

THE IMPACT OF SERVICE FEATURE, CUSTOMER COMPLAINT AND SERVICE QUALITY ON THE SATISFACTION OF CUSTOMER IN A SELECTED DEPOSIT MONEY BANKS IN NIGERIA

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Abstract

The objective of this paper was to examine the impact of service feature, customer complaint and service quality on the satisfaction of customer in a selected deposit money banks in Nigeria via the perception of customers in Fidelity and EcoBank. To test the impact of service feature, customer complain and service quality on the satisfaction of customer, the data were collected from 100 customers in Fidelity and EcoBank of Nigeria using questionnaire. The data were analyzed using SPSS software version 21. The results of the study indicate that there is positive significant relationship between service features, customer's complaints and service quality on the satisfaction of customer in a selected deposit money banks in Nigeria.

Keywords: Service features, customer's complaints, service quality Customer satisfaction, Nigeria.

Introduction

In service industry investigation has shown that customer loyalty is much more important for every type of businesses (Offei & Nuamah-Gyambrah, 2016). In businesses, customer loyalty and customer satisfaction are always emphasis because customer loyalty increases the industry profits 25% and service quality that a business provides to the customer is exaggerated the customer satisfaction (Tang, 2014). In the field of service industry like banks provide the admirable services to accomplish customer loyalty which is crucial goal of every business organization. Studies of relationship between service quality and

customer satisfaction in banking system are narrow, and the current studies of banking system generally do not account for altering the function of banking industry (Offei & Nuamah-Gyambrah, 2016). Service quality given to customer is much more essential to analyzing the achievement or disappointment of any business organization, since it's their competitors provide service level to consumer (Lo, 2010).

Every business organization wants to increase the profit level and minimize the cost of production. Profit can be maximizing through increase in sale. One of the two the aspects that help to increase in sale is customer loyalty and customer satisfaction. Because if the customers are loyal with the company then appreciating the customer retention and greater productivity. For this purpose every business organization works hard to win the hearts of customers by satisfying them through the service station it provides. When the observation of company brand is worthy in the eyes of customer they will always keep on being loyal with the company's brand. Thus consumer will always have a preference the product and service that give maximum remunerations and satisfaction that a customer needs from any business industry. But how will the organization know whether the consumers' intake habits have altered, or if they are well work for? With the increasing number of business and rivalry every business tries hard to win the consumer loyalty and satisfaction through as long as the outstanding services (Agbor, 2011). Customer can be motivated with respect to any company through there accomplishment and behavior. Business

organization consumed a large amount of money to create customer loyalty but overlooking the important characteristic of enhancing customer motivation in order to accomplish their monetary and non-monetary goals. Today, because of strong competition opposition companies motivate the customer by providing innumerable schemes or encouragements to winning customer's hearts and minds. Motivating customers can enhance their company sales and returns as improved service quality and satisfy the customer demand.

A large number of service industries pay no attention to evaluate customer satisfaction and motivation. However, many researches confirmed that customer satisfaction and motivation contribute the overall company performance. Service sectors must have the ability to understand the specific needs of the customer and solve them in well-mannered behaviors (Muhammad, 2102). The main purpose of this research is to measure the influence of service features, customer's complaints and service quality toward development of customer satisfaction for banking service in Nigeria and to assist the banking services to outcome the various measure that can be implemented to motivate and empower the customer. Customers who are motivated and sanctioned can show optimistic or adverse image to the company. Therefore, encouraged and satisfied customers are impotent value for the organization. Valuation of Service quality how well the banking sector provides the better services to his customers. Customer satisfaction measure how products and service provide by the company to meet the customer satisfaction and anticipation. Customers are becoming most key in today's business. (Thaku, 2013). Thus, customer satisfaction service quality and customer loyalty have been taken to be very important to help to expand the overall enactment of banking industry. Customers are the most significant for any business and to keep them gratified is the result of fulfil and enchantment their probability and to increase them and to as

long as service quality to customer is essential accomplishment.

In today's world, banking sector provide various banking services with its different departments which are very important while dealing with customer. Banks make its profit through functional activities of these subdivisions. If a bank can figure out its exceptional enactment in general banking through adequate its consumer then it is imaginable for that specific bank to gain modest benefit from the market and acquisition larger market shares and profit (Nyam, 2111). Service superiority means high consumer satisfaction. There is over-all settlement that the banking sector has no familiar and identical scales with which to extent consumers' observations of the excellence of the bank's service. As a result, achievement of a modest benefit by proposing high-quality service is becoming progressively more significant for persistence in this segment (Sanjuq, 2014)

Deposit money banks provide vital roles in Nigerian economy and providing superior services to their customers that create beneficial perception and long-lasting image in the eyes of bank customers. The motivation of bank customers plays a major role achieving the higher level of profits and to improve services and go on competitive. Consumers services are well thought-out of any business industry and it defines the yet to come of any enterprise. It is difficult to recognize the consumer satisfaction and service quality because the services are vague. Because of intangible nature of services, it is difficult for the consumers of banking industry to evaluate the preferred consequences of the services, as consumers analyze their level of satisfaction and services provided by the organization. As a result professionals say that consumer satisfaction should be the important principle of all the service firms as it is the key sign of firm's performance. Customer loyalty and satisfaction are demonstrated to be the major contributing factor for long-term survival and monetary performance of the company and also customers are

reflected as final judges to analyze the quality level of product and services offered.

For the reason that customer satisfaction is the main worry of business segments of today, researchers are always carrying out research about the customer's services on what communicates to their satisfaction. Furthermore, because this problem of satisfaction concerns the most changeable participant in the business atmosphere (the clients), who remains the key personality that keeps the business in procedure; and because satisfaction differs and changes among persons, there is a need for continuous research in this area. Even though there are other issues such as price, product quality other than service quality that determines customer satisfaction. The best determining of customer satisfaction when it moves toward to service segments. Moreover, providing quality services is the aims when it comes to organization with respect of customer satisfaction in the business organizations. Therefore, in line with the above, the objective of this paper is to examine the impact of service feature, customer complaint and service quality on the satisfaction of customer in a selected deposit money banks in Nigeria via the perception of customers in Fidelity and Eco Bank. The rest of this paper is organized as follows: the next section provides a detailed discussion concerning the literature review, methodology, results and conclusion.

Literature Review

Service Feature

Service feature is considered by range different services. It is imperative to consider different service scopes that may increase customer satisfaction, service quality and decrease the customer complaint in a healthier way. Conclusion shows that customer complaint; service feature and service quality has important relationship with customer satisfaction in banking industry. As a result, research has been conducted to know the explanation in relation with service feature, service quality, are the main aspect in the direction of customer satisfaction and customer

complaint (Khan, 2014; Offei & Nuamah-Gyambrah, 2016). Another study has shown that improving customer services and features to increase consumer holding and reduces the consumer complaint of banking services provided by the banks. Therefore, association among these factors resulting increase the consumer loyalty and decreases the consumer complaint. The research gives the authentication of several factors such as why consumer changes banks more frequently (Onditi, 2012).

Every organization knows that the key to success for every business is consumer. Organizations that provided superior customer values gain chance to take consumers from the opposite competitors. The study determined that banks should concentrate on refining the customers services. Service feature countless customer satisfaction and reducing customer complaints. The study finds that there is a positive and significant association between customer satisfaction and creates service quality like compliance (Hafeez, 2012). The aim of this research is to recognize that the measurement of service feature and consumer complaint on the pleasure of banking service sectors. The study of (Brito, 2010) explores the correlation between service feature and consumer complaint in banking industry pleasing into both outside and inside viewpoint. The conclusion of the study placed in indication two key outcomes. The primary is associated to service quality that is consistency, safety, rapidity, and ease of access. Secondary, involve consumer satisfaction. The study found that the banking industry customers and non- customers obviously do not create differences.

Six service feature dimensions are trustworthiness, efficiency, awareness; fulfilment, safety / secrecy and website design and have been established based on the literature review. These factors are important with respect to satisfaction of customers and have significant positive impact on customer satisfaction. (Sakhaei, 2014). Consumers satisfaction is important

in service industry like banking sectors. Study found that services features dimensions are such as reality, consistency, responsibility, sympathy, and guarantee. Study concluded that these five dimensions are positively influenced on customers behavior in terms of customer satisfaction. (Karim, 2014).

2.2 Customers Complaints

Studies concluded that several service organization focus to retain the consumers and provide better services. The main factor are service focused on service features, customers complaint and service quality. The researcher has found that customers complaints and service feature have major impact on customer satisfaction. The research had additional enactment both straight and unintended effects on satisfaction. Observed performance and satisfaction are relationship with customers levels. Study also measured that customers complaints which have not been solved also have biggest impact on consumer satisfaction and behavior toward the services by the banking sectors (Amir, 2011; Naeem, 2009). Providing excellent service quality and products to customers does not only mean to satisfy the customers The company should solve the customers complaints through numerous service improving approaches. It is compulsory to find the influence of failure and consumer feedback for survival, victory and success of company (Chidambaram, 2012). The study found that consumer satisfaction in relation to service quality and customers complaints have different type of impacts. This study recommends that direct complaints have positive impact on satisfaction. So, the number of complaints should be overcome by the organization that dealing with complaints. Relating with direct complaining customers, indirectly complaining customers are more likely to repeat the acquiring and come to be trustworthy customers. (Kang, 2009).

Service Quality

For this purpose service quality is measured by consistency, functions, receptiveness

service design and guarantee. Service quality supports the customer with different dimensions such as closeness, customers values. Sivesan (2012) conducted a study with a sample size of 143 banking consumers. The study found positive association between service quality and customers service quality. The study recommends further research to pay attentions to improve the service quality this is because, service quality is vital to customers satisfaction. With respect to customers satisfaction of banking sectors, the customers stay loyal with the banking either long tenure or short tenure. In long tenure, customers do not moved to other services provided by the banking and customers with short tenure may affected by other superior service provided by the banks. Association of service quality involving two features such as satisfaction and loyalty, the consequences of the research show positive relationship. Leila, (2014) studied the impact of service quality on customers satisfaction, every customers around the world are quality conscious. And customers demand is enlarged for better service quality. The study found the five dimensions that added to service quality; they are consistency, receptiveness, sympathy, guarantee, and perceptibility dimensions in that order. The consumers are motive for business and superior services deliver to customers at all time. Agbemabiese (2015) revealed that how customers can be evaluated that is mainly important for the banking industry. Rendered superior service quality to customers is important not private businesses but also to public firms. To improve service quality to stay loyal with customers is important for the firms and finally, there is positive and significant relationship with service quality and customers satisfaction (Pansoo & Jang, 2013).

Hypothesis Development

H1: There is positive and significant relationship between customer complaints and customer satisfaction.

H2: There is positive and significant relationship between service quality and customer satisfaction.

H3: There is positive and significant relationship between service feature and customer satisfaction.

Methodology

Questionnaire was used for the purpose of data collection; this is because questionnaire was the best way to collect quantitative data. The questionnaire was made under five point Likert scale (Amaanda, 2011; Silva, 2014). The population of the study was the entire customers of Fidelity and Ecobanks in

Kaduna Metropolis, convenience sampling techniques was employed to select the sample of 100 customers i.e. 50 customers from each of the banks. Thereafter, the questionnaire were randomly distributed to the customers personally. The data analyses were carry out through reliability analysis, correlation analysis and multiple regression analysis.

Result and Discussion

Chrombach alpha is reliability coefficient which tells about the validity of instrument/ reliability of instruments. Table 4 displays the reliability analysis of the variables using Chrombach alpha.

Table 1: Reliability Analysis

Variables	Items	Chrombach alpha
Service Feature	12	0.72
Customer Complain	14	0.70
Service Quality	22	0.83
Customer Satisfaction	21	0.86

Table 1 above displayed the reliability result, the values of the reliability analysis shows that chrombach alpha is above 0.6

which indicates internal consistency of the study variables.

Table 2: Correlation analysis

	Customer Satisfaction	Service Feature	Customer Complain	Service Quality
Customer Satisfaction	1			
Service Feature	.882**	1		
Customer Complain	.770**	.647**	1	
Service Quality	.681**	.836**	.876**	1

** . Correlation is significant at the 0.01 level (2-tailed).

The results in Table 2 above show that there is positive correlation among all variables respectively.

Table 3: Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	sig
	B	Std. Error	Beta		
H1	2.222	.211	.590	10.541	.000
	.516	.058		8.900	.000

H2	1.908 570	.213 055	.647	8.976 10 320	.000 000
H3	.801 821	.178 044	.836	4.491 18 560	.000 000

H1 betavalue $\beta=0.590$ it means that customer complaints has 59% impact on customer satisfaction. The value here is 10.541 as the t value increases significant level decreases (0.000 which is >0.05) so H1 is accepted because there is positive and significant relationship between customer complaints and customer satisfaction.

In H2 ($\beta = 0.64$) it shows there is 64% impact of service feature on customer satisfaction here the t value is 8.976 as it increases the significant level is close to zero here significant level value is 0.000 so H2 is accepted which shows strong positive impact on customer satisfaction. There is positive and significant relationship between service quality and customer satisfaction.

H3 ($\beta = 0.836$) which shows that service quality has 83.6% impact on customer satisfaction here the value is 4.491 as this value increases the significant value is close to zero here the significant value is 0.000 so H3 also accepted which shows strong positive impact on customer satisfaction. There is positive and significant relationship between service feature and customer satisfaction.

Conclusion and Recommendations

This paper has examined the impact of service feature, customer complaint and service quality on the satisfaction of customer in a selected deposit money banks in Nigeria via the perception of customers in Fidelity and EcoBank. From the overall outcomes and association in this research paper the researcher found that service quality creates impact on customer satisfaction. The results show that services provided by the bank are good and customers are satisfied with services delivered by the bank. The study also revealed that positive service can increase the customer's satisfaction. This study demonstrates that service quality can affect the overall customer satisfaction. The customers are agreeing to recommend the

Fidelity and EcoBank for others. From overall finding the researcher found that superior service quality attract the customers. To keep satisfying customer's group the Fidelity Bank and EcoBank should focus more on improving their services.

It is essential for the bank to know the services provided by the bank to customers. What is hope of the customers and which type of services they want? The Fidelity and Eco Bank should focus on the reliability issues that may overwhelm by the training of the bank personnel. Some customers dissatisfied with the issues of waiting and attitude of banks employee's etc. some customers are unhappy with the bank personnel because of information they get. So the banks should focus on those issues to stay with loyal customers with the bank. The bank should also focus on the communication with their customers because the banks' personnel are unable to provide guidance or true information to customers. And one more important suggestion to banks from customers is to increase the banks' branches to serve the mass number of people. Future study can further study on internet banking, mobile banking services and dynamics banking environment. other deposit money banks in Nigeria. The sample size can be enlarged in those banks and different statistical tools can be used in the research. This finding could bring relative different services that could be implemented in these banks.

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