Poverty Eradication and Ethics

Relational Study on Service Quality, Customer Behavioral Intention and Customer Loyalty: A Study on Grameen Bank .

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Abstract

This research tries to investigate the relationship between banks' overall service quality and customer behavioral intention (word-of-mouth) as well as customer loyalty within the context of Grameen bank of Bangladesh. Here, banks' overall service quality(reliability, responsiveness ,assurance, empathy ,tangibles) is considered as the independent variable and customer behavioral intention as well as customer loyalty are considered as dependent variables. The survey administered 102 questionnaires given to clients of Grameen Bank, Aukpara Branch, Savar ,Dhaka .The SPSS version 16 software was employed in this study for data analysis. Correlation analysis and stepwise regression analysis were performed to assess the hypothesis. The correlation analysis produced precise support to prove almost all the hypotheses but the stepwise regression provided partial support to the hypothesis. After successfully analyzing the gathered information, it was found that the measured independent variable (i.e., overall service quality,) was statistically correlated with bank's customer behavioral intention as well as customer loyalty

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1. Introduction

Despite many fundamental banking reformations, domestic banks are lagging behind foreign commercial banks of capitalization, overseas network, modern management expertise, experience, technological advancement, etc. That result in the relative

weakness in service quality and product quality as delivered to customers by domestic banks. So there is a competition between domestic and foreign banks with special reference to customer services. The domestic banks management are now strictly focusing on improved service quality and product quality to build positive reputation for increasing profits. Because reputation plays an important strategic role in service markets since the pre purchase evaluation of service quality is increasingly vague, and incomplete.

According to Parasuraman et al. (1988), service quality has become a significant differentiator and the most powerful competitive weapon, which many leading service organizations possess.The results of the initial published application of the service quality indicated that five dimensions of service quality emerged across a variety of services which include tangibles, reliability, responsiveness, assurance, and empathy (Carman, 1990; Parasuraman et al. 1985, 1988; ; Parasuraman et al. 1991). In a market which becomes increasingly competitive, service quality as a critical measure of organizational performance continues to compel the attention of banking institutions and remains at the forefront of services marketing literature and practice . The dimensions of service quality introduced by Parasuraman, op.cit. (1988) form the basis of the majority of studies related to assurance on service quality and also combines assurance with the other four dimensions, reliability, responsiveness, empathy and tangibles. .Research conducted in the domain of financial services lends credit to this observation and shows that favorable perceptions of service quality lead to positive word-of-mouth(WOM), lessening of complaint tendencies and continuity in employee-customer relationships (Cadotte, & Turgeon, 1988;). In the pre-purchase stage, as a risk reducing strategy, consumers seek product information by participating in the WOM (word-of-mouth) process services .Positive and negative WOM are examples of exit behaviors exhibited by consumers at the conclusion of a service encounter or usage of a product (Baker, and Lamb,1993). According to Carman (1990), positive word-of-mouth is at the root of the service quality .Positive word-of-mouth is often viewed as an effective tool for management, but there are ways to help maximize the impact of positive word-of-mouth on the customers (Singh, 1990).The relationship between service quality and customer preference loyalty has been examined, among others, by Boulding et al. (1993) and Cronin and Taylor (1992). Cronin and Taylor (1992) focused solely on repurchase intentions, where as Boulding et al. (1993) focused on the elements of repurchasing and willingness to recommend. In the study by Cronin and Taylor, service quality did not appear to have significant (positive) effect on repurchase intention (in contrast to significant positive relation between Loyalty and repurchase

intention), while Boulding et al. (1993) found positive relationships between service quality and repurchase intentions and willingness to recommend. Furthermore, it has been argued that actually responding to dissatisfaction (e.g. complaining directly to the company or complaining to a third party) is negatively related to the level of service quality .Rust and Zahorik (1993) related service quality perceptions to consumer loyalty in banking, Crosby and Stephens (1987) investigated loyalty in the insurance industry and with regard to retailing; customer patronage was investigated in relation to service encounter failures by Kelly et al. (1993).

Business organization's success is recognized as the dominant factor of the loyalty of the customer/client towards the brand or organization. It is commonly known that customer satisfaction is related to customer loyalty, which in turn is related to profitability (Storbacka et al, 1994). .

The study will make the following significant contribution in the context of banking industry in Bangladesh.

First, this study will help the researchers to extend their understanding of the relationship between bank's overall service quality and customer loyalty. The results of this study will expose the importance and impact of their relationship in the banking sector in Bangladesh. Second, the present study will help the bank's manager to better understand of how to hold loyal clients by satisfying their overall needs, and hold the client's trust upon the banks which thus results in good profit, and enhances reputation as well. Third, no such study was conducted earlier to address this concern in the context of Grameen bank in Bangladesh and the   study results developed a methodology which can be imitated by other study also. Finally, as the researchers considered only bank, there is always scope for further study in other service organizations in Bangladesh like hospitals, hotels, telecommunication companies, etc.

2. Research Questions

This study proposed to investigate the following research questions:

1. Is there a significant relationship between service quality (reliability, responsiveness, assurance, empathy and tangibles) and customer behavioral intention (word-of-mouth communication), in the context of Grameen bank ?

2. Is there a significant relationship between service quality (reliability, responsiveness, assurance, empathy and tangibles) and customer loyalty, in the context of Grameen bank?

3 Organization of the Paper

.In this regard, the paper is organized as : Section 1 which highlights the introductory part and this is followed by research questions and literature review as shown in section 2 and 3. This

is followed by operational definitions, hypothesis and methodology of the study as shown in section 4, 5 & 6. Section 7and 8 discusses the results & discussions & assessments of hypotheses of the study. The paper concludes with some policy implications which are shown in section 9

4. Review of literature related to service quality and customer behavioral intention

Service quality has been defined as customers' overall impressions of services in terms of relativity that is considered to be beyond the customer expectations. Customers generally evaluate banks' performance mainly on the process of their interpersonal contacts and interactions (Grönroos, 1990). Service quality arises from acomparison of the difference between service expectations developed before an encounter with banks and the performance perceptions gained from the service delivery based on the service quality dimensions (Bloemer*et al.,* 1998).

Quality of service is essential for customer satisfaction (Cronin and Taylor, 1992; McAlexander et al. 1994), repeat purchases (Schneider and Bowen,1995) &winning customer loyalty (Zeithaml et al. 1996), and customer retention (Zeithaml et al. 1996). It also affects companies' market share, and thus profitability (Schneider & Bowen,1995). In recent years ,Service quality has been the subject of interest by both practitioners and researchers as found in the works of Parasuraman, Zeithaml & Berry, (1985). The important reason for the interest was that it has a beneficial effect on bottom line performance for the organization. Again the issue of service quality is the result of comparison between customers expectations of a service and their perception about it (Lewis and Booms, 1983; Lehtinen & Lehtinen, 1982; Gonoroos, 1984; Parasuraman et al. 1985, 1988, 1991, 1994). Lehtinen & Lehtinen (1982) gave a three dimensional view of service quality such as interaction,physica and corporate quality. Traditionally, service quality has been defined as the difference between customer's expectation of service to be received and perception of service actually received. (Gonoroos, 1984; Parasuraman et al. 1988, 1991). Furthermore, Dabholkher et al. (2000) suggested that it is better to consider factors associated with service quality like reliability and responsiveness as being antecedents of customer's perceptions of service quality as dimension and components of the construct. Wang et.el. (2003) measured service quality by customer perception only through the SERVPERF model which proposed that tangibility, reliability, responsiveness, assurance and empathy of service have a positive impact on customer perception of service quality (Cronin & Taylor,1992). Furthermore, service quality is often conceptualized as the difference between customer's expectation of service to be received and perception of service actually received (Gonoroos, 1984; Parasuraman et al. 1988, 1991). According to Wang, et. al. (2003), quality has been viewed in terms of products attribute as per marketing and economic literature. In the

field of operations management, quality is defined as having multiple dimensions such as fitness of use and , reliability I,e, to what extent the product is free from deficiencies .

From the service point of view Parasuraman et al. (1988) defined product quality as an overall assessment where as Garvin (1988) defined product quality which comprises eight attributes such as performance, features, conformance, reliability, durability, serviceability, aesthetics, and customer perceived quality.

3.1 Service Quality Dimensions:

Service quality is an achievement in customer service. The SERVQUAL Model is an empiric model by Zeithaml, Parasuraman and Berry to compare service quality performance with customer service quality needs. One of the important issues related to service quality is the dimensions of service quality and the measurement tool, SERVQUAL developed by Parasuraman et al. (1988) has been the starting point of the controversy in this area. Parasuraman et al. identify five quality dimensions which link specific service characteristics to consumer expectations of quality. These five basic dimensions are Tangible, Reliability, Responsiveness, Assurance and Empathy.

Customer Loyalty basically depends on various factors. Customers will be loyal with the bank when they will get excellent and quality services from employees of bank on a continuous basis. There are different factors that influence customer's loyalty level. In this research, the researcher has tried to find out customer's loyalty on five important dimensions of SERVQUAL model.

Reliability

Customers store up their wealth towards bank, so it is bank's responsibility to ensure proper management of that precious wealth. So reliability means capability to perform the promised service consistently and accurately. Employees should always try to serve customer first and at the right time, so that customers can rely on that bank.

Responsiveness

Responsiveness is the willingness to help customers and provide prompt service. Keeping customers' informed about the particular time, when the service will be performed as it is their responsibility. So employees will have to be very proactive and will have to come forward to perform their duty

.Assurance

Assurance can be defined as the knowledge and courtesy of employees and their ability to convey trust and confidence among customers. So employees will have to assure that no matter whatever customers are, relationship will always remain constant and flawless as long as they visit the branch and it will help to instill confidence among customers.

Empathy

Empathy is the caring, individual attention that a firm provides to its customers. Employees will have to understand customer's demand and will have to provide service so that every single customer feels himself important and valuable for the bank.

Tangibles

Tangible is the appearance or visibility **of a branch. It also includes physical** facilities, equipment, appearance, and communication material of an organization is the tangibles. As for example -modern equipment, well furnished desks or table. Also employees' dress code and behaviors also generate positive impression to customers.

3.2 Customer Behavioral Intentions

Behavioral intentions are an outcome of the satisfaction process. Customer behavioral intentions consist of five dimensions, word-of-mouth, namely loyalty to company, propensity to switch, willingness to pay more, external response to problem, and internal response to problem. Customer behavioral intentions state that consumer doing behave about the brand, feeling about the service, perception about the service and acceptation of the service. It is essential to know to the degree of customer intentions towards the service to meet their expectations By gathering information company changes its operation by the influence of customer behavioral intentions. Certain consumer behavioral responses provide a strong indication that they are becoming bound to the organization.

3.3 Word of Mouth

Anderson (1986) defines Word-of-mouth communications as informal, person-to person communication between a perceived noncommercial communicator and a receiver regarding a brand, a product, an organization, or a service.Word of mouth is referred to as product-related conversation, personal recommendations, informal communication, and interpersonal communication.. It is also a consumer-dominated channel of information, and the communicator is thought to be independent of the marketer. In the banking sector, administrators can typically recount examples of customers' outcomes that result in favorable or unfavorable word of mouth. If the outcomes of the customer are positive, word of mouth will be favorable. But, if the outcomes are negative, word of mouth will be unfavorable. Even though the banking provider may have quality service for his customers, the word of mouth generated from the customers can be extremely significant for the provider's image. T**he** response of management will often dictate the duration of consumer reaction. As a

result, it is perceived as a more reliable, credible, and trustworthy source of information.

3.4 Customer Loyalty
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Customer loyalty can be measured as repeat sales, positive felling about the service, long term choice, better perception about the brand, positive felling about the brand, recommend to other to receive the service resulting of which the company makes financial gain. . Improvements in retention and increasing in the share of the company are the economic benefits to customer loyalty.

3.5 Relationship Between Service Quality and Customer Behavioral Intentions:

Service quality is focused on repurchase intentions, and willingness to recommend. If a customer is dissatisfied, he/she will express his felling negatively. Service quality would made customer loyal because when a customer gets better service, she/he will come to take the service again. When a customer is satisfied to take the service, she/he takes the service again and again. Customer will loyal to the service. Because customers believe that they will **get** better service from service provider. **So** there has been seen that between service quality and customer behavioral intentions have significant relationship with them.

3.6 Relationship between Service Quality and Word of Mouth

Word-of-mouth (WOM) is important to consumer specially in service market. Word-of-mouth have significant impact to consumer purchase behavior and loyalty with service. Consumers prefer to rely more on personal source of information for service and they want to know the information from their friends, relative, collogue etc.. Positive and negative WOM are examples of exit behaviors exhibited by consumers at the conclusion of a service encounter or usage of a product. The meaning of WOM suggests that keeping promises to do something by a certain time, telling customers when services will be performed and delivering the services at the promised time. At least two important inferences can be made from a previous result. First, as demonstrated in prior research, service quality is at the root of consumers' satisfaction and is linked to such behavioral outcomes as WOM, complaint, recommending and switching. Second, however, different aspects of service quality and different consumer characteristics seem to be associated with different outcomes. For instance, the results here suggest that being a female is more closely associated with such behavioral outcomes as positive word of mouth and commitment. In the banking sector, consumers are frequently transacted with bank. This frequently transitions have made a good relation with customer that resulted in favorable word of mouth. Positive WOM is often viewed as an effective tool for management, but there are ways to help maximize the impact of positive WOM on

the customers. Similarly, dissatisfied customers can contribute to poor quality of care.

3.7 Relationship Between Service Quality and Customer Loyalty

The relationship between service quality and customer preference loyalty has been examined, among others, by Boulding et at.(1993) and Cronin and Taylor(1992).S Service quality focuses on repurchase intention, willingness to recommend. If customers are dissatisfied, their response will negative. Service quality are made customer loyal. Because when a customer gets better service, he/she will come to take the service again. When a customer is satisfied, she/he will take the service continue. When a customer take the service continue, she/he may be loyal to the brand. Customers believe that they get better service from the brand. so there has been seen that there is a significant relationship among them.
The results of the review revealed that the studies were conducted in different contexts and the present study was conducted more fully on Bangladesh context the results of which would be different from the earlier context which lays the justification of the study.

4. Operational Definitions

Summaries of the operational definitions of the measured variables that have

been used are listed in Table 1.

Table 1: Operational Definitions of Measured Variables

Measured Variable	Operational Definitions
Bank's overall service quality	Will be operational defined by Gonoroos (1984) ;
Bank's overall Product quality	Will be operational defined by Garvin (1988)
Customer behavioral intentiom	Will be operational defined by Helm &schlei (1998) word of mouth
Customer loyalty	Will be operational defined by Barker (1993)

5. Research hypotheses:

To give effect to the problem statement and research questions, a number of alternative as well as nul hypotheses were formulated stating that relationship exist among variables:

Hypothesis 1:

H_a:There exists a relationship between service quality (reliability, responsiveness, assurance, empathy and tangibles) and customer behavioral intention (word-of-mouth communication), in the context of Grameen bank

H_o There is no relationship between between service quality (reliability, responsiveness, assurance, empathy and tangibles) and customer behavioral intention (word-of-mouth communication), in the context of Grameen bank

Hypothesis 2:

H_a: There exists a relationship between service quality (reliability, responsiveness, assurance, empathy and tangibles) and customer loyalty in the context of Grameen bank.

H_o There is no relationship between service quality (reliability ,responsiveness, assurance, empathy and tangibles) and customer loyalty in the context of Grameen bank.

6. Methodology

6.1 Research Design

This study was designed to identify the research questions and to test the hypotheses by conducting a co-relational research. In this study the researchers have investigated the relationship between overall service quality, customer behavioral intention and customer loyalty in the context of Grameen Bank in Bangladesh. According to Cooper & Schindler (2003), the research that studies the relationship between two or more variables is referred to as a co-relational study. That is why a co relational research design has been adopted in this study in order to detect the appropriate answers of research question and to test the hypotheses. The purpose of this study is to investigate the causal relationship among the measured variables. Here. banks' overall service quality(reliability, responsiveness ,assurance empathy ,tangibles) is considered as the independent variable and customer behavioral intention as well as customer loyalty are considered as dependent variables A co relational study provides a measure of the degree between two or more variables. Therefore, the present study was characterized as a co-relational study

6.2 Sampling Method

The sample of this study was chosen from clients who had taken service from Grameen Bank Aukpara Branch ,Savar ,Dhaka during the data collection period. The researchers used systematic sampling method to determine the sample size from the population. The sampling frame was the client database of the bank branch. And from this database the researchers collected the name of clients, and from them information was received during the survey period. The list covers all clients under five Centers of the bank branch who transacted micro credit on a regular basis. Out of 510 clients, every five were selected for the study and by using the formula K= N/n the sample size was found to be 102.

6.3 Data Collection and Analysis

The questionnaire was distributed among the clients through the researchers. There are various reasons behind the selection of this method. First, it allows large amounts of information to be obtained at a relatively low cost. Second, more accurate responses are obtained because interviewer bias is avoided. Finally, the number of non-usable questionnaires was reduced since the personal contracts tend to make respondents more cooperative in completing the question arise. Pearson's Correlation analysis was used to find out whether any relationship exists between the independent and dependent variables. After collecting the data, correlation matrix for the variables was prepared and the researchers used stepwise regression to test the strength of associations between the study variables. The Statistical Package for Social Science (SPSS) version 16 was employed to analyze the data collected from the survey.

7. The Results and Discussions

7.1 Reliability Coefficient and Descriptive Statistics

The researchers computed the reliability coefficients, means and standard deviations which are displayed in Table 2. According to the suggestion of Nunnally (1978), a reliability of 0.50-0.60 is sufficient for any research. The reliabilities found in this study are above the standard set of 0.50-0.60.

Table 2: Reliability Coefficient and Descriptive Statistics of Service Quality (Tangible, Reliability,Responsiveness, Assurance, and Empathy), **Word-of-mouth, and Customer Loyalty**

Scales	number of item	Alpha	M	SD
Tangibility	4	.51	4.20	0.52
Reliability	4	.54	4.35	0.53

Responsiveness	3	.53	4.36	0.6
Assurance	4	.52	4.38	0.49
Empathy	3	.55	4.39	0.58
Word of mouth	4	.53	4.36	0.52
Loyalty	4	.56	4.42	0.42
Total	**=26**			

Number of respondents =102

The researchers computed the mean scores by equally weighting the mean scores of all the items. On a five-point scale, the mean score for tangible is 4.20 (SD = 0.52). The mean score for reliability is 4.35 (SD = 0.53). The mean score for responsiveness is 4.35 (SD = 0.60). The mean score for assurance is 4.38 (SD = 0.48). The mean score for empathy is 4.39 (SD = 0.58). The mean scores of service quality of Grameen Bank ,Aukpara branch ranged from 4.20- 4.39 indicating that the consumers of Grameen Bank ,Aukpara Branch have a high perception about the quality of service provided by Grameen Bank ,Aukpara Branch. On the other hand, the mean score for word-of mouthis is 4.36 (SD = 0.52). The mean score for customer loyalty is 4.42 (SD = 0.48). These two dependent variables have mean scores ranged between 4.36-4.42 that suggested that the clients of Grameen Bank ,Aukpara Branch recommended others to use the services of Grameen Bank and those clients are quite loyal towards the Bank.

7.2Correlation Analysis

A correlation analysis was conducted on all the variables to explore the relationship between variables. In interpreting the strength of relationships between variables, the guidelines suggested by Rowntree (1981) were followed. His classification of the correlation coefficient (r) is as follows:
0.0 to 0.2   Very weak, negligible
0.2 to 0.4   Weak, low
0.4 to 0.7   Moderate
0.7 to 0.9   Strong, high marked
0.9 to 1.0   Very strong, very high

The bivariate correlation procedure was a subject to a two tailed test of statistical significance at two different levels highly significant (p<.001) and significant (p<.01) or (p<.05). The results of the correlational analysis are shown in Table 3

Table 3: Correlation Matrix for Service Quality (Tangible, Reliability, Responsiveness, Assurance, Empathy),Word-of-Mouth, and Customer Loyalty

	Tangi	Reli	Res	Assur	Empathy	WOM	Customer y
Tangi	__	.23**	.44**	.23**	. 38* *	. 30**	.21**
Reli		___	.71**	.25**	.78**	.74**	.53 ** . 53*
Res			___	. 36 **	. 85**	. 89**	.69**
Assur				____	. 32**	.34**	.44**
Empathy					___	.85**	.68**
Word of mouth						___	.76**
Loyalty							

** Correlation is significant at the0.01 level (2 tailed)

The result of correlation analysis for all the variables is shown in Table-3. It examines the correlation among tangible, reliability, responsiveness, assurance, empathy, word-of-mouth and loyalty. The variables significantly correlated with customer behavioral intention (word-of-mouth) were tangibles (r= .30, p<.01), reliability (r=.74, p<.01), responsiveness (r=.89, p<.01), assurance (r=.34, p<.01), and empathy (r=.85, p<.01) .The variables significantly correlated with customer loyalty were tangibles(r= .21, p<.01), reliability (r=.53, p<.01), responsiveness (r=.69, p<.01), assurance (r=.44, p<.01), and empathy (r=.76, p<.01).

7.3Stepwise Regression on Customer Behavioral Intention (Word-of-Mouth)

Table 4: Stepwise Regression on Customer Behavioral Intention

Variable	B	SEB	β	R2
ΔR2				
Step 1			.786	
Responsiveness	.766	.040	886	
Step 2				.817
.031				
Responsiveness	.520	.071	601	
Empathy	.300	.073	336	
Step 3				828
.011				
Responsiveness	.564	.071	652	
Empathy	302	.071	338	
Tangibility	.120	.047	.119	

Table-4 depicts that in Grameen Bank Responsiveness (p <.001), Empathy (p <.001), and Tangibility (p <.001), were found to be statistically significantly related with customers behavioral intention (word of mouth).Assuranc and Reliability, failed to enter into the regression equation, which indicates that they were not significantly related with customers' behavioral intention (word of mouth). These results provided a partial support for hypothesis. These three predictor variables together explained 83% of the variance in customers' behavioral intention (word of mouth).Responsiveness, Empathy and Tangibility explained about 79%,3% and 1% of the variance in customers' behavioral intention (word of mouth), respectively.

7.4 Stepwise Regression on Customer Loyalty

Table 5: Stepwise Regression on Customer Loyalty

Variable	B	SEB	β	R_2	Δ R_2
Step 1				.475	
Responsiveness	.556	.058	.689		
Step 2				.516	.041
Responsiveness	.493	.060		.612	
Assurance	.220	.076		.217	
Step 3				.545	.029
Responsiveness	.272	106	.337		
Assurance	.215	.074		.212	
Empathy	.271	.108		.325	

Table 5 depicts that in Grameen Bank Responsiveness (p <.01),Assurance (p<.01)and Empathy (p<.01), were found to be statistically significantly related with customer loyalty.Tangibility, Reliability failed to enter into the regression equation, which indicates that it was not significantly related with customer loyalty. These results provided a partial support for hypothesis.These three predictor variables together explained 55% of the variance in customer loyalty.Responsiveness, Assurance, and Empathy explained about 48%, 4%, and 3% of the variance in customer loyalty respectively.

9. Conclusion

In the context of service oriented organization Responsiveness, Assurance, and Empathy have a great importance in the service sector to ensure loyalty. Therefore from this study, Grameen Bank can get the indications on which of the issues they have to pay more attention to ensure effective customer loyalty and positive behavioral intentions. Finally this research will encourage further study and useful guidelines for these types of researches.

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Appendix 1

**A Corelational Study on Grameen Bank in Bangladesh
(Questionnaire)**

Name: **Age:**   **Anguses with GB:**

Tangibles

1)Grameen bank's center gives a warm friendly atmosphere

1 .Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree   **5.** Strongly Agree

2)Grameen bank's reception desk employees are neat appearing.

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

3)Grameen bank center has enough facilities to perform its services.

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

4)Grameen bank center has adequate space.

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

Reliability

5)When Grameen bank promises to do something by a certain time, it does so.

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

6)When you have a problem, Grameen bank shows a sincere interest in solving it.

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

7)Grameen bank performs the service right the first time

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

8)Grameen bank provides its service at the time it promises to do so.

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

Responsiveness

9)Employees in Grameen bank tell you exactly when Services will be performed.

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

10)Employees in Grameen bank are always willing to help you.

 1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

11)Employees in Grameen bank are never too busy to respond to your request.

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

Assurance

12)The behavior of employees in Grameen bank instills confidence in you.

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

 13)**You feel safe in your transaction with Grameen bank.**

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

14)**Employees in Grameen bank area consistently courteous with you.**

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

15)**Customer service staffs of Grameen bank are polite.**

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

Empathy

16)**Grameen bank has employees give you personal attention.**

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

17)**Grameen bank has your best interest at heart.**

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

18)**The employees of Grameen bank understand your specific needs**

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

Word-of-mouth

19)**I say positive things about Grameen bank services to other people.**

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

20)**I recommend others to go to Grameen bank customer care centres.**

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

21)**1 I always notify my friends and relatives about the new services of Grameen bank**.

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

22)**I feel encouraged when people inform me about the positive aspects of Grameen bank.**

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

Customer Loyalty

23)**You will trust the Grameen bank.**

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

24)You are likely to recommend to Grameen bank others

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

25)You are likely to purchase new services from Grameen Bank again

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

26)You are not switch to a different bank

1 . Strongly disagree. **2** Disagree **3**. Neither disagree/ agree **4.** Agree **5.** Strongly Agree

Appendix 2

Correltions Analysis

Correlations

		Tangibility_ mean	Reliability_ mean	Responsiven ess_mean	Assurance_ mean	Empathy_ mean	Word_of_ mouth_mean	Loyality_ mean
Tangibility_mean	Pearson Correlation	1	.228*	.440**	.234*	.379**	.296**	.207*
	Sig. (2-tailed)		.021	.000	.018	.000	.003	.037
	N	102	102	102	102	102	102	102
Reliability_mean	Pearson Correlation	.228*	1	.707**	.254*	.781**	.736**	.527**
	Sig. (2-tailed)	.021		.000	.010	.000	.000	.000
	N	102	102	102	102	102	102	102
Responsiveness_mean	Pearson Correlation	.440**	.707**	1	.357**	.850**	.886**	.689**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	102	102	102	102	102	102	102
Assurance_mean	Pearson Correlation	.234*	.254*	.357**	1	.316**	.344**	.435**
	Sig. (2-tailed)	.018	.010	.000		.001	.000	.000
	N	102	102	102	102	102	102	102
Empathy_mean	Pearson Correlation	.379**	.781**	.850**	.316**	1	.846**	.679**
	Sig. (2-tailed)	.000	.000	.000	.001		.000	.000
	N	102	102	102	102	102	102	102
Word_of_mouth_mean	Pearson Correlation	.296**	.736**	.886**	.344**	.846**	1	.757**
	Sig. (2-tailed)	.003	.000	.000	.000	.000		.000
	N	102	102	102	102	102	102	102
Loyality_mean	Pearson Correlation	.207*	.527**	.689**	.435**	.679**	.757**	1
	Sig. (2-tailed)	.037	.000	.000	.000	.000	.000	
	N	102	102	102	102	102	102	102

*. Correlation is significant at the 0.05 level (2-tailed).

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

Stepwise regression on Customer behavioral intention (word-of-mouth

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886[a]	.786	.783	.24198
2	.904[b]	.817	.813	.22475
3	.910[c]	.828	.823	.21868

a. Predictors: (Constant), Responsiveness_mean

b. Predictors: (Constant), Responsiveness_mean, Empathy_mean

c. Predictors: (Constant), Responsiveness_mean, Empathy_mean, Tangibility_mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.022	.176		5.816	.000
	Responsiveness_mean	.766	.040	.886	19.139	.000
2	(Constant)	.779	.174		4.486	.000
	Responsiveness_mean	.520	.071	.601	7.363	.000
	Empathy_mean	.300	.073	.336	4.114	.000
3	(Constant)	1.084	.207		5.245	.000
	Responsiveness_mean	.564	.071	.652	7.963	.000
	Empathy_mean	.302	.071	.338	4.253	.000

| | -.120 | .047 | -.119 | -2.563 | .012 |
| Tangibility_mean | | | | | |

a. Dependent Variable: Word_of_mouth_mean

Stepwise regression on Customer loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689[a]	.475	.470	.35312
2	.718[b]	.516	.506	.34078
3	.738[c]	.545	.531	.33195

a. Predictors: (Constant), Responsiveness_mean

b. Predictors: (Constant), Responsiveness_mean, Assurance_mean

c. Predictors: (Constant), Responsiveness_mean, Assurance_mean, Empathy_mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.005	.257		7.815	.000
	Responsiveness_mean	.556	.058	.689	9.511	.000
2	(Constant)	1.313	.344		3.816	.000
	Responsiveness_mean	.493	.060	.612	8.174	.000
	Assurance_mean	.220	.076	.217	2.893	.005
3	(Constant)	1.108	.345		3.213	.002
	Responsiveness_mean	.272	.106	.337	2.566	.012
	Assurance_mean	.215	.074	.212	2.904	.005

Empathy_mean	.271	.108	.325	2.517	.013

a. Dependent Variable: Loyality_mean