

A COMPARATIVE STUDY ON CUSTOMER SERVICE QUALITY BASED ISLAMIC (AMANA) AND CONVENTIONAL BANKS IN PUTTALAM TOWN, SRILANKA.

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Abstract: Service Quality factors play an important role in increasing customer service satisfaction. Satisfied customer service in return can help in improving banking performance. The purpose study was to explore "A Comparative Study on Customer Service Quality Based Islamic & Conventional Banks in Puttalam Town." The idea was to profile Service Quality factors influence in customer service quality compurgation between Islamic & conventional banks. In order to achieve the objective, primary data were collected with a sample size of 70 which was collected from selected banks. The Customer Service Quality have been analysed under five main variables name of Servqual Dimensions; Tangible, Reliability, Responsiveness, Assurance and Empathy. The questionnaire was developed by using a five point likert scale. Descriptive statistics, regression and correlation analysis were used to test the research hypothesis using EXCEL, SPSS software on customer service quality variables between the Islamic and conventional banks customers in Puttalam town. Researcher found that there is a weak positive comparative between customer service quality factors like Tangible, Reliability, Responsiveness, Assurance and Empathy in puttalam town Islamic & conventional banks. It can be concluded that increase in level of these factors improves overall service quality of Puttalam town banks customers which is identified by the analysis. This research presents comparative between various factors based on puttalam town Islamic and Conventional banks and view forth suggestions for improving customer service quality level. Moreover, outcome of the research would be helpful to understanding the customer service quality issues behind the customers, bankers and managers can systematically develop strategies to deal with customer service quality problems in Puttalam town Islamic and conventional banks.

Key Words: Quality, Customer Service, Islamic banks, Conventional Banks Servqual Dimensions, Puttalam Town.