The Relationship between Service Quality and Customer Satisfaction
(Case study: Saderat Banks in Rasht)

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Abstract
Service quality is as one important factor in the success of service organizations. This concept is very close to the concept of customer satisfaction. Thus the objective of this study is to investigate the relationship between service quality and customer satisfaction. This study in term of research design is descriptive-survey with emphasis on the correlation and in term of objective is applied. Statistical population includes people who have a bank account in Saderat bank of Rasht (Iran) that 50 samples were selected through random sampling method. SERVQUAL questionnaire was used for data collection. Cronbach's alpha test was used for reliability of questionnaire. The Cronbach's alpha coefficients obtained 0.88 that indicates the reliability of the questionnaire. In order to analyze the data was used Pearson correlation test and regression. The result of this study shows that there is significant relationship between quality services and customer satisfaction.

Keywords: Service Quality, SERVEQUAL, SERVPERF, Customer Satisfaction

1. Introduction
With the increase share of service sector in developed countries and followed in developing countries, quality of customer service is center of marketing concepts to the service organizations in today's world (Donald & et al, 2008). Service quality is as one important factor in the success of service organizations. This concept is very close to the concept of customer satisfaction and, in fact, these two concepts are closely intertwined hardly. Since customer satisfaction is characteristics of the market share of organization, service quality has been highly regarded (Zavar & et al, 2007). Customer satisfaction is the key to maintaining customer loyalty and superior financial performance of the company. In today's competitive world, the quality of service is one of the areas which organizations can achieve competitive advantage through it. Service quality is defined as universal attitudes or judgments about superiority at the same service that caused by scale of customer expectations and their perceptions from the actual performance of service (Mohammadpour Zarandi & Najafi, 2012). With the increase services and establishment of private banks, providing superior service quality is necessary to survive and having more customers because customers give their resources to bank that provide better services and staff have a direct effect on quality of service and customer satisfaction in banking services (Sobhani Fard & Akhavan Kharazian, 2011). In this paper review and evaluate service quality by SERVPERF Model and their priority factors affecting the Quality of services in Saderat bank.

2. Literature Review
2.1. Quality of Service
To enhance the quality of service we must first define what is it and then we deal with its development (Donald & et al, 2008). The definition the quality of service is depends on the person and finds different meanings to different people. More definitions of quality customer service are cases that determined in order to customer satisfaction are as a function received. Therefore, direction of service quality definition corresponded with received service of customer with needs and expectations. Service quality is comparison feeling customer from services (expectations) with Judgment received from service (Perceptions) (Ranjbarian & et al, 2002). Valerie and et al know quality of service as tangible aspects, reliability, accountability, competence and empathy with customers (7). In 2002 Battle and Aldigan...
measured quality banking services by helping quality of service system, behavioral service quality, mechanical service quality and accuracy of transactions (Divandari & Torkashvand, 2010).

2.2. Customer Satisfaction

Satisfaction / dissatisfaction are an emotional response to the evaluation from product or service that is offered for consumption. Satisfaction is customer evaluation from product or service. Whether the product or service offered or not according to the customers’ needs and expectations? (Hosseini Hashemzadeh, 2009) Oliver expresses customer satisfaction or dissatisfaction is: consumer judgments from success or failure of company in meeting customer expectations resulting in customer satisfaction and don’t meet the expectations lead to customer dissatisfaction (Ahmadi & Porashraf, 2007). Customer satisfaction of products and services can be considered as the result of two cognitive variables: expectations before purchase and cognitive conflict after purchase. Customer beliefs about the anticipated product and perceptual disagreements of product determine differences among expectations before purchase and perceptions after purchase (Seed Ardakani & et al, 2009).

2.3. SERVEQUAL Model

In 1985, Parasuraman & Berry & Zeithaml began to study service quality indicators and how to evaluate of service quality by customers based on the quality concept perceived from services and the following criteria 10 were identified:

Reliability (stability, performance, and reliability), responsiveness (willingness and ability of staff to provide services) competence (acquiring knowledge and skills required), accessibility (easily and accessibility contact) courtesy (politeness, respect, consideration and being friendly staff contact customer), communication (keeping customers informed the language that they understand and listen to them), trust (trustworthiness, honesty, keeping the best interests of customers), security (freedom from danger, risk and doubtful), physical evidence and tangibles and understanding the customer (George & Shirley-Ann Hazlett, 1997).

Later in result of study, which was conducted in 1988, 10 indicators of quality of service (due to the high correlation between some indicators) decreased to 5 indicators and tangible physical evidence, reliability, responsiveness, assurance and empathy.

In literature review, SERVEQUAL model is consider as the strongest and most widely used models to assess the quality of services. On the other hand, despite the many applications, this model is also faced with numerous criticisms (Anvari Rostami & et al, 2005).

2.4. Performance Assessment Model (SERVPERF)

This model measure and classified the only service that is used by customers. Overall judgment about the quality is calculated by the sum of each of singles dimensions. Questionnaire of Parasuraman service quality have attracted much attention in recent years, so it has high validity but reliability the difference between customer expectations and their perceptions of the performance has been seriously questioned and thus the number of researchers have suggested that related scores with customer perception from performance is considered a better indicator of service quality. The model based on this idea knows SERVPERF (Seyed Javadin & et al, 2010).
3. Research Hypotheses

3.1. Main Hypothesis

There is significant relationship between quality services and customer satisfaction.

3.2. Sub-Hypotheses

1- There is significant relationship between assurance and customer satisfaction in Saderat bank of Rasht.
2- There is significant relationship between tangibles and customer satisfaction in Saderat bank of Rasht.
3- There is significant relationship between trust to Saderat bank of Rasht and customer satisfaction.
4- There is significant relationship between responsiveness of Saderat bank in Rasht and customer satisfaction.
5- There is significant relationship between empathy of Saderat bank in Rasht and customer satisfaction.

4. Conceptual Model of Research

**Quality services**

![Conceptual Model of Research](image)

Figure (1) Conceptual Model of Research

5. Research Methodology

This research in term of research design is descriptive-survey with emphasis on the correlation and in term of objective is applied. Statistical population includes people who have a bank account in Saderat bank of Rasht (Iran) that 50 samples were selected through random sampling method. SERVQUAL questionnaire was used for data collection. Cronbach’s alpha test was used for reliability of questionnaire. The Cronbach’s alpha coefficients obtained 0/88, which indicates the reliability of the questionnaire. In order to analyze the data was used Pearson correlation test and regression.
6. Data Analysis

1- There is significant relationship between assurance and customer satisfaction in Saderat bank.

As table 1 are shown, Pearson correlation coefficient in $\alpha = 0.01$ between assurance and customer satisfaction in Saderat bank is 0.838 that indicates a positive relationship between them. Thus first hypothesis is confirmed and with 99% confidence can say that customer satisfaction will increase with increasing assurance.

2- There is significant relationship between tangibles and customer satisfaction in Saderat bank.

As table 1 are shown, Pearson correlation coefficient in $\alpha = 0.01$ between tangibles and customer satisfaction in Saderat bank is 0.757 that indicates a positive relationship between them. Thus second hypothesis is confirmed and with 99% confidence can say that customer satisfaction will increase with increasing tangibles.

3- There is significant relationship between trust to Saderat bank and customer satisfaction.

As table 1 are shown, Pearson correlation coefficient in $\alpha = 0.01$ between trust to Saderat bank and customer satisfaction is 0.763 that indicates a positive relationship between them. Thus third hypothesis is confirmed and with 99% confidence can say that customer satisfaction will increase with increasing trust to bank.

4- There is significant relationship between responsiveness of Saderat bank and customer satisfaction.

As table 1 are shown, Pearson correlation coefficient in $\alpha = 0.01$ between responsiveness of Saderat bank and customer satisfaction is 0.868 that indicates a positive relationship between them. Thus fourth hypothesis is confirmed and with 99% confidence can say that customer satisfaction will increase with increasing responsiveness of bank.

5- There is significant relationship between empathy of Saderat bank and customer satisfaction.

As table 1 are shown, Pearson correlation coefficient in $\alpha = 0.01$ between empathy of Saderat bank and customer satisfaction is 0.732 that indicates a positive relationship between them. Thus fifth hypothesis is confirmed and with 99% confidence can say that customer satisfaction will increase with increasing empathy of bank.

Table 1- Results of the Pearson correlation test

<table>
<thead>
<tr>
<th>Related variables</th>
<th>Result of Correlation test</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Independent variable</strong></td>
<td><strong>Dependent variable</strong></td>
</tr>
<tr>
<td>Empathy</td>
<td>customer satisfaction</td>
</tr>
<tr>
<td>Trust</td>
<td></td>
</tr>
<tr>
<td>Tangibles</td>
<td></td>
</tr>
<tr>
<td>Responsiveness</td>
<td></td>
</tr>
<tr>
<td>Assurance</td>
<td></td>
</tr>
</tbody>
</table>

There is significant relationship between quality services and customer satisfaction.
As table (2) are shown, Pearson correlation coefficient at $\alpha = 0.01$ between quality services of bank and customer satisfaction is 95% that indicates a positive relationship between them. Thus with 99% confidence can say that customer satisfaction will increase with increasing quality services.

If simultaneous impact of the independent variables on the dependent variable examine, may give different results. Therefore, to predict the impact of these factors, we have used simultaneous multiple regression that the results are shown in the following table.

Table 2 - Results of Multiple Regression Analysis

<table>
<thead>
<tr>
<th>Dependent variable</th>
<th>Independent variable</th>
<th>B</th>
<th>T</th>
<th>SE</th>
<th>sig</th>
<th>R</th>
<th>$R^2$</th>
<th>Adjusted $R^2$</th>
</tr>
</thead>
<tbody>
<tr>
<td>customer satisfaction</td>
<td>Tangibles</td>
<td>0.599</td>
<td>8.031</td>
<td>0.075</td>
<td>0.000</td>
<td>0.791</td>
<td>0.626</td>
<td>0.621</td>
</tr>
<tr>
<td></td>
<td>Trust</td>
<td>0.715</td>
<td>10.639</td>
<td>0.067</td>
<td>0.000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Responsiveness</td>
<td>0.759</td>
<td>12.088</td>
<td>0.063</td>
<td>0.000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Assurance</td>
<td>0.509</td>
<td>8.188</td>
<td>0.062</td>
<td>0.000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Empathy</td>
<td>0.574</td>
<td>7.454</td>
<td>0.077</td>
<td>0.000</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

As in table 2 can be seen with 95% confidence the following results were obtained:

Empathy for predicting customer satisfaction is significant at the 95% confidence level.

Trust for predicting customer satisfaction is significant at the 95% confidence level.

Tangibles for predicting customer satisfaction is significant at the 95% confidence level.

Responsiveness for predicting customer satisfaction is significant at the 95% confidence level.

Assurance for predicting customer satisfaction is significant at the 95% confidence level.

7. Discussion and Conclusions

The results show that responsiveness dimension has the greatest impact on customer satisfaction that banks by increasing responsiveness to customers and guidance about the appropriate service with their needs and providing information on previous and current services can increase satisfaction of the customers.

Next variables affecting is assurance that bank attract customer satisfaction through accurate service to customers and being willing employees to accept responsibility in doing service and empower employees to solve customer problems.

Tangibles factor is affecting customer satisfaction. So pleasant environment and staff arranged and have signs to guide people to the different areas can be increased customer satisfaction.

The fourth variable affecting trust in terms of customer that banks with increasing speed responding, being faithful and trustworthy, giving a clear answer could increase customer satisfaction.

The last effective variable is empathy that banks by providing more time to customer, providing service on holidays and communicates with customers will increase customer satisfaction.
References


