



Scopus

Search Sources Lists SciVal ↗



Create account

Sign in

< Back to results | 1 of 1

Export Download Print E-mail Save to PDF Add to List More... >

Full Text

TQM Journal • Volume 33, Issue 6, Pages 1163 - 1182 • 28 October 2021

Document type

Article

Source type

Journal

ISSN

17542731

DOI

10.1108/TQM-05-2020-0119

Publisher

Emerald Group Holdings Ltd.

Original language

English

View less ^

Determinants of service quality and its effect on customer satisfaction and loyalty: an empirical study of private banking sector

Islam R.^a ✉ , Ahmed S.^b ✉ , Rahman M.^c ✉ , Al Asheq A.^b ✉

Save all to author list

^a Business Administration, International Islamic University Malaysia, Kuala Lumpur, Malaysia

^b World School of Business, World University of Bangladesh, Dhaka, Bangladesh

^c Department of Marketing, Faculty of Business Studies, University of Rajshahi, Rajshahi, Bangladesh

5

Citations in Scopus

28

Views count ?

View all metrics >

Full text options ▾

Abstract

Author keywords

Indexed keywords

Metrics

Abstract

Cited by 5 documents

Moderators of the Effect of Viewer Satisfaction on Loyalty Towards Television Channels in Harare, Zimbabwe

Makanyeza, C. , Gomwe, A.G. , Jaiyeoba, O.O. (2021) *Journal of African Business*

Do women customers love to talk about financial brands? An empirical evidence on the mediated service responsiveness and brand sincerity in creating a positive word of mouth

Zaman, U. , Bolia, B. , Anjam, M. (2021) *Cogent Business and Management*

Understanding mediators and moderators of the effect of customer satisfaction on loyalty

Chikazhe, L. , Makanyeza, C. , Chigunhah, B. (2021) *Cogent Business and Management*

View all 5 citing documents

Inform me when this document is cited in Scopus:

Set citation alert >

Related documents

TEsting The Reliability Of The Banking Service Quality: A Case Study Of Commercial Banks In Vietnam

Vy, P.D. , Tam, P.T. (2021) *Academy of Strategic Management Journal*

Service quality perception and its impact on customer satisfaction in islamic banks of Malaysia

Baber, H. (2019) *Malaysian Journal of Consumer and Family Economics*

The effects of CARTER model on attitudinal loyalty in Islamic banks

Dandis, A.O. , Wright, L.T. (2020) *International Journal of Quality and Service Sciences*

Purpose: The main purpose of this study is to investigate the impact of various service quality dimensions, namely reliability, responsiveness, visibility, employee commitment and access to service on customer satisfaction in the private banking sector of Bangladesh. The research also investigates the relationship between customer satisfaction and loyalty and effect of demographic variables on customer satisfaction. **Design/methodology/approach:** The researchers distributed 320 self-administered survey questionnaires among private banks' customers in Bangladesh and obtained 200 useable responses with a 62.5% valid response rate. The research data were analysed using confirmatory factor analysis (CFA) and structural equation modelling (SEM) approaches. Analysis of variance and logistic regression have also been used to obtain the supplementary findings. **Findings:** The research findings indicate that visibility, responsiveness and employee commitment have positive and significant effect on customer satisfaction, whereas reliability and access to service are found to have insignificant influence on customer satisfaction of private banking services. The findings of this study also revealed that customer satisfaction has positive and significant relationship with customer loyalty. But except respondents' occupation type, all other demographic variables have no statistically significant relation with customer satisfaction. **Research limitations/implications:** The research focused solely on the private banking sector of Bangladesh, and thus the results may not be applicable to other service sectors. **Originality/value:** This study conducted on customers' perception of private banking services is based on extended service quality dimensions and its relationship with customer satisfaction towards loyalty. The present research findings are anticipated to offer the guidelines for improving the customer satisfaction and loyalty of private banking services in Bangladesh as well as other countries. © 2020, Emerald Publishing Limited.

Author keywords

Customer loyalty ; Customer satisfaction ; Private banking ; Service quality ; Structural equation modelling

Indexed keywords

Metrics

[View all related documents based on references](#)

Find more related documents in Scopus based on:

[Authors >](#) [Keywords >](#)

References (94)

[View in search results format >](#)

☐ All

[Export](#)



Print



E-mail



Save to PDF

[Create bibliography](#)

☐ 1

Ahrholdt, D.C., Gudergan, S.P., Ringle, C.M.

Enhancing Service Loyalty: The Roles of Delight, Satisfaction, and Service Quality

(2017) *Journal of Travel Research*, 56 (4), pp. 436-450. Cited 69 times.

<http://www.sagepub.com/journals/details/j0255.html>

doi: 10.1177/0047287516649058

[View at Publisher](#)

☐ 2

Al-jazzazi, A., Sultan, P.

Demographic differences in Jordanian bank service quality perceptions

(2017) *International Journal of Bank Marketing*, 35 (2), pp. 275-297. Cited 13 times.

<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/ijbm/ijbm.jsp>

doi: 10.1108/IJBM-07-2016-0091

[View at Publisher](#)

- 3 Allen, N.J., Grisaffe, D.B.
Employee commitment to the organization and customer reactions: Mapping the linkages

(2001) *Human Resource Management Review*, 11 (3), pp. 209-236. Cited 75 times.
doi: 10.1016/S1053-4822(00)00049-8

View at Publisher
-
- 4 Amin, M., Isa, Z.
An examination of the relationship between service quality perception and customer satisfaction: A SEM approach towards Malaysian Islamic banking

(2008) *International Journal of Islamic and Middle Eastern Finance and Management*, 1 (3), pp. 191-209. Cited 138 times.
<http://www.emeraldgroupublishing.com/imefrn.htm>
doi: 10.1108/17538390810901131

View at Publisher
-
- 5 Ananda, S., Devesh, S.
Service quality dimensions and customer satisfaction: empirical evidence from retail banking sector in Oman

(2019) *Total Quality Management and Business Excellence*, 30 (15-16), pp. 1616-1629. Cited 11 times.
<http://www.tandf.co.uk/journals/titles/14783363.asp>
doi: 10.1080/14783363.2017.1393330

View at Publisher
-
- 6 Anouze, A.L.M., Alamro, A.S.
Factors affecting intention to use e-banking in Jordan
(Open Access)

(2020) *International Journal of Bank Marketing*, 38 (1), pp. 86-112. Cited 14 times.
<http://www.emeraldinsight.com.ezlib.iiu.edu.my/info/journals/ijbm/ijbm.jsp>
doi: 10.1108/IJBM-10-2018-0271

View at Publisher
-
- 7 Aslam, W., Tariq, A., Arif, I.
The Effect of ATM Service Quality on Customer Satisfaction and Customer Loyalty: An Empirical Analysis

(2019) *Global Business Review*, 20 (5), pp. 1155-1178. Cited 8 times.
<http://gbr.sagepub.com/>
doi: 10.1177/0972150919846965

View at Publisher
-
- 8 Asnawi, N., Sukoco, B.M., Fanani, M.A.
The role of service quality within Indonesian customers satisfaction and loyalty and its impact on Islamic banks
(Open Access)

(2020) *Journal of Islamic Marketing*, 11 (1), pp. 192-212. Cited 13 times.
www.emeraldinsight.com/jima.htm
doi: 10.1108/JIMA-03-2017-0033

View at Publisher

- 9 Muhammad Awan, H., Shahzad Bukhari, K., Iqbal, A.
Service quality and customer satisfaction in the banking sector: A comparative study of conventional and Islamic banks in Pakistan
(2011) *Journal of Islamic Marketing*, 2 (3), pp. 203-224. Cited 54 times.
doi: 10.1108/17590831111164750
View at Publisher
-
- 10 Ayadi, R., Arbak, E., Naceur, S.B., De Groen, W.P.
Financial development, bank efficiency, and economic growth across the mediterranean
(2015) *Economic and Social Development of the Southern and Eastern Mediterranean Countries*, pp. 219-233. Cited 23 times.
<http://dx.doi.org.ezlib.iiu.edu.my/10.1007/978-3-319-11122-3>
ISBN: 978-331911122-3; 978-331911121-6
doi: 10.1007/978-3-319-11122-3_14
View at Publisher
-
- 11 Bahadur, W., Aziz, S., Zulfikar, S.
Effect of employee empathy on customer satisfaction and loyalty during employee–customer interactions: The mediating role of customer affective commitment and perceived service quality (Open Access)
(2018) *Cogent Business and Management*, 5 (1), pp. 1-21. Cited 21 times.
cogentoa.tandfonline.com/journal/oabm20
doi: 10.1080/23311975.2018.1491780
View at Publisher
-
- 12 Berry, L.L., Bennet, D.R., Brown, C.W.
(1989) *Service Quality: A Profit Strategy for Financial Institutions*. Cited 82 times.
Dow-Jones-Irwin, Homewood, IL
-
- 13 Bhat, S.A., Darzi, M.A., Parrey, S.H.
Antecedents of Customer Loyalty in Banking Sector: A Mediation Study (Open Access)
(2018) *Vikalpa*, 43 (2), pp. 92-105. Cited 16 times.
vik.sagepub.com/
doi: 10.1177/0256090918774697
View at Publisher
-
- 14 Blut, M.
E-Service Quality: Development of a Hierarchical Model (Open Access)
(2016) *Journal of Retailing*, 92 (4), pp. 500-517. Cited 64 times.
<http://www.elsevier.com.ezlib.iiu.edu.my/locate/jretai>
doi: 10.1016/j.jretai.2016.09.002
View at Publisher
-

-
- ☐ 15 Boonlertvanich, K.
Service quality, satisfaction, trust, and loyalty: the moderating role of main-bank and wealth status

(2019) *International Journal of Bank Marketing*, 37 (1), pp. 278-302. Cited 33 times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/ijbm/ijbm.jsp>
doi: 10.1108/IJBM-02-2018-0021

View at Publisher
-
- ☐ 16 Burmann, C., König, V.
Does internal brand management really drive brand commitment in shared-service call centers?

(2011) *Journal of Brand Management*, 18 (6), pp. 374-393. Cited 24 times.
doi: 10.1057/bm.2010.50

View at Publisher
-
- ☐ 17 Byrne, B.M.
(2010) *Structural Equation Modelling with AMOS: Basic Concepts, Application, and Programming*. Cited 13054 times.
2nd ed., Routledge, New York
-
- ☐ 18 Cadotte, E.R., Woodruff, R.B., Jenkins, R.L.
Expectations and norms in models of consumer satisfaction
(1987) *Journal of Marketing Research*, 24 (3), pp. 305-314. Cited 602 times.
-
- ☐ 19 Caruana, A.
Service loyalty: the effects of service quality and the mediating role of customer satisfaction
(2002) *European Journal of Marketing*, 36 (7-8), pp. 811-828. Cited 745 times.
-
- ☐ 20 Chai, B.B.H., Tan, P.S., Goh, T.S.
Banking services that influence the bank performance
(2016) *Procedia-Social and Behavioral Sciences*, 224, pp. 401-407. Cited 6 times.
-
- ☐ 21 Chaniotakis, I.E., Lympieropoulos, C.
Service quality effect on satisfaction and word of mouth in the health care industry

(2009) *Managing Service Quality*, 19 (2), pp. 229-242. Cited 105 times.
doi: 10.1108/09604520910943206

View at Publisher
-

- ☐ 22 Cheshin, A., Amit, A., van Kleef, G.A.
The interpersonal effects of emotion intensity in customer service: Perceived appropriateness and authenticity of attendants' emotional displays shape customer trust and satisfaction ([Open Access](#))

(2018) *Organizational Behavior and Human Decision Processes*, 144, pp. 97-111. Cited 37 times.
<http://www.elsevier.com.ezlib.iium.edu.my/inca/publications/store/6/2/2/9/2/9/index.htm>
doi: 10.1016/j.obhdp.2017.10.002

[View at Publisher](#)
-
- ☐ 23 Choudhury, K.
Service quality and word of mouth: A study of the banking sector

(2014) *International Journal of Bank Marketing*, 32 (7), pp. 612-627. Cited 37 times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/ijbm/ijbm.jsp>
doi: 10.1108/IJBM-12-2012-0122

[View at Publisher](#)
-
- ☐ 24 Dhar, R.L.
Service quality and the training of employees: The mediating role of organizational commitment

(2015) *Tourism Management*, 46, pp. 419-430. Cited 156 times.
www.elsevier.com/inca/publications/store/3/0/4/7/2/
doi: 10.1016/j.tourman.2014.08.001

[View at Publisher](#)
-
- ☐ 25 Endara, Y.M., Ali, A.B., Yajid, M.S.A.
The influence of culture on service quality leading to customer satisfaction and moderation role of type of bank

(2019) *Journal of Islamic Accounting and Business Research*, 10 (1), pp. 134-154. Cited 11 times.
<http://emeraldgroupublishing.com/products/journals/journals.htm?id=jiabr>
doi: 10.1108/JIABR-12-2015-0060

[View at Publisher](#)
-
- ☐ 26 Fida, B.A., Ahmed, U., Al-Balushi, Y., Singh, D.
Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman ([Open Access](#))

(2020) *SAGE Open*, 10 (2). Cited 10 times.
<https://in.sagepub.com/en-in/sas/journal/sage-open>
doi: 10.1177/2158244020919517

[View at Publisher](#)
-
- ☐ 27 Field, A.
(2009) *Discovering Statistics Using SPSS*. Cited 26362 times.
3rd ed., Sage Publications, London
-

- ☐ 28 Gounaris, S.P., Stathakopoulos, V., Athanassopoulos, A.D.
Antecedents to perceived service quality: An exploratory study in the banking industry

(2003) *International Journal of Bank Marketing*, 21 (4), pp. 168-190. Cited 104 times.
doi: 10.1108/02652320310479178

[View at Publisher](#)
-

- ☐ 29 Gronroos, C.
A Service Quality Model and its Marketing Implications

(1984) *European Journal of Marketing*, 18 (4), pp. 36-44. Cited 2956 times.
doi: 10.1108/EUM0000000004784

[View at Publisher](#)
-

- ☐ 30 Gustafsson, A.
Customer satisfaction with service recovery

(2009) *Journal of Business Research*, 62 (11), pp. 1220-1222. Cited 63 times.
<http://www.elsevier.com.ezlib.iium.edu.my/locate/jbusres>
doi: 10.1016/j.jbusres.2008.11.001

[View at Publisher](#)
-

- ☐ 31 Gustafsson, A., Johnson, M.D., Roos, I.
The effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention ([Open Access](#))

(2005) *Journal of Marketing*, 69 (4), pp. 210-218. Cited 837 times.
doi: 10.1509/jmkg.2005.69.4.210

[View at Publisher](#)
-

- ☐ 32 Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E.
(2010) *Multivariate Data Analysis: A Global Perspective*. Cited 66306 times.
7th ed., Pearson Prentice Hall, New Jersey
-

- ☐ 33 Hamzah, Z.L., Lee, S.P., Moghavvemi, S.
Elucidating perceived overall service quality in retail banking

(2017) *International Journal of Bank Marketing*, 35 (5), pp. 781-804. Cited 27 times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/ijbm/ijbm.jsp>
doi: 10.1108/IJBM-12-2015-0204

[View at Publisher](#)
-

- ☐ 34 Heskett, J.L., Sasser, W.E., Schlesinger, L.A.
(1997) *The Service Profit Chain: How Leading Companies Link Profit and Growth to Loyalty, Satisfaction and Value*. Cited 1481 times.
Free Press, New York
-

- 35 Heskett, J.L., Jones, T.O., Loveman, G.W., Sasser Jr., W.E., Schlesinger, L.A.
Putting the service-profit chain to work
(2008) *Harvard Business Review*, 86 (7-8), pp. 118-129+162. Cited 181 times.
-
- 36 Hossain, M.A., Dwivedi, Y.K.
Determining the consequents of bank's service quality with mediating and moderating effects: an empirical study
([Open Access](#))
(2015) *Total Quality Management and Business Excellence*, 26 (5-6), pp. 661-674. Cited 7 times.
<http://www.tandf.co.uk/journals/titles/14783363.asp>
doi: 10.1080/14783363.2013.870783
View at Publisher
-
- 37 Hossain, M.A., Dwivedi, Y.K., Naseem, S.B.
Developing and validating a hierarchical model of service quality of retail banks ([Open Access](#))
(2015) *Total Quality Management and Business Excellence*, 26 (5-6), pp. 534-549. Cited 23 times.
<http://www.tandf.co.uk/journals/titles/14783363.asp>
doi: 10.1080/14783363.2013.856545
View at Publisher
-
- 38 Jamal, A., Naser, K.
Customer satisfaction and retail banking: An assessment of some of the key antecedents of customer satisfaction in retail banking
(2002) *International Journal of Bank Marketing*, 20 (4), pp. 146-160. Cited 268 times.
doi: 10.1108/02652320210432936
View at Publisher
-
- 39 Janahi, M.A., Al Mubarak, M.M.S.
The impact of customer service quality on customer satisfaction in Islamic banking
(2017) *Journal of Islamic Marketing*, 8 (4), pp. 595-604. Cited 29 times.
www.emeraldinsight.com/jjima.htm
doi: 10.1108/JJIMA-07-2015-0049
View at Publisher
-
- 40 Kant, R., Jaiswal, D.
The impact of perceived service quality dimensions on customer satisfaction: An empirical study on public sector banks in India
(2017) *International Journal of Bank Marketing*, 35 (3), pp. 411-430. Cited 44 times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/ijbm/ijbm.jsp>
doi: 10.1108/IJBM-04-2016-0051
View at Publisher
-

- 41 Kashif, M., Shukran, S.S.W., Rehman, M.A., Sarifuddin, S.
Customer satisfaction and loyalty in Malaysian Islamic banks:
A PAKSERV investigation
(2015) *International Journal of Bank Marketing*, 33 (1), pp. 23-40. Cited 55
times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/ijbm/ijbm.jsp>
doi: 10.1108/IJBM-08-2013-0084
View at Publisher
-
- 42 Kaur, H., Soch, H.
Satisfaction, trust and loyalty: investigating the mediating
effects of commitment, switching costs and corporate image
(2018) *Journal of Asia Business Studies*, 12 (4), pp. 361-380. Cited 26 times.
<http://www.emeraldgroupublishing.com/products/journals/journals.htm?id=jabs>
doi: 10.1108/JABS-08-2015-0119
View at Publisher
-
- 43 Khamis, F.M., AbRashid, R.
Service quality and customer's satisfaction in Tanzania's
Islamic banks: A case study at People's Bank of Zanzibar (PBZ)
(2018) *Journal of Islamic Marketing*, 9 (4), pp. 884-900. Cited 12 times.
www.emeraldinsight.com/jima.htm
doi: 10.1108/JIMA-09-2016-0068
View at Publisher
-
- 44 Khan, A.G., Lima, R.P., Mahmud, M.S.
Understanding the service quality and customer satisfaction of mobile
banking in Bangladesh: using a structural equation model
(2018) *Global Business Review*, 5, pp. 1-16.
-
- 45 Kitapci, O., Dortyol, I.T., Yaman, Z., Gulmez, M.
The paths from service quality dimensions to customer
loyalty: An application on supermarket customers
(2013) *Management Research Review*, 36 (3), pp. 239-255. Cited 34 times.
doi: 10.1108/01409171311306391
View at Publisher
-
- 46 Kitapci, O., Akdogan, C., Dortyol, I.T.
The impact of service quality dimensions on patient satisfaction, repurchase
intentions and word-of-mouth communication in the public healthcare
industry
(2014) *Procedia-Social and Behavioral Sciences*, 148, pp. 161-169. Cited 86
times.
-
- 47 Kline, R.B.
(2011) *Principles and Practice of Structural Equation Modelling*. Cited 36651
times.
3rd ed., Guilford Press, New York

- 48 Kotler, P., Keller, K.L.
(2013) *Marketing Management*. Cited 9000 times.
14th ed., Pearson Education, Upper Saddle River, New Jersey
-
- 49 Kumar, M., Kee, F.T., Charles, V.
Comparative evaluation of critical factors in delivering service quality of banks: An application of dominance analysis in modified SERVQUAL model

(2010) *International Journal of Quality and Reliability Management*, 27 (3), pp. 352-378. Cited 86 times.
doi: 10.1108/02656711011023320

View at Publisher
-
- 50 Kumar, A., Dash, M.K.
Constructing a measurement in service quality for Indian banks: Structural Equation Modeling approach

(2013) *Journal of Internet Banking and Commerce*, 18 (1). Cited 14 times.
<http://www.arraydev.com/commerce/jibc/2013-04/Dash-Kumarv03.pdf>
-
- 51 Leninkumar, V.
The relationship between customer satisfaction and customer trust on loyalty
(2017) *International Journal of Academic Research in Business and Social Sciences*, 7, pp. 450-464. Cited 35 times.
-
- 52 Levy, S., Hino, H.
Emotional brand attachment: a factor in customer-bank relationships

(2016) *International Journal of Bank Marketing*, 34 (2), pp. 136-150. Cited 75 times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/ijbm/ijbm.jsp>
doi: 10.1108/IJBM-06-2015-0092

View at Publisher
-
- 53 Mainardes, E.W., Rosa, C.A.M., Nossa, S.N.
Omnichannel strategy and customer loyalty in banking

(2020) *International Journal of Bank Marketing*, 38 (4), pp. 799-822. Cited 11 times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/ijbm/ijbm.jsp>
doi: 10.1108/IJBM-07-2019-0272

View at Publisher
-
- 54 Makanyeza, C., Chikazhe, L.
Mediators of the relationship between service quality and customer loyalty: Evidence from the banking sector in Zimbabwe

(2017) *International Journal of Bank Marketing*, 35 (3), pp. 540-556. Cited 64 times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/ijbm/ijbm.jsp>
doi: 10.1108/IJBM-11-2016-0164

View at Publisher
-

-
- 55 Mersha, T., Sriram, V., Yeshanew, H., Gebre, Y.
Perceived service quality in Ethiopian retail banks

(2012) *Thunderbird International Business Review*, 54 (4), pp. 551-565. Cited 4 times.
doi: 10.1002/tie.21483

View at Publisher
-
- 56 Mihelis, G., Grigoroudis, E., Siskos, Y., Politis, Y., Malandrakis, Y.
Customer satisfaction measurement in the private bank sector
(Open Access)

(2001) *European Journal of Operational Research*, 130 (2), pp. 347-360. Cited 132 times.
doi: 10.1016/S0377-2217(00)00036-9

View at Publisher
-
- 57 Misbach, I., Hadiwidjojo, D.
Islamic bank service quality and trust: study on islamic bank in makassar Indonesia
(2013) *International Journal of Business and Management*, 8 (5), pp. 48-61. Cited 15 times.
-
- 58 Munari, L., Ielasi, F., Bajetta, L.
Customer satisfaction management in Italian banks

(2013) *Qualitative Research in Financial Markets*, 5 (2), pp. 139-160. Cited 23 times.
<http://www.emeraldgrouppublishing.com/qrfm.htm>
doi: 10.1108/QRFM-11-2011-0028

View at Publisher
-
- 59 Nambiar, B.K., Ramanathan, H.N., Rana, S., Prashar, S.
Perceived Service Quality and Customer Satisfaction: A Missing Link in Indian Banking Sector (Open Access)

(2019) *Vision*, 23 (1), pp. 44-55. Cited 16 times.
<https://uk.sagepub.com/en-gb/eur/vision/journal202070>
doi: 10.1177/0972262918821228

View at Publisher
-
- 60 Narteh, B.
Service quality and customer satisfaction in Ghanaian retail banks: the moderating role of price

(2018) *International Journal of Bank Marketing*, 36 (1), pp. 68-88. Cited 30 times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/ijbm/ijbm.jsp>
doi: 10.1108/IJBM-08-2016-0118

View at Publisher
-

- 61 Nazeri, A., Soofifard, R., Ebrahimi, M., Babayof, L.
The effect of the internet banking service quality on customer satisfaction (case study: Refah bank in Tehran)
(2019) *International Journal of Services and Operations Management*, 34 (1), pp. 65-80. Cited 3 times.
<http://www.inderscience.com/ijssom>
doi: 10.1504/IJSOM.2019.102032
View at Publisher
-
- 62 Oh, H., Kim, K.
Customer satisfaction, service quality, and customer value: years 2000-2015
(2017) *International Journal of Contemporary Hospitality Management*, 29 (1), pp. 2-29. Cited 102 times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/ijchm/ijchm.jsp>
doi: 10.1108/IJCHM-10-2015-0594
View at Publisher
-
- 63 Oliver, R.L.
Whence consumer loyalty?
(1999) *Journal of Marketing*, 63 (SUPPL.), pp. 33-44. Cited 4404 times.
<https://www.ama.org/publications/JournalOfMarketing/Pages/Current-Issue.aspx>
doi: 10.2307/1252099
View at Publisher
-
- 64 Ong, K.S., Nguyen, B., Syed Alwi, S.F.
Consumer-based virtual brand personality (CBVBP), customer satisfaction and brand loyalty in the online banking industry (Open Access)
(2017) *International Journal of Bank Marketing*, 35 (3), pp. 370-390. Cited 23 times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/ijbm/ijbm.jsp>
doi: 10.1108/IJBM-04-2016-0054
View at Publisher
-
- 65 Othman, A., Owen, L.
Adopting and measuring customer service quality (SQ) in Islamic banks: a case study in Kuwait finance house
(2001) *International Journal of Islamic Financial Services*, 3 (1), pp. 1-26. Cited 170 times.
-
- 66 Özkan, P., Süer, S., Keser, İ.K., Kocakoç, İ.D.
The effect of service quality and customer satisfaction on customer loyalty: The mediation of perceived value of services, corporate image, and corporate reputation
(2020) *International Journal of Bank Marketing*, 38 (2), pp. 384-405. Cited 19 times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/ijbm/ijbm.jsp>
doi: 10.1108/IJBM-03-2019-0096
View at Publisher

- 67 Pakurár, M., Haddad, H., Nagy, J., Popp, J., Oláh, J.
The service quality dimensions that affect customer satisfaction in the Jordanian banking sector ([Open Access](#))
(2019) *Sustainability (Switzerland)*, 11 (4), art. no. 1113. Cited 55 times.
<https://www.mdpi.com/2071-1050/11/4/1113/pdf>
doi: 10.3390/su11041113
[View at Publisher](#)
-
- 68 Palmer, A.
(2001) *Principles of Service Marketing*. Cited 281 times.
McGraw-Hill, New York
-
- 69 Parasuraman, A., Zeithaml, V.A., Berry, L.L.
SERVQUAL: a multi-item scale for measuring consumer perceptions of service quality
(1988) *Journal of Retailing*, 64 (1), pp. 12-40. Cited 10971 times.
-
- 70 Lee, S.-P., Moghavvemi, S.
The dimension of service quality and its impact on customer satisfaction, trust, and loyalty: A case of Malaysian banks
(2015) *Asian Journal of Business and Accounting*, 8 (2), pp. 91-121. Cited 32 times.
[http://ajba.um.edu.my/filebank/published_article/9101/AJBA%208\(2\)_4.pdf](http://ajba.um.edu.my/filebank/published_article/9101/AJBA%208(2)_4.pdf)
-
- 71 Podsakoff, P.M., MacKenzie, S.B., Lee, J.-Y., Podsakoff, N.P.
Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies
(2003) *Journal of Applied Psychology*, 88 (5), pp. 879-903. Cited 34410 times.
doi: 10.1037/0021-9010.88.5.879
[View at Publisher](#)
-
- 72 Pooya, A., Abed Khorasani, M., Gholamian Ghouzhd, S.
Investigating the effect of perceived quality of self-service banking on customer satisfaction
(2020) *International Journal of Islamic and Middle Eastern Finance and Management*, 13 (2), pp. 263-280. Cited 10 times.
<http://www.emeraldgrouppublishing.com/imefm.htm>
doi: 10.1108/IMEFM-12-2018-0440
[View at Publisher](#)
-
- 73 Raza, S.A., Umer, A., Qureshi, M.A., Dahri, A.S.
Internet banking service quality, e-customer satisfaction and loyalty: the modified e-SERVQUAL model
(2020) *TQM Journal*, 32 (6), pp. 1443-1466. Cited 32 times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/tqm/tqm.jsp>
doi: 10.1108/TQM-02-2020-0019
[View at Publisher](#)
-

- ☐ 74 Rundle-Thiele, S.
Exploring loyal qualities: Assessing survey-based loyalty measures

(2005) *Journal of Services Marketing*, 19 (7), pp. 492-500. Cited 102 times.
doi: 10.1108/08876040510625990

[View at Publisher](#)
-
- ☐ 75 Saleh, M.A., Quazi, A., Keating, B., Gaur, S.S.
Quality and image of banking services: a comparative study of conventional and Islamic banks

(2017) *International Journal of Bank Marketing*, 35 (6), pp. 878-902. Cited 27 times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/ijbm/ijbm.jsp>
doi: 10.1108/IJBM-08-2016-0111

[View at Publisher](#)
-
- ☐ 76 Sardana, S., Bajpai, V.N.
E-banking service quality and customer satisfaction: An exploratory study on India

(2020) *International Journal of Services and Operations Management*, 35 (2), pp. 223-247. Cited 3 times.
<http://www.inderscience.com/ijksom>
doi: 10.1504/IJSOM.2020.105272

[View at Publisher](#)
-
- ☐ 77 Shayestehfar, R., Yazdani, B.
Bank service quality: A comparison of service quality between BSI branches in Isfahan and Dubai

(2019) *TQM Journal*, 31 (1), pp. 28-51. Cited 5 times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/tqm/tqm.jsp>
doi: 10.1108/TQM-04-2018-0052

[View at Publisher](#)
-
- ☐ 78 Silvestri, C., Aquilani, B., Ruggieri, A.
Service quality and customer satisfaction in thermal tourism

(2017) *TQM Journal*, 29 (1), pp. 55-81. Cited 23 times.
<http://www.emeraldinsight.com.ezlib.iium.edu.my/info/journals/tqm/tqm.jsp>
doi: 10.1108/TQM-06-2015-0089

[View at Publisher](#)
-
- ☐ 79 Singla, V.
Role of service quality and customer satisfaction in predicting customer loyalty

(2012) *Journal for Global Business Advancement*, 5 (3), pp. 248-259. Cited 5 times.
<http://www.inderscience.com/jgba>
doi: 10.1504/JGBA.2012.052268

[View at Publisher](#)
-

□ 80 Slack, N., Singh, G., Sharma, S.

The effect of supermarket service quality dimensions and customer satisfaction on customer loyalty and disloyalty dimensions

(2020) *International Journal of Quality and Service Sciences*, 12 (3), pp. 297-318. Cited 11 times.

<http://www.emeraldgrouppublishing.com/ijqss.htm>

doi: 10.1108/IJQSS-10-2019-0114

[View at Publisher](#)

Islam, R.; Business Administration, International Islamic University Malaysia, Kuala Lumpur, Malaysia; email:rislam@iiium.edu.my

© Copyright 2021 Elsevier B.V., All rights reserved.

[< Back to results](#) | 1 of 1

[^ Top of page](#)

About Scopus

[What is Scopus](#)
[Content coverage](#)
[Scopus blog](#)
[Scopus API](#)
[Privacy matters](#)

Language

[日本語に切り替える](#)
[切换到简体中文](#)
[切换到繁體中文](#)
[Русский язык](#)

Customer Service

[Help](#)
[Contact us](#)

ELSEVIER

[Terms and conditions ↗](#) [Privacy policy ↗](#)

Copyright © Elsevier B.V. ↗. All rights reserved. Scopus® is a registered trademark of Elsevier B.V.

We use cookies to help provide and enhance our service and tailor content. By continuing, you agree to the use of cookies.

 RELX Group **RELX**