

Customer Satisfaction at Allied Bank Commercial Banking



**Submitted By:**

Arslan Babar

EN # 01-299082-031

Muhammad Ehsan Fareed

EN # 01-299082-011

Kholah Dar

EN # 012990930-018

Ahmed Wohaib

EN # 012990930-002

**Supervised By**

Ms. Samina Chaudry

## ABSTRACT

In this paper, customer satisfaction indication in commercial banking services in Allied Bank is examined. The study proposes an instrument of customer satisfaction that contains Product, Services, Processes and Customer satisfaction. The proposed framework has dependent variable and independent variable. "Customer satisfaction level" is the dependent variable of main interest. In this study, general Allied Bank Customers are the respondents. A sample of 100 customers is selected, 50 from Rawalpindi and 50 from Islamabad. The technique of convenient sampling is used. A well designed questionnaire is used in this research from respondents which helps to get the analysis of results statistically. The questionnaire holds questions about the independent and dependent variables. Finally the effect of various factors on customer satisfaction level was found.

# TABLE OF CONTENTS

Abstract	3
Acknowledgement	4
CHAPTER-1:	
Introduction	7
1.1 Customer Satisfaction	7
1.2 Good Services	7
1.3 Actionable Information	8
1.4 Statement of the Problems	8
1.5 Objective of the study	8
1.6 Significance of the Study	9
CHAPTER-2:	
2.1 Literature Review	10
2.1.1 Intangibility	11
2.1.2 Heterogeneity	11
2.1.3 Inseparability	11
2.1.4 Perish ability	11
2.1.5 Non-returnable	12
2.1.6 Needs-Match uncertainty	12
2.1.7 Interpersonal	12
2.1.8 Personal	12
2.1.9 Psychic	12
CHAPTER-3:Methodology	14
3.1 Data Collection Method	14
3.1.1 Type of Study	14
3.1.2 Research Instruments	14
3.1.3 Population	14
3.1.4 Respondent of the study	14
3.1.5 Sample and sampling Procedure	14
3.2 Theoretical Frame Work	15
3.3 Statement of Hypothesis	16
3.4 Data Analysis and Interpretation	16
CHAPTER-4:	
4.1 Result & Discussion	17
4.1.1 Products	17
4.1.2 Services	22
4.1.3 Processes	27
4.1.4 Customer Satisfaction	38

CHAPTER-5: \_\_\_\_\_ 41

5.1 Conclusion & Recommendations .....41

REFERENCES: \_\_\_\_\_ 43

Questionnaire \_\_\_\_\_ 44