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Exploring Mobile Banking Service Quality Dimensions for Public and Private Sector Banks in Indore District of Madhya Pradesh

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Abstract: The mobile and wireless market has been one of the fastest growing markets in the world and it is still growing at a rapid pace. Mobile devices are the most promising way to reach the masses and to create stickiness among current customers, due to their ability to provide services anytime, anywhere, with high rate of penetration and potential to grow. Mobile phones provide a platform for the bank to perform banking transactions in the form of Mobile Banking. The high penetration of mobile phones in India is the biggest driver for mobile banking in India. Most of leading banks such as ICICI, HDFC, SBI etc., have successfully launched their mobile banking operations in India.

This study has developed a scale to facilitate an empirical study to measure the service quality of mobile banking services offered by different banks operating in Indore region of Madhya Pradesh in India. For this purpose, quantitative research method was used, which included the design and distribution of a questionnaire and collection of empirical data, on which statistical analysis has been performed. Based on the results of the analysis of the empirical data, the present study has made an attempt to develop a scale for measuring the quality of mobile banking service. Also it identify five mobile banking service quality dimensions such as MobileBanking-Assurance&Security; MobileBanking-Efficiency&Convenience; MobileBanking-Responsiveness; MobileBanking-Reliability; MobileBanking-Satisfaction.

Keywords: Banking; Service Quality; Mobile Banking; Public and Private Sector Banks.

I. INTRODUCTION

The challenging business environment in the financial services market has also resulted in more pressure on banks to develop and utilize alternative delivery channels, with a view to attract more customers, improve customers' perceptions, and encourage loyalty. The last few years has seen a profuse growth in internet banking transactions and mobile banking transactions, respectively, in India. Mobile banking in India still has a long way to go. In today's competitive Indian banking industry, customers have to make a choice among various service providers by making a trade-off between relationships and economies, trust and products, or service and efficiency (Sachdev et. al., 2004). According to (Krishnaveni et. al., 2004) customers are increasingly aware of the options on offer in relation to the rising standards of service. In this context, expectations rise and customers become more critical of the quality of service. If customers perceive quality as unsatisfactory, they may be quick to take their businesses elsewhere. Thus, it is clear that service quality offers a way of achieving success among competing services, particularly in the case of firms that offer nearly identical services, such as banks, where establishing service quality may be the only way of differentiating oneself. Such differentiation can yield a higher proportion of consumers' choices and hence mean the difference between financial success and failure.

Service quality is one of the critical success factors that influence the competitiveness of an organization. A bank can differentiate itself from competitors by providing high quality service. Service quality has been one of the most attractive areas for researchers over the last decade in the retail banking sector.

When customers evaluate the quality of the service they receive from a banking institution they use different criteria, which are likely to differ in their importance, usually some being more important than others are. While several criteria are important only a few are most important. These determinant attributes are the ones that will define service quality from the consumer's perspective (Loudon and Della Bitta, 1988). This paper evaluates the aspects related to service quality in mobile banking.

Mobile Banking Services and its Trend in India: Over the last few years, the mobile and wireless market has been one of the fastest growing markets in the world and it is still growing at a rapid pace. Mobile phones have become an essential communication tool for almost every individual. Advent of m-Commerce has managed to take mobile to next level, adding tremendous value to the telecommunication industry. Mobile banking, which is an integral part of m-Commerce, has become very popular among mobile users ever since its existence in 2007. It creates a new, convenient communication and fast financial transactional channel for mobile users, which is accessible anywhere, anytime, Checking account information, balance available, credit/debit card information, cheque status, setting alerts, payment reminders, locating ATMs and bank branches, accessing mini statement, accessing loan and equity statements, insurance policy management, or placing orders for cheque books, via mobile phones are some of the services offered in mobile banking. With multiple access channels, such as SMS and mobile internet (WAP) mobile, banking is encouraging mobile users more to explore the service.

Mobile banking in India is set to explode. The scale, at which mobile banking has the potential to grow, can be gauged by looking at the pace users are getting mobile in the big Asian economies.

As published in (Express, 2012) Finance Minister of India, P Chidambaram said in that till October 2012, nearly 1.72 crore customers are utilizing the Mobile Banking Services. According to a 2012 report by Boston Consulting Group, the total mobile banking transaction in India is expected to reach \$350 billion by 2015. According to (Kumar, 2013) the top five banks in India based on the mobile banking transactions during October-December 2012 provided by RBI are State bank of India, ICICI bank, Axis bank, City bank and Hdfc bank. The popular mobile banking services in India are balance checks, account transactions, cheque status, setting alerts, payment reminders, accessing mini statement, placing orders for cheque books, etc.

II. LITERATURE REVIEW

The Concept of Service Quality: Grooroos (1982) gave the concept that the service will be evaluated by the customers. A number of studies have been done on service quality delivery in the banking industry. Service quality has been defined in literature as an overall assessment of service by the customers. Service quality has been defined by the practitioners in terms of key dimensions that customers use while evaluating the services (Lewis & Booms, 1983). Gro'nroos (1984) identified three components of service quality, namely: technical quality; functional quality; and image. Though initial efforts in defining and measuring service quality emanated largely from the goods sector, a solid foundation for research work in the area was laid down in the mid-eighties by Parasuraman, Zeithaml and Berry (1985). They were amongst the earliest researchers to emphatically point out that the concept of quality prevalent in the goods sector is not extendable to the services sector. Based on this conceptualization and operationalization, they proposed a service quality measurement scale called 'SERVQUAL'. The innovators, Parasuraman, Zeithaml and Berry have further developed promulgated and promoted SERVQUAL through a series of publications (Parasuraman et al, 1985; 1988; 1990; 1991;1994; Parasuraman 1997; Zeithaml el al. 1993; 1996, Berry and Parasuraman, 1997). Similarly, Lehtinen and Lehtinen (1991) offered another measurement scale with three dimensions of service quality -- physical, interactive and corporate -- by conducting a survey for service quality in the public-sector transport industry.

Based on different conceptualizations, alternative scales have been proposed for service quality measurement (Brady 2001; Cronin and Brady, 2000; Cronin and Taylor 1992, 1994; Dabholkar et al 2000; Parasuraman et al 1985, 1988). Various definitions of the term 'service quality' have been proposed in the past, and based on different definitions; different scales for measuring service quality have been put forward.

Parasuraman et al. (2005) developed a multi-item scale for assessment of electronic service quality, which they named as E-S-QUAL. The four dimensions of E-S-QUAL are efficiency, fulfillment, system availability and privacy. Service recovery is also an important factor affecting service quality perception of customers in technology-based services. Hence, Parasuraman et al. (2005) also developed a scale for electronic service recovery quality (E-RecS-QUAL), which consists of three dimensions – responsiveness, compensation and contact. In case of electronic banking, Al-Hawari et al. (2005) identified five dimensions of service quality, which are ATM quality, telephone-banking quality, internet-banking quality, customer perception of core service and customer perception of price. For online banking Yang et al. (2001) found out the following dimensions of service quality – reliability, responsiveness, competence, ease of use, security and product portfolio. Besides these, other dimensions identified for technology banking are, accuracy, feedback/complaint management, queue management, accessibility, personalization/customization and customer service (Joseph et al., 1999; Joseph and Stone, 2003).

However, most of the studies related to service quality of technology based service delivery are about online (or internet based) service quality (Collier and Bienstock, 2006; Parasuraman et al., 2005; Santos, 2003; Van Riel et al., 2001; Wolfenbarger and Gilly, 2003). Sharma, G. and Malviya, S.(2011) has identified variables for measuring mobile banking service quality.

Even for banking, most studies have examined the service quality related to the specific technologies like internet banking, ATM banking and Self-service technology (SST) (Al-Hawari et al., 2005; Curran and Meuter, 2005). Hence, there is need to identify the service quality dimensions, as perceived by customers, in the case of mobile banking services and develop a scale measuring service quality in case of mobile banking customers. This study, therefore, seeks to explore the dimensions of mobile banking service quality and attempt to develop a scale for measuring service quality offered to mobile banking customers.

III. RESEARCH OBJECTIVE

The following research question arises from the literature review which needs to be study: "Which service quality dimensions should banks consider when evaluating the quality of their Mobile Banking services?"

Based on the literature review the following objective are considered for the research work

Objectives of the study are:

- To develop an instrument to measure the mobile banking service quality.
- To identify service quality dimensions of mobile banking of public and private sector banks in Indore.

IV. RESEARCH METHODOLOGY

MEASUREMENT INSTRUMENT: The survey instrument was developed based on the pilot study done by Sharma, G. and Malviya, S.(2011) done on undergraduate and graduate students of Devi Ahilya Universtiy who are using mobile banking. The 32 variables for measuring mobile banking service quality included in the study have been adapted from the pilot study done by Sharma, G. and Malviya, S.(2011). The questionnaire consisted of two sections. Section one dealt with demographic information of the participants. Service quality attributes were a part of the second section. The questionnaire consists of 32 questions and demographic information about the respondents, including name of the bank they use, gender, age, length of mobile banking usage and frequency of mobile banking transactions per month.

SAMPLE SELECTION AND DATA COLLECTION: According to Zeithaml et al. (1996) the only criteria that count in evaluating service quality are defined by customers. Only customers judge quality; all other judgments are essentially irrelevant. Therefore, mobile banking users of various public and private sector banks of Indore with sufficient exposure to mobile banking transactions and technology were considered to participate in our study. To check face validity of the instrument, we pre-tested the initial version of the instruments with five lecturers/readers (who have been using mobile banking for long time) as a panel of judges from the same university. Several items were modified and deleted to ensure content, clarity and meaningfulness.

The questionnaire was operationalized both ways e.g. personally as well as through e-mail. Respondents were the customers of different banks. Respondents were asked to state their level of agreement with the series of statements using a seven-point Likert scale ranging from “strongly disagree” to “strongly agree.”

Factor analysis is carried out to reduce 32 variables/items identified by Sharma, G. and Malviya, S.(2011) for measuring mobile banking service quality. Further to prove the internal reliability of the scale, we performed Cronbach’s Alpha Test of Reliability. Applying this test specifies whether the items pertaining to each dimension are internally consistent and whether they can be used to measure the same dimension.

The questionnaire was operationalised on a sample of 200 mobile banking users of various public and private sector banks of Indore. The sample is used for identifying service quality dimensions of mobile banking for public and private sector banks in Indore. The researcher applies exploratory factor analysis in order to identify the (factors) dimensions related to mobile banking service quality on sample, Principal Component analysis method using SPSS package.

V. DATA ANALYSIS

The collected data in this study is analyzed using Cronbach’s Alpha Test of Reliability and Factor Analysis with Principle Component Analysis as an extraction method Varimax as Rotation method with Kaiser Normalization.

PRINCIPLE COMPONENT ANALYSIS TO FORMULATE THE DIMENSIONS: According to Chatfield and Collins (1980), there are two main reasons for using Principal Component Analysis (PCA): reduction of the dimensionality of the data set and formulation of new meaningful variables to describe the problem. Furthermore, Bartlett’s Test of Sphericity and KMO Measure of Sampling Adequacy were performed to confirm the suitability of the data for factor analysis.

It is observed from table 1, the significance of the Bartlett test was .000 and the Kaiser-Meyer-Olkin measure of sampling adequacy is also indicating the adequacy of conducting the EFA.

Table 1: KMO and Bartlett’s Test

Kaiser-Meyer-Olkin (KMO) test for Measure of Sampling Adequacy.		.913
Bartlett's Test of Sphericity	Approx.Chi-Square	2913.945
	Df	496
	Sig.	.000

According to Rietveld and Van Hout (1993) communality of a variable is the sum of the loadings of this variable on all extracted factors. Communalities consist of Initial and Extracted Values. The Initial Values will be always 1.0 as in this case the number of factors is equal to the number of variables. The extracted value represents the percent of variance in a given variable explained by the extracted factor. Values below 0.5 are indicated as variables that do not fit well with the factor solution, and should possibly be dropped from the analysis.

Looking at the communalities for all variables together, it can be observed that the extraction value of the communalities of all the variables is sufficiently high. From six variables (easy navigate, lot of effort, good color scheme, service representative, exactly promised, available all time) were identified whose values are below 0.5. So these six variables were removed from the analysis.

The most appropriate way to split the variables into different dimensions (factors) is by analyzing the data presented into table no.2 of the Rotated Component Matrix. The Rotated Component Matrix shows the correlation between each variable (row) and the different factors (column). Each variable should pertain to that factor with which it correlates best. In case one variable has similar correlation values to more than one factor, this means that the variable pertain almost equally well too few factors which implied that the variable itself is not very clearly defined and as such can be dismissed from the factor model.

TABLE 2: Rotated Component Matrixa for Mobile Banking Service Quality Dimensions for Public and Private Sector Banks in Indore.

		Dimensions and Loadings				
		1	2	3	4	5
Q17	I feel safe while doing my mobile banking transactions.	.774	.129	.197	.138	.201
Q19	I have full trust in my bank's Mobile banking services	.724	.035	.131	.158	.395
Q18	I am sure, bank does not misuse my personal information.	.614	.019	.181	.228	.367
Q16	I feel secure in providing sensitive information while doing mobile banking transaction.	.604	.048	.272	.243	.313
Q21	Mobile banking provides me the services exactly as promised.	.493	.289	.250	.236	.173
Q4	Using Mobile Banking does not require lot's of efforts.	.491	.131	.086	.362	.071
Q3	Mobile Banking is very simple and easy to use.	.434	.294	.098	.390	-.075
Q28	I know exactly when my transaction will be performed.	.417	.395	.148	.197	.340
Q7	Using Mobile Banking saves time compared to going branch/ATM.	.030	.730	.180	.026	.166
Q6	Mobile Banking makes transactions easier, for example transferring funds, bill payments etc	.113	.651	.050	.125	.378
Q9	The interaction with the mobile banking systems is clear and understandable.	.202	.584	.103	.366	.121
Q10	Mobile Banking creates a positive experience for me	.053	.559	.198	.395	.050
Q2	Mobile banking enables me to complete transaction quickly	.396	.556	.256	-.002	.070
Q8	It is easy to look for banking information while using mobile banking.	.054	.554	.309	.354	.066
Q1	It is easy to navigate i.e. get anywhere using mobile bankin	.413	.422	.307	-.029	-.160
Q23	My mobile banking transactions are processed accurately.	.042	.198	.722	.176	.155
Q24	My mobile banking provides accurate records of my transactions.	.245	.307	.690	.112	.068
Q31	My mobile banking meets my expectations.	.338	.287	.579	.240	.354
Q26	My Mobile banking transactions' confirmation details are sent by SMS / email immediately.	.182	.366	.569	-.006	.353
Q14	The bank provides all communication medium like sms, email, toll free number to communicate problems related to mobile banking.	.361	.239	.492	-.020	.211
Q12	The Bank quickly resolves Mobile Banking related problems.	.197	.020	.047	.718	.218
Q22	If there is any mistake, my mobile banking make it correct quickly.	.100	-.135	.494	.530	-.005
Q13	My mobile banking provides prompt responses if my transaction is not processed.	.207	.223	.137	.514	.309
Q15	I can speak to a customer service representative if there is a problem related to mobile banking transaction.	.308	.177	.432	.043	.380
Q11	Mobile Banking screen incorporates a good color scheme, is easy on the eye, visually attractive and has an effective layout.	.183	.187	.096	.601	.122
Q5	The Mobile Banking registration process is simple.	.515	.251	.089	.536	.101

Q32	I will recommend my friend to start using mobile banking provided by my bank.	.244	.293	.388	.319	.539
Q30	Overall I am satisfied with my mobile banking services	.200	.269	.254	.287	.520
Q29	I think I did the right thing to choose my mobile banking.	.285	.466	.146	-.004	.513
Q20	The bank's name is well-known and has good reputation, so I have full confidence in the bank's mobile banking services.	.447	.418	.095	.020	.510
Q25	Mobile banking charges related to transactions are clearly informed to me.	.098	.108	.069	.325	.472
Q27	My Mobile Banking is available all the time.	.285	.056	.307	.144	.472
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.						
a. Rotation converged in 10 iterations.						

Looking at the rotated component matrix, it can be observed that the following variables are best correlated to the first factor meaning that the highest percentage of the variance of these variables is explained by the first factor and as such they should be grouped together to represent that factor: Q.17 (77.4%); Q.19 (72.4%); Q.18 (61.4%); Q.16 (60.4%). All of these values meet the favorable level of 60% for factor loadings.

Following the same reasoning, the following variables correlate best to and should be grouped together to represent the second factor: Q.7 (73.0%); Q.6 (65.1%); Q.9 (58.4%); Q.10 (55.9%); Q.2 (55.6%) and Q.8 (55.4%). Q.7 and Q.6 meet the favorable level of 60% for factor loadings in likert scale cases. Q.9 with 58.4%, Q.10 with 55.9% and Q.8 with 55.4% are relatively close to 60% and can be considered to be explained enough from the second factor. Furthermore, although the communalities values for Q.10, Q.2 and Q.8 are a bit lower than 0.5, because of the good correlations (higher than 50%) presented in the rotated component matrix, these items have been retained in the model.

The third factor should include the following variables which best correlate to this factor: Q.23 (72.2%); Q.24 (69.0%); Q.31 (57.9%) and Q.26 (56.9%). Both values for Q.23 and Q.24 meet the favorable level of 60% for factor loadings in likert scale cases. Whereas Q.31 with 57.9% and Q.26 with 56.9% are relatively close to 60% and can be considered to be explained enough from the third factor.

The fourth factor should include the following variables which best correlate to this factor: Q.12 (71.8%); Q.22 (53.0%) and Q.13 (51.4%). values for Q.12 meet the favorable level of 60% for factor loadings in likert scale cases. although the communalities values for Q.22 and Q.13 are a bit lower than 0.5, because of the good correlations (higher than 50%) presented in the rotated component matrix, these items have been retained in the model.

Finally, the fifth factor should be represented by the following variables: Q.32 (53.9%); Q.30 (52.0%); Q.29 (51.3%) and Q.20 (51.0%). All the communalities values for Q.32; Q.30; Q.29 and Q.20 are a bit lower than 0.5, because of the good correlations (higher than 50%) presented in the rotated component matrix, these items have been retained in the model.

Furthermore, according to the data presented in the rotated component matrix, five variables Q.3, Q.5, Q.28, Q.14 and Q.25 are dismissed from the model, Out of these five variables, four variables Q.3, Q.28, Q.14 and Q.25 as they are not contributing to any of the factor implying that, these variables are not clearly defined. Whereas Q.5 has correlation values are almost equal for two factors, so the researcher decided to drop this variable also. Thus Q.3, Q.28, Q.14, Q.5 and Q.25 variable are dismissed by the researcher for the study.

Furthermore, the column total under initial eigen values in the total variance explained shows different eigen values - what amount of the variance in all variables is explained by the corresponding number of components (dimensions in this case). One of the methods for extraction when performing Principal Component Analysis and used in this study is the Kaiser's criterion, according to which the number of factors to be extracted equals the number of eigen values higher than 1. Considering Kaiser's

criterion, an Eigen value of more than one; and the meaningfulness, usefulness and conceptual soundness of a factor (Pett et. al., 2003), five dimensions (principle factors) were selected whose eigen value is more than 1. All the 21 variables (questions) are regrouped to form only four mobile banking service quality dimensions along with satisfaction dimension as fifth dimension.

The questions pertaining to the first mobile banking service quality dimension are four. The questions related to first dimension are- 'I feel safe in my transactions while doing mobile banking'; 'I have full trust in my bank's Mobile banking services'; 'I am sure that Bank does not misuse my personal information' ;'I Feel secure in providing sensitive information while doing mobile banking transaction'. Reviewing carefully the content of these questions, it can be observed that all of them consider different aspects of the assurance & security of the mobile banking services –no misuse of personal information, full trust in bank's mobile banking services, feel safe while doing transaction and feel secure while providing sensitive information. Based on this reasoning, the researcher has decided to label this quality dimension as MobileBanking-Assurance&Security.

Looking at the questions included in the second mobile banking service dimension are -'Mobile Banking transaction /services are very simple and easy to use'; 'The interaction with the mobile banking systems is clear and understandable'; 'Mobile Banking creates a positive experience for me'; 'Mobile Banking enables me to complete a banking transaction quickly'; 'Using Mobile Banking saves time compared to going to Branch, atm or using computer'; 'It is easy to look for banking information'. Looking at the questions included in the second quality dimension, all of them concern issues related to the Efficiency and convenience. Based on this, the researcher labeled this quality dimension MobileBanking-Efficiency&Convenience.

Observing at the questions included in the third mobile banking service dimension are - 'My mobile banking transaction are processed accurately'; 'My mobile banking meet my expectations' ; 'My mobile banking provides accurate records of all my transactions' ; 'All my mobile banking relevant transaction confirmation details are sent by sms or e-mail within 24 hours'. Looking at the questions included in the third quality dimension, all of them concern issues related to the Reliability. Based on this, researcher labeled this quality dimension MobileBanking-Reliability.

Lastly by studying at the questions included in the fourth mobile banking service dimension are -'If there is a mistake my mobile banking make it right quickly and effectively'; 'my mobile banking provides prompt responses if my transaction is not processed'; 'The Bank quickly resolve Mobile Banking related problems'. All the three questions concern the prompt responses from the bank to customer's requests in the form of prompt response, resolve problems quickly. Based on the contents of these questions, the researcher considers the response of the bank with its customers and that is why the fourth dimension has been labeled MobileBanking-Responsiveness.

Finally, as far as the satisfaction dimension is concerned, the questions are – 'I will recommend my friend to start using mobile banking at earliest'; 'I am satisfied with mobile banking services provided by the bank'; 'I think I did right to use mobile banking'; 'The bank's name is well-known and has good reputation so I have full confidence in the bank's mobile banking services'. As such these questions are considered to evaluate the satisfaction of the users of mobile banking. Based on this reasoning the researcher labeled this dimension as MobileBanking- Satisfaction. Thus the mobile banking service quality, four dimensions are depicted in figure 1. Cronbach's Alpha Test of Reliability on dimensions of the Mobile Banking Service Quality: Applying Cronbach's Alpha Test of Reliability test specifies whether the items pertaining to each dimension are internally consistent and whether they can be used to measure the same construct. From table 3, all five dimensions including mobile banking satisfaction, are having cronbach's alpha value between 0.673 to .859, which is considered acceptable for the factor to be reliable (Hair et al., 2006).

Table 3 : Cronbach's Alpha for Mobile Banking Service Quality Dimensions and its Factor Loading.

Dimension	Measurement Item	Factor Loading ^a
MobileBanking-Assurance& Security (Cronbach's Alpha: 0.859)	I feel safe while doing my mobile banking transactions.	77.4
	I have full trust in my bank's Mobile banking services.	72.4
	I am sure; bank does not misuse my personal information.	61.4
	I feel secure in providing sensitive information while doing mobile banking transaction.	60.4
MobileBanking-Efficiency& Convenience (Cronbach's Alpha: 0.798)	Using Mobile Banking saves time compared to going branch/ATM.	73.0
	Mobile Banking makes transactions easier, for example transferring funds, bill payments etc	65.1
	The interaction with the mobile banking systems is clear and understandable.	58.4
	Mobile Banking creates a positive experience for me	55.9
	Mobile banking enables me to complete transaction quickly	55.6
	It is easy to look for banking information while using mobile banking.	55.4
MobileBanking-Reliability (Cronbach's Alpha: 0.775)	My mobile banking transactions are processed accurately.	72.2
	My mobile banking provides accurate records of my transactions.	69.0
	My mobile banking meets my expectations.	57.9
	My Mobile banking transactions' confirmation details are sent by SMS / email immediately.	56.9
MobileBanking-Responsiveness (Cronbach's Alpha: 0.673)	The Bank quickly resolves Mobile Banking related problems.	71.8
	If there is any mistake, my mobile banking make it correct quickly.	53.0
	My mobile banking provides prompt responses if my transaction is not processed.	51.4
MobileBanking-Satisfaction (Cronbach's Alpha: 0.784)	I will recommend my friend to start using mobile banking provided by my bank.	53.9
	Overall I am satisfied with my mobile banking services	52.0
	I think I did the right thing to choose my mobile banking.	51.3
	The bank's name is well-known and has good reputation, so I have full confidence in the bank's mobile banking services.	51.0
^a number are the magnitude of factor loading multiplied by 100. The percentage of variance extracted by five factors is 55.98%.		

These five dimensions with 21 items for identifying mobile banking service quality and satisfaction were identified are MobileBanking-Assurance&Security; MobileBanking-Efficiency&Convenience; MobileBanking-Responsiveness; MobileBanking-Reliability; MobileBanking-Satisfaction. These new dimensions are defined and review (Table 4) the content of the variables labeled in a meaningful way.

Table 4: Definition of Mobile Banking Service Quality Dimensions and Satisfaction.

Dimension I - Mobile Banking Assurance&Security: Assurance is defined as customer perception of the confidence and trust towards the mobile banking services. Security can be defined as the degree to which the mobile banking service is safe and protects customer information. Thus security always results into assurance.
Dimension II - Mobile Banking Efficiency&Convenience: Service is simple to use, and requires minimum efforts. Also the customer can use anywhere anytime banking services with speed.
Dimension III - Mobile Banking Reliability: Mobile Banking Reliability refers to the probability that services will satisfactorily perform as intended and consistently produces the same results.
Dimension IV - Mobile Banking Responsiveness: Mobile Banking Responsiveness refers to customer perception of getting the communication and help when needed by the customer.
Dimension V - Mobile Banking Satisfaction: Mobile Banking satisfaction means how well the services provided by the bank meet user's expectations.

VI. CONCLUSION AND IMPLICATION

Mobile based banking is the next frontier for banking in India. The rapid growth in users and wider coverage of mobile phone networks have made this channel an important platform for extending banking services to customers. With the rapid growth in the number of mobile phone subscribers in India, banks are using mobile phones as an alternative channel of delivery of banking services. Service quality is one of the critical success factors that influence the competitiveness of an organization. Mobile banking service quality is a significant factor to enhance a bank's reputation, improve its customer retention, attract new customers, and increase its financial performance and profitability. Hence, mobile banking service quality, a key factor to satisfy customers is an important dimension for comparing mobile banking services provided by the banks.

The study results suggested that 'Assurance & Security', 'Efficiency & Convenience', 'Responsiveness' and 'Reliability' dimensions are predictors for mobile banking service quality of public and private sector banks of Indore. These dimensions will act as guidelines for the managers of banking services, as it will help them understand the particular dimensions that customers consider while evaluating the service delivery process of banks using mobile banking. The dimensions identified in this study can be used by service providers, as well as researchers, to evaluate customer satisfaction and loyalty.

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