	3.58	<i>Strongly Agree</i>
<i>Customers can count on the quality service provided by this bank</i>	3.55	<i>Strongly Agree</i>	3.66	<i>Strongly Agree</i>	3.60	<i>Strongly Agree</i>
<i>Top management in this bank is readily available when needed</i>	3.12	<i>Strongly Agree</i>	3.33	<i>Strongly Agree</i>	3.22	<i>Strongly Agree</i>
<i>Due to adopted high performance results to customer loyalty</i>	3.33	<i>Strongly Agree</i>	3.77	<i>Strongly Agree</i>	3.55	<i>Strongly Agree</i>
<i>Provide an effort of good service and continue for better</i>	3.52	<i>Strongly Agree</i>	3.68	<i>Strongly Agree</i>	3.60	<i>Strongly Agree</i>
<i>The mode of quality service is evident</i>	3.52	<i>Strongly Agree</i>	3.65	<i>Strongly Agree</i>	3.59	<i>Strongly Agree</i>
<i>Always give assurance for commitment to clients</i>	3.38	<i>Strongly Agree</i>	3.73	<i>Strongly Agree</i>	3.55	<i>Strongly Agree</i>
<i>General Average</i>	3.43	<i>Strongly Agree</i>	3.66	<i>Strongly Agree</i>	3.55	<i>Strongly Agree</i>

Findings in the above table show that both respondents strongly agree in terms of responsiveness as a factor that contributes to assessing the effect of quality service on customer satisfaction. They strongly agree that they need to act immediately and provide attention to the day-to-day client transactions, presence of channel to act issues they need higher management decision, waiting time allows considerable acceptance to customers, customers can count on the quality service provided by this bank, top management in this bank is readily available when needed, adopted high-performance results to customer loyalty, provide an effort of good service and continue for better, the mode of quality service is evident, and always give assurance for commitment to clients. It can be seen in their responses that their observations are common which goes to show that customers or clients feel the quality responses provided by the bank for them to meet satisfaction. The study by (Jafari, H., Ghaderi, H., Malik, M., & Bernardes, E. 2022), simply supports these findings that being responsive and flexible to customers is a multi-dimensional construct that affects customer responsiveness that requires innovation.

On Competence

A competent person follows the principles of good customer service. Many customers have identified competency as the most important factor in providing a positive customer experience. To be competent, a customer support professional must have a thorough understanding of the company and its products and services, as well as the ability to solve the customer's problems. The more knowledge they have, the more competent they become (Help scout 2021). Competencies are essential abilities that every employee in certain businesses should develop to assist customers (Andrew Conrad, 2020). It is also the ability to do something well, or the ability to perform a task or job effectively. Competence can refer to the knowledge and skills required to solve an equation, or it can refer to the ability to solve an equation. (Charleen Maher Ph.D., 2017) Competencies have long been used as a framework to help focus employees' behavior on things that matter most to an organization and help drive success. They can provide a common way to harmonize, select and develop talent. The benefits are clear for employees and managers, and ultimately, the organization. For employees, competencies offer a description of the

standards of excellence for current roles and potential future roles, in other words, they describe what "great" performance looks like. For managers, provide resources to help them select and develop employees and provide language to guide performance feedback. For organizations, they provide an action-oriented translation of what it looks like to demonstrate the values that are key to success.

Nowadays, digital competence has many terms and frameworks embedded in it. As the environment embraces different challenges, competence in a different field is needed since this defines the institutional ability to do something well and having the capability of performing a task or job objectively. For an institution to be defined as competent, it should possess the knowledge and skills to solve a quadratic equation so as not to compromise the overall operation. As the study was conducted purposely to assess the effect of quality service on customer satisfaction in banking sectors. This endeavor uses an instrument to generate information about the problem, uses customers as respondents and the result will highlight the supposed results. Information and responses drawn from respondents are presented in tabular form labeled table 4.

Table 4 shows the results of the respondents in terms of competence

Indicators	Mean	Interpretation	Mean	Interpretation	Composite	Interpretation
<i>Services offered are not comparable to others</i>	3.40	<i>Strongly Agree</i>	3.62	<i>Strongly Agree</i>	3.51	<i>Strongly Agree</i>
<i>Evident in solving problem to people at the lower level</i>	3.45	<i>Strongly Agree</i>	3.63	<i>Strongly Agree</i>	3.54	<i>Strongly Agree</i>
<i>Provide excellent service</i>	3.38	<i>Strongly Agree</i>	3.67	<i>Strongly Agree</i>	3.52	<i>Strongly Agree</i>
<i>Employs technology for fast dealings</i>	3.52	<i>Strongly Agree</i>	3.69	<i>Strongly Agree</i>	3.61	<i>Strongly Agree</i>
<i>Observed time management</i>	3.52	<i>Strongly Agree</i>	3.67	<i>Strongly Agree</i>	3.60	<i>Strongly Agree</i>
<i>People in the organization are reliable</i>	3.40	<i>Strongly Agree</i>	3.62	<i>Strongly Agree</i>	3.51	<i>Strongly Agree</i>
<i>People in this organization are embraced with experience</i>	3.38	<i>Strongly Agree</i>	3.69	<i>Strongly Agree</i>	3.53	<i>Strongly Agree</i>
<i>Addressing claims without sacrificing customer's time</i>	3.33	<i>Strongly Agree</i>	3.67	<i>Strongly Agree</i>	3.50	<i>Strongly Agree</i>
<i>Offers unique services among other banks</i>	3.31	<i>Strongly Agree</i>	3.68	<i>Strongly Agree</i>	3.49	<i>Strongly Agree</i>
<i>Adopt the principle of transparency</i>	3.57	<i>Strongly Agree</i>	3.65	<i>Strongly Agree</i>	3.61	<i>Strongly Agree</i>
<i>General Average</i>	3.43	<i>Strongly Agree</i>	3.66	<i>Strongly Agree</i>	3.54	<i>Strongly Agree</i>

As shown in the table, the same common findings can be viewed in how the respondents responded to the question of whether having competence that the bank or any business possesses contributes to creating customer satisfaction. They unanimously rated as strongly agree on services offered are not comparable to others, there is an evident capacity in solving the problem to people at the lower level, provide excellent service, employing technology for fast dealings, observed time management, people in the organization are reliable, this organization is embraced with experience, addressing claims without sacrificing customer's time, offers unique services among other banks, and adopt the principle of transparency. Drawn from the responses of the customer, the institution under study is adjudged to have in compliant with the basic requirements in terms of providing customer satisfaction. Therefore, the justification is the desired service expected by their customers is visible and felt by their clientele.

According to (Menor, L. J., & Roth, A. v. 2007), competence reflects an organization's expertise in deploying resources and routines, usually in combination, to achieve a desired new service outcome. This competence is operationalized as a multidimensional construct reflected such as process focus, market acuity, strategy, culture, and information.

On Communication

Effective banking communication strengthens the relationship between customers, suppliers, stakeholders, managers, clients, employees, and the board of directors. Bankers' experience in banking communication enhances the banking system, employee behavior, and core banking services facilities management. Banking communication improves organizational effectiveness through training, knowledge management, risk management, internal control system, and data security management. In the modern era, the communication channels are transformed into electronic channels promoting e-banking which includes internet banking, mobile banking, and e-payment system. Moreover, clerical work shifted into electronic form, which cut costs and satisfied customers (Sulochana Shrestha, 2019). Communication is not only an integral part of customer service; it is the most important part of customer service. That's because good customer service includes listening to a customer's needs and then talking with her about how you intend to address those needs in other words, interacting with her. Communication between the consumer and the company pervades every area of customer service. While the most obvious example of customer service communication is between the customer in question and the customer service agent assigned to help him, the consumer does not need to contact the company through customer support. (Sarah Benneth, 2021) says developing good communication with customers aids rapport and results in retention of clients or purchasing goods and services. Learning more about communicating with customers, speaking clearly, and being a polite and empathetic listener can help companies retain their customers. Communication in any form is very important as it provides insights into how banking enthusiasts communicate with customers and how effective their techniques and tools are for the development of banks, (Paudel, U. R. A. J., Parajuli, S., Devkota, N., & Mahapatra, S. K. 2020), added.

A study was conducted to ascertain the effect of quality service on customer satisfaction in the banking sector. The study uses the customer of the bank under study as respondents considering that they are the beneficiaries of the services provided by the bank which they are connected with. The findings are presented in a tabular form labeled table 5.

The table shows the results of the respondents in terms of communication

Indicators	Mean	Interpretation	Mean	Interpretation	Composite	Interpretation
<i>Provide clients day-today updates</i>	3.40	<i>Strongly Agree</i>	3.70	<i>Strongly Agree</i>	3.55	<i>Strongly Agree</i>
<i>Uses technology other than traditional form to keep client posted</i>	3.45	<i>Strongly Agree</i>	3.73	<i>Strongly Agree</i>	3.59	<i>Strongly Agree</i>
<i>There is a periodic review of client records</i>	3.45	<i>Strongly Agree</i>	3.71	<i>Strongly Agree</i>	3.58	<i>Strongly Agree</i>
<i>Transactions is always supported with proof</i>	3.48	<i>Strongly Agree</i>	3.74	<i>Strongly Agree</i>	3.61	<i>Strongly Agree</i>
<i>Contacts and other form of access is evident</i>	3.40	<i>Strongly Agree</i>	3.69	<i>Strongly Agree</i>	3.55	<i>Strongly Agree</i>
<i>General Average</i>	3.44	<i>Strongly Agree</i>	3.71	<i>Strongly Agree</i>	3.58	<i>Strongly Agree</i>

As shown in the above table, it was revealed and adjudged by the respondents that good communication can create customer satisfaction. They both strongly agree that the institution under study has provided clients with day-to-day updates, uses technology other than traditional form to keep clients

posted, there is a periodic review of client records, transactions are always supported with a proof, and Contacts and another form of access are evident. This seems to be a good organizational practice since the nature of the business is service, it is natural that the value provided and extended services to customers can be felt and enjoyed, thereby, higher customer retention and loyalty can certainly be attained. A study conducted by (Shrestha, S., Parajuli, S., & Paudel, U. R. 2019), reveal that effective banking communication strengthens the relationships between customers, stakeholders, manager, clients, and employees. Further, banking experience in banking communication enhances the banking system, employees' behavior, and core banking services facilities management. Banking communication improves organizational effectiveness through training and other security management requirements.

Conclusion and Recommendation

The effect of quality service on customer satisfaction in banking sectors in the areas of reliability, convenience, responsiveness, competence, and communication has one thing in common and the customers as respondents strongly agree on the degree to which the organization under study displays quality and relevant banking system practices. They are heading toward achieving their goal as reflected in the customer's responsibility. The finding does not only claim as stand-alone findings but was also applauded by some studies that quality service has a great contribution that helps aspiring businesses to go far. It was found out that this is necessary to be fulfilled to gain customer loyalty, which in turn maintains the organization's survival in the long term. The enumerated requirements are somewhat demanding, however, in the present time and considering the growing competition in the field of banking sectors, to stay in the business, customer service is the primordial concern. Some elements such as the bank recognizing clients' differences, maintains a wholesome work atmosphere. The same observation was noted which means that the bank under study offers services beyond customers' expectations in providing convenience. Different aspects of banking convenience increase customer retention due to service satisfaction and also reveal that customers' attitudes towards convenience and trust in financial institutions are very important. This concluded that there are a lot of studies that find convenience in the field of banking transactions is indeed a fundamental requirement. The general observation and its implications for the banking sector and the institution under study were found to have unanimity in their agreement but this does not affirm that enough is enough. The changing and growing environment in the business horizon continues to demand different forms of services and hence, banking, and other businesses continue to search and explore beyond the context of customer service and live with it as it denotes facing tremendous adjustment to change in the future.

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