

Service Quality Delivery and Customers' Satisfaction in Nigeria Banking Industry

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ABSTRACT

The paper assesses the service quality delivery and Customer's satisfaction in some selected Banks in Nigeria. Primary data is used where (600) respondents were selected through convenient Sampling. The study uses gap analysis where the difference between the Banks customers' expectations and perception of service quality dimensions are analyzed to obtain the mean score. The result revealed that the mean score of the net perception is negative indicating that the customer's expectation is higher than the perceived service quality at the Banks. Similarly, the individual dimension average scores are all negative meaning that there is service failure in all the facet of service quality dimensions of Tangible, Assurance, Empathy, Reliability and Responsiveness in Nigeria banks. Thus, it is an indication that the service deliveries in Nigerian Banks do not meet customer satisfactions. Banks is required by this revelation to consider repackaging and redesigning of its service operations to match up with customer expectations.

Keywords: Service quality, Customers satisfaction, Banks, Nigerian.

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