# APPENDICES

**Appendix-i**

**Research Questionnaire**

**Dear Sir/Madam,**

I am a student of Tribhuvan University carrying out a research on **“SERVICE QUALITY AND CUSTOMER SATISFACTION OF NEPALESE COMMERCIAL BANK (With Reference to Sudurpaschim Province, Nepal)”.** As part of the requirement for the fulfillment of the award of the Degree of Masters of Business Studies of Tribhuvan University. I therefore request you to spare some of your time and fill in this questionnaire you are kindly requested to take note that you need to supply one answer for one question that best describe the degree of agreement using the scale from 1 to 5 based on your feeling, knowledge and experiences. I assure you that your individual response will be kept anonymous and only the general findings will be presented in the research report.

Thank you for your time.

Binod Jaishi

MBS Student

Biredra Bidhya Mandir Campus

**Section ‘A’**

**Respondent Background Information**

1. Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2. Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Tick in the box or fill in your response in the space provided as appropriate

3. Age of Respondent

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 18-30 | 31-40 | 41-50 | 51-60 | 60 & above |
|  |  |  |  |  |

4. Gender

|  |  |
| --- | --- |
| Male | Female |
|  |  |

5. Level of Education

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Primary Level | High School Level | Bachelor Level | Masters Level | PHD or above |
|  |  |  |  |  |

6. Occupation

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Government Employee | Private Sector Employee | Business Owner/Entrepreneur | Farmer/Agriculture | Student | Retired | Unemployed |
|  |  |  |  |  |  |  |

**Section ‘B’**

Measurement of the Dimensions/Aspects of Service Quality and Customer Satisfaction on the 5 point Likert scale. Please put tick marks on the appropriate alternative answers as it is designed as:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Strongly Disagree** | **Disagree** | **Not Sure** | **Agree** | **Strongly Agree** |
|  |  |  |  |  |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  | **Measurement Scale** | | | | |
| **S.N** | **Statement/ Items /Factors/ Variables** | **SDA1** | **DA2** | **N3** | **A4** | **SA5** |
|  | **Assurance** |  |  |  |  |  |
| 1. | The marketing and other staff of the banks i.e. Commercial banks are trustworthy and reliable and do what they promise. |  |  |  |  |  |
| 2. | All the staff of commercial banks performs their duties of delivering services accurately. |  |  |  |  |  |
| 3. | I feel well and confident while interacting with the officials of commercial banks. |  |  |  |  |  |
| 4. | All the staff of commercial banks has the necessary knowledge and skills for the completion of marketing work relating to the functions of the department. |  |  |  |  |  |
| 5. | The marketing and other staff gives direct response to the needs and requirements of customers. |  |  |  |  |  |
| 6. | The commercial banks staffs are always cooperative and helpful. They also shares knowledge and information among service receivers. |  |  |  |  |  |
| 7 | The staff performs their work meticulously and with diligent effort. They are honest too. |  |  |  |  |  |
| 8 | I feel confident that my problems will be solved by the staff of banks. |  |  |  |  |  |
|  | **Reliability** |  |  |  |  |  |
| 1 | The marketing and other staff of the banks i.e. Commercial banks are trustworthy and reliable and do what they promise. |  |  |  |  |  |
| 2 | All the staff of commercial banks performs their duties of delivering services accurately. |  |  |  |  |  |
| 3 | I feel well and confident while interacting with the officials of commercial banks. |  |  |  |  |  |
| 4 | All the staff of commercial banks has the necessary knowledge and skills for the completion of marketing work relating to the functions of the department. |  |  |  |  |  |
| 5 | The marketing and other staff gives direct response to the needs and requirements of customers. |  |  |  |  |  |
| 6 | The commercial banks staffs are always cooperative and helpful. They also shares knowledge and information among service receivers. |  |  |  |  |  |
| 7 | The staff performs their work meticulously and with diligent effort. They are honest too. |  |  |  |  |  |
| 8 | I feel confident that my problems will be solved by the staff of banks. |  |  |  |  |  |
|  | **Responsiveness** |  |  |  |  |  |
| 1 | The staffs of the commercial banks inform people directly, clearly and accurately in regards to the procedures and the completion of any operation work. |  |  |  |  |  |
| 2 | The staffs of the commercial banks are always ready to serve promptly. |  |  |  |  |  |
| 3 | Continuous workload of the operation work staff do not prevent employees to respond quickly to requirements of the customers. |  |  |  |  |  |
| 4 | Usually the response from the operation and other staff of commercial banks is immediate. |  |  |  |  |  |
| 5 | The staff of the commercial banks pay attention to the customers problems quickly. They understand what service receivers want. |  |  |  |  |  |
|  | **Empathy** |  |  |  |  |  |
| 1 | The operation department and other employees acknowledge and fully understand the needs, feelings of customers. |  |  |  |  |  |
| 2 | Employees give special attention to each individual customer They treat customers respectfully and quickly respond to inquiries. |  |  |  |  |  |
| 3 | Employees provide personalized service concerning the specific needs of every customer. |  |  |  |  |  |
| 4 | Commercial banks offer public service hours that suit customer needs. |  |  |  |  |  |
| 5 | The top priority of operation department and other employees are securing the interest of customers. |  |  |  |  |  |
| 6 | The employees have the ability to understand the feeling of customers who ask for help in the time of distress and suffering caused due to natural calamities. |  |  |  |  |  |
| 7 | The employees feel empathy towards the poor people who come to the office for help. They show care and attention. |  |  |  |  |  |
|  | **II. Customer Satisfaction Factors** |  |  |  |  |  |
| 1 | The service provided to me was just what I needed. |  |  |  |  |  |
| 2 | Generally I was pleased with transactions at commercial banks. The services are reliable. |  |  |  |  |  |
| 3 | There are enough human resources for service delivery. |  |  |  |  |  |
| 4 | I never feel boring or frustrated when I visit the office of banks. |  |  |  |  |  |
| 5 | The employees are keen to help me if I visit the office again. |  |  |  |  |  |
| 6 | Employees are always available for delivering services to the customers. They don’t take bribe and discourage favoritism and nepotism. |  |  |  |  |  |
| 7 | I am content with the services delivered by the staff of banks. |  |  |  |  |  |
| 8 | The officials always welcome visitors |  |  |  |  |  |
| 9 | Commercial banks disseminate service related information to its customers effectively. |  |  |  |  |  |
| 10 | Commercial banks effectively manage its grievance handling system. Complaints are addressed by the banks promptly. |  |  |  |  |  |