



**Measuring Service Quality using SERVQUAL Model: a Study in the Banking sector
of Cyprus**

by

Demosthenous Evanthis

A thesis

Submitted to the Neapolis University
in Partial Fulfillment of the Requirements
for the degree of

Master in Business Administration

Neapolis University

November 2012

Abstract

Purpose: The aim of this study was to investigate the service quality within Cypriot banks based on the beliefs of 135 participants, with the use of a Greek translated version of SERVQUAL.

Design/Methodology/Approach: Chi-squared test, Paired-Sample t-tests, T-tests, and correlation coefficient were calculated for the analysis of the results.

Findings: Results revealed that the expectations of Cypriot banks' clients were not met, and as a result the overall service quality of Cypriot banks was not at satisfactory level. Nevertheless, the dimension "tangibles" received the smallest gap score, while the dimension "empathy" received the biggest gap score among the other dimensions.

Originality/Value: It is proposed that it is essential and crucial for the Cypriot banks to revisit their quality service schemes in order to ensure that the standards of service quality within their organisation are fulfilling customers' needs.

Keywords: Reliability, Assurance, Empathy, Responsiveness, Tangibles, Service quality, banking sector