

Service Quality Dimensions and Customers' Satisfactions of Banks in Egypt

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Abstract

Purpose – The purpose of this paper is to measure the quality of service from customers' perspective in the Egyptian banking

Design/methodology/approach – This study is based on a questionnaire survey conducted in Egypt. Based on an extensive review of literature, the paper uses empirical research to analyse service quality of banking services provided by banks in Egypt. This is an analytical study based mainly on the primary data collected through a scientifically developed questionnaire. The questionnaire has been personally administered on a sample size of 150, chosen on a convenient basis from Egyptian banks.

Findings – Results based on a factor analysis identify four factors that influence users' evaluation of service quality of banking services. These factors are reliability, responsiveness, empathy and assurance.

Practical implications – The findings are important to enable bank managers to have a better understanding of customers' perception of service quality of banking and consequently of how to improve their satisfaction with respect to aspects of service quality.

Research limitations – The primary limitation of this study is the scope and size of its sample.

*Keywords services quality, Customer satisfaction, Banking, Egypt
Paper type Research paper*

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