

ABSTRACT

In multi-service organizations maintaining and expanding customer relationships are of utmost importance as it leads to customer satisfaction. Recently, a wide range of service providers have realized the importance of customer satisfaction. The aim of this study was to investigate the impact of online service quality on customer satisfaction in banks of city of Lahore and Gujranwala. The SERVQUAL scale is used in this study which is a principal instrument in the services marketing literature for assessing quality. The study is conducted on the basis of stratified sampling and around one thousand questionnaires were distributed to corporate customers of different banks. Five factors including of service quality are ease of use, website design, responsiveness, assurance and customization and seven factor of e-service quality are efficiency, system availability, fulfillment, privacy, responsiveness, compensation and contact are identified as the base for this study. A structured questionnaire with 5 point Likert scale has been used to collect the data by conducting survey. Data has been analyzed by using SPSS software (version: 20) and AMOS. The results showed that all factors of online service quality had significant effect on customer satisfaction and positively influenced customer attitudes in terms of satisfaction that is service quality dimensions are crucial for customer satisfaction in private commercial banking sector in Lahore and Gujranwala.