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Quality in the Islamic and Conventional Banks of
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University of Durham

**An Explorative and Comparative Analysis of
Customers' Perception and Expectations of
Service Quality in the Islamic and
Conventional Banks of Kuwait and Qatar**

Daniel Soloiman

A Doctoral Thesis

Submitted in fulfilment of the requirements for
the award of
The Degree of Doctor of Philosophy
School of Government and International
Affairs

2013

Dedication

To my mother and father

Haji Showket Ali and Hajjah Newar Bibi,

For their support, love and encouragement throughout my
studies

To my wife:

Arzu Soloiman

For always being there for me through thick and thin

&

To my dearest children:

Aaron Soloiman

Janna Soloiman

For your sacrifice and support throughout the duration of my
studies

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All praise to God Almighty, the most merciful and the most gracious for the help, guidance and blessing He provided throughout my life and also in realising my goal to complete my studies.

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Finally, my best friend and wife, Arzu has been supportive and understanding. Words can't express how much I appreciate and love her!

DECLARATION

I hereby declare that no portion of the work that appears in this study has been used in support of an application of another degree in qualification to this or any other university or institutions of learning.

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ABSTRACT
**An Explorative and Comparative Analysis of Customers' Perception and Expectations of
Service Quality in the Islamic and Conventional Banks of Kuwait and Qatar**
Daniel Soloiman

The fast-moving global banking sector has become highly competitive in order to survive. This includes Islamic banks in the GCC region, which strive to not only thrive, but to insulate themselves from possible regional and global meltdowns. In order to stay ahead of their competition, it is imperative that the services provided to customers are of the highest quality to ensure the optimum level of customer satisfaction, which ultimately results in improved customer loyalty and reduced attrition rate.

This research aims to explore, measure and compare the perceived service quality levels of Kuwait and Qatar's Islamic and conventional banks, based on customers' perceptions and expectations of perceived service quality. The research presented in this thesis also aims to determine which service quality dimensions make the greatest contribution to overall customer satisfaction. In addition, this study attempts to determine consumers' awareness level of banking products and services.

Utilising a modified version of the SERVQUAL model, this study measures and tests nine service quality dimensions through a questionnaire survey: tangibles, assurance, empathy, reliability, responsiveness, corporate social responsibility, technology, competitiveness and religious compliance. A questionnaire survey was distributed in order to gather data from which 1,082 responses were returned (581 from Qatar and 501 from Kuwait).

The empirical findings reveal that customers in conventional banks have higher levels of awareness of banking products and services compared to Islamic banks in Kuwait and Qatar.

Furthermore, the findings indicate that all of the banks in the study produced a negative service quality gap (perception minus expectation) for all service quality dimensions, which indicated the expectations of customers were not met. The findings revealed that respondents from Kuwait Islamic and conventional banks are satisfied with the overall service quality based on customers' perception. However, the opposite is the case for both types of Qatari banks, although it was 'close' to satisfaction. Overall, Kuwaiti conventional banks have better service quality scores compared to Islamic banks based on the modified SERVQUAL model dimension gap differences, while in regard to Qatar, Islamic banks have higher service quality than conventional banks.

The findings also demonstrate that 'assurance', 'empathy' and 'responsiveness' dimensions scored the highest expectation mean for Qatari and Kuwaiti Islamic and conventional banks, while 'religious compliance' and 'assurance' dimensions scored a high perception mean for Qatari and Kuwaiti Islamic banks. In regard to Kuwaiti and Qatari conventional banks, 'assurance' and 'technology' scored the highest mean perception score.

Regression analysis shows that 'assurance' was found to be the most important predictors of customer satisfaction based on respondents' perception and expectations for all types of banks in Kuwait. Customers in Qatar rated 'empathy' and 'assurance' as the most important predictors of customer satisfaction.

Furthermore, the study also found that customer demographics have a significant effect on their perception and expectations of service quality in Kuwaiti and Qatari Islamic and conventional banks. The factor analysis revealed that the customers of Islamic and conventional banks reorganize the service quality dimensions into various components differently than the modified SERVQUAL dimensions. For Kuwaiti and Qatari Islamic banks, the customers revealed 'management, establishment and confidentiality' to be the highest-ranked service quality component, while for Kuwait conventional banks, 'customer service' was found to be the highest-ranked.

Glossary

This section explains some of the Arabic words and terminology used in this thesis. The Glossary is taken from Hassan and Lewis (2007).

Bai Al Salam is referred to as pre-paid purchase.

Bai is a comprehensive term that applies to sale transactions, exchange.

Fiqh is Islamic jurisprudence, the science of religious law, which is the interpretation of the Sacred Law, *Shari'ah*.

Gharar is uncertainty, speculation.

Hadith (plural *hadith*) is the technical term for the source related to the *sunnah*, the sayings and doings of the Prophet Mohammed, his traditions.

Halal means permitted according to *Shari'ah*.

Haram means forbidden according to *Shari'ah*.

Ijarah contract is a leasing contract.

Ijma means consensus among jurists based on the Holy Qur'an and sunnah, and one of the four sources of law in Sunni Islam.

Ijtihad means the act of independent reasoning by a qualified jurist in order to reach new legal rules.

Islam is submission or surrender to the will of God.

Istisnah is a contract to manufacture.

Maysir means gambling, from a pre-Islamic game of hazard.

Mudarabah contract is a trustee financing contract, where one party, the financier, entrusts funds to the other party, the entrepreneur, for undertaking an activity.

Mudarib means an entrepreneur or a manager of a *mudarabah* project.

Murabaha is resale with a stated profit; for example the bank purchases a certain asset and sells it to the client on the basis of a cost plus mark-up profit principle.

Musharakah contract is an equity participation contract, whereby two or more partners contribute with funds to carry out an investment.

Muslim is one who professes the faith of Islam or is born to a Muslim family

Qiyas means analogical deduction.

Qur'an is the Holy Book, the revealed word of God, followed by all Muslims.

Rabb al-mal refers to the owner of capital or financier in a *mudarabah* partnership agreement (also *sahib al-mal*).

Riba is literally 'excess' or 'increase', and covers both interest and usury.

Shari'ah is Islamic religious law derived from the Holy Qur'an and the *sunnah*.

Sukuk is a freely tradable Islamic participation certificate based on the ownership and exchange of an approved asset.

Sunnah is a source of information concerning the practices of the Prophet Muhammad and his companions, and is the second most authoritative source of Islamic law.

Tawarruq in Islamic financing, an arrangement in which somebody purchases an item from a bank on a deferred payment plan, then sells it immediately to obtain money.

Ulama are the learned class, especially those learned in religious matters.

Ummah means the community; the body of Muslims.

Zakat is a religious levy or almsgiving as required in the Holy Qur'an and is one of the five pillars of Islam.

ABBREVIATION

Per.	Perception
AAOIFI	Accounting and Auditing Organization for Islamic Financial Institutions
ABQ	Ahli Bank of Qatar
ABK	Ahli Bank of Kuwait
AUB	Ahli United Bank
Asymp. Sig.	asymptotic significance
CB	Conventional Bank
CBK	Commercial Bank Kuwait
CBQ	Commercial Bank of Qatar
CRM	Customer Relationship Management
CS	Customer Satisfaction
CSR	Corporate Social Responsibility
Exp.	Expectation
GCC	Gulf Cooperation Council
IB	Islamic Bank
IBQ	International Bank of Qatar
KD	Kuwaiti Dinar
KIB	Kuwait International Bank
KW	Kruskal-Wallis test
MWU	Mann-Whitney U test
NBK	National Bank of Kuwait
NPL	Non-performing loans
P-E	Perception minus Expectation
QCB	Qatar Central Bank
QIB	Qatar Islamic Bank
QIIB	Qatar International Islamic Bank
QNB	Qatar National Bank
QR	Qatari Riyal
RCM	Rotated Component Matrix
ROA	Return On Asset
ROE	Return on Equity
Sig.	Significance level
SQ	Service Quality

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CHAPTER 1

BACKGROUND TO THE RESEARCH

1.1 INTRODUCTION

Over the last two decades the financial sector, and in particularly the banking sector of the GCC region, went through huge changes in service-orientated marketing and policies for both conventional and Islamic banks. This is largely due to a reflex response to the rapid changes in technology, globalization and the challenges of competitiveness from both within the national boundaries as well as from the international front. All this has contributed immensely towards wider ranging banking sector reforms, more so than any other period in history. The Gulf countries in all respect tried to mimic changes that have been occurring in the Western banks with the objective of aligning themselves with the requirements set by the International and European banking standards. While reforms in the banking sector have resulted in immense changes in banking practices, the emergence of new customer attitudes demanding certain services has impacted the development of the industry as well.

In general, since the late 1980's and early 1990's, the concept of customer satisfaction started to form a momentum where increasing number of organisations of all sizes started to understand how prudent customer satisfaction was for the well-being and sustainability of their organisations (Egan 2004:3). This realisation was further enhanced when various marketing research showed that it was far less expensive to keep existing customers than to gain a newer customer and there was clear relationship between the overall customer satisfaction and profitability of the organisation (Anderson *et al.*, 1994; Anderson and Mittal, 2000), furthermore the authors mentioned that the best method to retain customers is to keep the existing customers satisfied. Moreover, various studies in the past have also shown that an enhanced customer satisfaction can lead to the repurchase intention of service, brand loyalty and repeat sales so that such customer retention is directly related to profitability of the organisation (Oliver and Swan, 1989; Oliver, 1999). Since organisations of all sizes started to pour billions of dollars into customer relation management (CRM) solutions, products and services in order to improve on their

existing customer satisfaction levels, measurement of customer satisfaction has acted as an indicator of ‘service quality’ of an organisation, determining how successful or unsuccessful an organization is at providing services to their existing customers.

Customer satisfaction, although a subjective concept most of the time, is based on perception and thus is quite often difficult to define. However, several prominent practitioners and academics have attempted to define it as close to reality as possible. Customer satisfaction can be defined as “the number of customers or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals” (Farris *et al.*, 2010:56). While the definition may sound similar to what has been defined for service quality, the difference in the case of customer satisfaction is the post-decision based on what a customer experiences while this is not the case for quality, as cited by Caruana (2002).

Existing literature mentions customer satisfaction in parallel to services and service quality of an organisation. These synonymous words tend to exist in an interchangeable manner and are very similar in meaning. (Crosby, 1979) defines quality as ‘conformance to requirement’. While service quality is ‘the perception resulting from a comparison of consumer expectation with actual service performance’ (Parasuraman *et al.*, 1985).

Anderson, Fornell and Lehman (1994) accentuates that the higher the customer satisfaction level is, the higher the competitive power and survival rate of the organisation will be. Since most banks sell similar products and services both within the conventional and Islamic banking sector. The only edge a bank will have over its competitors is in the level of service quality provided and in parallel to a superior customer satisfaction level to its competitor within the same market place. Furthermore, Reichheld and Sasser’s (1990) study on customer satisfaction and profit of an organisation showed that when an organisation retains 5% more of its customers from the market place, the profitability of the organisation increases to almost 100%. Furthermore, profit impact of market strategy (PIMS) programmes have carried out empirical studies with a massive sample size to determine the profit of an organisation’s relationship to perceived service quality, the findings also show that as perceived service quality of an organisations improves the profitability of the organisation, as cited by Zeithaml *et al.*, (1996:31).

The banks in recent decades have started to pay more attention to customer satisfaction and customer relationship management in order to enhance their level of service quality. Improved service quality and customer satisfaction can have a positive effect on the financial performance of an organisation, which can also improve branding and reputation, thus in effect capturing greater numbers of customers (Zeithaml *et al.*, 1996). Among others, Yeung and Ennew (2000) also reiterated these studies by finding a relationship between relative quality as perceived by the customers and return on investment (ROI) of the organisations involved in the study. In support of the existing evidence, Söderlund (1998), mentions that improved customer satisfaction leads to an increase in customer numbers for the organization through word of mouth. The study further expands and explains that there exists a difference between the level of customer satisfaction and its impact of whether a customer will positively spread word of mouth marketing for the organization.

In search of the determinants of customer satisfaction, Johnston (1995) accentuated the point that the attitude of the banking staff such as attentiveness, care, responsiveness and friendliness are related to the customer satisfying determinants. In contrast reliability, integrity, responsiveness, availability and functionality are related to the customer dissatisfied determinants.

Various studies have shown customers do have problems with the fact that their expectation of service quality has not been met. Zeithaml and Parasuraman (1990) found that in the USA banking sector, almost 30% of the customers have had a service problem with their bank at the current or former financial institution. They concludes that more than half of those who expressed their dissatisfaction with encountering service at various stages of the banking procedure either closed their account or switched to another financial institution.

With such existing evidence, organisations from various sectors realised the importance of service quality and thus over the years have repeatedly used various service quality strategies to enhance competitive edge, improve efficiency, increase brand marketing, retain existing customers and gain new customers by both direct and indirect word of mouth advertising (Zeithaml *et al.*, 1996).

Parasuraman *et al.* (1985, 1988, 1990, 1993 and 1994) made the first attempts to conceptualise and measure service quality of an organisation. This conceptual

research led to the designing of an instrument that determines the level of service quality called SERVQUAL. This instrument consists of five dimensions, which are ranked by the respondents' personal experience. Since then the SERVQUAL model has been used extensively in various industries including the banking sector. Moreover, other service quality models and instruments have evolved such as the CARTER model and the SERVPERF model. The CARTER model has been used primarily by Islamic banks in numerous studies to determine and measure the level of service quality, Othman and Owen (2001). However the SERVQUAL model still maintains the centre of attention for service quality measurement instruments.

In recent decades the economic growth of emerging markets in the GCC region, such as in Qatar and Kuwait, have brought an increased demand for financial services and products. Both Qatar and Kuwait's economy has been expanding since the discovery of natural hydrocarbon based resources such as gas and oil. Expansion of their economies have had a positive impact on the banking sector in both the countries, such that the number of banks and their branches has quadrupled over the last two decades far greater in number in relation to the overall population growth. In recent decades, the religious nature of these societies in the region has caused a rapid rise in Islamic banks, with a number of conventional banks being converted to Islamic banks due to demand from the general public in both countries. However, a good number of conventional banks still do exist and cater to less conservative and expatriate populations who are mainly serve as guest workers in the region.

The Islamic banking sector has been growing at a rapid growth rate over the recent decade reaching near USD 2 trillion of asset management at an average growth rate of 15-20% (The Banker, 2012). This robust growth has facilitated the Islamic banking sector to reinvest within the organisation to improve its brand and services as a long term goal, so that Islamic banks will be of a superior choice to both current and perspective customers. Furthermore, Islamic banking in Qatar and Kuwait in recent years started to concentrate on service orientated marketing in order to capture a greater market size and brand itself in the global marketplace as a growing and a robust banking sector, which is expected to be equally as good as the conventional banks, albeit the Islamic banking sector is a new arrival to the banking arena as a whole. This study therefore aims to explore the current level of service quality offered

to the customers of the banks in both in the Islamic and conventional banking sectors of Qatar and Kuwait.

1.2 RESEARCH MOTIVATION

The banking sector, both in Qatar and Kuwait are relatively young in comparison to the Western banks, and thus there exists a gap of improvement to reach international standards. Since service quality plays an imperative part for the well-being and growth of any banks, most banks in the GCC region are continuously looking for ways to have superior service quality and hence this study plays an important role to contribute new knowledge and findings in the field of service marketing, and to further contribute, and enhance the sustainability of the banking sector in Qatar and Kuwait. Moreover, this study is a comparative type of research which has an advantage of showing how the two types of banking sector (Islamic and Conventional) are doing in terms of the service quality within each specific country as well as well a comparison between two specific countries within the same region. Furthermore, it is anticipated that the findings of this study should indicate areas of services that need further improvements for the banking sector of Qatar and Kuwait.

Compared to conventional banks in Qatar and Kuwait, the Islamic banking sector is a new phenomenon, since it is a relatively young sector, as the former banking type has been in existence since the independence of both countries. Thus, in theory Islamic banking is expected to lag behind service quality, as it did not have enough time to evolve as its competitor did. Hence this creates a gap for further studies to identify and strengthen service quality in the Islamic banking sector for both Qatar and Kuwait.

1.3 AIMS AND OBJECTIVES OF THE STUDY

The main aim of this research is to explore and determine the current level of service quality and in effect customer satisfaction level in conventional and Islamic banks in Qatar and Kuwait in a comparative analysis through the use of service quality model such as the SERVQUAL. In doing so, both expectations and actual perceptions of the customers are measured through the administration of a survey questionnaire with the objective of determining the gap between the two. The perception and expectation gap act as an indicator of service quality level.

Much of these service quality models are based on measuring the perceived perception and expectation level for a specific statement in relation to a service quality dimension. Moreover, once these levels are determined, the difference between the expectation and perception of the respondents' scores are referred to as the 'gap'. Where a negative gap score indicated dissatisfaction by the respondent with the particular service in question and conversely a positive gap score indicated a satisfied customer since the perception score has surpassed the expectation score.

It should be noted that a modified version of the SERVQUAL dimensions are used in this research, since the original SERVQUAL dimensions do not take into account the cultural dominance and effects of the GCC region on the banking sector as whole, and thus a modified version has been applied in this research in order to encapsulate maximum findings in relation to the research questions. Thus, in order to apply the model to the Islamic banking environment, certain modifications are carried out by including Islamic banking variables.

This study also aim to determine possible success factors and other benefit realisation concepts that may be adapted by both the Islamic and conventional banking sector in Qatar and Kuwait in order to improve and enhance their service quality, and thereby enhancing customer satisfaction levels.

In fulfilling the aims of this research, the following research objectives are developed:

- (i) to understand and discuss the theoretical importance of service quality in the banking sector, the current trends, characteristics and patterns in terms of customer perception and expectations in the Qatari and Kuwaiti banking sector;
- (ii) to test the modified SERVQUAL model by utilising the data collected from customers of banks through surveys and questionnaires for both Qatari and Kuwaiti Islamic and conventional banks;
- (iii) to determine and measure any existence of gap between customers expectation and perception both for Islamic and conventional banks in Qatar and Kuwait;
- (iv) to determine which of the modified SERVQUAL dimensions are the most important to customers in terms of their perception and expectation of service quality;

(v) to compare overall service quality and customer satisfaction between Islamic and conventional banks in Qatar and Kuwait;

(vi) to determine and compare the level of service quality between the Qatari and Kuwaiti banking sector as a whole;

(vii) to determine the customers awareness level of banking products and services offered by Islamic and Conventional banks in Qatar and Kuwait;

(viii) to determine if there is a correlation between financial performance and service quality of the Islamic and conventional banks in Qatar and Kuwait.

In order to fulfil these objectives the needed data was collected by the usage of questionnaire survey.

1.4 RESEARCH QUESTIONS

The aims and objectives of this study can be further expanded to understand and identify the nature of the research question. Since the research is based on measuring service quality in Qatar and Kuwait, the following questions have been designed:

(i) Questions related to the awareness level of banking products and services:

1.1 How aware are the customers of Qatari and Kuwaiti Islamic and conventional banks in terms of the products offered by their bank?

1.2 Which demographic profile has the highest awareness level on the products and services offered by their banks in Qatar and Kuwait for both Islamic and conventional banks?

(ii) Questions related to service quality based on the modified SERVQUAL model:

2.1 What are the perceived perception and expectation levels of service quality in Islamic and conventional banks of Qatar and Kuwait and are there any differences between the two types of banking in terms levels of customer satisfaction?

2.2 Which of the banks in Qatar and Kuwait are excelling in service quality and which banks are doing poorly based on the modified SERVQUAL model?

2.3 Which of the service quality dimensions are found to be the most and least important dimensions from the point of view of customers using the modified SERVQUAL model for conventional and Islamic banks of Qatar and Kuwait?

2.4 Is there any relationship between overall service quality (customer satisfaction) and the modified SERVQUAL dimensions in Qatari and Kuwaiti Islamic and conventional banks?

2.5 Are there any differences between Qatari and Kuwaiti banking sector in terms of service quality and customer satisfaction level?

2.6 How important are the Islamic banking variables in relationship to overall service quality and customer satisfaction?

2.7 To what extent do the demographic factors, such as age, nationality, education, income, number of years dealing with banks, ethnicity and gender, participate in affecting the level of customer's perception and expectation of service quality in Qatari and Kuwaiti Islamic and conventional banks?

(iii) Questions related to financial performance of Islamic and conventional banks in Qatar and Kuwait.

3.1 Is there any correlation between financial performance of Islamic and conventional banks and the overall service quality level.

The following chapters from the literature review chapters to the conclusion aim to provide answers to these questions with the objective of fulfilling the aims and objectives of this study.

1.5 SCOPE AND THE SIGNIFICANCE OF THE STUDY

Service quality has an effect on the profitability, cost, customer satisfaction, customer retention, and market expansion of an organization thus affecting the overall financial performance. Moreover a positive word of mouth recommendation can play a key factor for sustainability and growth in the banking sector (Olorunniwo *et al.*, 2006). Thus the significance of this research is derived from the effort to elaborate on the nature of service quality provided by Qatari and Kuwaiti banks, both Islamic and

conventional, and the current challenges faced by them and the direction the banking sector is moving towards in terms of service quality.

Previous studies concentrated on specific banks in Qatar and Kuwait, either in Islamic or conventional banks. In this research study, however, all banks in both the countries are included in order to develop more meaningful results encapsulating the entire banking sector. Moreover, there have not been any comparative studies between Islamic and conventional banks for Qatar and Kuwait, a gap which is filled by this study. Furthermore, there has not been any cross boarder comparison between countries of similar geographical and cultural regions. Thus, the significance of this study relates to an empirical approach for measuring the perceived service quality levels of both Islamic and conventional bank customers by measuring the perception and expectation levels of service quality dimensions in Qatar and Kuwait, which is considered as a competitive advantage in the market place.

This research also identifies the most important service quality dimensions, to which both Islamic and conventional banks of Qatar and Kuwait must pay more attention to, in order to maintain sustainability and growth for the banking sector. Moreover, this research aims to aid and help the managers of both Islamic and conventional banks in Qatar and Kuwait to realize the current service quality standards of their banks and thus identifying the weakness that may need further improvements. Hence, by introducing and implementing changes in a positive way, improved service quality will in turn potentially give rise to increased customer satisfaction.

1.6 BRIEF RESEARCH METHODOLOGY

Although certain aspect of this particular research is of phenomenological in nature, the aim of this research is to quantify the significant relationships that may exist amongst the selected variables. Thus, a positivistic paradigm shall be used for this research. Within the positivistic paradigm, this research is designed as a qualitative research methodology based on the questionnaire designed as a model.

In terms of research design, descriptive research is more suitable since the questions of this research are based on measuring the perception and expectation levels of respondents. Moreover, an exploratory research type is conducted, since this research explores the opinions and perceptions of the participants on the subject matter.

Furthermore a quantitative method is used in order to analyse the data and gather information that may be able to answer the research questions. This is facilitated by using a triangulation of primary and secondary data.

Extensive secondary and primary data sources are used for this research. Secondary sources include journals, newspapers, books and information from various related Internet websites with the objective of providing an explanation into the theoretical concepts related to service quality, as a detailed description of various service quality models and the previous work on SERVQUAL model application on the Gulf and Islamic banking sector in general are provided.

Primary data was collected by utilising questionnaire as a research tool. The first part of the questionnaire was designed to ask questions in relation to perception and expectation of customers based on the modified SERVQUAL instrument. The second part of the questionnaire dealt with questions related to the awareness of the banking products and services and the last part of the questionnaire involved demographic based questions. The sample questionnaire applies to the customers of Islamic and conventional banks of Qatar and Kuwait and total 1082 respondents between the two countries.

In analysing the data, descriptive, inferential statistical analysis and regression analysis was used to answer research questions and test the formulated hypotheses.

1.7 STRUCTURE OF THE DISSERTATION

The research follows a logical and systematic structure and is presented in nine chapters. Chapter 1 serves as the introduction chapter to the research and elaborates on the research problem and the purpose of the research. The methodology used is also presented briefly in Chapter 1.

Thereafter, the literature review is divided into two chapters, Chapter 2 covers the aspects of service quality and on various service quality instruments and models, while Chapter 3 examines the previous work on service quality in the Islamic banking sector and also specifically looks at the principle of Islamic banking as well as Islamic banking products and services offered by Islamic banks in Qatar and Kuwait. Chapter 4 examines the banking system and economy of Qatar and Kuwait, trends of banking growth, and also past case studies.

As an operational chapter, research methodology is detailed and discussed in Chapter 5, with a fully-detailed process and explanation given for strategy and methods used to gather information and data for the research.

The results of the empirical investigation are presented as descriptive analysis in Chapter 6, while Chapter 7 provides detailed analysis through the use of inferential analysis. Following that Chapter 8 provides a discussion on the results and findings by contextualising within the literature material presented in Chapters 2, 3 and 4. Conclusions and recommendations follow at the end in Chapter 9, which summarises the results and reflects on the findings through different perspectives.

CHAPTER 2

SERVICE QUALITY AND SERVICE QUALITY MANAGEMENT: A SURVEY

2.1 INTRODUCTION

The concept of service quality and service quality management has become of the utmost priority, not only for banks and financial institutions but also for business organizations across different sectors, largely due to immense competition from other institutions. A study by Sureshchandar *et al.* (2002) shows that organizations having a competitive advantage in delivering high quality service will also have more satisfied customers. Moreover, since the profitability of an organization and deposits by customers are vital for any bank to survive and continue to sustain growth, customers' utilization of banking service would thus play a vital role for that kind of growth and progress to occur.

Studies has shown that a higher level of service quality lowers customer defection, provides opportunities for cross-selling, enhances customer loyalty, increases word-of-mouth recommendation and enhances corporate branding (Nguyen and Leblanc, 1998; Cronin *et al.*, 2000; Arasli *et al.*, 2005; Ehigie, 2006). Therefore it is highly imperative for the banks to improve and enhance their existing service in a competitive market and therefore improve the quality of the services they provide to their customers.

Parasuraman *et al.* (1988) defines service quality as the “degree and direction of discrepancy between customer's perceptions of service and expectations” which refers to the gap model. This chapter presents and defines the general concepts about value, quality, customer satisfaction and service quality. In addition, this chapter also presents methods and instruments used to measure the level of service quality, particularly in reference to banks and financial institutions.

Over the last few decades various models have been developed in order to measure and assess the level of service quality. Thus, the concept of customer satisfaction and service quality are interlinked, which will be explained in further detail in section 2.2.

2.2 CUSTOMER SATISFACTION: CONCEPTUAL DEFINITIONS AND ASPECTS

The concept of 'satisfaction' is not an easy term to define due to its versatile concept. However, Westbrook and Oliver (1991) define satisfaction as customers' comparison of actual perceived experience with their expected performance. This is further supported by the work of Oliver (1980 and 1997) who defines satisfaction as the expectations of customers being met by the service providers. Furthermore, Anderson *et al.* (1994) postulates the view that satisfaction is a term used by customers when their full expectation has been met. This is also supported by Fecikova (2004), who summarizes that satisfaction is an experience by customers when they feel that their expectations have been wholly met. In providing another dimension, Jamal and Naser (2002), further add that satisfaction is not only the experience of expectation being met by the customers, but also the process of meeting that expectation.

In an attempt to provide a functional definition, Al-Zaabi (2006) states that customer satisfaction is a process by which customers assess the price of goods or services, the service in general and product quality. While customer satisfaction and service quality are interlinked, Cronin and Taylor (1992) differentiate the two concepts by stating that service quality is related to long term perception and attributes, whilst customer satisfaction is a near term judgement of service quality experience. This is further supported by Boulding *et al.* (1993), as they state that customer satisfaction has been distinguished into two types of mechanisms by which the term can be conceptualized: transaction-based specific and cumulative type.

In the former case customer satisfaction involves contemplation by customers on their experience of service or product (Cronin and Taylor, 1994). In the case of 'cumulative' based customer satisfaction, it involves primarily the judgement and contemplation of services and goods over a longer period of time, (Fornell, 1992; Anderson *et al.*, 1994) further opines that transaction-based customer satisfaction experiences provide information about service encounters or specific product experiences, however cumulative-based customer satisfaction provides more versatile information about the past, present and future performance of an organization. The author further states that customer satisfaction has a stronger correlation with the price of the products and services, which is also supported by other studies, such as

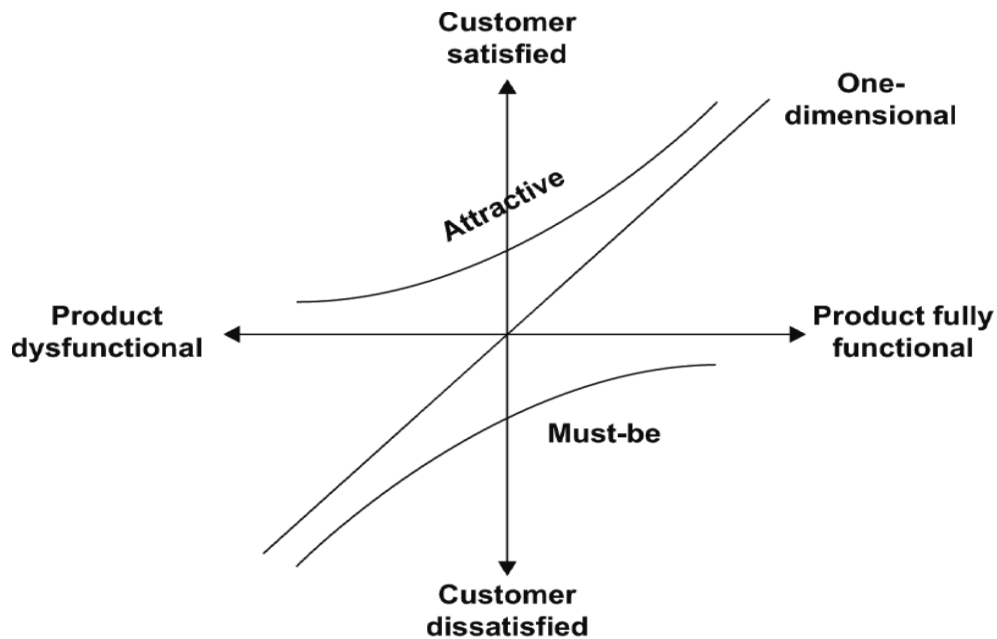
Zeithaml (1988) and Holbrook (1994). Moreover, Anderson *et al.*'s (1994) study findings also postulate that customer satisfaction may fall as the market share of an organization increases. Furthermore, their findings suggest that as the quality of services and products increase with the increased expectation of customers, so too does customer satisfaction increase in the long term. Moreover, File and Prince (1992) elaborate by stating that customers tend to tell the experience to others by word of mouth and hence this acts as a powerful source of advertising.

Oliver (1980 and 1997) describes customer satisfaction as the fulfilment of customers' response. In attempting to provide a process-oriented understanding, Cronin and Taylor (1992) postulate that customer satisfaction occurs during numerous levels and stages in any given organization, which may include satisfaction with the staff of an organization (service encounter), satisfaction with the actual product or service, and lastly an overall satisfaction with the actual service provider.

Overall, customer satisfaction is interlinked to service quality, and several studies have repeatedly shown that customer satisfaction ultimately leads to enhanced service quality, which is argued and modelled by Parasuraman *et al.* (1988). In addition, Parasuraman *et al.* (1988) and Naeem *et al.* (2009) also hold that customers satisfaction is the result of better service quality. Moreover, Caruana (2002) indicates that customers' satisfaction plays a role in affecting service quality, and in turn this affects service loyalty.

It is argued that service quality is an important element to better obtain customer satisfaction. This is supported by Caruana (2002), as he developed a model that linked customer satisfaction with quality in the case of Malta. However, others, such as Anderson and Sullivan (1993), disagree their findings present a contrary notion or zero correlation between customer satisfaction and service quality, while also strongly criticising and disagreeing with the findings of Parasuraman *et al.* (1988). However, the majority of authors support the view of Parasuraman *et al.* (1988) based on their own independent empirical studies. The studies by Rust and Zahorik (1993), Spreng *et al.* (1996) and Tam (2000) also suggest that customer satisfaction has a strong correlation with quality of service. Furthermore, Jamal and Naser (2003) mention that service quality is very much related to customer's satisfaction in their examination of the subject matter when it comes to banks.

Figure 2.1 KANO Model



Source: Wang and Ji (2010:175).

Wang and Ji (2010) explain that in the Kano model, as shown in Figure 2.1, there exist three variables that dictate the overall outcome of customer satisfaction in three different ways: ‘must be’, ‘attractive needs’ and ‘one dimensional’. According to the authors, the attribute ‘must be’ occurs when the customers are not satisfied since their expectation is not met by the service or product use experience. In the case of ‘one dimensional’ customers express high satisfaction levels due to high quality of service or product. ‘Excitement need’ is defined as an increase in satisfaction when service quality is high. However, satisfaction does not decrease when the service quality or performance lessens.

2.3 THE GENERAL CONCEPT OF VALUE, QUALITY AND CUSTOMER PERCEPTION ON SERVICE QUALITY

Past studies have claimed that ‘value’ is the core and vital factor before satisfaction can be considered. Cronin *et al.* (2000), for example, postulates that all value must precede satisfaction. Moreover, they opine that quality of service or goods affects the overall value. This is further supported by the study by Nguyen and LeBlanc (1998), as their findings indicate a direct correlation between customer satisfaction and value. The authors further deduce that value is an important factor that is related to loss

or gains of service from the perspective of consumption of services or products from an organization. Thus in effect since value has an effect on satisfaction which in turn has an effect on quality of services or goods, the three terms may have a parallel meaning since they are all related.

It is difficult to encapsulate 'quality' as a single concept or to define it as a simple term as many variations exist. Gitlow *et al.* (1989) define the term 'quality' as customers' perception surpassing the needs of their expectations.

Others, such as Juran and Godfrey (1999:4.21), however, sees quality as the level of excellence given at an acceptable cost, or as 'fitness for use' by customers. Garvin (1988), therefore, opines that 'quality' is the manifestation of when at best the customers' expectation is met. Furthermore, Crosby (1979) defines quality as how well does performance conform to the requirements of customers. This is further supported by the work of Fortuna (1988), who defines the term 'quality' as meeting the customers' set requirements.

Juran (1988), Adanur and Allen (1995) presents quality as having special character, which is split into five specific categories, as follows:

- (i) Technology- this refers to clarity of technological based services and how user friendly the outlets are;
- (ii) Time-oriented- refers to repair times also the length of customer queuing time;
- (iii) Contractual- referring to whether customer satisfaction is guaranteed;
- (iv) Ethical- the level of truth, honesty and courtesy from staff;
- (v) Psychological- service providers' recognition of customers and how comfortable customers feel by the service staff attitudes and the layout of the institutions.

Parasuraman *et al.* (1988) defines perceived quality as the customer's perception of judgement about service in terms of how excellent it is, according to whom this is manifested in as attitudes that are based largely on comparisons between customers' perception and their perceived expectation of services and goods. In essence perceived quality is the 'gap' between the customer perception and expectation level of services and products provided by the service provider. So if the customers'

perception exceeds their level of expectation, the perception of service quality will be at the optimum level. This facilitates the process and measurement requirements needed in order to determine the standard of quality of service. Jun and Cai (2001) postulate the significance of service quality in the banking industry specifically in relation to the delivery of services and products to customers. This shows the importance of measuring customers' perception of service and product quality as provided by the banks in order to determine the level of customer satisfaction.

The concept and definition of service quality developed by Parasuraman *et al.* (1985) has been utilised by service marketers for many decades. Others echo similar definitions, such as Grove and Fisk (1995) who state that service quality is the judgement of service customers receive compared to their expectations of the service and product.

Thus in a nutshell service quality stems from a comparison of what the customers feels service organizations should provide or offer them and their expectation of service performance. Therefore, Parasuraman *et al.* (1988) postulates that if the expectations of customers are met, service quality is perceived to be satisfactory; if unmet, less than satisfactory; if exceeded, more than satisfactory. It is for that reason that focusing on customers' needs in terms of their expectation is the key to adopting and delivering service quality management. In evidence of this is Kumar *et al.*'s (2009) study showing that higher quality services would eventually lead to higher customer satisfaction which will in turn increase customer loyalty. Moreover, the authors add that the growth and profits in an organization are due to enhanced customers loyalty while customer loyalty is due to customer's satisfactions, indicating a causal relationship.

In summary, 'service quality' is defined as the difference between customers' perception of the overall services provided by an organization and their (customers) expectations about the services they receive. Therefore if the perceptions of a customer are not equal to the customers' expectation or even lower, then this indicates that the quality of services provided by an organization to its customers is low and thus dissatisfactory.

2.4 SERVICE QUALITY MEASUREMENT MODELS: THE SERVQUAL MODEL

In order for corporations and banks to gain a certain competitive edge over their competitors, they have to acknowledge the attributes and characteristics of the services provided in their sector, and specifically how customers perceive service in terms of quality. The literature does this by indicating a number of attempts and the use of modelling for measuring the service quality.

Grönroos (1982), for example, is one of those, who initially attempted to measure service quality. This was later evolved to form the Parasuraman *et al.* (1985) model, which measures service quality through a fully functional instrument, known as the SERVQUAL model.

In the development of knowledge in this particular area, various researchers discovered that service quality comes with multiple dimensions. Among others, Swan and Comb (1976) set out two specific dimensions of service quality: an instrumental quality based dimension which consists of the physical tangible aspect of the service (includes interior and exterior design and products) and second dimension, which is the 'expressive quality' based on the intangible related variables.

Parasuraman *et al.*'s (1985) initial model, which is called SERVQUAL, was based on two levels of measurements using 10 dimensions, which was in essence developed to track service quality in different industries. The SERVQUAL model is based on gathering and analysis of data empirically, which largely involves around customer perceptions of services. Thereafter, the perception data on service qualities of the company in research is then compared to another company in the same sector with excellent standards. The resulting gap between customer's perceptions and customer's expectations is then utilised to measure and improve service quality (Parasuraman *et al.*, 1988).

The initial ten dimensions of the Parasuraman *et al.* (1985) design consisted of the following service quality dimensions: responsiveness, reliability, competence, communication, understanding, courtesy, access, security, credibility, and tangibles. The authors further developed this model into a five dimension model by merging some of the dimensions together (Parasuraman *et al.*, 1988). Since then the five-dimension model has been consistently used by various studies, as it has found to be

the most fitting for studies across various sectors and industries. Each of the Parasuraman *et al.* (1985, 1988, and 1994) dimensions consist of carefully crafted groups of closely related variables. The design of the dimension has been derived after extensive quantitative and qualitative research on customers perception of service oriented sectors. The five dimensions of the SERVQUAL model consist of the following variables;

- (i) Tangibles - based on physical facilities, company equipment, staff dressing, and communications instruments and materials;
- (ii) Reliability - ability to execute the service efficiently and accurately;
- (iii) Responsiveness - how helpful are the service providers at providing prompt service;
- (iv) Assurance - knowledge, courtesy and confidence of employees and their ability;
- (v) Empathy - the caring attitudes of staff toward the customers.

The SERVQUAL model consists of twenty-two pairs of question items. Each pair of questions is based on a question on perception of the current service of the organization and the paired question asks their opinion on their expectation of the service. Babakus and Mangold (1992) suggest that wording of the items should be changed to suit the industry on which the research is conducted. The gap or the difference between the paired questions gives an indication of the customers' perception on the overall quality of the service (Parasuraman *et al.*, 1988).

(Parasuraman *et al.* 1985 and 1988) postulates that there are three outcomes to the SERVQUAL model:

- (i) a negative gap difference between expectation and perception means that service quality is lower than the customer expectation, which is referred to as quality failure.
- (ii) a positive gap indicating that customers are satisfied since service quality is higher than their expectation.
- (iii) no gap, which indicates that again customers expectation has been met and the service quality is high.

It should be noted that the SERVQUAL model has been extensively utilised by many service quality researcher in various sectors of the service industry, which, among others include: (Jun and Cai, 2001; Curry and Sinclair, 2002; Antony *et al.*, 2004; Paswan *et al.*, 2004).

Parasuraman *et al.* (1985, 1988, 1990, 1991, 1993, and 1994) concept is further developed by Othman and Owen (2001, 2002 and 2005), as the latter mentions that perceived service quality is due to customers comparing the expected service with the service they actually received. Moreover the authors opine that performance below the customers' expectations always leads to a lower service quality perception by customers. However, if the perceived expectation level is reached or surpassed then the overall effect is higher service quality. Therefore, perceived service quality is the result of the customer's comparison of expected service with the service received.

The analysed perception of customers and the resultant gap between expectation and perception levels provides valuable information to companies or organizations to further improve on weak areas, which are also referred to as service quality dimension, and help to facilitate and priorities the organizations' resources allocation to improve on critical attributes. Accordingly, all these studies indicate that the SERVQUAL model is an instrument to measure service quality as a function of perception and expectations, which is expressed as (Seth *et al.*, 2006):

$$SQ = \sum_{j=1}^k (P_{ij} - E_{ij})$$

where:

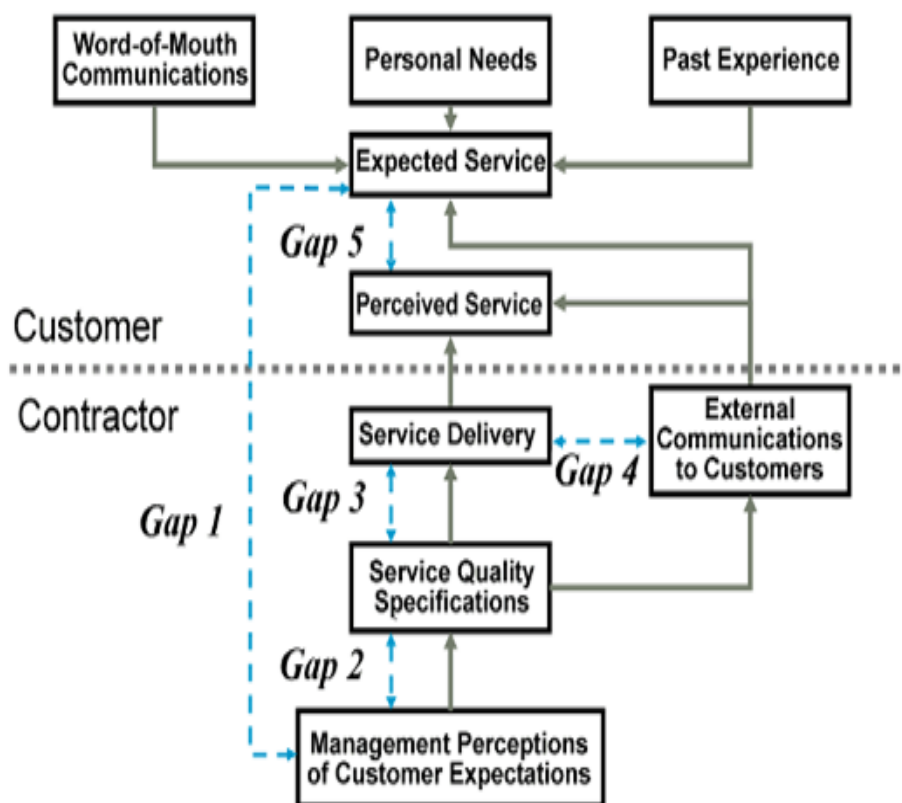
SQ = overall service quality; k = number of attributes; P_{ij} = Performance perception of stimulus i with respect to attribute j ; E_{ij} = Service quality expectation for attribute j that is the relevant norm for stimulus i .

Furthermore, Zeithaml *et al.* (1988) identified that the gaps between expectation and perception exist in various stages within an organization. Table 2.1 provides a summary of the five gaps model that any one organization may possibly have with a service orientated industry. As shown in table 2.1, 'Gap 1' is regarding information gap between the service providers (management's perceptions of their service) and customers' expectations, while 'Gap 2' is based on the gap between management's

perceptions and the specifications of the overall service quality. Moreover, ‘Gap 3’ centre’s on performance of the company and thus is based on the gap between the actual performance of service in terms of delivery and service specifications. In the case of ‘Gap 4’, this is solely based on the internal communications between delivery of services and the information that is actually being delivered and communicated. Finally, ‘Gap 5’ is based on the overall service quality, entirely entering on the gap between perception of customers and their perceived expectation of services delivered, thereby effectively measuring the service quality.

It should be noted that this particular research is modelled on Gap 5, as the study is based on determining the service quality of banks in Kuwait and Qatar from the perspective of retail customers.

Figure 2.2: SERVQUAL Model and the 5 Gaps of Service Quality



Source: Zeithaml et al. (1988:36).

2.5 ALTERNATIVE SERVICE QUALITY MEASUREMENT INSTRUMENT TO THE SERVQUAL MODEL

Since the development of the SERVQUAL model, other new models have been devised by other researchers to measure service quality of an organization, such as the work of Cronin and Taylor (1992), who devised the SERVPERF model largely directed at the financial and other service based industries. Unlike the SERVQUAL model, this model is a generic model for all service sectors and industries.

It should be mentioned that the SERVQUAL model was extensively debated by Cronin and Taylor (1992), as they argued that SERVQUAL has certain weakness and therefore they were in favour of SERVPERF as a better suited measure of service quality.

Other criticisms of SERVQUAL model include the use of the term ‘should’ in the expectation part of the model. Teas and Kenneth (1993) believe that the use of such a term will have an effect on the customers by promoting the rating.

It should be noted that the SERVPERF model is based on measuring customers’ performance perceptions, and thereafter comparing customers’ expectations of the service encounter. In addition, over the last few decades, at least nineteen service quality models have been developed to measure service quality (Seth *et al.* 2006). In the following sections various popular alternative models to the SERVQUAL are discussed and presented such as the Grönroos Model, SERVPERF and the Cronin and Taylors model (1992).

2.5.1 Grönroos Model

The Grönroos model is the first generation of service quality instrument designed to measure services in terms of quality. The model is primarily based on the performance as the measure of service quality, which aims to measure service quality and its relationship with customer satisfaction and the intention of the customer to purchase. It must be pointed out that the Grönroos model is based on just measuring perceptions and unlike the SERVQUAL model, it excludes out the expectation measurement.

Grönroos (2000) elaborates that process of service consists of various intangible activities that involve interactions between the customer and service staff or in some cases physical products or goods. The Grönroos model is centred on three main components of service quality which are image, technical quality and functional quality. The first component is image of the service provider, which is built on both functional quality component and technical quality component, and also includes other factors such as pricing, public relations and word of mouth.

The second component, which is technical quality, refers to what the customers get when they interact with the service providers and the customer evaluation of the service quality received. The third component of the model is functional quality which is how the customer gets the outcome and this reflects the customer's view of the service (Grönroos, 1982).

Furthermore Grönroos categorized five items that may positively affect the overall service quality level as perceived by customers: technical skills, organization image and reliability, behaviour and attitude of service staff, accessibility and flexibility of the service facility, and reliability and trustworthiness of the organization. Moreover, Grönroos (1982) found that word-of-mouth (WOM) has a profound impact on potential customers' perception more than any other form of marketing campaign, Seth *et al.* (2006).

2.5.2 Cronin and Taylor's Model

Cronin and Taylor (1992 and 1994) developed the SERVPERF model as they disagreed with some of the elements of the SERVQUAL model. The authors believed that their model's scale explained a greater level of variation on service quality compared to the SERVQUAL model. In comparison, Cronin and Taylor (1994) stated that SERVPERF can also provide a longitudinal view of the service quality perceptions, and they also argued that their model is far more reliable and efficient than the SERVQUAL model due to its efficiency of asking only 22 item-related questions compared to the 44 questions as in the case of the SERVQUAL model (which consists of additional expectation question items).

Moreover, Cronin and Taylor (1994) explain that unlike the SERVQUAL model, in the SERVPERF model, customers take into consideration their own previous

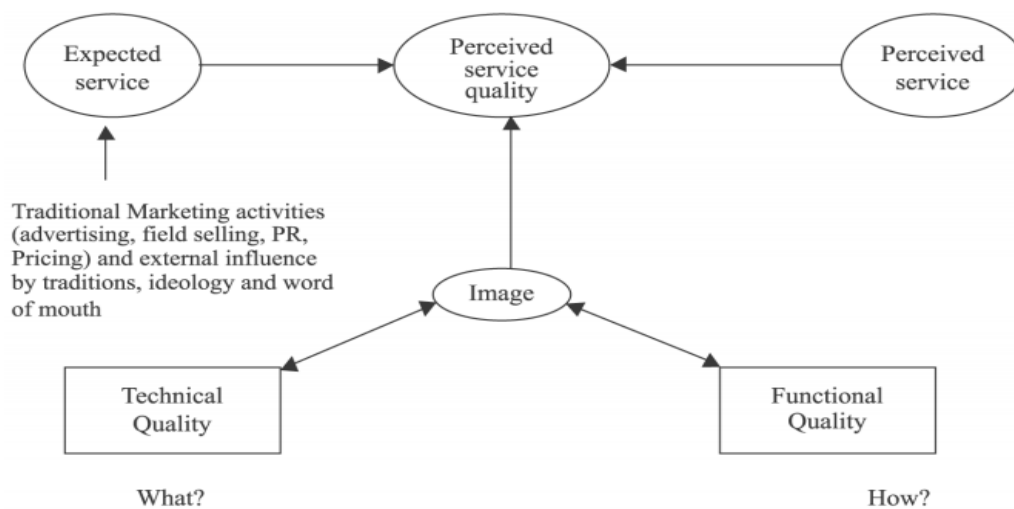
experiences on overall perception of the service provided by the cooperation, which is based on the assumption that customers have constant contact with the service provider (Kang and James, 2004). This model has also been tested in several industries by researchers. Figure 2.3 illustrates the mechanics of the SERVPERF model.

The SERVPERF model can be expressed in the following formula Seth *et al.* (2006):

$$SQ = \sum_{j=1}^k P_{ij}$$

where SQ = overall service quality; k = the number of attributes; P_{ij} = performance perception of stimulus i with respect to attribute j .

Figure 2.3 illustrates the Mechanics of SERVPERF



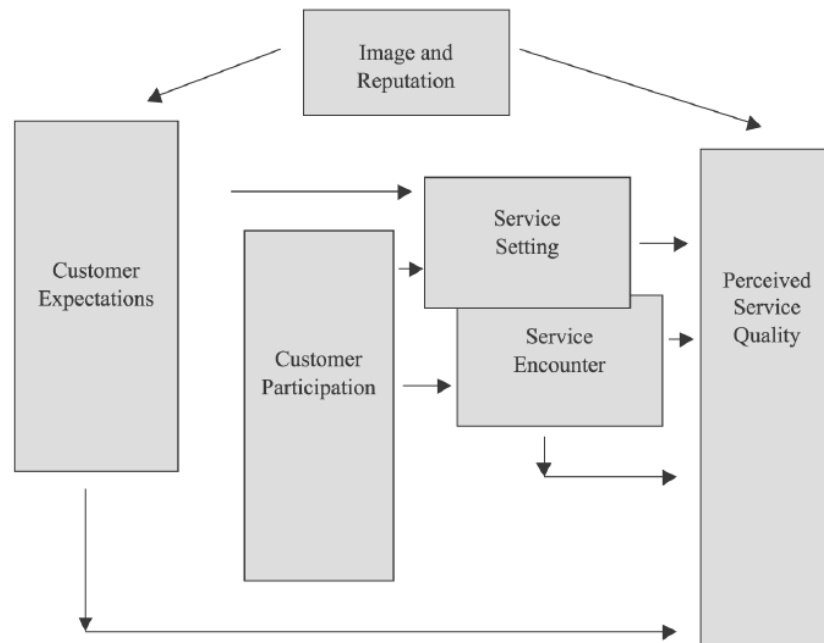
Source: Cronin and Taylor (1992).

2.5.3 Internet Banking and Service Quality models

In terms of the service quality and the relationship to customer interactions via internet banking, Broderick and Vachirapornpuk (2002) proposed a model specifically tailored towards internet banking based on customer expectations of the internet service, the overall image and reputation of the service provider, the arrangement of the service setting, service encounter and customer participation through the use of internet banking. The model is shown in Figure 2.4. Moreover, the model developed by Zhu *et al.* (2002) takes into consideration that IT usage by service providers

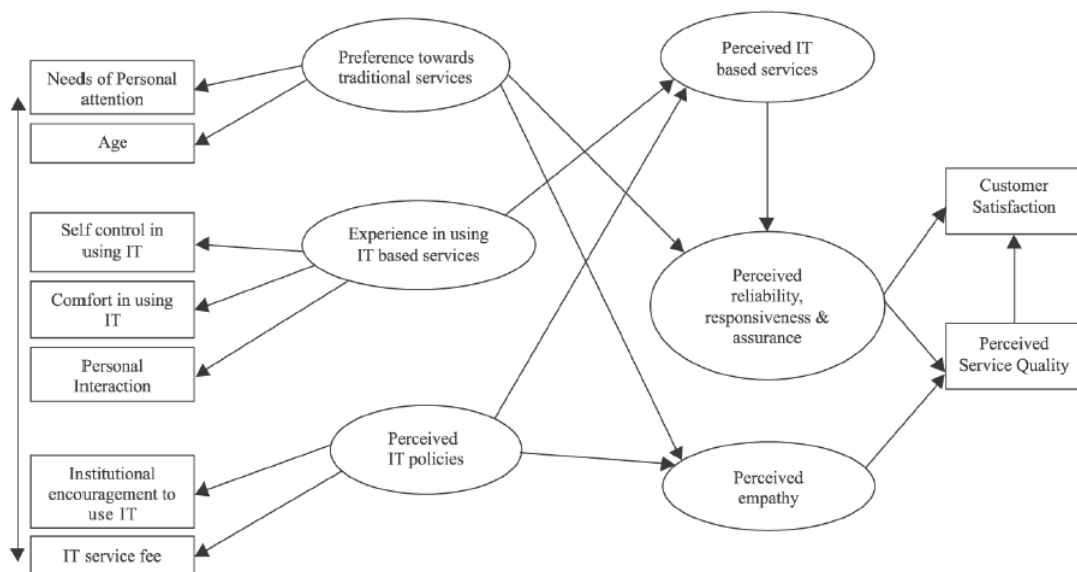
reduces overall costs for the organization and thus creates value. Their model links customers' perceived internet based services to the traditional service dimensions, thereby covering all aspect of service orientation as shown in Figure 2.5.

Figure 2.4: Model of Service Quality in relation to Internet Banking



Source: Broderick and Vachirapornpuk (2002).

Figure 2.5: Information and Internet based Service Quality Model



Source: Zhu *et al.* (2002).

2.6 MODEL SELECTION: CHOOSING SERVQUAL OVER OTHER MODELS

For this research, the SERVQUAL model has been selected, as previous experience and work by various researchers in the banking sector have proven to show significant results (Bahia and Nantel, 2000; Newman, 2001; Arasli *et al.*, 2005; Kumar *et al.*, 2009).

It should be noted that there are other models utilised in the literature, such as the CARTER model, which has been used to measure service quality in Islamic banks in the past, for example by Othman and Owen (2001) and Abedniya and Zaeim (2011). Moreover, the CARTER model, which is built on the original SERVQUAL model, with the additional ‘religious compliance’ dimension, did facilitate to some extent in the design of the modified SERVQUAL model for this study. Despite its use in the literature, the CARTER model has its limitations. Since the introduction of the CARTER model, other dimensions have emerged as integrated and important parts of service industry, particularly in the case of the GCC region. More specifically, issues related to technology, the pricing of products and services and corporate social responsibility, which the CARTER model did not take into account in 2001 when the model was under design and implementation.

The EBISQ model is another model built on the original SERVQUAL model, specifically utilised to measure service quality of Islamic Banks in England. The model aims to determine the level of service quality in banks by measuring both customer perception and expectation level. The model is comprised of five dimensions: responsiveness, credibility, Islamic tangibles, accessibility and bank image (Abdullrahim, 2010). Moreover, the author opines that the SERVQUAL model must be modified to better suit the religion, culture and country of the research setting; hence, the author designed the EBSIQ model primarily for English Islamic banking customers.

The majority of the service quality models have not been used extensively in previous studies, particularly for banks and financial institutions, unlike the SERVQUAL and the SERVPERF models. After careful consideration, the SERVPERF model was not utilised for this particular research due to limited research in the past, specifically for the GCC region, unlike the SERVQUAL model, which has been used extensively for several bank-related studies in Kuwait and for the Middle East region (Metawa and

Almossawi, 1998; Jabnoun and Al-Tamimi, 2003; Al-Tamimi and Al-Amiri; Al-Fawzan, 2005; Al-Zaabi 2006; Al-Adwani and Asutay 2011; Al-Hawary *et al.*, 2011). Moreover, the SERVQUAL model has advantages over SERVPERF due to its ability to operationalize the service quality of an organisation by comparing perception of service received by customers with their expectations, while the SERVPERF model only measures the perception of service quality (Conin and Taylor, 1992). Hence, the former model provides far larger wealth of data. Furthermore, the gap analysis measurement provided by the SERVQUAL model has several advantages over other models, such as the diagnostic purpose of its ability to pin point the gap differences between customers' expectations of services and perception of services for each individual service dimensions (Zeithaml and Parasuraman, 2004). This aspect allows bank managers to know exactly what their customers are expecting in terms of services, and what the banks are providing to the customers and how customers perceive these services. Hence, this new information can be very useful for managers of any organisation including banks to draw out plan and implement strategies in order to meet the needs and expectation of customers.

Furthermore, the gap analysis of the SERVQUAL model enables banks to track both customers' expectations and perception levels over time, illustrating if the gap between customers' perceptions and expectations have reduced, implying services quality improvement with the various interventions implemented to improve service quality, or if the gap differences have widened over time due to lack of intervention or incorrect type of intervention implementation resulting in failure to improve service quality (Zeithaml and Parasuraman, 2004). Moreover, Zeithaml and Parasuraman, (2004) explains that SERVQUAL model not only provides an indication of the service quality level for each individual dimension, but provides information about the relative importance of each dimension as reflected by the customers' allocation of the scores.

Other benefits of using the SERVQUAL model include: prioritization of service area of weaknesses based on perception, expectations and the gap differences score, benchmarking analysis for organisations in the same industry, and also that the SERVQUAL model traces the trends of the customers' relative importance, expectations, and perceptions when applied periodically (Tan and Pawitra, 2001). Although the SERVQUAL model has been criticized by various authors, including

Cronin and Taylor (1992) and Gotlieb *et al.* (1994), support for the SERVQUAL model has been far greater. Among others, this includes Bojanic (1991), Saleh and Ryan (1991), Babakus and Mangold (1992), Avkiran (1994), Akan (1995), Johns and Tyas (1996), Al-Zaabi (2006), Mohd-Sharif (2012). A meta-analysis over 17 years of research findings showed that both ‘SERVQUAL and SERVPERF are equally valid predictors of overall service quality’ (Carrillat *et al.*, 2007:472). Moreover, the authors postulates ‘because of the high statistical power of meta-analysis, these findings could be considered as a major step towards ending the debate whether SERVPERF is superior to SERVQUAL as an indicator of overall service quality’ (Carrillat *et al.*, 2007:485).

2.7 DEVELOPMENT OF THE MODIFIED SERVQUAL MODEL FOR KUWAIT AND QATAR STUDY

The work of Parasuraman *et al.* (1985, 1988 and 1991) SERVQUAL model is a substantial contribution to the field of service marketing, moreover his work facilitated and encouraged development of further research, enabling various authors to build on the original SERVQUAL model to measure service quality, Othman and Owen (2001).

Since then the CARTER model has been extensively used in the Muslim countries¹, however in recent years various other modified version of SERVQUAL models has been developed based on the country, cultural and religious setting. This is due to the limitation and various challenges in adaption of the SERVQUAL model into cultures and region different to the original place where it was first initially developed and tested. Moreover the pioneers of the original SERVQUAL model has pointed out that their model, “can be adapted or supplemented to fit the characteristics or specific research needs of a particular organization”, Parasuraman, *et al.* (1988).

Items related to ‘religious compliance’ (*Shari’ah* based compliance) has always been added as an additional dimension by various researcher in order to facilitate their empirical research on Islamic banking (Othman and Owen, 2001; Mohd-Shariff, 2012). Example of a modified SERVQUAL model developed specifically for the GCC is the work of Al-Zabbi (2006). His model consisted of additional eight Islamic

¹ The CARTER model is discussed in detail in chapter 3 under section 3.2.

variables in addition to the original five SERVQUAL dimension. Other authors who also developed a modified version of SERVQUAL model for Islamic bank is Mohd-Shariff (2012), her model consisted of seven service quality dimensions, while Al-Adwani and Asutay's 2011 model consisting of nine dimensions which includes the original five dimension of the SERVQUAL model.

In recent years Corporate Social Responsibility (*CSR*), competitiveness and technology has become important part of banking and thus is recognized as dimensions by its own right (Al-Adwani and Asutay, 2011). *CSR*, particularly in relation to banks has been growing in recent years and thus needs to be taken into account as important factor within banking system (Yusuf and Bahari, 2012).

Hence an initial evaluation of the SERVQUAL model was undertaken before the main data collection effort began; this was carried out in order to ensure that SERVQUAL was tailored to the research needs characteristic of the banks in Qatar and Kuwait. After careful consideration based on the previous literature, input from academicians and management (Director of Research for KIB) a nine dimensional 'modified SERVQUAL' model was developed. Moreover the dimension choice of Othman and Owen (2001) and Al-Adwani and Asutay (2011) was considered and taken into account since their study was based on the same geographical proximity as this study. The new constructed modified SERVQUAL model consisted of the following dimension; 'technology', '*CSR*', 'competitiveness' and 'religious compliance', 'tangible', 'responsiveness', 'reliability', 'assurance' and 'empathy'. In the case of conventional bank the 'religious compliance' dimension was not utilized. It has been noted that although the original SERVQUAL model consisted of 22 paired items (expectation and perception based question statements), the subsequent modified models consisted of varying number of items, (Othman and Owen, 2001; Mohd-Shariff, 2012). For this study a total of 42 paired items consisting of both expectation and perception questions were constructed for conventional banks and addition 4 paired items of religious compliance for the Islamic banks. Additional items used in this research in order to gather greater depth of knowledge and information related to issues such as complaint handling, communication medium and Internet banking.

2.8 SERVICE QUALITY EXPECTATION

Expectation is a forward looking component of a firm's ability to deliver quality in the future as perceived by the customer expectations based on the customer's past service quality (Anderson and Sullivan, 1993). This is supported and similarly defined by Liljander and Tore (1995), as they explained that expectation is the forecasting on service performance in the future based on past experience of satisfaction level. On the other hand, Parasuraman *et al.* (1985, 1988, and 1994) use the SERVQUAL model to define expectation as what customers believe to be the ideal condition or standard for the organization in question. They furthermore add that expectations are affected by four external influences, such as word of mouth, customers' experiences and needs, advertisement and external communication via various media.

The work by Zeithaml *et al.* (1993) opines that expectations are of three fundamental levels: firstly the 'desired level' which consisted of what the customers' desires or wants in terms of services are; secondly 'adequate service level' expectation which consists of customers' perception of standard quality that they perceive to be universal standard; and finally the 'predicted service level of expectation' which only occurs when customers predict what certain levels of service quality should be and then insist and demand for such levels of service quality.

2.9 GAP IN SERVICE QUALITY LITERATURE

There exists a gap in the literature for comparing two or more countries, although numerous studies are available in service quality and customer satisfaction in the banking industry, there has been an absence of any work done to compare between the Qatar and Kuwait banking sectors. Furthermore very little work has been conducted comparing Islamic banks and conventional banks globally, and such types of comparative studies have scarcely been done in the GCC.

Past comparative studies carried out include the work of Amoah-Mensah (2010), who compared the banks of Ghana, a developing country, with an already developed country, Spain. The author used the SERVPERF model to determine the service quality of banks in both countries. The findings indicated that service quality was far superior in Spanish banks compared to Ghanaian banks.

Another comparative study was done by Dash *et al.* (2009) on service quality of banks in Canada and India, with findings implying that there exists a difference between both countries in terms of perception of service quality. Customers ranked tangibles as the most important dimension in India, while customers considered reliability as the most important dimension in Canada. In a similar manner Yavas and Benkenstein (2007:165) compared the service quality views of bank customers in Turkey and Germany. Their finding indicates that the extent of congruence between the two types of customer groups is strong in term of their perception of service quality. The authors concludes; service quality measure developed in one culture may capture service quality sentiments in another culture and thus may not need to develop any specific measures from scratch for each cultural context. Moreover, on a practical side the results indicates that multinational banks operating in these two countries (Turkey and Germany) can benefit from standardized approach.

Ladhari *et al.* (2011) compared service quality of banks in Tunisia and Canada, and found that Canada, being a far more developed country than Tunisia, scored higher in terms of service quality levels as perceived by the banks customers on all five SERVQUAL dimensions. The study consisted of a total sample size of 477 (250 Canadian and 22 Tunisian respondents). For example, empathy and reliability was found to be the most important dimension which played a significant role towards customer satisfaction. However, in the case of Tunisian banks, responsiveness and reliability dimensions were found to be the most important predictors of customer satisfaction and loyalty. Moreover, they found that Canadian banks should recognise the imperativeness of the empathy dimensions and develop new strategies to enhance service quality by further improving items related to the empathy dimension. In the case of Tunisian banks the author opines that banks should focus on performing promised services.

2.10 SURVEYING LITERATURE ON SERVICE QUALITY OF BANKS

Since the development of various service quality models, institutions and organizations of varied sizes have utilised these instruments to measure service quality. Banks and other corporate organizations throughout the world, have used numerous models to measure their service quality. The most common and popular types of service quality models used by banks are the SERVQUAL and SERVPERF

models, albeit some authors modified these models to conform to their country's setting and culture, such as the development of the EBISQ model by Abdullrahim (2010), wherein the foundation of the model was based on the SERVQUAL model. Other researchers includes Al-Zaabi (2006) and Mohd-Shariff (2012), both of whom used a modified version of the original SERVQUAL model to better fit the country of research in terms of religion, language and culture.

As well as many other studies, Berry *et al.* (1988) initially developed 97 items, which comprised 10 dimensions of service quality. In total, 237 samples were returned out of which 138 questionnaires were completed and useable. The authors further arranged the data, both the reliability and validity was confirmed. The final stage of model design consisted of 22 items, which were then later named the SERVQUAL model. In this model, they suggested five dimensions of expectations: empathy, reliability, responsiveness, assurance and tangibles. Customers ranked reliability as the most important dimension of service quality.

Ennew and Binks (1996) showed that service quality does in fact affect customer retention rates and customer loyalty rates in the British banking sector. The authors further sub-categorized service quality to functional-based quality and technical-based quality. Furthermore, they explained that both types of quality have equal importance towards customer loyalty and customer retention. Moreover, the authors feel that investment in management and customer relationships will enhance customer retention and loyalty both in the short term and long term.

The study by Galloway and Blanchard (1996) was based on UK banks and generated 31 statements from a customer sample size of 50. The findings revealed that customers give more importance to the process of quality than outcome, such that younger customers want the responsive rate to be faster while older customers are willing to wait to get the best outcome. Because of this the authors concluded that the lifestyle of customers affects the overall perception of customers' service quality. The younger customers used cash machines more often than the older customers. Moreover, the younger customers were more concerned with the availability of cash in the ATM machine. The customers of 'family' with dependent members were more concerned with security issues of the bank than single younger customers. However

the 'empty nester' is more concerned about the banks personal interaction, in terms of helpfulness, politeness, courtesy and attitude.

The research by Kangis and Passa (1997) on using the SERVQUAL model on Greek banking customers aimed at seeing how customers with awareness of bank service charges scored service quality compared to those who had no knowledge. Both expectation and perception were measured on a Likert 7 scale system. The sample size consisted of 112 from both private and cooperative banks of retail and commercial banks in Greece. The study used only 12 SERVQUAL items instead of 22 items as the authors believed that only that number are required based on the culture and attitudes of Greek customers. The results indicated that customers gave importance to all 12 expectation variables by scoring them high, thus indicating that customers gave the same priority to all 12 items. Moreover the customers with poor knowledge of service charges gave lower perception scores compared to those who were aware of the service charges. Reliability and Tangibility dimensions scored high in terms of service quality based on customers' perception for both groups, while 'responsiveness' has the highest gap differences indicating the lowest dissatisfaction level. Overall both groups of customers were dissatisfied with the service quality of the banks as perception scores were lower than their expectations score.

Stafford (1996) used the SERVQUAL model to measure service quality in banks and to see how different demographic attributes and profiles affect the service quality of banks. In total 48 customers took part in the study. The study's findings suggest that customers of different age groups and gender show different patterns of attitude towards particular service quality dimensions. Furthermore, the author recommends that banks should consider the attitudes and expectations of different demographic profiles towards service quality dimensions so as to devise a strategic marketing plan for the banks. Moreover, the author suggests that 'congenial' bank atmosphere and a sincere personal relationship with customers can play an effective marketing campaign in improving the overall quality of service.

Lassar *et al.* (2000) indicates that there is a relationship between those service quality variables and the level of communication from the side of the service provider. Their study indicates that the higher the communication the better the perception of service quality, as perceived by the banking customers.

Angur *et al.* (1999) measured the service quality of a number of Indian banks using both the SERVQUAL and SERVPERF models. The results of his study support the validity of the SERVQUAL model as a multi-dimensional model, which provides the banks' management with diagnostic information regarding the service quality situation. The study also reported that responsiveness and reliability dimensions were found to be the most important dimensions for the banks to address and improve upon.

The comparative study between Turkish and Greek speaking areas of Cyprus, on the service quality by Arasli *et al.* (2005) gathered useable samples from 268 participants, of which 138 were from Turkish speaking areas and 130 from Greek speaking areas. The findings revealed that the SERVQUAL model consists of 4 dimensions for this particular country setting. Moreover, the highest gap between perceptions and expectation was found for the empathy dimensions. None of the dimensions' expectation levels were met by the perception score as perceived by the banks customers. Furthermore, the findings also revealed that the assurance dimension has the largest impact on customers' satisfaction. The author further explained that that employees of the bank exemplifies the service and thus their attitude towards customers of the bank can have an effect on the overall service quality perception as perceived by the customers.

Padhy and Swar (2009) conducted a study in India on private, public and foreign banks to examine the overall attitudes of customers on service quality based on the SERVQUAL models. The authors argued that the SERVQUAL model was better suited for their studies compared to other service quality models. Their findings indicate that all three types of bank have a negative gap score between customers' expectation levels and their perception scores, indicating a certain degree of dissatisfaction. In comparison foreign owned banks scored the least dissatisfaction, since the gap difference between perception and expectation was lower than the Indian owned banks. Furthermore, their findings also suggest external marketing approaches can have positive and motivational effects on the internal market.

Sangeetha and Mahalingam (2011) findings revealed that the definition, meaning and application of various service quality models may be used universally as most of the service quality models can be applied. However the authors also explain that the

service quality dimensions may vary depending on the country and culture setting of the research. Hence, the author opines that in certain situations a modified version of the existing models may need to be applied in order to better facilitate the research and obtain meaningful results. Moreover, the author summarises the factors that may need to be considered before a modified service quality model is devised and implemented, these factor includes time settings, culture, religion, service quality behavioural norms, country customer attitudes, and marketing norms.

The Bose *et al.* (2013) study focused on comparing the outcome of SERVQUAL and SERVICESCAPE models in order to determine the service quality and customer satisfaction levels in a bank in Bangladesh with the EXIM Bank Limited. The total useable sample size was 100 respondents. In the SERVQUAL model three out of the five dimension (tangible, reliability and assurance) scores indicated that the customers were satisfied with the service provided by the bank, since overall customers gave an average score of 4 on the Likert (1-5) scale, whereby 1 represented strong disagreement and 5 represented strong agreement. Customers scored lower than 4 for the responsiveness and empathy dimension thus indicating less than satisfaction towards these two specific service quality dimensions.

The Zhang *et al.* (2008) study demonstrated that the SERVQUAL model does falter across borders and cultures, and thus may not be able to adjust to different cultural settings, hence may need to be modified in order to facilitate research design and implementation of the SERVQUAL model.

2.11 THE RELATIONSHIP BETWEEN FINANCIAL PERFORMANCES OF BANKS AND CUSTOMER SATISFACTION

Past studies have shown both positive and negative correlations between customer satisfaction and financial performance of organizations. Anderson *et al.* (1994) showed findings that illustrated a positive association between customer's satisfaction and accounting return on investment based on 77 firms, although not all of organizations were banking institutions. The work of Chi and Guysoy (2009) showed a positive correlation between organizational financial performance and customer satisfaction. The work by Hallowell (1996) is specific to the banking industry, as his study shows that there is a positive relationship between customer satisfaction and customer loyalty which in turn has an effect on the profitability of banks. The study

findings are further supported by the research work of Anderson and Fornell (1994); and Zeithaml *et al.* (1990). Olorunniwo *et al.* (2006) explains that customers who have a long-term relationship with their service provider tend to impact profitability positively through shrinking expenditures on advertising, repeat business, promotion, and by positive word-of-mouth. This finding is supported by Al-Zaabi, (2006) and expresses that banks with high service quality will eventually result in enhanced profitability, growth and customer loyalty.

In contrast Juran and Gryana (1980) argue that increasing service quality and hence customers' satisfaction requires higher levels of investment and this additional cost for an organization thereby affects the overall balance sheet negatively and thus reduces the overall financial performance. This is further supported by Bowbrick (1992) found that increasing quality requires further investment by firms. Moreover the study by Mohd-Shariff (2012) revealed that there are no correlations between financial performance of Malaysian banks and the level of service quality and customer satisfaction as perceived by customers of the banks. This finding applies to both Islamic and conventional banks in Malaysia.

2.12 SURVEYING EMPIRICAL STUDIES: IMPACT OF TECHNOLOGY BASED BANKING ON SERVICE QUALITY

Technology in recent times has started to play a significant role in service delivery in order for organizations to have an efficient transactions and processes. The financial industry by its dynamic and complete nature has embraced technology from all angles in order to reduce operation costs and gain competitive advantages over other institutions within the same sector. The use of technology varies dramatically and, common technology that has been utilised by banks throughout world including the Middle East are: the use of telephone banking, SMS text service, self-service machines and ATM machines, and in recent decades the introduction of internet banking to the masses of GCC region (Peterson, 2006).

The findings of Kassim and Abdullah (2006) indicate that the higher the social communication from the side of the bank, the higher the level of attraction and trust is from the perspective of customers of the bank towards *e*-banking and hence effectively this in turn increases the degree of *e*-banking awareness and use by the customers. Moreover, Butt and Aftab's (2012) study on the online banking customer

use in Pakistani Islamic banks concluded that online service quality of banks influences customer satisfaction. In contrast, studies have shown that the lack of use of e-banking is due to the fact that customers perceive e-banking to be less secure than general banking (Wang *et al.*, 2003). Other factors that have an adverse effect on the utilization of e-banking by customer include: speed of responses from service providers and the type and quality of information provided by the website (Mukherjee and Nath, 2009). The study by Hashim and Chaker (2009) findings indicates the customers of Qatari banks perceive that internet banking may not be as safe and secure as the banks claims it be. Moreover, the research has shown that customers only use internet banking to the minimum level. mostly to check their account status, and thus this does not fall in line with what the bank originally intended it to be used for by customers, which included all form of internet based transactions, which would have effectively reduced the operating cost for the banks. The author also finds that lack of awareness of Internet banking by banking customers is the major factor for the low level of internet banking transactions and use.

Moreover this is further supported by the work of Sathye (1999), whose research findings indicate that security issues in relation to the use of internet baking coupled with a lack of awareness by Australian banking customers about e-banking, resulted in low internet banking usage by customers of the bank.

The use of internet and technology-based banking is affected by the customers' income, education, occupation, assets, age, and past experience of internet or computer software use (Gerrard and Cunningham, 2003; Kim *et al.*, 2005).

2.13 SUMMARY

This chapter presented definitions and concepts about value, quality, customer satisfaction and service quality. The chapter discusses various service quality models that have are being utilised currently and that have been used in the past to measure service quality both in the banking sector as well as in other industries. Thereafter, the chapter concentrated on SERVQUAL models, the use, history, concepts and presents various weaknesses and strengths based on the various studies. The final section of this chapter presented empirical findings from various part of the world from the studies carried out over the last three decades.

The use of the SERVQUAL model in a culture different to where the model was first developed and implemented raises a legitimate concern by various researchers, since past studies have shown that different cultures can have an effect on the validity score, as well as influence the respondents' perception on service quality largely due to item bias. Hence in order to overcome such bias, the SERVQUAL model needs to be modified to the cultural setting. In this study the culture, religion, banking type and language setting of Qatar and Kuwait needs to be considered in order to facilitate in the development and application of a modified SERVQUAL model.

The next chapter discusses the service quality of Islamic banking based on previous studies. Moreover the principles of Islamic banking will also be discussed and elaborated.

CHAPTER 3

MEASURING SERVICE QUALITY IN ISLAMIC BANKS: LITERATURE REVIEW

3.1 INTRODUCTION

The preceding chapter presented definitions and concepts related to service quality and customer satisfaction alongside theoretical background on various service quality measurement models that has largely been used in western types of organizations and banks. The discussion in Chapter 2 also argues that perception and expectation of service quality differs between countries and cultural background, this is further supported by various study existed in the literature, such as Zhang *et al.* (2008), who postulates that respondents' attitude and behaviour towards service quality are dissimilar due to cultural differences and this factor needs to be considered before measuring service quality. Since, as part of culture, religion can also play a role in determining the characteristics and attitudes of respondents' selection of products and services, the original SERVQUAL model thus requires to be modified so that culture and religious setting of Qatar and Kuwait can be taken into consideration.

Considering that religion plays a pivotal role in the GCC region and the substantial growth and expansion of Islamic banking has been observed in the region in recent decades, this chapter will also bring to light the principles of Islamic banking.

3.2 INTRODUCTION TO THE PRINCIPLES OF ISLAMIC FINANCE AND PRODUCTS

Islamic banking, as a novel-banking concept, is based on transactions shaped by Islamic law (referred to as *Shari'ah* law). The main principles of Islamic finance include the prohibition of usury or *riba*, prohibition of dealing with *haram* items and business which contradicts *Shari'ah* law (pork, alcohol *etc.*), prohibition of any transactions which are speculative by nature (*e.g.* gambling), and transactions which have a high degree of uncertainties (*gharar*).

The main operational principles of Islamic banking are based on the concept of profit-loss sharing and prohibitions of *riba* (Dar *et al.*, 2000). Elmelki and Ben-Arab (2009) explains that fundamental ethics of Islamic banking and finance are based on risk sharing in addition contributing towards the social and economic welfare of society, thus, in a nutshell Islamic banking is not just about profit maximization but also about the promotion of social justice and welfare.

The underlying reasons for the prohibition of *riba* within Islam are not clearly stated in any of the religious doctrines. However Siddiqi (2004), believes that *riba* is a form of social corruption and thus refers it to as '*fasad*', that *riba* is an unlawful and immoral way of taking other peoples' resources without any sound justification. Furthermore, he further explains that *riba* can have a detrimental effect on the resources of the state and can potentially have an affect the on the morality of a person in a negative way due to greed.

All these principles are considered becoming operational through the term *maqasid al-Shari'ah*, which is based on the reflective objective of the *Shari'ah* towards bringing about changes and the betterment to community through justice and social welfare. Moreover, Dusuki and Abozaid (2007) also add that all actions including Islamic banking is for the preservation and protection of public interests, and this in Islam is referred to as *maslahah* (public interests).

3.2.1 Islamic Financial Instruments

Conventional banks' services and products are mainly based on interest rates and their contractual agreements are based on selling debts with added interest in the form of fixed return, whereas *Shari'ah* compliant products vary in the relationship between banks and their clients.

Although Islamic banks products may share common names such as savings accounts or credit cards, the nature of the contract varies and differs from one bank to another. The main *Shari'ah* compliant transaction includes *murabaha*, *mudarabah*, *musharakah*, *ijarah*, *istisnah*, *sukuk*, *bai al salam* and *tawarruq*. Generally speaking *Shari'ah* compliant products can be categorised into those based on profit and loss sharing and the creation of debts from leasing or the sale of commodities or assets (Gooden, 2011:44). Certain *Shari'ah* compliant products are more suitable for certain types of

financing such as *murabaha*, *ijarah* and *musharakah* being the most common for home financing (Loundy, 2013: 283).

3.3 INSTRUMENTS TO MEASURE SERVICE QUALITY IN ISLAMIC BANKING; MODIFIED SERVQUAL MODELS

Although in theory the SERVQUAL model, as explained in Chapter 2, can be used as an instrument to measure service quality anywhere regardless of the geographical location, in practice the model is challenged and under constrain when it is used in different regions other than where the SERVQUAL model was first developed and tested. Issues such as ‘religious compliance’ also need to be considered when applied to Islamic banks. Several authors in the past have attempted to modify the original SERVQUAL model in order to facilitate measurements of service quality in Islamic banks. This section presents some of the models and instruments used to measure service quality in Islamic banks.

3.3.1 Othman and Owen’s, The CARTER Model

In order to measure the service quality of Islamic banks, Othman and Owen (2001 and 2002) developed the CARTER model based on the original SERVQUAL model. However the carter model consists of six dimensions comprising 34 items, whereas the SERVQUAL model consists of 22 items. The additional dimension is referred to as ‘Compliance with Islamic law’, and consist of 5 items: ‘run on Islamic law’, ‘no interest paid nor taken’, ‘provision of Islamic products and services’, ‘provision of interest free loans’ and ‘provision of profit sharing investments’. Figure 3.1 presents a summary of the CARTER model giving a brief description on each of the six dimensions.

Figure 3.1: CARTER Model: Dimension and their Description

D1: Compliance (1-5 items) which means the ability to comply with Islamic law and operate under the principles of Islamic banking and economy.
D2: Assurance (items 6-10) is the knowledge and courtesy of employees and their ability to convey trust and confidence. It also includes verbal and written communication between bank staff and customers.
D3: Reliability (items 11-14) ability to perform the promised service, dependability and accuracy.
D4: Tangibles (items 15-19) referring to the appearance of physical facilities, equipment, personnel, and communication materials.
D5: Empathy (items 20-28) caring, individualised attention which the Islamic bank provides for its customers.
D6: Responsiveness (items 29-33) is the willingness to help customers and provide prompt service.

Source: Othman and Owen (2001)

3.3.2 Al-Zaabi Model

The study by Al-Zaabi (2006) was based on three UAE Islamic banks. The model was developed from the original SERVQUAL model. Although the author did not construct any specific additional dimension to the SERVQUAL model, he included eight Islamic variables: ‘return on investment accounts’, ‘services compliance with Islamic *Shari’ah*’, ‘financings compliance with Islamic *Shari’ah*’, ‘competitive service fees’, ‘competitive finance rate’, ‘availability of all banking’, ‘services’, ‘availability of profit-sharing finance’, ‘employee awareness of Islamic’. The author developed the modified SERVQUAL model based on the cultural setting of UAE, the modified SERVQUAL model consisted in total of 38 service related items. Al-Zaabi’s (2006) study was based on customers’ perception of the service quality in three the Islamic banks of UAE.

3.3.3 Mohd-Shariff (2012) and Al-Adwani Model (2011)

The Mohd-Shariff’s (2012) study explored the perceived level of service quality in Islamic and conventional banks of Malaysia as a comparative study. In order to facilitate her research in a predominantly Muslim country, she developed a modified SERVQUAL model stemming from the SERVQUAL and CARTER models. Her model has seven dimensions consisting of the five original SERVQUAL dimensions, in addition to two extra dimensions: ‘corporate social responsibility (*CSR*)’ and ‘Islamic values’ dimensions. The seven dimensions consisted of 29 items in total for Islamic bank (include 6 Islamic value related items) and 23 items for conventional banks. The items in her research consisted of both customers’ perceived perceptions and expectations. Her research aimed at determining the level of service quality of Malaysian Islamic and conventional banks through the use of gap analysis.

In the case of Al-Adwani and Asutay (2011), their study was based on Kuwaiti Islamic banks. They developed a modified SERVQUAL model based on nine dimensions consisting of only perception related items. Their modified SERVQUAL dimensions consisted of; technology, *CSR*, competitiveness, ‘compliance with *Shari’ah*’, tangible, responsiveness, reliability, assurance and empathy.

3.3.4 The EBISQ model

The aim and objective of Abdullrahim (2010) was to develop an instrument to measure the service quality of Muslim customers in the UK. She used a mixed method based on the SERVQUAL and CARTER model, which aided her to develop the EIBSQ model. She argues that consideration needs to be taken into account when measuring service quality in Islamic banks in the UK for the Muslim based customers, and hence it is imperative that the service quality measuring instrument consists of items related to the Islamic principles. The study employed a focus group and the analysis from the focus group's results identified new items of Islamic service quality variables, which were then used in developing variables for the UK Islamic banks. The EIBSQ model consisted of five dimensions: responsiveness, credibility, Islamic tangibles, accessibility and bank image. In total these five dimensions comprised of 34 items (Abdullrahim, 2010).

3.4 SURVEYING EMPIRICAL STUDIES

This section aims to survey the available empirical studies on Islamic banking relevant to the subject matter of this study. In doing so, the studies are presented in groups referring to their specific subject matter.

3.4.1 The Significance of Religion As A Bank Selection Criteria in Islamic Banking Sector: Surveying Empirical Studies

The study by Kahf (2008) discusses the overall effect of religion on consumer attitudes and behaviour, and concludes that it is highly necessary for organizations to address the issue of religion while assessing and evaluating services. This is largely due to their association with *Shari'ah* compliance values and ethics, as a vast majority of Islamic banking customers expects this. This is further supported by the work of Hegazy (1995) on the case of two Egyptian banks: one is an Islamic bank (Faisal Islamic Bank) and the other a conventional bank (Bank of Commerce and development). Their findings suggest that Muslim customers choose the Islamic bank for religious reasons. Furthermore, a study on Kuwait Finance House (KFH) by Al-Sultan (1999) revealed that five factors affected a customer's choice to join KFH instead of conventional banks: religion, traditional services, terms of borrowing and charges, community development and convenience. Other studies, which also support

the importance to *Shari'ah* compliance as a bank selection criteria includes: Othman and Own (2001); Ahmad and Haron (2002) and Abduh and Omar (2012).

In contrast, the Erol and El-Bdour (1989) study explores the perception difference of customers of both Islamic and conventional banks in Jordan. The results of their study indicates that religion was not an important factor by banks customers rather they were ranked low compared to non-religious based services such as efficiency and quick service, respect of confidentiality and the image and reputation of banks. Furthermore, the authors also ascertain that factors such as peer influence and word of mouth recommendations by customers played a significant role in the selection of Islamic banking services. This is also supported by Dusuki and Abdullah (2007) in the case of Malaysia, which examined the factors influencing customer choice of Islamic banks in Malaysia. The findings revealed that knowledgeable, competent staff, friendly staff followed by general customer services were more important to customers than religious compliance. Other factors expressed by customers that contributed to joining Islamic banks included reputation as a service provider, location of the bank and service charges. Furthermore, the authors add the importance of corporate social responsibility based on their studies, which were not previously subject to research.

3.4.2 Awareness of Products and Services in Islamic Banks

Overall the importance of Islamic banking products and services awareness has been discussed by many authors. The Haron *et al.* (1994) show that although Muslim customers have higher awareness about the principles of Islamic banking compared to non-Muslim customers in Malaysian Islamic banks, the use and awareness level for individual Islamic products and services were low.

Metawa and Almossawi's (1998) findings in awareness levels of banking products in Bahraini Islamic banks show that the awareness for universal 'common' products such as current account, savings accounts, investment accounts and the use of credit cards is exceptionally high, while the knowledge, awareness and use of Islamic financing schemes were significantly lower. This study is also supported by the work of Naser *et al.* (1999) in the case of Jordan which shows that, even though customers may have banked with an Islamic bank, their awareness and use of Islamic financing products such *mudarabah*, *musharakah* and *murabaha* is low. Moreover, the study

found that customers have high level of use and awareness for universal products that are also in conventional banks such as current account and saving accounts, although in the case of Islamic banks it did not involve usury.

The work of Al-Ajmi *et al.* (2009) also partly supports this, although their findings shows that customers' use of banks has a higher level of awareness for the *murabaha* form of financing but is low for the rest of the Islamic financing schemes. Moreover, Khattak and Rehman (2010) recommends that in order for Islamic banks to increase awareness of the Islamic banking products they need to implement various seminars targeting banking customers and thereby facilitates a customer service provider interaction while also increasing knowledge and awareness of various banking products including Islamic banking products. In terms of the use of credit cards, a study by Al-Khulaifi *et al.* (2005) on Qatar banks showed that 22% of respondents did not intentionally apply for credit cards because of religious reasons, however the author failed to mention whether the respondents are from conventional or Islamic banks.

The study by Abdullah and Rahman (2007) shows that managers of Islamic banks had good knowledge about Islamic financing products, however for products such as, *musharakah* and *mudarabah* their knowledge level was moderate, and poor for terms associated with Islamic finance such as *gharar* (uncertainty) and *ghumi* (risk). This may explain why managers fail to pass on information about certain Islamic financing products to customers.

Hoyer and Brown (1990) indicated in their research that by increasing the customer's knowledge of products and service brand, the utilization of the banking service and products increases. Hence, the need for Islamic banks to consider improving their customers purchasing potential is important; therefore Islamic banks must adopt marketing strategies to increase the level of awareness of their products and services. Another factor of service quality assessment that may affect the awareness level of customers is the length of the relationship a customer has with an organization, which may act as an important indicator of awareness level, Khan *et al.* (2007) explain that the longer the relationship between customers and their institution, the higher the awareness of products and services will be.

Naser *et al.* (1999) expressed that the vast majority of the customers of Jordanian Islamic banks were totally unaware of the specific Islamic banking Arabic terms even though most of the respondents were native Arabic speakers. This is also supported by the studies of Gerrard and Cunningham (1997) whose findings show that customers did not understand the definition or the mechanism by which Islamic banking related products works in Singapore Islamic banks. Although the majority of the respondents were non-Muslims with poor levels of awareness for Islamic banking terms, the Muslim respondents also showed significantly lower levels of awareness albeit higher awareness than non-Muslim bank customers. In contrast, Bley and Kuehn's (2004) findings suggest that customers who spoke and understood the Arabic language had a higher knowledge and awareness to Islamic banking related products and services.

The Gerrard and Cunningham (1997) study was in Singapore and covered both Muslims and non-Muslims with the majority of participants being non-Muslims (about 85% of the sample). This research focused on three issues being awareness, attitudes of customers towards Islamic banks and selection criteria. They found that there was a general lack of knowledge of Islamic banking terms and also there was difference in the attitudes of customers where Muslims customers would stay with an Islamic bank if they did not distribute profit for their savings, while a non-Muslim would change their bank to another. The principle of profit sharing was seen as important by Muslims in Gerrard and Cunningham's (1997) study, while for non-Muslims were far less. Both thought that Islamic banks should provide fast and efficient services, and therefore they made suggestions that Islamic banks should improve awareness of its services and make sure it's profitable to attract customers in Singapore.

Metawa and Almosawi's (1998) research was on Bahrain' customers with the majority of Islamic bank customers being educated and having more than six years' experience with the bank. Most of the responds were Bahraini citizens accounting to 89 % of sample size. They found that there was a high level of awareness of Islamic banks products particularly with current accounts, savings accounts, ATM cards and investment accounts. High costs and services charges were a cause of dissatisfaction among customers. Overall there was a high level of awareness of Islamic banks products. However the authors did not differentiate between *Shari'ah* based products and common products and services that were found in all banks. The two most

important bank selection criteria are firstly banks compliance with *Shari'ah* law and secondly the rate of return on savings. Overall customers were satisfied with banks' employee services.

Hamid and Nordin's (2001) conducted research on Malaysians banks looking at awareness of Islamic banks and its products, who found that although about 96% of participants were aware of the existence of Islamic banking in Malaysia, approximately 50% had knowledge of Islamic banking financial products. There was a general lack of knowledge regarding the differences between Islamic banks and conventional banks, with vast majority of respondents knowing the difference. This shows that although there is a high population of Muslims in Malaysia, it does not necessarily mean that they would bank with Islamic banks, thus making it necessary for banks to promote Islamic banking and increase awareness to improve customers selection to Islamic banks.

Khan *et al.*'s (2007) study on Bangladesh was conducted with the customers of five Islamic banks, which found that overall awareness of Islamic banking products was not high. There was a high level of awareness for one product, namely *qard* with a 66% response rate, while only approximately 14% usage. More than 70% of customers found to had dealt with conventional banks prior to using Islamic banks services. The demographics age range for most users was 25-33 and there was not a significant effect of education level on customers' choice to use Islamic banks. The main reason for customers to join and use Islamic banks was found to be due to compliance with religious laws and practices.

Lastly, Mohd-Shariff's (2012) study on Islamic and conventional banks in Malaysia shows that customers of conventional banks were more aware of the products and services in their banks compared to customers of Islamic banks.

3.4.3 Demographic Attitudes and the use of Islamic Banking Services and Products

The importance of knowing and understanding how the various demographic profiles, and how they have different attitudes toward Islamic banking services and products needs to be considered. In past literatures, this was explored and discussed by many authors including Erol and El-Bdour (1989) and Rashid *et al.* (2009). All of them confirmed that the demographics of customers does in fact have a relationship in

terms of attitudes towards Islamic banking products and services use. For example, the study by Metawa and Almosawi (1998) shows that the usage of current accounts, ATM cards and money order draft increases with the education level of customer's rise in Bahraini banks.

In line with this, Jamal and Naser'a (2002) research found that there is a strong positive relationship between the number of years the customers have been with a bank and customer satisfaction levels in the case of UAE conventional banks. Moreover, the findings also showed that customers belonging to different education and income groups had different attitudes of satisfaction with the banks in the UAE, and thus their education and income levels are important factors in determining customer satisfaction level. This is further supported by the works of Khan *et al.* (2007), whose findings also confirms that education and income levels of Islamic banks customers in Bangladesh play an important role in the use of banks' products and services. In a similar line, Bley and Kuehn's (2004) found out in the case of both Islamic and conventional banks in UAE on college and University students that as education levels of customers rise so does the use of banking products which includes Islamic banking products and services. Therefore a thorough knowledge of demographics and customers attitudes would form an important tool in improving service and marketing thus leading to better service quality and improved customer satisfaction.

The differences in cultures, in addition to social and religious factors, have an effect in shaping gender roles and responsibilities and this is a very important point to consider especially if the customers were men, for they tend to be more responsible for financial activities in the case of Nigeria in comparison to women as described by Omar (2007) where men would have more access to education, banking and insurance facilities as compared to women. Moreover the author argues that female customers in the banking sections have less involvement than male customers and this is shown in his findings which indicated that the vast majority of the banking products and services are predominantly used by males far more significantly than female customers; the survey was collected from customers of Nigerian banks. Furthermore this is also supported by the work of Spathis *et al.* (2004), with the results of their study showing that perceptions of banks customers' quality of services varies among genders, as well as showing different and varied responses towards different

dimensions of service quality, with the study being carried out in the in the US banking sector.

3.4.4 Service Quality in Islamic Banks: An Empirical Review

In Chapter 2, an empirical review relating to various studies on service quality of conventional banks was presented. In this section an empirical review of the available literature is presented in the case of Islamic banks from various parts of the world.

A study by Haron *et al.* (1994) based in Malaysia on both Muslim and non-Muslim customers revealed that ‘fast and efficient services’ were the most important factor followed by ‘the speed of the transaction’ and thirdly ‘the reputation and image of the bank’ as the most important predictor of customer satisfaction. For non-Muslim customers the most important factor found to be ‘friendliness of bank personal’ first followed by ‘fast and efficient services’ and then ‘reputation and image of the bank’. There was a reasonable awareness of Islamic banking principles in general but lack of Islamic banking products and terms.

Othman and Owen’s (2002) study was based on Kuwait Finance House (KFH) where the CARTER model was developed and adapted. The findings indicated that the three most important variables identified by customer were: ‘run on Islamic law and principles’, ‘provision of Islamic product and services’ and ‘no interest paid nor taken on savings and loans’. Moreover, the authors postulate that there is a significant relation between customer satisfaction and service quality. This is further supported by the work of Ahmad *et al.* (2010) as their findings revealed that there was a strong positive relationship between customer satisfaction and service quality for both conventional and Islamic banks in Pakistan.

Jabnoun and Khalifa (2005) developed a modified SERVQUAL model (consisting of 30 items) based on seven dimensions, the additional dimensions being ‘values’ and ‘image’ of the bank. The authors collected in total 230 questionnaires from both UAE Islamic and conventional banks in equal number of sample distribution. Their findings revealed that important dimensions for the customers of the conventional banks were: personal skills, reliability, values and image. However in the case of Islamic banks personal skills and values that determined the level of service quality from the perspective of customers of the banks.

Tahir and Bakar's (2007) study was based on the actual SERVQUAL model to determine the level of service quality of Malaysian commercial banks. The findings reveal that there existed a negative gap between customer's perception and expectation thus indicating dissatisfaction in all of the SERVQUAL dimensions. Moreover, the study also found that the most significant factor that affects the service quality of the bank was the responsiveness dimension, followed by reliability, tangibility and assurance as the least important empathy. In line with this study, Kumar *et al.* (2009) who also found that there exists significant differences between the respondent's perception and expectation of service quality based on re-examining the SERVQUAL model for Islamic banks of Malaysia. They used a dominance analyses to aid in their research. Their findings revealed that tangible dimension had the least customer dissatisfaction level since the gap between perception and expectation was the lowest while 'convenience' had the largest gap and hence the highest dissatisfaction. The use of dominance analysis indicated that interlinking variables of competence and convenience dimensions together could help reduce the SERVQUAL gap by as much as 76%.

Rashid and Hassan's (2009) findings shows that for Bangladesh Islamic banking customers, the most important factor that influences customer bank selection attitudes are corporal efficiency: quick and efficient bank counter services, competent management team, good bank interior setup knowledgeable staff, efficiency and speed of transaction processing, quick processing time of applications and management full knowledge and awareness of customers business's needs. In spite of this study was being based on Islamic banks, the customers put emphasis on issues relating to customer relationship management more than *Shari'ah* compliance.

Al-Eisa and Alhemoud's (2009) study aimed to determine the attributes that influence overall customer satisfaction in the retail-banking sector of Kuwait. The authors attempted to determine the overall satisfaction of the customers of these banks. They used the Shin and Elliott (2001) model in order to determine the customer's satisfaction level. The questions consisted of expectation and perception measurement based on a pair of 12 statements with a total of 863 questionnaires were utilised in their study. The most important attributes that had an effect on customer satisfaction within the retail banking sector of Kuwait were fast service, helpfulness and courtesy

of employees and availability of self-banking services. The results in the case of this study involved all banks of Kuwait and thereby encapsulating both Islamic and conventional banks. In the results section, the authors did not differentiate between the two types of banks, but rather classified it as 'retail' banks of Kuwait. The findings reveal that the vast majority of the customers of Kuwaiti banks (nearly 81%) are either satisfied or very satisfied with the services provided by their banks. Moreover the findings also indicate that the customers pay more attention to the responsiveness and assurance dimensions of service quality and they have the strongest effect on customer satisfaction. Their results also indicated that to maintain a competitive edge in technological advances the banks need to invest in issues that satisfactorily enhance technology based encounters between customers and banks. Moreover the finding of the study further revealed that self-banking technology services are highly important for the customers of retail banks hence suggesting another salient predictor of customer satisfaction for Kuwaiti banking customers. Self-banking technology services belong to the tangible dimension of service quality for this particular research. The technological based interface includes; smart-phones, SMS services, ATMs, and the internet.

Mohd.-Shariff's (2012) study on service quality of Malaysian Islamic and conventional banks is based on the modified SERVQUAL and CARTER models comprised of seven dimensions. Her findings reveal that all dimensions produced a negative customer dissatisfaction gap for both Islamic and conventional banks of Malaysia. From the perspective of customers' expectation 'reliability' dimensions have the highest mean average score, while tangible dimension scored the lowest mean. However from the perspective of customers' perception 'assurance' dimension scored highest mean for Islamic banks, while 'reliability' dimension scored highest for conventional banks. She also found that empathy dimension has the lowest perception score for both conventional and Islamic banks in terms of service the banks provide. Furthermore, regression analysis indicated that the most important dimension for customers, which had a positive effect on service quality, was for the 'tangible' dimension.

Al-Adwani's and Asutay (2011) study was based on determining service quality of three Kuwaiti Islamic banks. In total, 700 useable samples were collected. Her model

consisted of nine dimension based on the SERVQUAL and CARTER model, which was based on customer perceptions and the findings reveal that compliance, empathy and assurance were the most important service quality dimension as perceived by the customers of the Islamic banks, while technology was seen as the least important dimension by customers of the Islamic banks. The author opines that customers were cautious to use online banking. Moreover her findings show that dimensions which had the most positive effect on customer satisfaction are: empathy, assurance, compliance and competitiveness. Overall Islamic banking customers found to be satisfied with the service quality offered by their banks. This is also supported by the work of Al-Eisa and Alhemoud (2009) that customers of Kuwait are satisfied overall with the services provided by the retail banks, albeit his study was not specifically conducted on the Islamic banks but rather only on retail banking as a whole. Furthermore Al-Adwani and Asutay (2011) findings also indicated that technology dimensions, which largely revolve around the use of internet banking and self-service machines are found to be ranked low in terms of importance, as perceived by the customers of Islamic banks in Kuwait. This is largely due to ‘over cautiousness’ by customers of banks when dealing with internet banking (Al-Adwani and Asutay, 2011).

Al-Zaabi’s (2006) research finding showed that customers value Islamic banking variables: reliability, tangibles and assurance as the most important service quality dimension based on their perceived perception of service quality.

Januri *et al.*, (2011) study shows religious values is considered to be the most important factor for joining an Islamic bank followed by the availability of ATM banking services by the bank. Other values came as less important including ‘cost/benefit’, ‘financial security’, and ‘attractiveness’. However, the sample size was relatively small, just 129. The study was based in Malaysia involving both customer from Islamic banks and Islamic bank windows of conventional banks. The questionnaires were distributed among academics and university staff with 85% of respondents being females.

Khafafa and Shafii’s (2013) study was based on determining the service quality of Islamic banking windows in Libyan conventional banks by using a modified version of the SERVQUAL model; and they also determined the awareness level of Islamic

banking products and services. The overall findings reveals that service quality dimensions, such as assurance, responsiveness, tangibility, and empathy dimensions have an effect on overall service quality while the reliability dimension has an insignificant effect. The awareness level of Islamic banking products and services was found to be moderate, and the customers found to have the highest level of awareness for *murabaha* while most customers in the study had very little awareness of the term '*ijarah*' financing. Moreover, the findings show that there is a significant relationship between customer satisfaction and the five dimension of SERVQUAL. This is also supported by Amin and Isa (2008), whose findings also present a relationship between service quality and customer satisfaction.

3.5 SUMMARY

This chapter presents a brief introduction to Islamic finance principles and provides a detailed discussion on the service quality of Islamic bank, the various types of Islamic banking measurement instrument and models. Furthermore, this chapter presents past empirical studies on service quality specifically based on Islamic banks. The next chapter will discuss about the history of development of Islamic and conventional banking in Kuwait and Qatar with the aim of contextualizing this research before presenting the empirical results.

CHAPTER 4

THE BANKING SECTOR IN QATAR AND KUWAIT: AN INTRODUCTION

4.1 INTRODUCTION

This chapter explores the banking sector of Qatar and Kuwait, giving an insight into the financial regulatory system and the development of the banking sector. A brief overview of Qatar and Kuwait's economy is presented. Thereafter issues relating to the customers' attitudes towards services and the level of service quality in the Qatari and Kuwaiti banking sector based on previous studies are discussed.

4.2 KUWAITI BANKING SECTOR

The banking sector of Kuwait was first formed in 1968 when the Central Bank of Kuwait was established (Central Bank of Kuwait Resources, 2013). Initially the banking sector only consisted of conventional banks until 1977 when the first Islamic bank was introduced (Singh, 2009). The Central Bank of Kuwait's primary task is to regulate the monetary and the financial market of Kuwait by creating law and regulation to govern the operations of banks and financial institutions. The Central Bank of Kuwait's regulation only allows Kuwaiti banks to operate fully with multiple branches in Kuwait (Central Bank of Kuwait Resources, 2013) and currently there are five conventional banks: National Bank of Kuwait, Commercial Bank of Kuwait, Burgan Bank, Ahli Bank of Kuwait and Gulf Bank. Furthermore, there are five Kuwaiti Islamic banks: Kuwait Finance House, Bobyan Bank, Kuwait International Bank, Ahli United Bank and Warba Bank.

The Central Bank of Kuwait's regulation allows foreign owned banks to only operate as a single branch unit (Central Bank of Kuwait Resources, 2013). Currently there are eleven such banks operating in Kuwait: HSBC (Middle East), BNP Paribas, Union National Bank, Muscat Bank, Mashreq Bank, Qatar National Bank, Doha Bank, Citi Bank, National Bank of Abu Dhabi, Bank of Kuwait and Bahrain and Al-Rajhi Bank (the only foreign Islamic bank currently present in Kuwait). However, in the case of Kuwaiti based banks, the number of branch restrictions does not apply (Central Bank of Kuwait Resources, 2013).

NBK is the largest conventional bank in Kuwait in terms of the size of their assets, while Ahli bank in Kuwait is the smallest conventional bank. In the case of Islamic banks KFH is the largest and most established Islamic bank in Kuwait, while KIB is the smaller Islamic bank in terms of their asset size as shown in Table 4.1.

4.3 ISLAMIC BANKING SECTOR IN KUWAIT

The Central Bank of Kuwait issued a decree No. 72 in 1977, allowing the formation of a public company as a financial and investment institution (KFH News, 2011), which deals with all financial transactions as well as insurance without being involved in interest based transactions, which is in compliance with *Shari'ah* law. During this early period of Kuwaiti Islamic banking history, the banks were not subject to full supervision by Central Bank of Kuwait, as they were acting as financial companies rather than a bank. This was changed in 2003 when a law no. 30 was passed, allowing a full recognition of Islamic banks as fully fledged banks that comply with *Shari'ah* ruling and thereby become fully accountable by Central Bank of Kuwait while at the same time providing protection rights for its customers and depositors (Central Bank of Kuwait Resources, 2003). Islamic banks in Kuwait are required to have an independent *Shari'ah* supervisory board as required by the Central Bank of Kuwait and do not have to adhere to the Accounting and Auditing Organization for Islamic Financial Institutions' (AAOIFI) as it is not mandatory by Central Bank of Kuwait regulations (Gintzburger, 2011:316).

Kuwait Finance House (KFH) was the first Islamic bank established in early 1977, largely due to the demand from the public for such kinds of banking systems coupled with the Central Bank of Kuwait ruling for Islamic banking operations (The Report: Kuwait, 2009). It was initially operating as a financial institution providing services in compliance with *Shari'ah* law until 2003 when Islamic banks became fully recognised as banking institutions (Central Bank of Kuwait Resources, 2003).

In recognition of the expanding demand for Islamic finance, Bobyan bank was established in 2004, becoming the second Islamic bank in Kuwait, while the third Islamic bank was formed in 2007, although this particular bank was originally established in 1973 as a conventional bank specialising in Real Estate (KIB Report, 2012). However, due to the demand for Islamic banking by the Kuwaiti population,

the bank decided to convert into a fully-fledged Islamic bank, thereafter changing its name to Kuwait International Bank (KIB) (New Horizon, 2010). Ahli United Bank also followed in the footsteps of KIB by becoming an Islamic bank in 2009. The fifth Islamic bank in Kuwait was also granted license to trade in 2009, now trading as Warba Bank (Kuna News, 2009). This particular bank initiated the retail banking part of its operations in mid-2012, when its first branch opened offering personal and corporate banking services (Al-Salem, 2012).

Since the introduction of Central Bank law no. 30 in 2003, specifically for Islamic banks, the growth of Islamic banking sector has been evident with many new entrants into the sector; thereby increasing Islamic banking market shares in Kuwait. Furthermore the government of Kuwait has proactively taken steps introducing *Shari'ah* compliant transaction such as *sukuk* in 2009 (Central Bank of Kuwait Resources, 2009). Moreover, the introduction of law no. 25 in 2012 allowed financial companies in Kuwait to issue *sukuk* as mode of finance in compliance with Capital Market Authority regulation (The Report: Kuwait, 2012). The Capital Market Authority is a regulatory body, which regulates all securities issuing and trading (The Report: Kuwait, 2012) including *sukuk* (Abdulla, 2013). Thus far, the challenges to *sukuk* in Kuwait remain, due to lack of secondary markets for trading in *sukuk*, unlike some of the Gulf countries, such as in the case of UAE and Saudi Arabia (Al-Mulla, 2010).

As regards to the financial performance of Kuwaiti Islamic banks, as can be seen in table 4.1, KFH maintains its position as the leading Islamic bank in terms of assets size and market. A substantial decline in profit occurred for KFH in 2009 in which case the bank witnessed profits decline from KD 325 million in 2007 to KD 72 million in 2009, reflecting a 77% reduction in profits from the prior year. Moreover, the Return on Asset (ROA) ratio witnessed a decrease as well, from 3.7% in the year 2007 to 0.64% in the year 2009. This is mainly attributed to quality of assets in addition to an increase in their non-performing loans (NPL), which was KD 920.6 million in 2009 (Kamco Research Kuwait, 2011).

Table 4.1: Financial Performances of Islamic Banks in Kuwait: 2007-2012

Bank Name	2007					2008					2009				
	Profits	Assets	Equity	ROA	ROE	Profits	Assets	Equity	ROA	ROE	Profits	Assets	Equity	ROA	ROE
KFH	325	8798	1210	3.70	26.89	175	10544	1240	1.66	14.08	72	11291	1242	0.64	5.78
KIB	17.98	947.9	157.9	1.90	11.39	19.8	1082.8	164.8	1.83	12.01	-8.24	1140.3	173.2	-0.72	-4.75
AUB	48.2	2238.5	269.9	2.15	17.85	51.4	2237.0	243.1	2.30	21.13	14.3	2260.5	213.2	0.63	6.69
Bobyar	18.6	745.9	135.1	2.50	13.79	1.9	840.5	135.1	0.23	1.43	-52.0	964.8	87.1	-5.39	-59.69
Warba	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Bank Name	2010					2011					2012				
	Profits	Assets	Equity	ROA	ROE	Profits	Assets	Equity	ROA	ROE	Profits	Assets	Equity	ROA	ROE
KFH	72	12548	1290	0.57	5.56	37	13460	1292	0.27	2.86	126	14703	1328	0.86	9.49
KIB	16.75	1141.9	196.1	1.47	8.54	10.84	1118.4	207.6	0.97	5.22	13.17	1249.5	216.6	1.05	6.08
AUB	27.4	2454.3	245.7	1.12	11.17	31.5	2627.8	262.2	1.20	12.03	38.5	2632.9	282.8	1.46	13.63
Bobyar	6.1	1312.7	238.2	0.47	2.56	8.0	1547.1	244.2	0.52	3.29	9.5	1884.7	253.7	0.51	3.76
Warba	---	---	---	---	---	-2.92	121.41	97.07	-2.41	-3.01	-----	-----	-----	-----	-----

Source: (Banks annual reports 2007-2012) Assets = Total assets in Million Kuwaiti Dinar. Results for Ahli United Bank shows Islamic banking operation only from 2009 and previous years represent their financial results while being a conventional bank as trading as Bank of Kuwait and Middle East. Profits represent net profits, Assets represent total assets, Equity represents equity attributed to shareholders, ROA is return on assets as % and ROE is return on equity as %.

Furthermore, new market entrants in Islamic banking sectors meant a further loss of market share with five fully Islamic banks in Kuwait to be in operation by the end of 2013. In the case of Bobyan bank, the bank showed a major decline in profit in 2009 from a profit of KD 18.6 million in 2007 to a loss of KD 52 million in 2009. The bank also had a decline of ROA from 2.5% in year 2007 to -5.39% in the year 2009. The bank became profitable in the year 2010 and continued to show growth in terms of banks asset size with a ROA valued at 0.51% and a profit of approximately KD 9 million in the year 2012. The market experience of Bobyan bank's performance in the year 2009 supports the study by Chapra (2008) that Islamic banks are not immune to risk during financial crisis.

As depicted in table 4.1, Kuwait International Bank (KIB) witnessed a loss of KD 8.2 million in 2009 compared to a profitable year in 2008 of KD 19.8 million, with a decrease of ROA from 1.83% to - 0.72%. There was a great decrease in the asset size of KIB in 2009, from which it quickly recovered in 2010. Moreover, with ROA of 1.47%, KIB turned to be profitable with an increased growth in asset size of KD 1,257 million in 2012 reflecting an increase of 63% in asset size. Moreover, KIB has increased its number of bank branches and diversified both its retail and commercial sector, which is reflected in the positive financial results of 2012 (Al-Sabah, 2013). As shown in table 4.1, Ahli United Bank (AUB) experienced a modest increase in their asset size of only 8.8 % from the year 2010 to the year 2012.

Table 4.2 depicts the aggregated asset and profit size of all five Islamic banks combined together between 2007 and 2012. As shown in the table 4.2, there exists a positive growth in assets size of the five Islamic banks from 2007 till 2012, from an asset size of KD 1.2730 million in 2007 to KD 20,693 million in 2012. On average the rate of asset growth per year over the last 5 years has been 9.1%. In spite of this growth in asset size, the amount of profit made by the Islamic banks fluctuates over the years. As can be seen, the Islamic banks performed relatively well during the years 2007-2009 despite the existence of a global recession period during that time.

Table 4.2 Growth in Profits and Assets for Kuwaiti Islamic Banking Sector

Year	Profit (KD millions)	Assets (KD millions)	Assets Growth (%)
2007	409.78	12730	-
2008	248.1	14704	13.42
2009	26.06	15657	6.08
2010	122.25	17457	10.31
2011	84.42	17875	2.33
2012	185.27	20693	13.61

Source: Individual Banks Annual Report 2007 -2012

4.4 QATARI BANKING SECTOR

The Qatari banking system was formerly regulated by Qatar Monetary Authority between 1973 and 1993, thereafter by the Qatari Central Bank (QCB), which was formed by replacing the Qatar Monetary Authority (Al-Thani, 2003). In 1982, Qatar established its first Islamic bank (QIB Report, 2013). Qatar presently has six national conventional banks: Qatar National Bank (QNB), Commercial Bank of Qatar (CBQ), Doha bank, Al-Ahli bank of Qatar (ABQ), Al-Khaliji Bank and Qatar Development bank. As for Islamic banks, there are currently four Islamic banks in Qatar: Qatar Islamic banks (QIB), Qatar International Islamic bank (QIIB), Masraf Al-Rayan (Al-Rayan bank) and Barwa Bank.

It should be noted that the international banks in Qatar have limited banking activity and a limited number of branches (Al-Ghorari, 2010). The international banks that operate in Qatar are: Arab Bank, Mashreq Bank, Standard Chartered, HSBC, United Bank Limited, Bank Saderat Iran and BNP Paribas.

4.5 ISLAMIC BANKING SECTOR IN QATAR

The Islamic banking sector was first established in Qatar in 1982 after the government's ruling allowing the provision of banking products and services that were in compliance with *Shari'ah* law and principles (Al-Thani, 2003). Islamic banks in Qatar have to comply with AAOIFI guidelines (Vinnicombe, 2012) for governance and accounting similar to other countries in the GCC region, such as in Bahrain (Karim, 2001).

As for the chronological progress of Islamic banking in Qatar, QIB was the first Islamic bank to be established in the country in 1982, and commenced its operation in mid-1983 (QIB Report, 2013). The second Islamic bank established was QIIB in 1991 (QIIB, 2009), thereafter other banks followed such as Masraf Al-Rayan in 2006 (Masraf Al-Rayan Report, 2009). Barwa bank was formed in 2009 becoming the fourth Islamic bank (Barwa Bank Report, 2012). The fifth Islamic bank is set to be established in late 2013 in collaboration with Islamic Development Bank, with the paid up capital estimated to be USD (El-Wardany, 2013).

Table 4.3: Financial Performance of Islamic Banks in Qatar, 2007-2012

Bank Name	2007					2008					2009				
	Profits	Assets	Equity	ROA	ROE	Profits	Assets	Equity	ROA	ROE	Profits	Assets	Equity	ROA	ROE
QIB	1255	21336	4629	5.88	27.11	1642	33543	7143	4.90	22.99	1322	39273	9005	3.37	14.68
QIIB	479.00	9951.2	2356.4	4.81	20.33	501.158	12842.5	2780.3	3.90	18.03	511.3	15520.9	3799.3	3.29	13.46
Rayan	1192.5	10191.5	5158.6	11.70	23.12	917.0	16769.1	5694.3	5.47	16.10	880.7	24123.8	5961.8	3.65	14.77
Barwa	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
Bank name	2010					2011					2012				
	Profits	Assets	Equity	ROA	ROE	Profits	Assets	Equity	ROA	ROE	Profits	Assets	Equity	ROA	ROE
QIB	1334	51877	9052	2.57	14.74	1365	58286	11202	2.34	12.18	1125.691	73192.062	11473.88	1.54	9.81
QIIB	558.83	18178.9	3817.3	3.07	14.64	653.04	23537.6	4893.3	2.77	13.35	679.025	28559.04	5036.037	2.38	13.48
Rayan	1211.3	34683.4	7126.8	3.49	17.00	1408.4	55271.3	8503.9	2.55	16.56	1519.889	61628.385	9595.991	2.47	15.84
Barwa	24.89	7858.29	2849.76	0.32	0.87	244.34	19114.10	4843.27	1.28	5.04	345.22	25259.80	5221.64	1.37	6.61

Source: (Banks annual reports) Assets=Total assets in Million Qatari Riyal (QR). Profits in Million QR. Profits represent net profits, Assets represent total assets, Equity represents equity attributed to shareholders, ROA is return on assets as % and ROE is return on equity as %.

As shown in table 4.3, QIB is the largest bank in Qatar in terms of asset size, and the bank witnessed an increase from QR 21,336 million in 2007 to QR 73,192.062 million QR in 2012, indicating 243% increase in total assets size. Although the ROA has shown a positive and almost exponential growth, during the same period the growth in terms of profits was slower with a decline in 2009.

As for Masraf Al-Rayan, despite being a newly established bank, it showed healthy signs of profits and asset growth, as profits increased from QR 1192.5 million in 2007 to QR 1,519.9 million in 2012 as seen in table 4.3. Moreover, table 4.3 also shows that the total asset size of the bank increased from QR 10,191 million in 2007 to QR 61,628 million in 2012, indicating a growth of total asset of more than 500%.

Table 4.4: Growth in Profits and Assets of the Qatari Islamic Banks

Year	Profit (QR millions)	Assets (QR millions)	Asset Growth (%)
2007	2926.5	41479	-
2008	3060.2	63155	34.32
2009	2714	78918	19.97
2010	3129	112598	29.91
2011	3670.8	156209	27.92
2012	3669.8	188639	17.19

Data Source: Individual Banks Annual Report 2007-2012

Table 4.4 depicts the aggregated asset and profit size of all four Islamic banks combined together between 2007 and 2012. As can be seen, the Islamic banking sector in Qatar grew substantially between 2007 and 2012 with an average yearly growth of 31.98% for the last five years in terms of asset growth.

Overall Islamic banks naturally benefited from QCB's ruling, which prohibited conventional banks from offering Islamic window services in the year 2011. Islamic banking windows had no other option but to close. Moreover, some of the conventional banks with existing Islamic windows had to sell off their Islamic window operations to various Islamic banks in Qatar (The Report: Qatar, 2012).

4.6 SERVICE QUALITY IN QATARI AND KUWAITI BANKS: SURVEY OF EMPIRICAL STUDIES

Exploring and measuring service quality in the banking sector has been studied extensively over the last three decades. However, only a very few studies have been conducted specifically on the Qatari and Kuwaiti banking sector. One such study by Hossain and Leo (2009) was based on four Qatari banks; three of banks in the study are conventional and one is an Islamic bank, and the questionnaires were personally administered with a total of 120 useable samples returned. The study shows that Qatari customers' perception scored highest for the tangible dimension, items within this dimension includes the infrastructure and physical attributes of the bank; the next dimension to score high was the empathy dimension, while service charge related issues and the overall competence area scored the lowest, indicating that customers sought improvement from these service quality dimensions. The study involved both Islamic and conventional banks of Qatar in the survey. However, the authors failed to differentiate between the banking type, and rather the findings was based on the overall banking sector in Qatar.

The importance of a tangible dimension that plays a pivotal role towards customer satisfaction is also supported by the findings of a study by Akhtar (2012) on the banking sector of Saudi Arabia and UAE. In a similar line, Al Khulaifi *et al.* (2005) explore on the service quality of Qatari banks (both Islamic and conventional), and their findings also indicated that customers find both internal and external physical features, as well as the location in terms of convenience, an important factor affecting their overall customer satisfaction. Other important items of services that the respondents showed have a great importance are: availability of ATM machines, honesty and politeness of bank staffs, staff listening to customers' suggestions, and accuracy of transactions as important factors of customer satisfaction. Customers scored lowest for items related to pricing of products and services.

Another study comprising 163 Qatari Islamic bank customers, and conducted among customers of four Islamic banks in Qatar, Abdullah and Kassim (2009). The questionnaire was written in both English and Arabic and distributed to a target sample size of 300, of which 165 were returned with only 2 questionnaire deemed unusable. The author decided to use a four scale level of agreement statements

anchored by (1) 'disagree' up to (4) 'agree', instead of adopting a Likert 1-5 scale measurement system. The authors argued that the rationale for such an action was to reduce 'social desirability bias', as the authors felt that very often respondents would try to please the interviewer or appear helpful by giving a midpoint score even though they disagree or strongly disagree with the question item. The overall study findings indicate that human skills and empathy dimensions were positively related to the customer retention rate and customer satisfaction. The author defines human skills as a dimension comprising twenty items, as much of the items are centred around 'assurance' and 'responsiveness' dimensions of the original SERVQUAL model. Moreover, lack of competences and courtesy by bank staff was the major reason why customers turn away from Islamic banks (Abdullah and Kassim, 2009).

In correlating demographic attitudes of Kuwaiti respondents with their experience of service quality, Al-Eisa and Alhemoud (2009) findings indicate that older customers gave higher importance to service quality dimensions related to empathy and responsiveness, more specifically for items related to staff helpfulness and courtesy, self-banking services and speed of service transactions. In addition, they also found that older customers of Kuwaiti retail banks have shown to have higher expectations for items related to courtesy and helpfulness from banks staffs, whereas younger customers expects better services in terms of technological based interface services such as self-services, ATM machines, and internet banking. Moreover, younger customers seek a convenient location for a bank as found by Al-Eisa and Alhemoud (2009). Education levels of respondents also had an effect on items related to staff courtesy, staff listening to customer's suggestion, and pricing of products and services (Al Khulaifi *et al.*, 2005).

Furthermore, Al-Eisa and Alhemoud (2009) study aimed to determine the attributes that influence overall customer satisfaction in the retail banking sector of Kuwait, moreover the authors attempted to determine the overall satisfaction of the customers of these banks. The authors used Shin and Elliott's model (2001) in order to determine the customer's satisfaction level. The questions consisted of expectation and perception measurement based on pair of 12 statements. The Likert type 1-5 scale was adapted for the survey. A total of 1,014 samples were distributed at different location out of which 863 questionnaires were assessed to be usable. The most

important attributes that have an effect on customer satisfaction within the retail banking sector of Kuwait were fast service, helpfulness and courtesy of employees and availability of self-banking services. They define self-banking service as a technological interface that facilitates the customers to be able to produce services independently without the aid of banking staffs. The study involved all banks of Kuwait and thereby encapsulates both Islamic and conventional banks. In the results section the authors did not differentiate between the two types of banks, but rather classified it as 'retail' banks of Kuwait. The findings reveal that vast majority of the customers of Kuwaiti banks (nearly 81%) are either satisfied or very satisfied with the services provided by their banks. Moreover the findings also indicate that the customers pay more attention to the responsiveness and assurance dimensions of service quality and they have the strongest effect on customer satisfaction. The authors furthermore mention that to maintain a competitive edge, technological advances need to be considered and banks should invest in issues that satisfactorily enhance technology-based encounters between customers and banks. The study concludes by stating that vast majority of customers in Kuwaiti retail banking are either satisfied or very satisfied with the overall services they have received from the banks.

Al-Adwani and Asutay (2011) study was based on determining the service quality of three Islamic banks in Kuwait. In total, 700 useable samples were collected. Their model consisted of 9 dimensions based on the SERVQUAL and CARTER models'. Religious compliance, empathy and assurance are observed to be the most important dimensions as perceived by the customers of Kuwaiti Islamic banks. In addition to these three dimensions, they found that 'competitiveness' in terms of pricing of products and services had a direct positive effect on customer satisfaction. This work also partly supports the findings of Owen and Othman (2002), as they also conclude that compliance and assurance and responsive dimensions are perceived to be the most important service quality dimensions, while empathy, tangible and reliability dimensions are perceived to be amongst the least important dimensions of service quality as perceived by customers of KFH.

4.7 SUMMARY

This chapter presented and discussed the overall banking sector of Kuwait and Qatar. The history of the banking sector and its development stages were also presented. Furthermore, the current state of the banking sector in both countries was also discussed. This chapter also explored various issues that may be relevant to the Islamic banking sector of Kuwait and Qatar, such as various dimensions and their items that affect the overall service quality of the banks in Kuwait and Qatar, which in turn has an effect on customer satisfaction.

With this chapter, the foundational chapters are now completed; and the proceeding chapter discusses the design and implementation of the research methodology for this particular research.

CHAPTER 5

RESEARCH METHODOLOGY

5.1 INTRODUCTION

The preceding chapters provide conceptual and empirical literature review to provide foundational material for this research. In operationalizing the research, this chapter discusses various methodology and methods of research in order to facilitate and obtain the empirical results and therefore help answer the original fundamental research question(s) as discussed in Chapter 1. In addition, in this chapter a discussion on the advantages and disadvantages of different types of research methodology is carried out. The reasons for utilizing a qualitative methodology approach rather than a quantitative approach is also elaborated. Various case study frameworks are discussed in the literature review to relate to this particular research project. The framework devised is explained in a logical manner in relation to Islamic banks and conventional banks' research problems, the data method used to collect both the secondary sources and the more important primary sources are also explained in detail.

It should also be noted that in this chapter, the hypotheses for the research are presented, which is centred on testing the original question of the research.

5.2 RESEARCH HYPOTHESIS

The following hypotheses are developed as the focal centre of the study in relation to aims and objectives as well as research questions identified in Chapter 1. In this section, 24 main hypotheses are presented, as the sub-hypotheses are presented in Chapter 8 in detail in the process of hypothesis testing

Research Question 1 aims to test customer's awareness level pertaining to products and services offered by Islamic and conventional banks of Kuwait and Qatar. For this, hypotheses 1 and 2 are formulated in order to facilitate answering this particular research question.

Hypothesis 1: *The majority of bank customers are aware of the banking products and services offered by the Islamic and conventional banks in Kuwait.*

Hypothesis 2: The majority of bank customers are aware of the banking products and services offered by the Islamic and conventional banks in Qatar.

Research Question 2 aims to determine if there is a relationship between the customer expectation and perception of Kuwaiti and Qatari banks in terms of service quality. For this, the following hypotheses are developed:

Hypothesis 3: There are statistically significant differences between perceived expectation and perception of customers in the Kuwaiti Islamic banks based on the modified SERVQUAL dimensions (assurance, empathy, responsiveness, reliability, tangible, technology, competitiveness, CSR and religious compliance).

Hypothesis 4: There are statically statistically significant difference between perceived expectation and perception of customers in the Kuwaiti Conventional banks based on the modified SERVQUAL dimensions (assurance, empathy, responsiveness, reliability, tangible, technology, competitiveness and CSR).

Hypothesis 5: There are statistically significant differences between perceived expectation and perception of customers in the Qatari Islamic banks based on the modified SERVQUAL dimensions (assurance, empathy, responsiveness, reliability, tangible, technology, competitiveness, CSR and religious compliance).

Hypothesis 6: There are statistically significant differences between perceived expectation and perception of customers in the Qatari conventional banks based on the modified SERVQUAL dimensions (assurance, empathy, responsiveness, reliability, tangible, technology, competitiveness and CSR).

Hypothesis 7-10 aims to test if there are any relationship between the modified SERVQUAL dimensions and customer satisfaction. The implication of such hypothesis will give an indication of which of the service quality dimensions has the highest and least effect on customer satisfaction based on customers perception and expectation on service quality.

Hypothesis 7: There is a significant relationship between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Kuwaiti Islamic banks based on customer perception and expectation.

Hypothesis 8: There is a significant relationship between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Kuwaiti Conventional banks based on customer perception and expectation.

Hypothesis 9: There is a significant relationship between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Qatari Islamic banks based on customer perception and expectation.

Hypothesis 10: There is a significant relationship between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Qatari conventional banks based on customer perception and expectation.

Hypothesis 11-12 aims to test if the four religious variables have an effect on service quality based on the modified SERVQUAL dimensions.

Hypothesis 11: The four Islamic compliance variables have an effect on the modified SERVQUAL dimension from the perspective of Kuwaiti Islamic bank customers' expectations and perceptions.

Hypothesis 12: The four Islamic compliance variables have an effect on the modified SERVQUAL dimension from the perspective of Qatari Islamic bank customers' expectations and perceptions.

Hypothesis 13-20 aims to test if the demographic characteristics and length of affiliation with bank by customers have an effect on service quality based on the modified SERVQUAL dimensions.

Hypothesis 13: There are statistically significant relationships between the service quality based on the modified SERVQUAL dimensions and the Kuwaiti Islamic bank customers' demographic variables (age, gender, occupation, income level, ethnicity, nationality, education and number of years with the bank) and the number of years in association with bank, in terms of customers' perception.

Hypothesis 14: There are statistically significant relationship between the service quality based on the modified SERVQUAL dimensions and the Kuwaiti Islamic bank customers' demographic variables (age, gender, occupation, income level, ethnicity, nationality, education and number of years with the bank) and the number of years in association with bank, in terms of customers' expectation.

Hypothesis 15: There are statistically significant relationships between the service quality based on the modified SERVQUAL dimensions and the Kuwaiti conventional bank customers' demographic variables (age, gender, occupation, income level, ethnicity, nationality, education and number of years with the bank) and the number of years in association with the bank, in terms of customers' perception.

Hypothesis 16: There are statistically significant relationships between the service quality based on the modified SERVQUAL dimensions and the Kuwaiti conventional bank customers' demographic variables (age, gender, occupation, income level, ethnicity, nationality, education and number of years with the bank) and the number of years in association with the bank, in terms of customers' expectation.

Hypothesis 17: There are statistically significant relationship between the service quality based on the modified SERVQUAL dimensions and the Qatari Islamic bank customers' demographic variables (age, gender, occupation, income level, ethnicity, nationality, education and number of years with the bank) and number of years in association with bank, in terms of customers' perception.

Hypothesis18: There are statistically significant relationship between the service quality based on the modified SERVQUAL dimensions and the Qatari Islamic bank customers' demographic variables (age, gender, occupation, income level, ethnicity, nationality, education and number of years with the bank) and number of years in association with bank, in terms of customers' expectation.

Hypothesis 19: There are statistically significant relationship between the service quality based on the modified SERVQUAL dimensions and the Qatari conventional bank customers' demographic variables (age, gender, occupation, income level, ethnicity, nationality, education and number of years with the bank) and the number of years in association with the bank, in terms of customers' perception.

Hypothesis 20: There are statistically significant relationship between the service quality based on the modified SERVQUAL dimensions and the Qatari conventional bank customer demographic variables (age, gender, occupation, income level, ethnicity, nationality, education and number of years with the bank) and number of years in association with the bank, in terms of customers' expectation.

Hypothesis 21 and 22 aims to test if are any relationship between customer satisfaction and the four religious compliance dimensions.

Hypothesis 21: There is a relationship between 'how satisfied customers are with overall service quality and religious compliance dimensions for Kuwaiti Islamic banks.

Hypothesis 22: There is a relationship between how satisfied customers are with overall service quality and religious compliance dimensions for Qatari Islamic banks.

Research Question 3 aims to determine if there is a relationship between the financial performance of banks and the overall service quality of the banks.

Hypothesis 23: There is a relationship between the financial performance of Kuwaiti banks and the perceived overall service quality.

Hypothesis 24: There is a relationship between the financial performance of Qatari banks and the perceived overall service quality.

5.3 RESEARCH METHODOLOGY

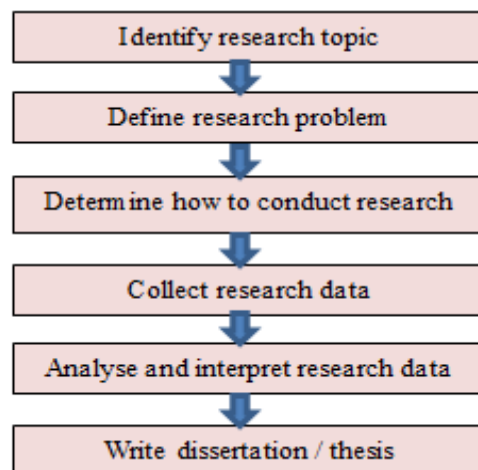
Research methodology is defined as “the systematic and logical study of the principles guiding scientific and Philosophical investigation” (Gould and Kolb, 1964:425). This definition has been expanded by other authors to include “a system of explicit rules and procedures upon which research is based and against which claims for knowledge are evaluated”, (Frankfort-Nachmias and Nachmias, 1996:13). Hussey and Hussey (1997:17) provide a description of methodology and explain that both the approaches and perspectives to any given research process are solely based on the following questions and parameters: ‘Why are certain types of data collected?’, ‘Where is the location of the data collection?’, ‘What is the actual data collected?’, ‘How was the data collected?’, and ‘How was data then analysed?’.

Methodology is also sometimes seen and referred to as an overall process to the research, and as system of procedures based on specific rules which the research project is founded on, where claims of knowledge based on data are evaluated and compared (Hussey and Hussey, 1997:54).

The approaches to the management within the Islamic and conventional banks, assessment of modes of behaviour, and the perception of customers are the focus of this study. Each are highly complex and context dependent, hence the research methods that allow such complexity to be observed and recorded need to use a unique setting based on the culture of the country of study *i.e.* Kuwait and Qatar. Much of this study is based on the use of both secondary and more importantly primary data in order to facilitate the testing of hypotheses and the analysis of empirical data as presented and analysed in chapter six, seven and eight. Primary data collection was essential for this research in order to build upon the existing secondary data available in relation to this study, and it was found to be the most appropriate means of information collection for marketing and social science-related research.

Considering that this study aims at exploring bank customers' perceptions and opinions in designing, operationalizing and conducting the research, it is considered as part of qualitative research methodology. The primary data collected through a questionnaire schedule, aims to measure the perceptions and opinions of the participants; and due to such a research orientation, namely being explorative, this research is considered as a qualitative research based study. Figure 5.1 shows a summary of stages in which a given research evolves from beginning stage of research; where the researcher identifies a research topic to the end stage of the research process; where the findings are established resulting in thesis, dissertation or an article write up.

Figure 5.1 Stages in Research Process



Source: Hussey and Hussey (1997:15)

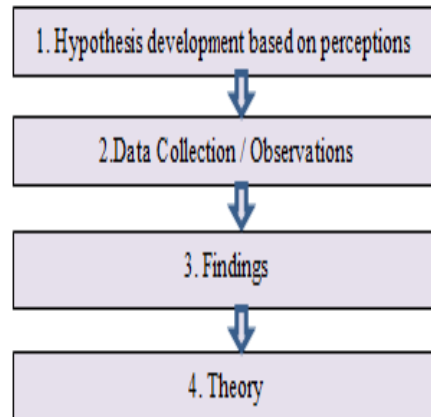
5.4 RESEARCH STRATEGY

Bryman and Bell (2007:12) expressed that in social science most studies are based on behavioural observational aspects and this can only be conducted either by deductive or inductive research approaches. These two approaches are known as the main strategies used in research.

In the inductive research approach the authors classify it as “an approach to the relationship between theory and research in which the former is generated out of the latter”, Bryman and Bell (2004). This can be further expressed to say that in inductive research the resultant theories stem from observations. Ethridge (2004:75) expressed that in inductive approaches all statistical inferences are the foundation for social science research.

It can, hence, be deduced that this research is geared towards observational phenomena, since this research is orientated towards a behavioural and perception analysis. Much of the research is stemming from observation, as an inductive approach deriving from an explorative case study strategy is seen to be better suited. The reason for this is because this study explores perception of bank customers and attempt to measure the perceived service quality level that may have a relationship with service quality dimensions for Islamic and conventional banks in Kuwait and Qatar. Figure 5.2 shows the process of induction.

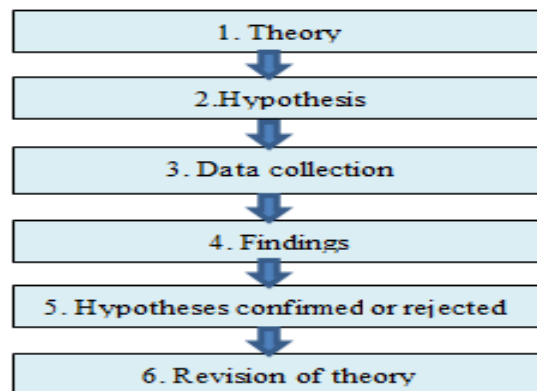
Figure 5.2 The Process of Induction



Source: Bryman and Bell (2003:17)

In the case of the deductive approach, Bryman and Bell (2004:8) states that “deductive theory represents the most common view of the nature of the relationship between theory and social research. The researcher, on the basis of what is known about in particular domains and of theoretical considerations in relation to that domain, deduce a hypothesis that must then be subject to empirical scrutiny”. The authors furthermore adds “embedded within the hypothesis will be concepts that will need to be translated into researchable entities. The social scientist must both skilfully deduce a hypothesis and then translate into operational terms. This means that the social scientist needs to specify how data can be collected in relation to the concepts that make up the hypothesis”. Figure 5.3 shows the process of deduction.

Figure 5.3 The Process of Deduction.



Soucre: Bryman and Bell (2007:11)

It should be noted that qualitative research methodology, as in this study, is based on an inductive approach. Almost all inductive approaches are initiated with various questions and expectations which later help in designing and developing various research hypotheses. This hypothesis then gets tested after the data is collected and analysed. Empirical data from a primary source is collected through deployment of various primary data collection methods such as interviews, observations, surveys, or a combination of these (Saunders *et al.*, 2009:318). The resultant report is gathered from a qualitative approach and will indicate information on descriptive materials. The researcher needs to realize how such observational data is isolated into various variables, which are then further researched and analysed. Thereafter, the researcher is required to express any correlation or relationship between such variable findings and this initiates the development of and putting the theory into practice (Frankfort-Nachmias and Nachmias, 1996). Similarly in this study, the data collected on perception of customers and regarding the banks' perceived service quality level through a questionnaire, which are used for hypothesis testing and finally for forming conclusions. Thus, this research utilizes inductive research strategy, as this study does not test a particular theory but explores the field to generate hypotheses to test.

5.5 RESEARCH DESIGN

Designing the research is a crucial part of overall research as it is usually the next step after the research questions and objectives are identified. Frankfort-Nachmias and Nachmias (1996: 99) has mentioned that the research design is the foundation to all research work since the design of the actual research directs the entire research work in order to facilitate and implement various research stages until completion of the research. The research design further considers various elements that are crucial to the overall success of the research such as time line for the research and the choice of research strategy. Bryman and Bell (2007:39-40) and Hussey and Hussey (1997: 115) states that the research design formulates the choice of collection of data and type of analysis that are to be used in order to facilitate answering the research questions and to meet the research objectives. It is, hence, important that the researcher needs to clearly identify the aims and objectives of the research as stated by Kumar *et al.* (1996: 9).

There are various types of research designs; according to Hussey and Hussey (1997:121), the research method for any given investigation in social science is based on four types of categories: descriptive research, historical research, developmental-action based research and experimental research. Furthermore, the research project requires a specific structure or design before any data can be collected so that analysis of the data can be carried out later on De-Vaus (2002: 1). On extension of this statement, all research is primarily based on two fundamental questions:

(i) What is actually going on (i.e. descriptive based research)?

(ii) Why is it happening or going on (i.e. explanatory based research)?

When descriptive research is compared to experimental based research, the former types are based on observations that have occurred in the past as a historical event. However in the case of experimental research the author of any particular research designs an account of action to occur and records the outcome of the action as the result (Serkan and Bougie, 2009:229).

Neuman (2010:38-41) defines three types of research: exploratory, descriptive and explanatory studies. The attributes and characteristics each of these three types of studies is depicted in Table 5.1.

Table 5.1 Attributes and Characteristics of each of the Research Designs

Exploratory	Descriptive	Explanatory
- Become familiar with the basic facts, setting and concerns. - Create a general mental picture of conditions. - Formulate and focus questions for future research. - Generate new ideas, conjectures, or hypothesis. - Determine the feasibility of conducting research. - Develop techniques for measuring and locating future data.	- Provide a detailed, highly accurate picture. - Locate new data that contradicts past data. - Create a set of categories or classify types. - Clarify a sequence of steps and stages. - Document a casual process or mechanism. - Report on background or the context of a situation.	- Test a theory's prediction or principles. - Elaborate and enrich a theory's explanation - Extend a theory to new issues or topics. - Support or refute an explanation or prediction. - Link issues or topics with general principles. - Determine which of several explanations is best.

Source: Neuman (2010:38)

An exploratory type of research involves data collection in order to explain an event and how it is happening, instead of how the condition should be or the condition exists as it is. In other words exploratory research seeks to answer an unknown circumstance (Kumar, 1996:9).

As for this particular research, a combination of descriptive design and ‘exploratory’ research design is thus more suitable since the investigation is based on evaluations of perceived levels of service quality by customers for both Islamic and conventional banks in Kuwait and Qatar. In the case of exploratory research, an attempt is made to discover the perception and expectation of customers with regards to service quality dimensions. Regarding the descriptive side of the research, this study makes an additional contribution towards the existing research on service quality of Islamic and conventional banks in Kuwait and Qatar.

This study, in addition, incorporates ‘a cross sectional study’ design, since the study is based on collecting data on more than one case at a single point in time through a questionnaire survey so that a connection or relationship between two or more variables can be tested in order to determine if any significant pattern exists between the variables.

Furthermore, a ‘descriptive research design’ is useful for this particular study also, since the aim is to examine the situation as seen by the observer, in this particular study such description involves customer’s attitudes towards service quality dimensions and products and services of the banks.

This research also incorporates ‘case study’ and ‘comparative strategy’ designs to facilitate the overall aims and objectives of the research. In the case of the case study, this type of research design involves a contextual in-depth analysis of similar situations that may have already occurred at another organization, and which may be applied to the current organization (Bryman and Bell, 2007:71). Since this study aims to explore a particular topic in the case of both Kuwait and Qatar, a case study design helps to contextualize the research. In the case of comparative design strategy, the study involves using an identical method for two cases, namely Qatar and Kuwait, with the objective of locating differences and similarities.

5.6 RESEARCH METHOD

In essence a research method refers to the assembling of data or information for a given research project by using various tools and instruments; this can be both qualitative and quantitative in nature. The qualitative data and information is based on qualities of a given result and is non- numerical in nature, whereas a quantitative data and information is based on collection of numerical information and is based largely on numerical information and analysis (Saunders *et al.*, 2009:414,480).

According to Hussey and Hussey (1997:257), qualitative methods of research tend to require more time and can be more expensive in comparison to quantitative research methodologies. However, they also feel that qualitative research approaches can present more challenges with respect to the rigor and subjectivity as a research project. In the case of a descriptive research study the use of qualitative research is better suited than quantitative research, since in the former case a false objectivity of information collected may arise, and as a consequence can result in a reduced richness of data as well as impaired interpretation of phenomena (Hussey and Hussey, 1997). However, as stated by Hussey and Hussy (1997:257), quantitative research can bear an immense amount of data results and interpretation when qualitative research is also combined as an overall research methodology through for example, observations and interview method in their statement.

Punch (2005:53) states that neither quantitative nor qualitative research method approaches are superior to each other. Both approaches have their own weakness and strengths and thus any over indulgence or reliance on a particular research method is not advisable. In addition, the choice of research process and approach must always be tailored to the needs of a particular research type (Bryman and Bell, 2007: 413). For this particular research the ‘triangulation of methods’ is adopted, since the data collection process involved usage of quantitative research method in order to collect data through distribution of closed ended questionnaires (surveys) and statistical techniques are utilised for quantitative data analysis. In addition, a qualitative research method approach, namely interpretative method, is used to give research findings further meanings. In the literature it is argued that triangulation process further strengthen and assists the research by adding further meaning to the results and findings (Gill *et al.*, 2010:220). Thus, triangulation is chosen as the main method for

this study, which includes quantitative data collection method in the form of questionnaire, descriptive data collection in the form of statistical data, and quantitative data analysis in the form of statistical techniques and qualitative data analysis in the form of interpretative method.

5.6.1 Research Method: Data Collection

Data for any research can be in the form of qualitative data or quantitative data. In the case of qualitative data, it is either based on focusing on naturally occurring data and/or those data that are generated through a step-by-step research intervention. Thus, qualitative research methods include ‘observation’, ‘document analysis’, ‘discourse analysis’, ‘conversational analysis’ and ‘interviews and focus group/discussion method’ (Saunders *et al.*, 2009; Bryman and Bell, 2007:536).

Since this study is based on collecting data on customers’ perceptions on service quality, a questionnaire survey in the form of quantitative data collection method was utilised. As, the questionnaire survey captures the present situation and gives an indication of how the situation was at the time of collecting the information and data from the respondent (Sekaran and Bougie, 2009:181).

The main advantage that quantitative has over the qualitative data collection approach is the speed in which research is conducted and data collected (Collis and Hussey, 2009:163).

The following sections provide detailed understanding of the data collection process in this research.

5.6.1.1 Secondary Sources of Data

The source of secondary data for this research study includes books, periodicals, library databases, seminars, articles, electronic database and Islamic bank reports. Both English and Arabic forms of secondary data were used to gather information.

The chapter on literature review consisted of background to the Kuwaiti and Qatari Islamic banking sector as a whole which included historical element as well as the current development in the trend of conventional and Islamic banking for both countries. Other aspect of relating to this study were extracted and analysed from previous literatures in order to cover all elements relating to service quality

dimensions and models for both types of banking, Moreover, the annual reports of the each of the 22 banks were to be mined for various data, including financial performance data between the years 2007 to 2012.

5.6.1.2 Primary Sources of Data: Questionnaire

As mentioned previously, for the main part of this study, primary data in the form of questionnaire survey was used to gather data from the consumers of Islamic banks in Kuwait and Qatar.

The definition of a questionnaire varies; however, most authors define questionnaires as a data collection technique carried out in a structured manner. Hussey and Hussey (1997:161) defines questionnaires “as associated with positivistic and phenomenological methodologies. A questionnaire is a list of carefully structured questions, chosen after considerable testing, with a view to eliciting reliable responses from a chosen sample”. The aim in a questionnaire is to find out what selected group of participants ‘do think or feel’.

In the administration of the questionnaires, they are then given to the respondent either in person or sent via mail. In the case of personal deliverance of the questions a verbal explanation is given to the respondent for the purpose of the research. The respondent is then given time to complete the questionnaires and return it to the researcher, as pointed out by Oppenheim (2000:4).

As regards to the disadvantages and advantages of questionnaire surveys, it should be noted that questionnaire approaches are not perfect and thus there are challenges and obstacles that the researcher may face since questionnaire techniques have certain elements of risk associated with them during the whole research process.

Although there are various disadvantages for questionnaires, these are often overlooked and questionnaire techniques are still widely used in most research projects mainly due to the convenience and sometimes due to lower costs and expenses associated with this type of technique. The advantages and disadvantages of questionnaires are listed by Bryman and Bell (2007: 241-43):

The disadvantages include:

- (i) In the case of the absence of the interviewer there is an element of poor quality control.
- (ii) Some questions of a complex nature are not suitable for questionnaires.
- (iii) Once the questionnaires are sent, a low return has always been observed in the past. This is particularly case for postal responses.
- (iv) Sometimes there are errors in completion of the questionnaires.
- (v) It usually takes a long time for respondents to answer the questions before they are returned.
- (vi) The questions can be answered incorrectly.

Moreover, survey based questionnaire method has several other advantages as listed below:

- (i) There is almost zero interview bias or influence involved.
- (ii) The respondents feel at ease and have the opportunity to preserve their confidentiality.
- (iii) The respondent can fill in responses at his/her convenience.
- (iv) The length and scope of the questions are targeted, where the respondent can choose the answer most suitable to his/her response.
- (v) It is one of the most efficient and quickest ways of gathering information especially from the point of view of respondent.
- (vi) Questionnaires allows more time for the respondent to contemplate and respond.
- (vii) It is an easy way for the researcher to analyse the responses via software interventions.
- (viii) Questionnaires are found to be efficient and cost effective, and are also easier to administer.

After a pilot study and careful consideration, questionnaire type of data collection method was selected for this study. This is due to the following reasons:

(i) The nature of the current investigation: due to conservative culture and religious attitudes of the middle eastern respondents, as most respondent prefers to minimize verbal interaction with unfamiliar persons in this the case researcher, especially approaching female respondents for survey purpose can sometimes be challenging;

(ii) the general geographical distribution of the population that is under the study: the study involved in collecting data from various region of Qatar and Kuwait.

(iii) the type or category of study population: as most of the population are not illiterate, very young or very old, or handicapped, in which case an interviewed would have been required. However vast majority of the respondent were literate who had fair understanding of following an instruction to answer questions in any given questionnaire.

(iv) time and financial constrains played a significant role, as collecting interview based data from a targeted sample size of over thousand would have been much more expensive and would have consumed a lot more time than questionnaire based survey data collection.

The questions of the survey were carefully written to be positively worded since consideration needs to be taken when formulating questions involving both positive as well negative wording for an attitude survey, as this may cause confusion to the respondents. This is confirmed by Babakus and Mangold (1992), who have expressed that mixture of positive and negative wordings may have a destructive effect. Thus to prevent such effect the research survey was positively worded (also allowing negative response within the question scale), hence for those who strongly agree with a positively worded question they would score strongly agree and conversely they would score strongly disagree when they feel that they are strongly in disagreement with the statement.

Questionnaires were distributed to the target population in order to gather information about the perceived level of service quality for the bank they are joined to.

5.7 DATA COLLECTION METHOD: DESIGNING AND ADMINISTERING QUESTIONNAIRE

As mentioned in the previous sections, this study mainly used questionnaire survey method to gather primary data. This section, therefore, aims to detail the administration of the survey questionnaire.

For this particular research a self-administered questionnaire approach was applied, since, as explained above, this was considered as the most appropriate data collection techniques for this study, which has extensively been used in the literature on the same subject matter. In other words, the questionnaire designs were pioneered from previous research as explained in detail in the literature review found in Chapter 2. The research work of both Parasuraman *et al.* (1988 and 1991), and Othman and Owen (2001 and 2002) has been extensively helpful in the design of the questionnaire for this study. However, several new dimensions have been added in order to obtain as much new information as possible to help in answering the research questions for this study. For this, references made to recent studies such as Al-Zaabi (2006), Al-Adwani and Asutay (2011) and Mohd-Shariff (2012). These materials provided a road map to formulate the questions.

As indicated in the literature, the questionnaire design is based on the following steps as follows:

- (i) First the researcher needs to clearly define the aim and objective of the questionnaire/survey (Saunders *et al.*, 2009).
- (ii) The author needs to define the sampling size that is required for the research project/work (Czaja and Blair, 1996:107).
- (iii) Formulating the questionnaire in a clear and concise manner so that the respondent does not find the questionnaire confusing or encourage them to give biased answers (Kumar, 1996:110).
- (iv) The process of administering the questions to the respondents whether by person or via mailing (Kumar, 1996:130).
- (v) Finally the interpretation of the results from data and information collected (Bryman and Bell, 2007:376).

5.7.1 Questionnaire Design

As explained above, before embarking on the design of the questionnaire the following points need to be considered, namely: clarity of the question, types of leading questions asked, how the questions are phrased and finally whether the questions are of an embarrassing nature. Therefore the researcher of this work has made sure to take points into account before formulating the questionnaires for the research.

It should be noted that in the design of the questionnaire, this study used the Likert scale for much of the questions. A five scale Likert system was used instead of seven scale, as the pilot study suggested that respondents preferred the five scale Likert system more so than the seven scale system. The five scale system is found to produce increased response rate and quality of responses compared to the seven scaled Likert system, Babakus and Mangold (1992). The five points of the Likert system are organised in the following manner: strongly agree=5, agree=4, neutral=3, disagree=2 and strongly disagree=1.

As for the nature of the questions, the survey questionnaire was made up of nominal and interval. Thus, neither ordinal scales nor ratio scales were represented in any of the questions or question statement in the questionnaire. A summary of these four levels of scales is shown in Table 5.2.

Table 5.2: Types of Scales and Their Definition

Scale Type	Definition	Question(s) / Statement(s)
Nominal	This type of scale is used for classification or for identification, and has no order Serkan and Bougie (2009:141) Typically used for Demographic questions such as age, gender and marital status.	Demographic Questions/Awareness of banking products and services
Ordinal	This types of scale has order, however unlike the interval scale, the interval between each scale point on the ordinal scale may not be equal or even. However there does exist certain degrees of order between each scale point (Kumar (1996:59); this may be used in the study of opinion, perception and attitude.	None
Interval	Numerically equal scale in terms of distance between each scale point. Serkan and Bougie (2009:143).	Customers Expectation and Perception based questions
Ratio	This scale is used to rank order of objects and compare intervals or differences. Serkan and Bougie (2009:145)	None

The ordinal scale of measurement may be used for measuring perception, attitude and opinion by allowing different variables for the categories involved. With some ordering, it involves different points of the scale that indicate the quantity being measured (Gill *et al.*, 2010), and hence effectively ranks or orders the categories in a meaningful way. When the ordinal scale is used, the preference would be ranked (*e.g.*... from best to worst or first to last (Serkan and Bougie, 2009). For example, respondents might be asked to indicate their preferences by ranking the importance they attach to five distinct characteristics in a job the researcher is interested in studying. However, the ordinal scale does not indicate the magnitude or size of the differences among the rankings. This deficiency is overcome by interval scaling (Serkan and Bougie, 2009).

For interval scale, differences exist between individual data items within a set or a group. Individual data can be placed along a scale to determine the intervals (Hussey and Hussey, 1997). Furthermore, the author states that most measures of human characteristics have interval properties. Interval scales compute the mean and standard deviations of responses on the variables (Serkan and Bougie, 2009). The Likert scale system has been utilised to measure attitudes and perceptions in past studies, such as the original SERVQUAL study by Parasuraman *et al.* (1985 and 1988), the authors used an interval interpretation of the Likert scale to measure perceptions and attitudes

of respondents. Although both ordinal and interval scale can facilitate in the measurement of perceptions and attitudes of banks' customers, the interval scale has been utilised to determine and gather a more meaningful inferential analysis as done by previous authors (Parasuraman *et al.*, 1985 and 1988; Othman and Owen, 2001; Mohd-Shariff, 2012).

All the questions for this particular research are designed in a closed-ended manner in order for the respondent to answer in a comfortable manner and thus prevent the rise of any sensitive situations. A closed-ended questionnaire provides the respondent with questions where the respondent is expected to select one answer that he/she feels best suited for based on their opinion, knowledge and perception. In other words, the closed-ended or forced-choice type of question is preferable in this research because it will increase the response rate, since it is easier and faster to be answered by the prospective respondents Bryman and Bell (2007: 259). In addition, the closed-ended type of question is also has the advantages of being easier to administer, code and analyse.

The questionnaire utilised in this study is designed into two sections. Section 'B' deals with customer awareness level of banking product and services, while section 'A' is the more substantial section of the questionnaire and mainly deals with SERVQUAL based questions (both perception and expectation based questions). In addition, four extra questions have been added in the case of Islamic banks so as to gather information and data relating to the religious compliance dimensions. The last section is formulated to gather demographic information such as age range, gender, nationality, profession, monthly income, and educational level, and how long the customers been with the bank.

The questions pertaining to service quality are sub-divided into nine categories for Islamic banks and eight for conventional banks. Each category is a cluster of several similar questions, which fall under a common dimension: 'assurance', 'competitiveness', 'technology', 'empathy', 'responsiveness', 'CSR', 'tangible' and 'reliability'. The Islamic bank questionnaires consisted of an extra dimension, 'religious compliance' which was made up of four question items.

In summary, the questionnaire survey consisted of three sections: the first section included 42 items pertaining to customer perception and expectation questions, and

for Islamic banks there was an additional pair of four questions relating to religious compliance dimensions. The second section had list of all products and services offered by the banks with the objective of measuring awareness and knowledge. The last section dealt with demographic related questions.

The questionnaire schedule was prepared both in English and Arabic. A sample questionnaire in English and Arabic is available in the Appendix section.

In administering the questionnaire, the respondents were briefed about the purpose of research so that they would be fully aware about the nature of the research, its aim and objectives.

5.7.2 Research Population and Sampling

The population of a research is the entire targeted group the research is based on, so in the case of this research it is all the customers of the banks. Whereas sampling is defined by Hussey and Hussey (1997:144) as the subset of the targeted populations from which the researcher can draw certain conclusions that would be ‘general to the population of interest’. In order to draw the most efficient outcome, sample of the research is drawn from the population through a number of sampling strategies.

In this research, non-probability and convenience sampling was adopted, since sampling did not represent the overall population. The population size of customers for each bank could not be accessed due to bank’s privacy policies. Moreover, the sample of the study did not represent the demographic makeup of the overall population of Kuwait and Qatar. Convenience sampling refers to “collection of information from members of the population who are conveniently available to provide it” (Serakan and Bougie, 2009: 276).

It should be noted that the choice of non-probability and convenience sampling has disadvantages over probability sampling such as the fact that samples cannot be generalized to the population. However certain advantages such as speed, cost and convenience makes this sampling approach a better choice (Serakan and Bougie, 2009), and for these reasons this approach has been adopted for this particular research study.

Table 5.3 shows the districts of Kuwait and Qatar where the survey was carried out in respect to the number of sample-filled questionnaires collected from those areas.

Table 5.3 Administering the Questionnaire: Districts and the Numbers of Collected Questionnaires

Districts in Kuwait	Number of Questionnaires Collected	Areas in Qatar	Number of Questionnaires Collected
Al Salmiya	124	Al-Gharfa	185
Hawali	107	Al Rayan	177
Sharq-Kuwait city	105	Bin Omran	154
Fahaheel	70	Al Wakra	65
Mushref	95		
Total	501	Total	581

A total of 1,295 of questionnaires were distributed: 614 in Kuwait and 681 in Qatar, and approximately half of these questionnaires were for Islamic banks and the other half for conventional banks. Due to a shortage of time and resources associated with the research, a sample size of greater number was not possible. However the sample size was found to be more than adequate to deliver the answers to the research questions.

As for the returned number of questionnaire, in the case of Qatar, the number of returned questionnaires was 600 representing 88.1% returned questionnaires. For Kuwait the number was 517 returned, representing 84.2% returned questionnaires. Of those questionnaires returned, 16 questionnaires were excluded from Qatari samples and 19 from the Kuwaiti sample. This is due to some parts of the questionnaires being left empty or some biased responses found.

Initially the questionnaires were distributed in bank premises. However, due to a lack of time by customers and a tendency for them to hurry out of the bank as well as with the delayed approval response from some of the banks, questionnaires were distributed in shopping malls throughout Kuwait and Qatar. Moreover, the shopping malls consisted of most of the targeted banks. This approach facilitated in gathering more questionnaire responses in a relatively shorter span of time. It was observed that customers seemed more relaxed in the shopping mall than they were in the banks and thus gave more time over to filling in the questionnaires. Customers sitting in various coffee shops were targeted as they had the best responses when approached. In

addition, various government and public companies were also targeted for the drop of method. Adequate time was given to complete the questionnaire form, and the form was then later collected and analysed. The average time for respondents to complete the questionnaire was 14.7 minutes.

In summary, Table 5.4 provides a summary of the number questionnaires distributed and the number of samples collected for Kuwait and Qatar.

Table 5.4 Data Collection and Response Rate for Qatar and Kuwait

	Qatari Banks	Kuwaiti Banks
Total Questionnaires Distributed	681	614
Total sample collected	600	517
Samples not used	19	16
Total samples used for the study	581	501
Total	581	501

The majority part of Qatar and Kuwait fieldwork was carried out between July 2012 and October 2012, although some surveys were still collected until January 2013.

5.7.3 Piloting

Piloting is an important element in the case of this research, as mentioned by Czaja and Blair (1996:105), who state that pre-testing a questionnaire is vital in order to assess and understand whether the questionnaires are up to a standard that would yield an acceptable level of responses as well as a greater level of accuracy in data collection and analysis. Teijlingen and Hundley (2001:35) states that “one of the advantages of conducting a pilot study is that it might give advance warning about where the main research project could fail, where research protocols may not be followed, or whether proposed methods or instruments are inappropriate or too complicated”. In addition, Peat *et al.* (2002:123) explains that a research involving a pilot study generally improves the internal validity of a questionnaire, who provides a list of steps to take for researcher in order to carry out a pilot study:

Step 1: administer the questionnaire to pilot subjects in exactly the same way as it will be administered in the main study;

Step 2: ask the subjects for feedback to identify ambiguities and difficult questions;

Step 3: record the time taken to complete the questionnaire and decide whether it is reasonable;

Step 4: discard all unnecessary, difficult or ambiguous questions;

Step 5: assess whether each question gives an adequate range of responses;

Step 6: establish that replies can be interpreted in terms of the information that is required;

Step 7: check that all questions are answered;

Step 8: re-word or re-scale any questions that are not answered as expected;

Step 9: Shorten revise and, if possible, pilot again.

However, Wilson and Sapsford (2006:103) believes that a pilot studies do not always necessarily represent a correct statistical proportion of the targeted sample, since the pilot samples are relatively small in size.

On a positive note, the process of piloting will enable the researcher to make changes if any recommendations are given, and moreover to accept constructive criticism and advices from pilot respondent samples.

In conducting a pilot study for this research, 10 revised questionnaires were sent to various people in academia and 18 to senior banking practitioners in Kuwait and Qatar, and all but five responded. Initially a sample size of 67 questionnaires was distributed to the customers of banks. All but two of the people respondents and their recommendations were considered and implemented into a newly revised form of questionnaire. Thus, in total a pilot sample size of 93 was collected, representing 9% of the whole research sample. Moreover, over the phone discussion with various senior bankers and academics of GCC was done to gather their input about the research. All this facilitated in the design of questionnaire and process, logistics and distribution of questionnaire to optimize data collection.

The pilot sample was further tested to check on the level of reliability, which was found to be 91% and this indicated an acceptable level of reliability and consistency in the questionnaires.

Before the piloting samples were sent, a cover letter was attached to the questionnaire giving an in-depth explanation about what the research is on and also stating the aims

and objectives of the research. The Pilot study was carried out in both Kuwait and Qatar in July and August 2012 over three weeks period for each country.

5.7.4 Administering the Questionnaire

Self-Administered survey types involve distribution of surveys to the respondents and zero interference from the researcher Bryman and Bell (2007: 241). This type of survey was constructed and employed for the purpose of this study, and the respondents in this case were the customers of the banks.

Bryman and Bell (2007: 242) explain that self-administered questionnaires have the advantage where there is a greater control by the respondent over the questionnaire since the respondent has more time to answer the question at their own pace, and this also minimises cost. Moreover, self-administered surveys reduce the overall costs and expenses of the research.

In administering the questionnaire, the respondents were briefed quickly about the research and on how to answer using the Likert scale. In addition, the researcher also made sure that there was no interference regarding the actual content of the survey by mentioning about the content of the question. This method is commonly used in social science and found to be one of the most common types of survey method.

After looking at past studies, such as Mohd-Shariff (2012), Al-Zaabi (2006), Othman and Owen (2002) and Parasuraman *et al.* (1991), a decision was made for self-administration of the questionnaire.

In the self-administration of the questionnaire, the respondents were given the choice, either to return the completed questionnaire within the same day or return it later by post or by collection by an enumerator. In the case of the shopping mall and bank premises all but 7 respondents (for the Kuwait study) returned the completed questionnaire on the spot, and in the case for Qatar all but 9 were returned on the spot. From the 14 respondents who indicated that they would return by post, none of them did so. In the case of drop at different governmental institutions all drop of surveys were collected at seven to ten days after being dropping off.

Alternatively, interview administered questionnaires could have been used for this particular study where the researcher asked questions to the respondent and then put

the answers in the questionnaires. Although this method has several advantages over self-administered questionnaire, this method tends to be more time consuming and expensive (Bryman and Bell, 2007: 259). Moreover, during the pilot study the researcher noted that some of the respondents felt uneasy when the interview administered questionnaire was deployed. This may be because of cultural differences in GCC region.

5.8 RESEARCH METHODS: DATA ANALYSIS, VALIDITY AND THE RELIABILITY

In analysing the data gathered through questionnaires, mainly quantitative research methods are utilised to give meaning to data. This section aims to provide a summary of the methods utilised. For this, all the useable data collected through the questionnaire coded into SPSS (Version 20) for analysis purpose.

Once the data is assembled and collected, it is important to have validity and reliability of the data collected. Serkan and Bougie (2009:157) explain that if the work has validity of a high standard in parallel reliability, it should be of a similar standard and this level must be maintained.

The computer aided software SPSS (Version 20.0) was used to test the reliability of this study in the form of Cronbach's Alpha; a test score above 0.7 is said to an acceptable level, as stated by Serkan and Bougie (2009:325). For this particular study, the values are above acceptable levels as shown in Table 5.5 for both Kuwaiti and Qatari banks.

Table 5.5 Cronbach's Alpha Test Scores for Kuwaiti Islamic and Conventional Banks

	Cronbach's Alpha	Cronbach's Alpha based on standardized Items
Kuwait Islamic Banks Reliability Statistics	.908	.920
Kuwait Conventional Banks Reliability Statistics	.906	.921
Qatar Islamic Banks Reliability Statistics	.890	.914
Qatar Conventional Banks Reliability Statistics	.817	.888

Thus by observing table 5.5, the internal integrity of the questionnaire is found to be consistence and highly reliable, as all the Cronbach's results are above 0.7.

In analysing the data, the SPSS software required various types of coding in order to reflect on the questions asked. Once coding was completed for the entire questionnaire, various types of statistical analysis were carried out in order to analyse the data and determine inferences between various variables of the study. A summary of such tests was used in this research study is presented in Table 5.6. Each of these statistical methods used to respond to a particular research question and provide the evidence to test the identified hypotheses. The empirical chapters following this chapter present the statistical results generated in this study by the use of the statistical methods listed in Table 5.6.

Table 5.6 Summary of Tests Used to Analyse Data in Order to Determine Inferences Between Various Variables

Analysis Type	Summary
Descriptive	Includes various forms of means, standard deviation, percentage representation and frequency distribution. This is commonly used in research work to gather data in order to describe organise and summarise the data (Kumar, 1996:9)
Factor Analysis	To test for internal reliability and to seek patterns between variables. The test is done to reduce the number of variables and structures in the relationship between various variables and thus to cluster them together into smaller groups or more defined groups (Zikmund, 1984:529)
Cross tabulation	To expand on the demographic characteristics of the respondent with respect to relationships with various dimensions on non-parametric data. To test if there exist any relationships between various variables; includes determining the relationship between the dependent and independent variables (Zikmund, 1984:421)
Stepwise Regression	This type of analysis is used to test if one particular independent variable is hypothesized to have any kind of effect on the dependent variable. In this study the test tries to determine the relationship respondent perception on SQ in relation to their satisfaction for both Kuwait and Qatar (Osborne, 2008:412)
Mann Whitney Test and Kruskal- Wallis Test	These type of tests are used to determine the (i) difference between Islamic banks and conventional banks in relation to demographic characteristics within each country (ii) difference between Islamic banks and conventional banks in relation to demographic characteristics between Kuwait and Qatar. Curwin and Slater (2002: 646) mention that this type of data is primarily used on non-parametric data, hence is suitable for this study.

In addition to the statistical methods, the findings are interpreted to give meaning to data, which implies the use of interpretation as a qualitative method. As mentioned above, this resulted in adopting triangulation methods in the conduct of this research.

5.9 LIMITATIONS OF THE STUDY

The study encountered numerous obstacles and challenges. Firstly due to cultural differences and the conservative nature of Middle East, it was a great challenge to

approach female respondents. The initial target was to distribute in excess of 1600 questionnaires in both countries. However, it took almost seven months to organise and distribute 1,295 surveys, and consequently 1,082 were fit usable samples, which consisted of 581 samples from Qatar and 501 from Kuwait.

The research initially anticipated receiving equal number of questionnaires from each of the bank types. However, during execution of field work it was realized that some of the smaller bank such as Masraf Al-Rayan in the case of Qatar and Burgan Bank, Ahli Bank and Gulf Bank in the case of Kuwait had a very small number of customer base in comparison to larger and more prominent banks in both countries such KFH and NBK in Kuwait and QNB, QIB and CBQ in Qatar.

The study was initially delayed in getting approval from banks. Although some of the approval from management did come through eventually, to capture customers' opinions for some other banks the researcher decided to distribute questionnaires in various shopping malls which features many of the banks' branches.

Training of an Arabic speaking research assistances (enumerators) was also a challenge, and three days of training on all elements of the research collection and Islamic finance was provided to ensure that they understood their task fully.

It is important to note that the research initially wanted to collect information from the service providers as well in order to gather more information about service quality from the perspective of the service provider but also to understand the current customer relation management of the concerned banks. However, due to limitations of time and over-stretched resources, as well as a poor response from the service providers, this aspect of the research was not incorporated into the original research. Had such data could be assembled; the supply side of the research topic could have been explored and understood.

5.10 SUMMARY

This chapter discussed in detail the process and framework of the research methodology that was adopted for this particular study. Initially all the fundamental research questions were laid out from which a hypothesis was devised. Thereafter, various aspects of research stages from adopting the most suitable research strategy in order to design the most productive and effective research design is discussed in

detail. The advantages and disadvantages of various types of research methods are also elaborated in this chapter.

In summary this study adopted a triangulation research which includes the coupling of two types of research, in this case a quantitative method to collect and analyse the data and qualitative method in analysing the data in order to facilitate answering the research questions.

The following chapters, being the empirical chapters, provide extensive analysis of the collected data through various methods in a detailed manner.

CHAPTER 6

A DESCRIPTIVE ANALYSIS OF THE PERCEPTION AND EXPECTATION OF ISLAMIC AND CONVENTIONAL BANK CUSTOMERS IN KUWAIT AND QATAR

6.1 INTRODUCTION

This chapter is the initiation point for empirical analysis of the data collected from Kuwaiti and Qatari Islamic and conventional banks' customer in relation to their expectations and perceptions on service quality. Much of the analysis is done to compare identified groups, as well to look at factors which may contribute towards awareness of various banking products for both Islamic and conventional banks in Kuwait and Qatari.

Section 6.2 provides a descriptive analysis of the sample distribution in terms of demographic representation in the sampling, as well as sample details about the number of customers sampled from specific banks. Section 6.3 presents a descriptive analysis of banking products awareness level and services among the customers of the Islamic and conventional banks in Qatar and Kuwait. Section 6.4 compares the mean values of expectations and perception variables for Qatari and Kuwaiti banks in order to determine the gap between expectations and perceptions. This is carried out to understand which of the modified SERVQUAL dimensions are the strongest and which are weakest in terms of service quality for each category of bank. It also gives insight to how the findings differ between both countries.

The sections 6.5 and 6.6 look at the mean comparison of service quality as perceived expectations and perception for each of the dimensions in relation to each individual sampled bank for Kuwaiti and Qatari conventional and Islamic banks. The gap between the level of mean expectations and perceived mean perceptions is also presented. The presentation of the results are based on the service quality performances for overall Kuwaiti and Qatari banking sectors in relation to individual banks. Section 6.7 summarises the chapter.

6.2 PROFILING CONVENTIONAL AND ISLAMIC BANK CUSTOMERS IN KUWAIT AND QATAR

This section focuses on the demographic portion of the questionnaire, where descriptive analysis is used to determine the level of service quality represented by the average mean and percentage value. The demographic categories used for profiling include: age, gender, education level, ethnicity, income, nationality, and occupation. In addition, the awareness variable includes: awareness of various products and services, number of years the respondents have been with the banks, and whether the customers hold any accounts with other banking types. This information is gathered and used in order to understand the awareness level of banks products and services by the respondents.

Table 6.1 The Distribution of Respondents for Kuwaiti Islamic and Conventional Banks

Islamic Banks				
Bank Name	Frequency	Valid %	Cumulative %	Bank Type
AUB	28	10.4 (5.6)	10.4 (5.6)	Islamic
Bobyar Bank	9	3.3 (1.8)	13.8 (7.4)	Islamic
KFH	190	70.6 (37.9)	84.4 (45.3)	Islamic
KIB	42	15.6 (8.4)	100.0 (53.7)	Islamic
Total	269		100%	
Conventional Banks				
Bank Name	Frequency	Valid %	Cumulative %	Bank Type
Gulf Bank	48	20.7 (9.6)	20.7 (63.3)	Conventional
Burgan Bank	21	9.1 (4.2)	29.7 (67.5)	Conventional
NBK	144	62.1 (28.7)	91.8 (96.2)	Conventional
CBK	4	1.7 (0.8)	93.5 (97.0)	Conventional
ABK	15	6.5 (3.0)	100.0 (100.0)	Conventional
Total	232		100%	
Total Sample Size for Kuwaiti Banks	501			

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

Table 6.1 and 6.2 list the names of the banks and the number of respondents from each of the banks. Respondents from 9 Kuwaiti and 13 Qatari banks, thus totalling 22 banks took part in this research between the two countries. As mentioned in Chapter 5, in total, 1082 samples were suitable for analysis out of 1,295 questionnaires that were distributed. Of the 1,082 sample population size, 581 samples were collected from Qatar and 501 samples were collected from Kuwait. From the total sample size of 581 for Qatar, 53.7% (312) of the sample population represented the Islamic banking respondents, while 46.3% (269) represented conventional bank respondents.

For Kuwaiti banks, 269 respondents were from the Islamic banking sector, representing 53.7% from the total sample size and 232 respondents from conventional bank, representing 46.3% of the total Kuwait sample population.

Table 6.2 The Distribution of Respondents for Qatari Islamic and Conventional Banks

Islamic Banks				
Bank Name	Frequency	Valid %	Cumulative %	Bank Type
Masraf Al-Rayan	10	3.2 (1.7)	3.2 (1.7)	Islamic
QIB	177	56.7 (30.5)	59.9 (32.2)	Islamic
QIIB	125	40.1 (21.5)	100.0 (53.7)	Islamic
Total	312		100%	
Conventional Banks				
Bank Name	Frequency	Valid %	Cumulative %	Bank Type
Ahli Bank Qatar	30	11.2 (5.2)	11.2 (58.9)	Conventional
CBQ	56	20.8 (9.6)	32.0 (68.5)	Conventional
QNB	107	39.8 (18.4)	71.7 (86.9)	Conventional
IBQ	6	2.2 (1.0)	74.0 (88.0)	Conventional
Doha Bank	46	17.1 (7.9)	91.1 (95.9)	Conventional
Mashreq Bank	3	1.1 (0.5)	92.2 (96.4)	Conventional
HSBC Middle East	11	4.1 (1.9)	96.3 (98.3)	Conventional
Standard Chartered	4	1.5 (0.7)	97.8 (99.0)	Conventional
Arab Bank	5	1.9 (0.9)	99.6 (99.8)	Conventional
Khaliji Bank	1	0.4 (0.2)	100.0 (100.0)	Conventional
Total			100%	
Total Sample Size for Qatari Banks	581			

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

The ratio between conventional and Islamic banks is almost similar for both countries. Although a ratio of perfect 1:1 was desired, due to time and resource constrain, this was not possible. The similar ratio was done deliberately in order to attain an almost equal number of respondents for both types of banks to facilitate comparative analysis. Table 6.2 shows results for Qatari banks sample mostly came from QIB (30.5%), QIIB (21.5%) and QNB (18.4%) out of the total country sample size of 501, representing the heavy-weight banks, as a large proportion of the respondents are from these banks. Similarly for Kuwaiti banks Table 6.1 also shows that most respondents were from older, established, and larger banks in terms of their asset size, such as KFH and NBK for the Kuwaiti banking sector, representing 37.9% and 28.7% of the total sample size respectively.

Table 6.3 represents the number of respondents from foreign-owned banks and those from national banks. The four conventional foreign-owned banks are in Qatar and none are from Kuwait. In total, the foreign-owned banks have a total respondent size

of 23, representing 2.2% from the total sample size of 1082. In comparison, to Qatar national banks, foreign-owned banks have a limited number of branches, hence the small sample size of respondents. Out of the foreign-owned banks, HSBC has the highest respondent size of 11 respondents representing 1.1% of the total sample size.

Table 6.3 Profiling of Local and Foreign Owned Banks in Kuwait and Qatar

Local Banks in Qatar and Kuwait					Foreign owned Banks in Qatar and Kuwait				
Country	Bank Type	Local Banks	Frequency	%	Country	Bank Type	Foreign Banks	Frequency	%
Kuwait	IB	KFH	190	17.6	Qatar	CB	Standard Chartered	4	0.4
Kuwait	CB	NBK	144	13.3	Qatar	CB	HSBC	11	1.0
Kuwait	CB	Gulf	48	4.44	Qatar	CB	Mashreq	3	0.3
Kuwait	IB	KIB	42	1.11	Qatar	CB	Arab	5	0.5
Kuwait	IB	AUB	28	2.56	Total			23	2.2
Kuwait	CB	Burgan	21	1.94					
Kuwait	CB	ABK	15	1.39					
Kuwait	IB	Bobyar	9	0.83					
Kuwait	CB	CBK	4	0.37					
Qatar	IB	QIB	177	16.4					
Qatar	IB	QIIB	125	11.6					
Qatar	IB	Rayan	10	0.90					
Qatar	CB	QNB	107	9.90					
Qatar	CB	CBQ	56	5.20					
Qatar	CB	Doha	46	4.30					
Qatar	CB	ABQ	30	2.80					
Qatar	CB	IBQ	6	0.60					
Qatar	CB	Khaliji	1	0.10					
Total			1082	97.8					

As can be seen, from Table 6.4, 67.7% of the respondents in Kuwait are male respondents while the females represent 32.3% of respondents. This difference in gender sample size is due to various factors: first, as indicated by Kuwait's demographic data (Kuwait Public Authority of Civil Information, 2012), there is a larger male population in Kuwait than female; and secondly, because of cultural barriers, considerable number of potential female respondents declined to take part in any type of interaction publically with a male researcher or their assistants. In addition, it is important to note that a disproportionate number of the female population tends to stay at home, letting their husband or caretaker do the shopping, banking, and other activities outside the home.

Table 6.4 The Distribution of Respondents (Gender of Kuwait Respondents)

Gender	Total Frequency	% Total Frequency	Frequency Islamic Banks Customers	% Frequency	Frequency Conventional Banks Customers	% Frequency
Male	339	67.7%	183	68.0 (36.5)	156	67.2 (31.1)
Female	162	32.3%	86	32.0 (17.2)	76	32.8 (15.2)
Total	501	100%	269	100 (53.7)	232	100 (46.3)

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

The descriptive analysis shows that the Islamic bank has 68% of the respondents as male and 32% as female, while the sample for gender distributed as 67.2% male and 32.8% female in the conventional banks, as shown in Table 6.4.

Table 6.5 The Distribution of Respondents (Gender of Qatar Respondents)

Gender	Total Frequency	% Total Frequency	Frequency Islamic Banks Customers	% Frequency	Frequency Conventional Banks Customers	% Frequency
Male	410	70.6	227	72.8 (39.0)	183	68.0 (31.5)
Female	171	29.4	85	27.2 (14.6)	86	32.0 (14.8)
Total	581	100.0	312	100 (53.7)	269	100 (46.3)

Note: Figures in the brackets represent the frequency distribution for each category out of the total rather than the bank type.

As depicted in Table 6.5, 70.6% of the respondents from Qatar are male respondents while 29.4% are female. The difference in gender sample size is similar to Kuwait, since both countries share comparable cultures and religion. Further analysis from Table 6.5 shows that for Islamic banks, 72.8% of the respondents are male and 27.2% are female. It should be noted that conventional banks also has similar representation; 68.0% male and 32.0% female.

Table 6.6 The Distribution of Respondents (Age of Qatar Respondents)

Age Range	Frequency	%	Frequency Islamic Banks Customers	%	Frequency Conventional Banks Customers	%
18-30	314	54.0	174	55.8 (29.9)	140	52.0 (24.0)
31-40	177	30.5	97	31.0 (16.7)	80	29.7 (13.8)
41-50	67	11.5	30	9.6 (5.2)	37	13.8 (6.4)
51-60	17	2.9	8	2.6 (1.4)	9	3.3 (1.55)
Over 60	6	1.0	3	1.0 (0.5)	3	1.1 (0.5)
Total	581	100	312	100 (53.7)	269	100 (46.3)

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

Table 6.6 shows the distribution of respondents' age range coming from Qatari banks. Since Qatar has a large population of young people and the results obtained in this research concurs with this; 54% of the Qatari samples are between the age of 18-30 and 1% are above the age of 60. The rest of the age group represented a cumulative total of 45.0%. In comparison, between Islamic and conventional banks, both banks have similar representation of male to female and age range ratio.

Table 6.7 The Distribution of Respondents (Age Range of Kuwait Respondents)

Age range	Frequency	%	Frequency Islamic Banks Customers	%	Frequency Conventional Banks Customers	%
18-30	245	48.9	117	43.5 (23.3)	128	55.2 (25.5)
31-40	173	34.5	107	39.8 (21.6)	66	28.4 (13.2)
41-50	54	10.8	30	11.12 (6.0)	24	10.3 (4.8)
51-60	24	4.8	13	4.8 (2.6)	11	4.7 (2.2)
Over 60	5	1.0	2	0.7 (0.4)	3	1.3 (0.6)
Total	501	100.0	269	100 (53.7)	232	100 (46.3)

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

Table 6.7 shows the distribution of respondents' age range in Kuwait. Similar to Qatar, Kuwait has a similar age distribution. A disproportionate part of the total country population is represented by young people, which is also represented in the sample size in this study as evidenced in Table 6.7: 48.9% were between the age of 18-30 and 1.0% is above the age of 60. The rest of the age groups represented a cumulative total of 50.1%. In comparison between the respondents coming from Islamic and conventional banks, both banks have similar representation of male to female. However, in terms of age representation, conventional banks had slightly higher number (difference of 11.7%) of younger respondents in the age range of 18-30 compared to Islamic banks.

Table 6.8 The Distribution of Respondents (Nationality of Kuwait Respondents)

Nationality of Customer	Frequency	%	Valid %	Cumulative %
Kuwaiti National	261	52.1	52.1	52.1
Expatriate	240	47.9	47.9	100.0
Total	501	100.0	100.0	

Table 6.8 shows that 52.1% of the respondents from Kuwait are Kuwaiti nationals and the rest are expatriates. Kuwait has 2.61 million expatriates, representing 53.6% of the

population (Kuwait Public Authority of Civil Information, 2013); and the sample should therefore be considered as representative.

In Table 6.9, further analysis shows that the largest ethnic group size after GCC nationals are expatriates of non-GCC Arab origins (37.3%), such as those from Lebanon, Syria, Egypt, Yemen, and others. The sample sizes in both Islamic and conventional banks are similar.

Table 6.9 The Distribution of Respondents (Ethnicity of Kuwait Respondents)

Ethnicity	Frequency	%	Islamic Bank Customer	%	Conventional Bank Customer	%
GCC National	265	52.9	137	50.9 (27.3)	128	55.2 (25.5)
Non GCC Arab	187	37.3	107	39.8 (21.4)	80	34.5 (16.0)
Western - European	0	0	0	0	0	0
Western - others	0	0	0	0	0	0
Asian Filipino	9	1.8	2	0.7 (0.4)	7	3.0 (1.4)
South Asian	31	6.2	16	5.9 (3.2)	15	6.5 (3.0)
Others	9	1.8	7	2.6 (1.4)	2	0.9 (0.4)
African	0	0	0	0	0	0
Total	501	100	269	100.0 (53.7)	232	100 (46.3)

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

Table 6.10 The Distribution of Respondents (Nationality of Qatar Respondents)

Nationality of Customer	Frequency	%	Valid %	Cumulative %
Qatari National	164	28.2	28.2	28.2
Expatriate	417	71.8	71.8	100.0
Total	581	100.0	100.0	

Table 6.10 shows that 28.2% of the respondents from Qatar are Qatari nationals and the rest (71.8%) are expatriates. Qatar has more than 1 million expatriates, representing about 85% of the population (HSBC Expat Explorer Survey, 2010), which indicates that the sample is representative.

Table 6.11 The Distribution of Respondents (Ethnicity of Qatar Respondents)

Ethnicity	Frequency	%	Islamic Bank Customer	%	Conventional Bank Customer	%
GCC National	176	30.3	134	42.9 (23.1)	42	15.6 (7.2)
Non GCC Arab	280	48.2	150	48.1 (25.8)	130	48.3 (22.4)
Western- European	3	0.5	0	0	3	1.1 (0.5)
Western - Others	1	0.2	0	0	1	0.4 (0.2)
Asian Filipino	34	5.9	4	1.3 (0.7)	30	11.2 (5.2)
Asian Indonesian	4	0.7	0	0	4	1.5 (1.3)
South Asian	49	8.4	10	3.2 (1.7)	39	14.5 (6.7)
African	14	2.4	5	1.6 (0.9)	9	3.3 (1.5)
Others	20	3.4	9	2.9 (1.5)	11	4.1 (1.9)
Total	581	100	312	100 (53.7)	269	100 (46.3)

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

Table 6.11 further elaborates this point to show that the largest ethnic group size after GCC nationals are expatriates of non-GCC Arab origins (48.2%) such as those from Lebanon, Syria, Egypt, Yemen and others. In comparison, the samples from Islamic banks have more Qatar and GCC (42.9%), while conventional banks have only 15.6%. For conventional banks, there are more South Asian respondents (14.5%) and Asians (both Filipinos and Indonesians) (12.7%) compared to Islamic banks (3.2% for South Asians and 1.3% of Asian Filipinos).

Comparing the sample coming from the two countries, there are more national respondents of Kuwaiti origin than Qatari respondents. This is because the population of Kuwait is almost double the size of Qatar's. Moreover, Kuwait has a larger expatriate population compared to Qatar.

Table 6.12 The Distribution of Respondents (Income Level of Kuwait Respondents)

Income Range	Frequency	%	Frequency Islamic Banks Customers	%	Frequency Conventional Banks Customers	%
KD < 300	120	24.0	66	24.5 (13.1)	54	23.3 (10.8)
KD 301-700	164	32.7	80	29.7 (16.0)	84	36.2 (16.8)
KD 701-1000	72	14.4	41	15.2 (8.2)	31	13.4 (6.2)
KD 1001-1500	84	16.8	48	17.8 (9.6)	36	15.5 (7.2)
KD 1501-2000	24	4.8	16	5.9 (3.2)	8	3.4 (1.6)
KD 2001-2600	19	3.8	11	4.1 (2.2)	8	3.4 (1.6)
KD > 2601	18	3.6	7	2.6 (1.4)	11	4.7 (2.2)
Total	501	100.0	269	100 (53.6)	232	100 (46.3)

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

The distribution of the sample according to their income level is depicted in Table 6.12. Although the average salary in Kuwait is KD 1,100 (World Bank, 2012), Table 6.12 shows that the largest respondent group, representing 32.7% of the total samples, earns between KD 301-700, followed by 24% of the respondents earning less than KD 300. A large proportion of the respondents are from the younger age group of 18-30 years (48.9%). Some of these group members are students while others have just started to earn and are at the early stages of their career. Secondly, some of the respondents were from low-skilled labour jobs that earn far lesser than the average Kuwaiti salary. Furthermore, 29% of the respondents are earning above KD 1,001 per month cumulatively, which includes 3.6% of them earning more than KD 2,601 per month. The vast majority of the respondents are mid-range earners.

The Islamic bank and conventional bank respondents have similar distribution in terms of salary earnings, except there were far greater earners of KD 2,601 and above in conventional banks (4.7%) compared to Islamic banks (2.6%).

Table 6.13 The Distribution of Respondents (Income Level of Qatar Respondents)

Income Range	Frequency	%	Frequency Islamic Banks Customers	%	Frequency Conventional Banks Customers	%
QR < 4000	95	16.4	43	13.8 (7.4)	52	19.3 (8.95)
QR 4001 - 9000	159	27.4	76	24.4 (13.0)	83	30.9 (5.31)
QR 9001 -13000	80	13.8	40	12.8 (6.89)	40	14.9 (6.89)
QR 13001-20000	118	20.3	71	22.8 (12.2)	47	17.5 (8.0)
QR 20001-26000	66	11.4	46	14.7 (7.91)	20	7.4 (3.4)
QR 26001-34000	29	5.0	18	5.8 (3.0)	11	4.1 (1.89)
QR > 34001	34	5.9	18	5.8 (3.0)	16	5.9 (2.75)
Total	581	100.0	312 (53.7)	100.0	269	100.0 (46.3)

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

The average salary in Qatar is QR 26,000 (CIA Country Report, 2012). However, Table 6.13 shows that the largest respondent group, representing 27.4% of the total samples, earns between QR 4,001-9,000. This is followed by 20.3% of the respondents earning QR 13,001-20,000. These results are similar to Kuwait, as a large proportion of the respondents are from the younger age group of 18-30 years of age (54.0%). Some of these are students who have just started to earn and are at the earlier stages of their career. Again similar to Kuwait in terms of earnings of the respondents, some of the Qatar respondents were from low-skilled jobs, mostly made up of expatriates from South Asian region who earns far lesser than the average Qatar salary. In terms of high earners, 22.3% earn greater than QR 20,001 per month and 10.9% of the respondents are earning above national average salary with 5.9% earning over QR 34,001 per month. Thus, it can be noted that vast majority of the respondents are lower middle earners.

Similar findings were found for both the Islamic bank and conventional bank respondents in terms of salary earnings, as shown in Table 6.13. However, there are some differences, such as, there are more lower-income respondents in conventional banks (19.3%) compared to Islamic banks (13.8%), while 49.1% of Islamic bank respondent earned QR 13,001 or more compared to 34.9% from the conventional banks. This is because there are more GCC national respondents in Islamic banks (42.9%) compared to conventional banks (15.6%). These people generally earn higher

salaries than expatriates, since the vast majority of the expatriate workers are brought into Middle East for low-skilled jobs.

Table 6.14 The Distribution of Respondents (Education Level of Kuwait Respondents)

Education Level	Frequency	%	Frequency Islamic Banks Customers	%	Frequency Conventional Banks Customers	%
Less than High School Certificate	13	2.6	8	3.0 (1.6)	5	2.2 (1.0)
High school Certificate	98	19.6	41	15.2 (8.2)	57	24.6 (11.4)
Diploma	106	21.2	59	21.9 (11.8)	47	20.3 (9.4)
Bachelor Degree	252	50.3	143	53.2 (28.5)	109	47.0 (21.8)
Post Graduate Degree	32	6.4	18	6.7 (3.6)	14	6.0 (2.8)
Total	501	100.0	269	100.0 (53.6)	232	100.0 (46.3)

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

Table 6.14 shows the education level of the Kuwait respondents: 50.3% of the respondents hold a bachelor's degree. The next highest group are those holding a high school diploma, representing 21.2% of the total sample size. The findings are similar across both bank types; however, conventional bank respondents have a higher frequency of high school certificate holders at 24.6% compared to 15.2% for Islamic banks.

Table 6.15 The Distribution of Respondents (Education Level of Qatar Respondents)

Ethnicity	Frequency	%	Frequency Islamic Banks Customers	%	Frequency Conventional Banks Customers	%
Less than High School Certificate	18	3.1	16	5.1 (2.8)	2	0.7 (0.3)
High School Certificate	89	15.3	59	18.9 (10.2)	30	11.2 (5.2)
Diploma	63	10.8	19	6.1 (3.3)	44	16.4 (7.6)
Bachelor Degree	366	63.0	197	63.1 (33.9)	169	62.8 (29.1)
Post Graduate Degree	45	7.7	21	6.7 (3.6)	24	8.9 (4.13)
Total	581	100	312	100.0 (53.7)	269	100.0 (46.3)

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

Table 6.15 shows the education level of the Qatari respondents. There are 366 respondents who hold a bachelor's degree, which is 63.0% of the total sample size for Qatar. The proportions of bachelor's degree holders for both Islamic and conventional banks are similar at approximately 63%. The next highest group are those holding high school certificates representing 15.3% of the total sample size. The findings are similar across both bank types. However, conventional banks (16.4%) have a higher frequency of diploma holders compared to Islamic banks (6.1%). There are more high school certificate holders in Islamic banks compared to conventional banks.

Table 6.16 The Distribution of Respondents (Respondents Existing Account With Other Banks for Kuwait Respondents)

Bank Type	Frequency	%	Frequency Islamic Banks Customers	%	Frequency Conventional Banks Customers	%
Islamic Banks only	236	47.1	236	87.7 (47.1)	0	0
Conventional Banks only	223	44.5	0	0	223	96.1 (44.5)
Both Islamic and Conventional bank	42	8.4	33	12.3 (6.6)	9	3.9 (1.8)
Total	501	100.0	269	100 (53.6)	232	100 (46.3)

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

Table 6.16 shows the frequency distribution of the Kuwait respondents. They have additional bank accounts with alternative types of banks (Islamic or conventional and vice versa). As can be seen, 87.7% of Islamic bank customers only hold an account with Islamic banks and 12.3% hold an account with conventional banks as well. For conventional bank customers, 96.1% hold an account only with conventional banks and 3.9% hold an account with both types of banks. This finding clearly indicates that customers are bank type specific; in a majority of cases the customers are holder of one particular type of account.

Table 6.17 The Distribution of Respondents (Respondents Existing Account With Other Banks for Qatar Respondents)

Bank Type	Frequency	%	Frequency Islamic Banks Customers	%	Frequency Conventional Banks Customers	%
Islamic Banks only	281	48.4	281	90.1 (48.4)	0	0
Conventional Banks only	242	41.7	0	0	242	90.0 (41.7)
Both Islamic and conventional bank	58	10.0	31	9.9 (5.3)	27	10.0 (4.6)
Total	581	100.0	312	100 (53.7)	269	100 (46.3)

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

Table 6.17 shows types of banks the Qatari respondents hold accounts with from the total sample size: 90.1% of Islamic bank customers only hold an account with Islamic banks and 9.9% hold an account with conventional banks as well. For conventional bank customers, 90% hold an account only with conventional banks and 10% hold an account with both types of banks. Similar to Kuwait, the findings clearly show that customers are bank type specific; in a majority of cases the customers will hold one particular type of bank account, either Islamic or conventional bank.

Table 6.18 The Distribution of Respondents (Time Duration in Dealing with the Bank for Kuwait Respondents)

Time Duration	Frequency	%	Frequency Islamic Banks Customers	%	Frequency Conventional Banks Customers	%
0-1 years	31	6.2	8	3.0 (1.6)	23	9.9 (4.6)
1-2years	48	9.6	16	5.9 (3.2)	32	13.8 (6.4)
2-3 years	66	13.2	34	12.6 (6.8)	32	13.8 (6.4)
3-5 years	50	10.0	28	10.4 (5.6)	22	9.5 (4.4)
> 5 years	306	61.1	183	68.0 (36.5)	123	53.0 (24.6)
Total	501	100.0	269	100 (53.6)	232	100 (46.3)

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

Table 6.18 depicts the time duration of the Kuwaiti respondents for dealing with the banks in Kuwait. As can be seen from the Table, 6.18, 61.1% of respondents form Kuwaiti banks with more than five years and less than 6.2% of the respondents are new customers to the Kuwaiti banks who have been dealing with the bank for less than one year. Similarly, this trend is reflected in both types of banks; the vast majority of the respondents have been with their respective bank for more than five

years. For Islamic banks, 68% have been with their respective bank for more than five years and for conventional banks, the figure is less at 53%. Moreover, 5.9% of Islamic bank customers have been dealing with the bank for one to two years and 13.8% of conventional bank customers have been dealing with the bank for the same period. For two to five years, customers' dealing periods with the banks, both Islamic and conventional, had a similar frequency percentage.

Table 6.19 The Distribution of Respondents (Time Duration with the Bank for Qatar Respondents)

Time Duration	Frequency	%	Frequency Islamic Banks Customers	%	Frequency Conventional Banks Customers	%
0-1 years	80	13.8	41	13.1 (7.1)	39	14.5 (6.7)
1-2 years	98	16.9	33	10.6 (5.7)	65	24.2 (11.2)
2-3 years	78	13.4	40	12.8 (6.9)	38	14.1 (6.5)
3-5 years	71	12.2	38	12.2 (6.5)	33	12.3 (5.7)
> 5 years	254	43.7	160	51.3 (27.5)	94	34.9 (16.2)
Total	581	100.0	312	100 (53.7)	269	100 (46.3)

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

Table 6.19 depicts the time duration of the Qatar respondents for dealing with the banks. As can be seen from the Table 6.19, 43.7% of respondents have been with the bank for more than five years 13.8% of the respondents are new customers to the banks who have been dealing with bank for less than one year. Similarly this trend is reflected in both types of banks, the vast majority of the respondents have been with the bank for more than five years. For Islamic banks, 51.3% of the respondents have been with bank for more than five years and for conventional banks the figure is less at 34.9%. The findings in Table 6.19 shows that the new customers for Islamic banks are 13.1% compared to 14.5% for conventional banks. Further analysis shows 10.6% of the Islamic bank customers have been dealing with the bank for one to two years. In comparison, 24.2% of conventional banks customers have been dealing with the bank for the same period. For those customers with two to five years' dealing periods with banks, both Islamic banks and conventional banks have similar frequency percentages.

Table 6.20 The Distribution of Respondents (The Occupation of Respondents from Kuwait)

Occupation	Frequency	%	Frequency Islamic Banks Customers	%	Frequency Conventional Banks Customers	%
Administrative personal	31	6.2	16	5.9 (3.2)	15	6.5 (3.0)
Professionals	172	34.3	103	38.3 (20.6)	69	29.7 (13.8)
Executives	14	2.8	9	3.3 (1.8)	5	2.2 (1.0)
Tradesman and Salesman	52	10.4	27	10.0 (5.4)	25	10.8 (5.0)
Technical Personal and Craftsman	40	8.0	18	6.7 (3.6)	22	9.5 (4.4)
Unemployed	4	0.8	0	0	4	1.7 (0.8)
Public Service	86	17.2	56	20.8 (11.2)	30	12.9 (6.0)
Students	83	16.6	28	10.4 (5.6)	55	23.7 (11.0)
Others	19	3.8	12	4.5 (2.4)	7	3.0 (1.4)
Total	501	100.0	269	100.0 (53.6)	232	100.0 (46.3)

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

Table 6.20 depicts the frequency distribution of the respondents with respect to the occupation of the respondents in the Kuwaiti banking sector. Overall, 34.3% of the respondents classified themselves as within the professional occupation category, with 38.3% of the Islamic banks customers and 29.7% of conventional bank customers classifying themselves as professionals. This is followed by public sector workers as the next popular classification; overall 17.2% fall under this category, from which 20.8% are Islamic banking respondents and 12.9% are conventional bank respondents. Students represented by 16.6%, tradesman and salesman by 10.4%, technical personal and craftsman by 8.0%, administrative by 6.2%, ‘others’ job category by 3.8%, with executives (2.8%) and unemployed (0.8%) being the least.

Also shown in the Table 6.20, there are more students in conventional banks (23.7%) compared to Islamic banks (10.4%). While there are more respondents of a technical profession background in the conventional banks (9.5%) compared to Islamic banks (6.7%). A similar trend is seen with administrative workers; 6.5% of conventional bank respondents compared to 5.9% of Islamic banks respondents are from administrative background. Both types of banks have similar response size for the tradesman and salesman category: 10.0% for Islamic banks and 10.8% for conventional banks. Also, 4.5% of the Islamic banking respondents classified

themselves in the ‘others’ category compared to 3.0% to conventional banks respondents. While zero % of Islamic banking respondents are unemployed compared to 1.7% of conventional bank respondents.

Table 6.21 Profiling the Occupation of the Respondents from Qatar

Occupation	Overall Frequency	Overall %	Frequency Islamic Banks Customers	%	Frequency Conventional Banks Customers	%
Administrative Personal	60	10.3	29	9.3 (5.0)	31	11.5 (5.3)
Professionals	179	30.8	93	29.8 (16.0)	86	32.0 (14.8)
Executives	31	5.3	6	1.9 (1.0)	25	9.3 (4.3)
Tradesman and Salesman	107	18.4	37	11.9 (6.4)	70	26.0 (12.0)
Technical Personal and Craftsman	49	8.4	24	7.7 (4.1)	25	9.3 (4.3)
Unemployed	4	0.7	4	1.3 (0.7)	0	0
Public Service	93	16.0	79	25.3 (13.6)	14	5.2 (2.4)
Students	36	6.2	23	7.4 (4.0)	13	4.8 (2.2)
Others	22	3.8	17	5.4 (2.9)	5	1.9 (0.9)
Total	581	100.0	312	100 (53.7)	269	100 (46.3)

Note: Figures in the brackets represents the frequency distribution for each category out of the total rather than bank type.

Table 6.21 depicts the frequency distribution of the respondents with respect to the occupation of the respondents in Qatari banking sector. Overall, 30.8% of the respondents classified themselves as the professional occupation category (29.8% of the Islamic banks customers and 32% of conventional bank respondents). This is followed by tradesmen and salesman workers as the next popular classification; overall 18.4% fall under this category; 11.9% of Islamic banking respondents and 26% of conventional banks respondents classified themselves as such. The public service sector has a 16.0% response from the total sample population size, while 25.3% of Islamic banking respondents are from this occupation sector compared to only 5.2% of conventional banking respondents. Students represented by 6.2%, technical personal and craftsman’s 8.4%, administrative 10.3%, ‘others’ 3.8%, executives 5.3% and unemployed 0.7% from the total sample of respondents in Qatar.

Also shown in the Table 6.21, there are more students and ‘others’ in the Qatari Islamic banks (7.4% and 5.4% respectively) compared to conventional banks (4.8% and 1.9% respectively). While there are more technical profession backgrounds in the conventional banks (9.3%) compared to Islamic banks (7.7%), similar trends are seen

with administrative workers; 11.5% of conventional bank respondents are from this work category compared to 9.3% of Islamic banks respondents. Both types of banks have similar response size for the professional workers category (29.8% for Islamic banks and 32.0% for conventional banks). Furthermore, conventional banking respondents have higher numbers of 'executives' (9.3%) compared to Islamic banking respondents (1.9%). There are 1.3% of Islamic banking respondents classifying themselves as unemployed; however, for conventional banks there are none in this category.

6.3 THE LEVEL OF AWARENESS AND THE USE OF BANKING PRODUCTS AND SERVICES IN KUWAITI AND QATARI ISLAMIC AND CONVENTIONAL BANKING SECTORS

The levels of awareness, knowledge, and utilisation of products and services are useful pieces of information that can be used to determine the level of popularity and customer knowledge of products and services offered by the banks. This information can be valuable for the service providers to know where their strengths and weakness are and what needs to be done to market and bring further awareness. The knowledge makes it easier to maximise application of products and services plus improves customer satisfaction and profitability of the bank.

In this section, the level of awareness, knowledge, and use of the products will be presented for both countries. A descriptive comparison between the banking types is offered in the following sections. The information is presented in terms of frequency and percentage distribution.

Table 6.22 Distribution of Responses on Awareness and Knowledge of Saving Accounts and Current Accounts in Islamic and Conventional Banks in Qatar and Kuwait

Country	Product	Awareness Question	Frequency Islamic Banks	Percentage %	Frequency Conventional Banks	Percentage %
Qatar	Saving Account	Aware + used	235	75.3	135	50.2
		Aware + not used	67	21.5	93	34.6
		Total awareness	302	96.8	228	84.8
		Not aware	10	3.2	41	15.2
		Total	312	100.0	269	100.0
Kuwait	Saving Account	Aware + used	112	41.6	116	50.0
		Aware + not used	129	48.0	101	43.5
		Total awareness	241	89.6	217	93.5
		Not aware	28	10.4	15	6.5
		Total	269	100.0	232	100.0
Qatar	Current Account	Aware + used	218	69.9	188	69.9
		Aware + not used	81	25.9	59	21.9
		Total awareness	299	95.8	247	91.8
		Not aware	13	4.2	22	8.2
		Total	312	100.0	269	100.0
Kuwait	Current Account	Aware + used	74	27.5	69	29.7
		Aware + not used	103	38.3	116	50.0
		Total awareness	177	65.8	185	79.7
		Not aware	92	34.2	47	20.3
		Total	269	100.0	232	100.0

As depicted in Table 6.22, for Qatar Islamic banks, savings accounts represent a total of 96.8% awareness (75.3% used the products and 21.5% claimed they do not use them but are aware of products and services) compared to an awareness level of 84.8% (50.2% used the products and 34.6% claimed they do not use them but are aware of products and services) for Qatar conventional banks. 3.2% of Islamic bank and 15.2% of conventional banking customers were not aware of saving accounts. For Islamic banks of Kuwait, the awareness level for saving accounts is 89.6% (41.6% used the products and 48.0% claimed they do not use them but are aware of products and services) compared to an awareness level of 93.5% (50.0% used the products and 43.5% claimed they do not use them but are aware of products and services) for Kuwaiti conventional banks. 10.4% of Islamic bank and 6.5% of conventional banking customers were not aware of the saving accounts.

For ‘current accounts’, more people in Qatar used them compared to Kuwaiti banks as shown in Table 6.22. Qatar Islamic banks represent a total of 95.8% awareness level (69.9% used products and 25.9% claimed they do not use them but are aware of

products and services) compared to an awareness level of 91.8% (69.9% used the products and 21.9% claimed they do not use them but are aware of products and services) for Qatar conventional banks. Overall, 4.2% of Islamic bank and 8.2% of conventional banking customers were not aware of current accounts. For Islamic banks of Kuwait, the awareness level for current accounts is 65.8% (27.5% used the products and 38.3% claimed they do not use them but are aware of products and services) compared to an awareness level of 79.7% (29.7% used the products and 50.0% claimed they do not use them but are aware of products and services) for Kuwaiti conventional banks. Overall, 34.2% of Islamic bank and 20.3% of conventional banking customers were not aware of current accounts in Kuwait.

Table 6.23 Distribution of Responses on Awareness and Knowledge of Salary Accounts, Corporate Accounts and Premium Accounts in Islamic and Conventional banks in Qatar and Kuwait

Country	Product	Awareness Question	Frequency Islamic Banks	Percentage %	Frequency Conventional Banks	Percentage %
Qatar	Salary Account	Aware + used	51	16.3	67	24.9
		Aware + not used	53	17.0	48	17.8
		Total awareness	104	33.3	115	42.8
		Not aware	208	66.7	154	57.2
		Total	312	100.0	269	100.0
Kuwait	Salary Account	Aware + used	178	66.2	134	57.8
		Aware + not used	23	8.6	29	12.5
		Total awareness	201	74.7	163	70.3
		Not aware	68	25.3	69	29.7
		Total	269	100.0	232	100.0
Qatar	Corporate Account	Aware + used	10	3.2	5	1.9
		Aware + not used	56	17.9	99	36.8
		Total awareness	66	21.2	104	38.7
		Not aware	246	78.8	165	61.3
		Total	312	100.0	269	100.0
Kuwait	Corporate Account	Aware + used	11	4.1	9	3.9
		Aware + not used	75	27.9	49	21.1
		Total awareness	86	32.0	58	25.0
		Not aware	183	68.0	174	75.0
		Total	269	100.0	232	100.0
Qatar	Premium Account	Aware + used	10	3.2	4	1.5
		Aware + not used	68	21.8	42	15.6
		Total awareness	78	25.0	46	17.1
		Not aware	234	75.0	223	82.9
		Total	312	100.0	269	100.0
Kuwait	Premium Account	Aware + used	24	8.9	18	7.8
		Aware + not used	72	26.8	56	24.1
		Total awareness	96	35.7	74	31.9
		Not aware	173	64.3	158	68.1
		Total	269	100.0	232	100.0

As depicted in Table 6.23, salary accounts are far more common in Kuwait than in for Qatar. Overall, the customers of Qatar Islamic banks represent a total of 33.3% awareness level for salary accounts (16.3% used the products and 17% claimed they do not use them but are aware of products and services) compared to an awareness level of 42.8% (24.9% used the products and 17.8% claimed they do not use them but are aware of products and services) for Qatar conventional banks. Overall, 66.7% of Islamic bank and 57.2% of conventional banking customers were not aware of salary accounts in Qatar. For Islamic banks of Kuwait, the awareness for salary accounts is 74.7% (66.2% used products and 8.6% claimed they do not use them but are aware of products and services) compared to an awareness level of 70.3% (57.8% used the products and 12.5% claimed they do not use them but are aware of products and services) for customers of Kuwaiti conventional banks. Moreover, 25.3% of Islamic bank and 29.7% of conventional banking customers were not aware of salary accounts in Kuwait.

As shown in Table 6.23, only 15 people have a corporate account in Qatar compared to 20 people in Kuwait, indicating that it is not a popular type of banking account for either country. Customers of Qatar Islamic banks represent a total of 21.2% awareness (3.2% used the products and 17.9% claimed they do not use them but are aware of products and services) compared to an awareness level of 38.7% (1.9% used the products and 36.8% claimed they do not use them but are aware of products and services) for Qatar conventional banks. Overall, 78.8% of Islamic bank and 61.3% of conventional banking customers were not aware of corporate accounts in Qatar. While for Islamic banks of Kuwait the awareness level for corporate accounts is 32% (4.1% used products and 27.9% claimed they do not use them but are aware of products and services) compared to an awareness level of 25% (3.9% used the products and 21.1% claimed they do not use them but are aware of products and services) for the customers of Kuwaiti conventional banks. Overall, 68.0% of Islamic bank and 75.0% of conventional banking customers were not aware corporate accounts in Kuwait.

The sampled customers have a low awareness in relation to 'premium accounts'. Qatar Islamic bank customers showed 25% total awareness level and 75% lack of awareness compared to 17.1% awareness and 82.9% lack of awareness for Qatar conventional banking customers. For Kuwaiti Islamic banks, 35.7% of respondents

indicated a total awareness level and 64.3% indicated lack of awareness and knowledge about premium banking accounts compared to 31.9 awareness and 68.1% lack of awareness for Kuwaiti conventional banks, as shown in Table 6.23.

The vast majority of respondents have either used a credit card or are aware of it in both Qatar and Kuwait, as depicted in Table 6.24. Qatar Islamic bank customers show a total of 89.4% total awareness level and 10.6% lack of awareness level, compared to 91.4% total awareness and 8.6% lack of awareness level for Qatar conventional banks. For Kuwaiti Islamic banking customers, 83.3% of respondents have indicated awareness and 16.7% indicated lack of awareness and knowledge about credit cards, compared to 92.2% awareness and 7.8% lack of awareness for Kuwaiti conventional banks.

Only 9 people in Qatar and 10 people in Kuwait have used a 'deposit box'. As shown in Table 6.24, Qatar Islamic bank customers show 22.4% total awareness and 77.6% lack of awareness compared to 24.5% total awareness and 74.0% lack of awareness for conventional banks. For Kuwaiti Islamic banking customers, 29.0% had a total awareness level and 71.0% indicated lack of awareness and knowledge about deposit boxes compared to 26.7% awareness and 73.3% lack of awareness for Kuwaiti conventional banks.

Very few people have used or are aware of a 'letter of guarantee' in both countries. As shown in Table 6.24, Qatar Islamic bank customers show 12.8% total awareness and 87.2% lack of awareness compared to 16.7% total awareness and 83.3% lack of awareness for Qatar conventional banks. Kuwaiti Islamic banking customers showed 23% total awareness and 77% indicated lack of awareness compared to 18.1% awareness and 81.9% lack of awareness for Kuwaiti conventional banks. Similarly, there is very little use and awareness for 'letters of credit' in Qatar and Kuwait. As shown in a Table 6.24, Qatar Islamic bank customers have only 11.2% total awareness of this product, compared to 17.1% total awareness levels for Qatar conventional banks. Kuwaiti Islamic banking customers showed 21.6% total awareness and 78.4% indicated lack of awareness and knowledge, compared to 18.1% awareness and 81.9% lack of awareness for Kuwait conventional banks.

Table 6.24 Distribution of Responses on Awareness and Knowledge of Credit Cards, Deposit Box, Letter of Guarantee, Letter of Credit and Foreign Exchange in Islamic and Conventional Banks in Qatar and Kuwait

Country	Product	Awareness Question	Frequency Islamic Banks	Percentage %	Frequency Conventional Banks	Percentage %
Qatar	Credit Card	Aware + used	154	49.4	153	56.9
		Aware + not used	125	40.1	93	34.6
		Total awareness	279	89.4	246	91.4
		Not aware	33	10.6	23	8.6
		Total	312	100.0	269	100.0
Kuwait	Credit Card	Aware + used	117	43.5	110	47.4
		Aware + not used	107	39.8	104	44.8
		Total awareness	224	83.3	214	92.2
		Not aware	45	16.7	18	7.8
		Total	269	100.0	232	100.0
Qatar	Deposit Box	Aware + used	5	1.6	4	1.5
		Aware + not used	65	20.8	66	24.5
		Total awareness	70	22.4	70	26
		Not aware	242	77.6	199	74.0
		Total	312	100.0	269	100.0
Kuwait	Deposit Box	Aware + used	3	1.1	7	3.0
		Aware + not used	75	27.9	55	23.7
		Total awareness	78	29.0	62	26.7
		Not aware	191	71	170	73.3
		Total	269	100.0	232	100.0
Qatar	Letter of Guarantee	Aware + used	9	2.9	10	3.7
		Aware + not used	31	9.9	35	13
		Total awareness	40	12.8	45	16.7
		Not aware	272	87.2	224	83.3
		Total	312	100.0	269	100.0
Kuwait	Letter of Guarantee	Aware + used	16	5.9	9	3.9
		Aware + not used	46	17.1	33	14.2
		Total awareness	62	23.0	42	18.1
		Not aware	207	77	190	81.9
		Total	269	100.0	232	100.0
Qatar	Letter of Credit	Aware + used	3	1.0	8	3.0
		Aware + not used	32	10.2	38	14.1
		Total awareness	35	11.2	46	17.1
		Not aware	277	88.8	223	82.9
		Total	312	100.0	269	100.0
Kuwait	Letter of Credit	Aware + used	13	4.8	8	3.4
		Aware + not used	45	16.7	34	14.7
		Total awareness	58	21.6	42	18.1
		Not aware	211	78.4	190	81.9
		Total	269	100.0	232	100.0
Qatar	Foreign Exchange	Aware + used	63	20.2	48	17.8
		Aware + not used	197	63.1	101	37.5
		Total awareness	260	83.3	149	55.4
		Not aware	52	16.7	120	44.6
		Total	312	100.0	269	100.0
Kuwait	Foreign Exchange	Aware + used	49	18.2	46	19.8
		Aware + not used	172	63.9	139	59.9
		Total awareness	221	82.2	185	79.7
		Not aware	48	17.8	47	20.3
		Total	269	100.0	232	100.0

‘Foreign exchange’ as a service is being used only by approximately one fifth of the respondents in both countries, as shown in Table 6.24. Qatar Islamic bank customers showed 83.3% total awareness and 16.7% lack of awareness compared to 55.4% total awareness and 44.6% lack of awareness for Qatar conventional banks. For Kuwaiti Islamic banking customers, 82.2% showed total awareness and 17.8% indicated lack of awareness and knowledge compared to 79.7% awareness and 20.3% lack of awareness for Kuwaiti conventional banks.

Table 6.25 Distribution of Responses on Awareness and Knowledge of Telephone Banking, Internet Banking and Bond in Islamic and Conventional Banks in Qatar and Kuwait

Country	Product	Awareness Question	Frequency Islamic Banks	Percentage %	Frequency Conventional Banks	Percentage %
Qatar	Telephone banking	Aware + used	311	99.7	214	79.6
		Aware + not used	1	0.3	30	11.2
		Total awareness	312	100.0	244	90.7
		Not aware	0	0	25	9.3
		Total	312	100.0	269	100.0
Kuwait	Telephone banking	Aware + used	265	98.5	218	94.0
		Aware + not used	2	0.7	12	5.2
		Total awareness	267	99.3	230	99.1
		Not aware	2	0.7	2	0.9
		Total	269	100.0	232	100.0
Qatar	Internet banking	Aware + used	39	12.5	53	19.7
		Aware + not used	121	38.8	116	43.1
		Total awareness	160	51.3	169	62.8
		Not aware	152	48.7	100	37.2
		Total	312	100.0	269	100.0
Kuwait	Internet banking	Aware + used	57	21.2	68	29.3
		Aware + not used	145	53.9	117	50.4
		Total awareness	202	75.1	185	79.7
		Not aware	67	24.9	47	20.3
		Total	269	100.0	232	100.0
Qatar	Bond	Aware + used	-----	-----	4	1.5
		Aware + not used	-----	-----	56	20.8
		Total awareness	-----	-----	60	22.3
		Not aware	-----	-----	209	77.7
		Total	-----	-----	269	100.0
Kuwait	Bond	Aware + used	-----	-----	0	0
		Aware + not used	-----	-----	43	18.5
		Total awareness	-----	-----	43	18.5
		Not aware	-----	-----	189	81.5
		Total	-----	-----	232	100.0

As the results in Table 6.25 show, almost all respondents in both countries have used some sort of ‘telephone banking service’, either to check their account update or to find information from customer services. Qatar Islamic banks represent a total of 100% awareness (99.7% used the products and 0.3% claimed they do not use them but are aware of products and services) compared to an awareness level of 90.7% (79.6% used the products and 11.2% claimed they do not use them but are aware of products and services) for conventional banks; 9.3% of conventional banking customers were not aware of the product. For Islamic banks of Kuwait the awareness for current accounts is 99.3% (98.5% used the products and 0.7% claimed they do not use them but are aware of products and services) compared to an awareness level of 99.1% (94.0% used the products and 5.2% claimed they do not use them but are aware of products and services) for Kuwaiti conventional banks. 0.7% of Islamic bank and 0.9% of conventional banking customers were not aware of Telephone banking as shown in Table 6.25.

Overall, as the results indicate, a small portion of the respondents uses internet banking to carry out their banking transactions for both countries, which is far less than the perceived awareness level. For Qatari Islamic banks, only 12.5% of the respondents use internet banking compared to a larger number in Qatar conventional banks, representing 19.7% from the total respondents pool. However, 48.7% of the Qatar Islamic bank respondents’ and 37.2% conventional bank respondents’ are not aware of internet banking. In Kuwait, 21.2% of Islamic bank respondents use internet banking compared to a larger size of 29.3% of conventional banking customers. Overall, 24.9% of Islamic bank respondents and 20.3% of conventional banks respondents are not aware of internet banking in Kuwait.

As shown in Table 6.25, very few respondents have used or heard of the term ‘bond’ only four respondents in Qatar have used this product and there are no users in Kuwait.

It is shown in Table 6.26, although a large proportion of the respondents are aware of personal loans in both Kuwaiti and Qatar conventional banks, only approximately a quarter of the respondents have used such product in the past. In total, 84.4% of respondents in Qatar conventional banks are aware of personal loans, from which 24.5% of the respondents have used this product. While for Kuwait, 90.1% of the

respondents are aware of personal loans, only 23.3% of the respondents have actually used the product.

Table 6.26 Distribution of Responses on Awareness and Knowledge of Personal Loans, Car Loans, Housing Loans and Business Loans in Conventional Banks in Qatar and Kuwait

Country	Product	Awareness Question	Frequency Conventional Banks	Percentage %
Qatar	Personal loan	Aware + used	66	24.5
		Aware + not used	161	59.9
		Total awareness	227	84.4
		Not aware	42	15.6
		Total	269	100.0
Kuwait	Personal loan	Aware + used	54	23.3
		Aware + not used	155	66.8
		Total awareness	209	90.1
		Not aware	23	9.9
		Total	232	100.0
Qatar	Car loan	Aware + used	34	12.6
		Aware + not used	174	64.7
		Total awareness	208	77.3
		Not aware	61	22.7
		Total	269	100.0
Kuwait	Car loan	Aware + used	21	9.1
		Aware + not used	134	57.8
		Total awareness	155	66.8
		Not aware	77	33.2
		Total	232	100.0
Qatar	Housing loan	Aware + used	27	10.0
		Aware + not used	116	43.1
		Total awareness	143	53.2
		Not aware	126	46.8
		Total	269	100.0
Kuwait	Housing loan	Aware + used	28	12.1
		Aware + not used	72	31
		Total awareness	100	43.1
		Not aware	132	56.9
		Total	232	100.0
Qatar	Business loan	Aware + used	1	0.4
		Aware + not used	54	20.0
		Total awareness	55	20.4
		Not aware	214	79.6
		Total	269	100.0
Kuwait	Business loan	Aware + used	4	1.7
		Aware + not used	52	22.4
		Total awareness	56	24.1
		Not aware	176	75.9
		Total	232	100.0

As depicted in Table 6.26, the vast majority of the respondents in Qatar and Kuwaiti conventional banks are aware of ‘car loans’. In total, 77.3% of respondents in Qatar

conventional banks are aware of car loans; however, only 12.6% of the respondents have utilised this product in the past. For Kuwait, 66.8% of the respondents are aware of car loans, of which 9.1% of the respondents have used this product to purchase a car. In total, 20.1% of respondents in Qatar conventional banks are aware of business loan; however, only 0.4% of the respondents have been involved in purchase of this product. For Kuwait, 24.1% of the respondents are aware of business loans however, only 1.7% of the respondents have used it.

Table 6.27 Distribution of Responses on Awareness and Knowledge of *Murabaha*, *Tawarruq* and *Mudarabah* in Islamic Banks in Qatar and Kuwait

Country	Product	Awareness Question	Frequency Islamic Banks	Percentage %
Qatar	<i>Murabaha</i>	Aware + used	74	23.7
		Aware + not used	81	26
		Total awareness	155	49.7
		Not aware	157	50.3
		Total	312	100.0
Kuwait	<i>Murabaha</i>	Aware + used	75	27.8
		Aware + not used	64	23.9
		Total awareness	139	51.7
		Not aware	130	48.3
		Total	269	100.0
Qatar	<i>Tawarruq</i>	Aware + used	31	9.9
		Aware + not used	77	24.7
		Total awareness	108	34.6
		Not aware	204	65.4
		Total	312	100
Kuwait	<i>Tawarruq</i>	Aware + used	49	18.2
		Aware + not used	32	11.9
		Total awareness	81	30.1
		Not aware	188	69.9
		Total	269	100
Qatar	<i>Mudarabah</i>	Aware + used	8	2.6
		Aware + not used	25	8.0
		Total awareness	33	10.6
		Not aware	279	89.4
		Total	312	100.0
Kuwait	<i>Mudarabah</i>	Aware + used	2	0.7
		Aware + not used	31	11.5
		Total awareness	33	12.3
		Not aware	236	87.7
		Total	269	100.0

Distribution of responses on awareness and knowledge of *murabaha*, *tawarruq* and *mudarabah* in Islamic banks in Qatar and Kuwait is shown in Table 6.27. As the results indicate, *murabaha* is the most common type of financing in both Qatar and Kuwaiti Islamic banking sectors. As shown in Table 6.27, Qatar Islamic bank

represented a total awareness level of 49.7% (23.7% have used the product and 26% have not used the product but are aware of the product and service). For Kuwaiti Islamic banks the figures are 51.7% for *murabaha* (27.8% have the used the products and 23.9% have not used the product but are aware of the product). 50.3% of Qatar Islamic banking customers and 48.3% of Kuwaiti Islamic banking customers are not aware of this product.

As depicted in Table 6.27, *tawarruq* is the second most important form of financing in Islamic banks for both Qatar and Kuwaiti Islamic banks. Overall, Qatar Islamic banks represented a total awareness of 34.6% for *tawarruq* (9.9% have used the product and 24.7% have not used the product but are aware of the product and service). For Kuwaiti Islamic banks, the figures are 30.1% (18.2% have the used the products and 11.9% of the respondents have not used the product but are aware of the product). 65.4% of Qatar Islamic banking customers and 69.9% of Kuwaiti Islamic banking customers are not aware of this product.

Mudarabah is not a very common form of financing, as shown in Table 6.27. Overall, Qatar Islamic banks represented a total awareness of 10.6% for *mudarabah* (2.6% have used the product and 8% have not used the product but are aware of the product and service), while for Kuwaiti Islamic banks the figures are 12.3% (0.7% have the used the products and 11.5% of the respondents have not used the product but are aware of the product). Overall, 89.4% of Qatar Islamic banking customers and 87.7% of Kuwaiti Islamic banking customers are not aware of *mudarabah*.

As for the distribution of responses on awareness and knowledge of *musharakah*, *ijarah*, *istisnah*, *bai al salam* and *sukuk* in Islamic banks in Qatar and Kuwait, the results are presented in Table 6.28.

Musharakah is uncommon mode of financing in both countries, as depicted in Table 6.28. Overall, Qatar Islamic banks represented a total awareness level of 11.2% for *musharakah* (2.2% have used the product and 9% have not used the product but are aware of the product and service), while for Kuwaiti Islamic bank the figures are 13.4% (0.4% have the used the products and 13% of the respondents have not used

Table 6.28 Distribution of Responses on Awareness and Knowledge of *Musharakah*, *Ijarah*, *Istisnah*, *Bai Salam* and *Sukuk* in Islamic Banks in Qatar and Kuwait

Country	Product	Awareness Question	Frequency Islamic banks	Percentage %
Qatar	<i>Musharakah</i>	Aware + used	7	2.2
		Aware + not used	28	9.0
		Total awareness	35	11.2
		Not aware	277	88.8
		Total	312	100.0
Kuwait	<i>Musharakah</i>	Aware + used	1	0.4
		Aware + not used	35	13.0
		Total awareness	36	13.4
		Not aware	233	86.6
		Total	269	100.0
Qatar	<i>Ijarah</i>	Aware + used	6	1.9
		Aware + not used	49	15.7
		Total awareness	55	17.6
		Not aware	257	82.4
		Total	312	100.0
Kuwait	<i>Ijarah</i>	Aware + used	2	0.7
		Aware + not used	53	19.7
		Total awareness	55	20.4
		Not aware	214	79.6
		Total	269	100.0
Qatar	<i>Istisnah</i>	Aware + used	3	1.0
		Aware + not used	35	11.2
		Total awareness	38	12.2
		Not aware	275	87.8
		Total	312	100.0
Kuwait	<i>Istisnah</i>	Aware + used	11	4.1
		Aware + not used	40	14.9
		Total awareness	51	19.0
		Not aware	218	81
		Total	269	100.0
Qatar	Bai al Salam	Aware + used	1	0.3
		Aware + not used	18	5.8
		Total awareness	19	6.1
		Not aware	293	93.9
		Total	312	100.0
Kuwait	Bai al Salam	Aware + used	9	3.3
		Aware + not used	17	6.3
		Total awareness	26	9.7
		Not aware	243	90.3
		Total	269	100.0
Qatar	Sukuk	Aware + used	0	0
		Aware + not used	21	6.7
		Total awareness	21	6.7
		Not aware	291	93.3
		Total	312	100.0
Kuwait	Sukuk	Aware + used	1	0.4
		Aware + not used	24	8.9
		Total awareness	25	9.3
		Not aware	244	90.7
		Total	269	100.0

musharakah but are aware of the product). Overall, 88.8% of Qatar Islamic banking customers and 86.6% of Kuwaiti Islamic banking customers are not aware of this product.

Ijarah is the third common type of financing in Islamic banking sectors of Qatar and Kuwait, as shown in Table 6.28. Qatar Islamic banks represented a total awareness of 17.6% for *ijarah* (1.9% have used the product and 15.7% have not used the product but are aware of the product and service), and for Kuwaiti Islamic banks the figures are 20.4% (0.7% have the used the products and 19.7% of the respondents have not used the product but are aware of the product). Overall, 82.4% of Qatar Islamic banking customers and 79.6% of Kuwaiti Islamic banking customers are not aware of this product.

For the *istisnah* form of financing, Qatar Islamic banks represented a total awareness level of 12.2% for *istisnah* (1% have used the product and 11.2% have not used the product but are aware of the product and service), while for Kuwaiti Islamic banks the figures are 19% (4.1% have used the products and 14.9% of the respondents have not used the product but are aware of the product). 87.8% of Qatar Islamic banking customers and 81% of Kuwaiti Islamic banking customers are not aware of this product.

Bai Salam is uncommonly used as a form of financing in Kuwait, as shown in Table 6.28. Qatar Islamic banks represented a total awareness level of 6.1% for *bai salam* (0.3% have used the product and 5.8% have not used the product but are aware of the product and service), while for Kuwaiti Islamic banks the figures are 9.7% (3.3% have the used the products and 6.3% of the respondents have not used the product but are aware of the product). 93.9% of Qatar Islamic banking customers and 90.3% of Kuwaiti Islamic banking customers are not aware of this product.

Sukuk is another uncommon type of Islamic finance transaction for both countries. This is depicted in Table 6.28, as the figures shows that the overall Qatar Islamic banks represented a total awareness of 6.7% for *sukuk* (none of the respondents have used the product and only 6.7% are aware of the product, but never have used it). For Kuwaiti Islamic banks, the figures are 9.3% (0.4% have the used the products and 8.9% of the respondents have not used the product but are aware of it). In total, 93.9%

of Qatari Islamic banking customers and 90.7% of Kuwaiti Islamic banking customers are not aware of this product.

6.4 CUSTOMERS EXPECTATIONS AND PERCEPTIONS OF SERVICE QUALITY BASED ON KUWAITI AND QATARI ISLAMIC AND CONVENTIONAL BANKS

This section identifies the perceived expectations and perception levels of banks in relation to modified SERVQUAL dimensions through analysing the primary data collected.

As mentioned, the modified SERVQUAL dimensions used in this study are: ‘technology’, ‘tangible’, ‘responsiveness’, ‘reliability’, ‘assurance’, ‘empathy’, ‘corporate social responsibility (*CSR*)’ and ‘pricing competitiveness’. For Islamic banks ‘religious compliance’ is the additional dimension.

The analysis in this section as well as in the proceeding sections involves using mean comparison and gap analysis. The latter type of analysis is conducted by determining the gap difference between the perception and expectation mean score. This is referred to as the ‘gap score’. If the gap score is zero, the results indicate that the expectation of the respondents has been met. If the gap is negative, the result indicates respondents’ dissatisfaction. The higher the mean gap difference, the more the respondents are dissatisfied with the specific statement in question and *vice versa*. As discussed in Chapter 5, a set of 46 questions were devised and used to measure customer perception and expectations as shown in Table 6.29.

It should be noted that with the exception of few smaller Tables vast majority of analysis Tables for section 6.4 to 6.6 are presented at the end of the chapter, as part of Chapter Appendix which includes tables from Table 6.33 to 6.67.

Table 6.29 Service Quality Statements (Items)

No	Statement	Dimension
1	The bank uses latest ‘technology’ and equipment’s	‘technology’
2	Forms are clear and easy to understand	‘tangible’
3	Brochure are clear and easy to understand	‘tangible’
4	Clear bank statement	‘tangible’
5	The bank has modern exterior features	‘tangible’
6	The bank has modern interior decoration	‘tangible’
7	Quick response in delivering service efficiently	‘responsiveness’
8	The bank staff are helpful when approached	‘responsiveness’
9	The phone banking customer service answered my calls promptly	‘responsiveness’
10	All my complaints were dealt efficiently and promptly	‘responsiveness’
11	All the features of the product/s and services was explained clearly when bank staff are approached	‘responsiveness’
12	Sufficient time is given to customers to solve their need	‘empathy’
13	The timing and opening hours of the bank are convenient	‘empathy’
14	Convenient locations	‘empathy’
15	The bank has good customer relationship	‘empathy’
16	Availability of sufficient car parking space	‘empathy’
17	The bank staff provides a pleasant experience	‘assurance’
18	Internet banking is secured for use with personal details	‘assurance’
19	The bank provides secured banking at all time (non-internet based)	‘assurance’
20	The staff at bank are polite	‘assurance’
21	The bank staff are confident and competent	‘assurance’
22	Adequate staff availability to solve my problems	‘assurance’
23	The bank’s staff are well trained and knowledgeable	‘assurance’
24	The bank is well established	‘assurance’
25	The bank has a good management team	‘assurance’
26	The ability of the bank to provide confidentiality is excellent	‘assurance’
27	Always accurate transaction without errors	‘reliability’
28	The information provided by the banks website is always detailed and well-structured to meet the need of customers	‘reliability’
29	The bank always process all matters and transaction in set timely manner	‘reliability’
30	ATM machines is always full cash availability	‘reliability’
31	The internet banking provided by the bank is always easy to use and clear.	‘reliability’
32	The bank always provides good reliable telephone banking (help and support)	‘reliability’
33	The bank provides reliable and efficient SMS service	‘reliability’
34	The bank always delivers products as promised	‘reliability’
35	The website is always tailored/customized to solve individual customer need and problem	‘reliability’
36	The processing of application always is done efficiently	‘reliability’
37	The ‘CSR’ role of the bank is satisfactory (such as helping the community, helping the poor <i>etc.</i>)	‘CSR’
38	The bank provides variety products and services	‘pricing competitiveness’
39	The bank provides competitive service charge	‘pricing competitiveness’
40	The bank provides good availability of credit limit	‘pricing competitiveness’
41	The bank pays competitive return on investment	‘pricing competitiveness’
42	The banks financial performance is very important	‘pricing competitiveness’
43	The bank is <i>Shari’ah</i> compliant/ <i>riba</i> free	‘religious based’
44	The members of the bank’s <i>Shari’ah</i> board are trustful and competent	‘religious based’
45	The employees of bank are fully aware of <i>Shari’ah</i> compliance and have sufficient knowledge about Islamic banking	‘religious based’
46	The bank should have a separate part for female customers	‘religious based’

Depicted in Table 6.30 is the analysis of the overall perceived service quality for Qatari and Kuwaiti banks in relation to ‘how satisfied customers are with the service quality provided by their bank’. As stated in Chapter 5, the mean expectation and perception score for this study is based on the Likert 1 -5 scale, where for this particular question item statement with a score of 5 indicates that the respondents strongly agree with the statement, while 4 = agree, 3 = neutral, 2 = disagree and 1 = strongly disagree. Hence as shown in Table 6.30, overall, Kuwaiti banking sectors has a higher perception mean score compared to Qatar, which has a perceived perception mean score of less than 4.0, indicating that customers in Qatar were less happy with overall service quality compared to Kuwaiti banks as a whole.

Table 6.30 Mean Analysis of Overall Service Quality Based on Expectation and Perception of Respondents in Kuwait and Qatar

Statement	Country	Type of Bank	Sample Size N	Total Country Sample Size	Per. Mean	Std. Dev.
I am overall satisfied with the service quality provided by the bank	Qatar	Islamic	312	581	3.94	0.771
		Conventional	269		3.96	0.773
	Kuwait	Islamic	269	501	4.09	0.861
		Conventional	232		4.20	0.753

As shown in Table 6.31, the analysis of Islamic value dimensions for Qatar banks indicates that the highest mean score was for ‘bank providing *Shari’ah* compliant products and services/*riba* free banking’, the expected mean score is 4.68 and the perception mean score is 4.46 with a gap between the both at -0.22. A low perception means score of 3.81 was given to ‘staff knowledge about Islamic banking product and services’, which has a gap of -0.57 between expectations and perception value. Moreover, ‘*Shari’ah* board being trustful’ also scored a low perception mean score of 3.96 with a gap score of -0.43.

Table 6.31 Mean Analysis of the Religious compliance Dimensions for Expectation and Perception of Service Quality (Qatar)

Statement	Number	Mean Expectation (E)	Std. Deviation	Mean Perception (P)	Std. Deviation	Gap P-E
The bank is <i>Shari’ah</i> compliant/ <i>riba</i> free	312	4.68	0.646	4.46	0.772	-0.22
The members of the bank’s <i>Shari’ah</i> board are trustful and competent	312	4.39	0.782	3.96	0.830	-0.43
The employees of bank are fully aware of <i>Shari’ah</i> compliance and have sufficient knowledge about Islamic banking	312	4.38	0.756	3.81	0.816	-0.57
The bank should have a separate part for female customers	312	4.29	0.894	4.26	0.834	-0.03

As shown in Table 6.32, the analysis of ‘religious compliance’ dimensions for Kuwaiti shows that the highest mean score was for ‘bank providing *Shari’ah* complaint products and services/*riba* free banking’. The expected mean score is at 4.49 and the perception mean score is at 4.38 with a gap between the both equalling to -0.11. The perceptions mean score of 3.95 was given for the item statement ‘staff knowledge about Islamic banking product and services’, which has gap score of -0.38 between expectation value and perception value. Moreover, ‘*Shari’ah* board being trustful’, also scored a higher perception mean score at 4.12 compared to Qatar 3.96 with a gap of -0.30.

Table 6.32 Mean Analysis of the Islamic Value Dimensions for Expectation and Perception of Service Quality (Kuwait)

Statement	Number	Mean Expectation (E)	Std. Deviation	Mean Perception (P)	Std. Deviation	Gap P-E
The bank is <i>Shari’ah</i> compliant/ <i>riba</i> free	269	4.49	0.822	4.38	0.867	-0.11
The members of the bank’s <i>Shari’ah</i> board are trustful and competent	269	4.42	0.854	4.12	0.974	-0.30
The employees of bank are fully aware of <i>Shari’ah</i> compliance and have sufficient knowledge about Islamic banking	269	4.33	0.859	3.95	1.006	-0.38
The bank should have a separate part for female customers	269	4.09	1.009	4.04	0.909	-0.05

Table 6.33 shows the results for the ‘technology’ dimension. The expectation mean score for Kuwaiti conventional banks is 4.56, while the perception mean value is at 4.25, indicating a gap difference of -0.31. In comparison, Islamic banks have a mean gap score of -0.38, which is lower, indicating a lower dissatisfaction level. For Qatari banks the gap score for Islamic banks is -0.64 while conventional banks has lower gap score of -0.55. Thus overall Kuwaiti banks have a superior service quality for the technology dimension compared to Qatari banks. This is primarily due to a low perception mean score given by Qatar respondents for both Islamic (3.70) and slightly higher for conventional banks (3.99), thus indicating that customers expect ‘technology’ based services to further improve to satisfy the customers. Overall, the conventional banks in Qatar and Kuwait have lower perception mean scores compared to Islamic banks for the ‘technology’ dimension.

Table 6.34 depicts the results of the mean comparison test for the ‘tangible’ dimensions, expectations and perception score of the respondents for both Islamic and

conventional banks in both countries. This dimension is comprised of five specific statements relating to the ‘tangible’ aspect of the banking services. As can be observed from Table 6.34 for Kuwaiti conventional banks, the highest perception mean score given by the respondents was for the statement, ‘the bank has modern interior decoration’. Conventional banks have a mean perception score of 4.32 and expectation score of 4.20 with a gap of +0.12, while Islamic banks have a lower perception mean score of 4.16 and an expectation mean score of 4.22 with a gap score of -0.06. For conventional banks of Kuwait, the next highest mean score was for ‘modern exterior’ with an average perception score of 4.27. However, for Islamic banks, this is also ranked as the highest statement in terms of perception but still showed a positive gap value of +0.02 indicating that customers satisfaction with the physical attributes of Islamic banks in Kuwait. Islamic banks respondents scored the low mean score for the statement, ‘forms are clear and easy to understand’, indicating the customers’ dissatisfaction with banking forms used by the banks and are not up to their expectation level. Here the banks customers gave a mean expectation score of 4.71 with a mean perception score of 4.13 with a gap of -0.58, while conventional banks in Kuwait also scored the lowest gap for ‘forms are clear and easy to understand’ dimension with expectation mean score of 4.62 and perception score of 4.14 with a gap of -0.48.

In the case of Qatar, as seen on Table 6.34, the highest expectation mean for conventional banks was received for the statement ‘forms are clear and easy to understand’, while the lowest expectation score was for the statements related to exterior features of the bank. The lowest perception score was given for ‘brochures are clear and easy to understand’ by respondents, indicating a gap score of -0.38. The gap value for Qatari conventional banks, with respect to the statement, ‘the bank has modern exterior features’, the results shows that there is a positive gap of +0.09 followed by ‘the bank has modern interior decorations’ which also showed a positive gap score of +0.05. The results for Islamic banks differ as indicated in Table 6.34. The highest mean expectation score was given to the statement ‘forms are clear and easy to understand’ by respondents. However, this very statement has the second lowest perception mean score of 3.79 with a gap difference of -0.60 between perception and expectation mean, while statements related to both exterior and interior decoration of the bank scored the highest perception mean score.

Overall, the conventional and Islamic banks in Qatar has lower perception mean scores compared to Islamic banks, indicating that customer are more dissatisfied in Qatar compared to Kuwait, since perception score is further away from the ideal expectation score.

Kuwaiti Islamic banks' results from Table 6.35 shows that the statement with the highest gap between customers' expectation score and customers perception score is for 'quick response in delivering services efficiently' which has a mean perception score of 3.97 and a mean expectation score of 4.75, with a gap of -0.78. The next highest gap between the customers' perception and expectation is -0.70 for the statement, 'all my complaints were dealt efficiently and promptly' the mean perception score is at 3.85 while the mean expectation score is 4.55. This is followed by the statement that 'the phone banking customer services answered my calls promptly', which has a mean perception score of 3.85 and mean expectation score of 4.54 with a gap value of -0.69. The lowest gap between customers' expectations and perceptions is for the statement 'the bank staffs are helpful when approached', with the mean perception score of 4.32 and mean expectation score at 4.77 indicating a gap of -0.45.

For Qatari banks as seen on Table 6.35, the highest expectation mean for conventional and Islamic banks are for the statements that 'the bank staff is helpful when approached' and 'quick response in delivering response'. However, lowest perception was given to the statement 'the phone banking customer service answered my call promptly' for both types, while the statement that 'the bank staffs are helpful when approached' scored the highest perception mean level. For Islamic banks the lowest mean perception score was received for the statement 'the phone banking customers services answered my call promptly', which has a mean score of 3.54.

In the case of Qatari conventional banks, the results from Table 6.35 shows that the statement with the highest gap includes 'quick response in delivering services efficiently', which has a mean perception score of 3.78 and a mean expectation score of 4.74, with a gap of -0.96. The next highest gap between the customers' perception and expectation is -0.91 for the statement, 'the phone banking customers answered my calls promptly', with the mean perception score at 3.55 and mean expectation score at 4.46. As can be seen in Table 6.35, the statement that 'all my complaints were dealt

efficiently and promptly’ scored a mean perception score of 3.56 and mean expectation score of 4.45 with a gap value of -0.89. The lowest gap between customers’ expectations and perceptions is for the statement that ‘the bank staff are helpful when approached’ with the mean perception score at 4.09 and mean expectation score at 4.75 indicating a gap of -0.66.

The results from the customers of Qatar Islamic bank in Table 6.35 shows that the statement with the highest gap between customers’ expectation score and customers’ perception score is for ‘quick response in delivering services efficiently’ which has a mean perception score of 3.59 and a mean expectation score of 4.53, with a gap of -0.94. The next highest gap between the customers’ perception and expectation is -0.90 for the statement, ‘the phone banking customer services answered my calls promptly’ with the mean perception score is at 3.54 and mean expectation score is 4.44. This is followed by the statement that ‘all my complaints were dealt efficiently and promptly’ which has a mean perception score of 3.57 and mean expectation score of 4.32 with a gap value of -0.75. The lowest gap between customers’ expectations and perceptions is for the statement that ‘the bank staff is helpful when approached’ with the mean perception score at 4.04 and mean expectation score at 4.60 indicating a gap of -0.56.

Table 6.36, depicts the results of the mean comparison test for the ‘empathy’ dimensions of the respondents’ expectations and perception for both Islamic and conventional banks in Qatar and Kuwait. This dimension is comprised of five specific statements relating to the ‘empathy’ aspect of the banking services.

For the Kuwaiti banking sector, respondents feel that the most important aspect to consider as their expectation is for the statements related to location and for allocation of sufficient time to solve customers’ problems, as shown in Table 6.36. In terms of mean perception score, conventional bank respondents scored the highest for, ‘convenient location’, (4.44) with a gap difference of -0.27 between perception and expectation mean score.

As can be seen in Table 6.36, the lowest perception mean score of 4.06 was given for the statement, ‘the timing and opening hours of the bank’ with a mean expectation score of 4.59, and a gap of -0.53. For the Islamic banks the lowest perception was

received for the statement, 'availability of car parking' which has mean score of 3.74 with a gap difference of -0.83 between perception and expectation mean values.

Further analysis of gap differences for Kuwaiti Islamic banks, as shown in Table 6.36, indicate the statement with the lowest gap between customers', expectations and perceptions is for the statement, 'convenient locations' with the mean perception score at 4.36 and mean expectation score at 4.71 indicating a gap of -0.35.

For Kuwaiti Islamic banks, the highest gap difference of -0.83 for the statement that 'availability of sufficient car parking space' so the mean perception score is at 3.74 and mean expectation score is 4.57. This is followed by the statement that 'the bank has good customer relationships' which has a mean perception score of 4.13 and mean expectation score of 4.65 with a gap value of -0.52. The lowest gap between customers' expectations and perceptions is for the statement that 'sufficient time is given to customers to solve their needs' with the mean perception score is 4.30 and mean expectation score at 4.71 indicating a gap of -0.41.

In terms of gap differences for Qatar conventional and Islamic banks, the results from Table 6.36, shows that the statement with the highest gap value 'availability of car parking', this has a mean perception score of 3.30 and a mean expectation score of 4.52 for conventional banks, with a gap difference of -1.22. Qatar Islamic banks has a higher gap score of -2.16, indicating that customers are very dissatisfied with this particular facility provided by the banks. The next highest gap for conventional banks is -0.80 for the statement, 'the bank has good customer relationships' the mean perception score is 3.94 and mean expectation score is 4.74. This is followed by the statement that 'sufficient time is given to customers to solve their needs' which has a mean perception score of 4.03 and mean expectation score of 4.67 with a gap value of -0.64. The lowest gap for Islamic banks is for the statement 'sufficient time is given to customers to solve their needs' with the mean perception score of 4.07 and mean expectation score of 4.56 indicating a total gap score of -0.49. For conventional banks, the lowest gap was for the statement, 'convenient locations' with a mean perception score of 4.10 and mean expectation score of 4.56 indicating a total gap of -0.46. Furthermore as shown in Table 6.36, the next highest gap after car parking related statement for Qatar Islamic banks is -0.83 for 'convenient location', for which the mean perception score is 3.68 and mean expectation score is 4.51.

Overall, Kuwaiti banks has higher perception mean value and lower gap difference scores compared to Qatar banks, indicating lower levels of dissatisfaction as shown in Table 6.36.

Table 6.37, depicts the results of the mean comparison test for the ‘assurance’ dimensions of the respondents’ expectations and perception for both Islamic and conventional banks in Qatar and Kuwait. This dimension is comprised of ten specific statements relating to the ‘assurance’ aspect of the banking services.

For Kuwaiti banks as seen on Table 6.37, the highest expectation mean for conventional and Islamic banks are for the statements that ‘the staff are polite’. The statement ‘the staff at the bank are well trained and knowledgeable’ for conventional banks and the statement ‘adequate staff availability to solve my problems’ for Islamic banks scored the second highest expectation mean. The lowest perception score for Kuwaiti conventional banks is for the statement ‘the bank has a good management team’ with a mean score of 4.10 and a gap of -0.36. The highest negative gap score was found for the statement ‘adequate staff availability’, in the case of Kuwaiti conventional banks the gap score was -0.61, while the gap score for Islamic banks for the same statement was higher at -0.87 reflecting a mean expectation score of 4.78 and mean perception score of 3.91.

For Qatari conventional banks, the results in Table 6.37, shows that the statement with the highest gap difference is for ‘the staff of the bank are well-trained and knowledgeable’ (gap: -0.80), followed by the statement ‘internet banking is secured for use with personal details’ which had a mean perception score of 3.87 and a mean expectation score of 4.66, with a gap score of -0.79. The third lowest gap was for the statement ‘adequate staff availability to solve my problems’ with the mean perception scores of 3.89 and mean expectation score of 4.67, thus a total gap score of -0.78. Furthermore, the results from Table 6.37 shows a positive gap score for ‘the bank is well established’ with a mean perception score of 4.13 and a mean expectation score of 3.97 reflecting a positive gap score of +0.16. While the lowest gap score for Qatari conventional banks is for the statement ‘the bank provides secured banking at all time (non-internet based)’, with a mean perception score is at 4.33 and mean expectation score at 4.66 indicating a gap of -0.33.

For Qatari Islamic banks results, as depicted in Table 6.37, shows that the statement with the highest gap was for the statement ‘adequate staff availability’ which has a mean perception score of 3.57 and a mean expectation score of 4.56, with a gap difference of -0.99. The next highest gap is -0.63 for the statement that ‘the staffs of the bank are well-trained and knowledgeable’ with the mean perception score of 4.03 and mean expectation score of 4.66. This is followed by the statement that ‘the bank has a good management team’ with a gap score of -0.58 reflecting a mean perception score of 3.95 and mean expectation score of 4.53. The lowest gap was for the statement ‘the bank provides secured banking at all time (non-internet based)’ with the mean perception score at 4.33 and mean expectation score of 4.67, indicating a gap score of -0.34. Similar to Qatar conventional banks, Islamic banks scored a positive gap score for the statement ‘the bank is well established’ with a positive gap of +0.32.

Table 6.38, depicts the results of the mean comparison test for the ‘reliability’ dimension of the respondents’ expectations and perception for both Islamic and conventional banks in Qatar and Kuwait. This dimension is comprised of ten specific statements relating to the ‘reliability’ aspect of the banking services.

For Kuwaiti banks, as seen in Table 6.38, the highest expectation mean for conventional and Islamic banks is for the statements that ‘accurate transactions without errors’. For Kuwaiti conventional banks, the results from Table 6.38 show that the statement with the highest gap value is ‘accurate transactions without error’, which has a mean perception score of 4.20 and a mean expectation score of 4.81, with a gap score of -0.61. The next highest gap score is -0.52 for the statement that ‘the bank always provides a secure and a sufficient SMS services’ reflecting a mean perception score of 3.91 and mean expectation score of 4.43. This is followed by the statement that ‘the bank always delivers products as promised’ which has a mean perception score of 4.24 and mean expectation score of 4.70 with a gap value of -0.46. The conventional banks in Kuwait received the lowest gap score of -0.32 for the statements ‘the internet banking provided by the bank is always easy to use and clear’.

For Kuwaiti Islamic banks, the results in Table 6.38, shows that the statement with the highest gap value is ‘accurate transactions without errors’ with a mean perception score of 4.17 and a mean expectation score of 4.82, reflecting a gap of -0.65. The next

highest gap score of -0.57 for the statement ‘the bank always delivers products as promised’ with the mean perception score at 4.17 and mean expectation score is 4.74. This is followed by the statement that ‘the processing of applications is always done in an efficient manner’ which has a mean perception score of 4.17 and mean expectation score of 4.72 with a gap score of -0.55. Next is the statement ‘the bank always processes all matters and transactions quickly and efficiently’ with a gap difference between respondents’ expectations and perception at -0.54. The lowest gap score for the statement; ‘ATM machines always have full cash availability’ the statement reflected a mean perception score of 4.44 and mean expectation score of 4.80 indicating a gap score equalling to -0.36. Furthermore, for the statement, ‘the bank provides reliable and efficient SMS service’, the Islamic banks has a lower gap score of -0.37 in comparison to conventional banks, which has a relatively larger gap score of -0.52. The mean perception level for this particular statement particularly for the Islamic banks is 4.08 and expectation mean level is 4.45. The statement relating to internet banking security ‘the information provided by the bank’s website is always detailed and well-structured’ as shown in Table 6.38, also has a relatively small gap score of -0.34 for conventional banks and -0.46 in the case of Islamic banks.

Qatari conventional banks, as seen in Table 6.38, has the highest expectation mean score for the statement ‘ATM machines always have full cash availability’. Furthermore, the results from Table 6.38 shows that the statement with the highest gap value is ‘the bank always delivers products and services as promised’ with the mean perception level given by respondents for the statement is 3.80 and mean expectation level is 4.66. The next highest gap difference is for the statement that ‘the website is always tailored/customized to solve individual customer need and problem’ which has a mean perception score of 3.60 and a mean expectation score of 4.39, with a gap of -0.79. The next highest gap is -0.76 for the statement that ‘accurate transactions without errors’ with the mean perception score is at 3.94 and mean expectation score is 4.70. This is followed by the statement that ‘the processing of applications is always done efficiently’ which has a mean perception score of 3.89 and mean expectation score of 4.64 with a gap difference of -0.75. While, ‘telephone banking’ has a relatively high gap score for both types of bank, conventional banks has a gap difference of -0.59 (with a mean perception score of 3.83) while Islamic banks has a gap difference of -0.65 (with a mean perception level of 3.70). The lowest

gap for Qatar conventional banks is for the statement that ‘ATM machines always has full cash availability’ with the mean perception level of 4.41 and the mean expectation level of 4.80.

For Qatari Islamic banks, the results from Table 6.38 shows that the statement with the highest gap value is ‘the website is always customized to solve individual customer problem’, which has a mean perception score of 3.25 and a mean expectation score of 4.13, with a gap score of -0.88. The next highest gap between the customers’ perception and expectation is -0.77 for the statement ‘accurate transactions without error’ with a mean perception score of 3.81 and mean expectation score of 4.58. This is followed by the statement ‘the bank always delivers products and services as promised’ which has a mean perception score of 3.79 and mean expectation score of 4.55 with a total gap score of -0.76.

Table 6.39, depicts the results of the mean comparison test for the ‘corporate social responsibility’ dimension based on the respondents expectations and perception mean value, for both Islamic and conventional banks in Qatar and Kuwait.

As depicted in Table 6.39, for the statement, ‘the ‘*CSR*’ role of the bank is satisfactory’ the result is profound across the table. For Kuwaiti conventional banks, the gap between respondents’ perception and expectation is -0.71 reflecting a mean expectation value of 4.31 and mean perception score of 3.60. While in the case of Kuwaiti Islamic banks, the gap is similar at -0.74 with a mean perception score of 3.62 and a mean expectation level of 4.36. Moreover, for Qatari conventional banks, the gap between the respondents’ means perception and expectation for the same statement is much higher at -0.90 with a mean perception score of 3.32 and a mean expectation score of 4.22. Moreover, for the Qatari Islamic banks, the gap between the respondents’ perception and expectation is less at -0.60 with a mean perception score of 3.39 and mean expectation score of 3.99.

As depicted in Table 6.40, the highest mean expectation for conventional banks in Kuwait was for ‘the bank provides competitive service charge’, while the statement ‘the bank provides variety products and services’ has the highest mean expectation score of 4.65 for Islamic banks in Kuwait. Furthermore, the statement relating to the performance of the bank, ‘the financial performance of the bank is very important’

this statement received a low mean expectation for both conventional banks and Islamic banks with value of 3.87 and 3.50 respectively. Furthermore, a low mean perception score was given for the statement related to ‘banks providing competitive service charges’ and banks ‘return on investment’. For the former statement, Qatari Islamic banks has a mean perception score of 3.35 with a total gap difference score of -0.57, compared to conventional banks which has a mean perception score of 3.32 and a higher gap difference score of -0.66.

Table 6.41 Average Mean Score of Service Quality Dimension Based on Perception and Expectation Mean of Qatari Bank Customers

Qatari Islamic banks				Qatari Conventional banks			
Dimension	Mean Expectation	Mean Perception	Mean Gap	Dimension	Mean Expectation	Mean Perception	Mean Gap
‘assurance’	4.52	4.05	-0.47	‘assurance’	4.62	4.06	-0.56
‘empathy’	4.54	3.59	-0.95	‘empathy’	4.59	3.86	-0.73
‘responsiveness’	4.46	3.69	-0.77	‘responsiveness’	4.60	3.74	-0.86
‘reliability’	4.42	3.76	-0.66	‘reliability’	4.58	3.94	-0.64
‘tangible’	4.20	3.86	-0.34	‘tangible’	4.20	3.91	-0.29
‘CSR’	3.99	3.39	-0.60	‘CSR’	4.22	3.32	-0.90
‘pricing competitiveness’	4.14	3.59	-0.55	‘pricing competitiveness’	4.16	3.59	-0.57
‘technology’	4.34	3.70	-0.64	‘technology’	4.54	3.99	-0.55
‘religious compliance’	4.33	4.12	-0.18	Modified SERVQUAL Dimension	4.43	3.80	-0.63
Modified SERVQUAL Dimension	4.32	3.75	-0.52				

In summarising, Table 6.41 shows the overall average mean score for each dimension for both conventional and Islamic banks in Qatar. The table is formulated to show comparisons of expectations and perception mean values for each of the dimensions. The higher the ranking and score of mean expectation value, the more significant the dimension for the customers’ expectation in terms of what they are expecting in relation to service quality provided by the bank. Similarly, the higher the mean perception score and closer to the mean expectation value, the less dissatisfied the customers are with a particular service quality dimension.

For Islamic banks in Qatar, ‘empathy’ scored the highest mean expectation value, indicating that customers expect this dimension to be the most important dimension of service quality, while ‘assurance’ scored the highest mean expectation value for conventional banks. In addition, ‘CSR’ dimension’ scored the lowest expectation

mean for Islamic banks while pricing competitiveness dimension scored the lowest expectation for conventional banks, indicating that customers see these dimensions as the least important with regards to service quality. Furthermore, 'religious compliance' is ranked to have the sixth highest expectation mean value; however, it scored the highest perception for Islamic banks in Qatar. Moreover, 'CSR' dimension' scored the lowest mean perception and mean expectation score for Islamic banks in Qatar. Furthermore, 'CSR' has the lowest perception mean score for Qatari conventional banks, similar results is also seen for Islamic banks as shown in Table 6.41.

The gap analysis as shown in Table 6.41 for Islamic banks in Qatar shows 'religious compliance' to be the lowest gap score of -0.18, while the highest gap score is found to be for 'empathy' dimension with -0.95. For Qatar conventional banks, the 'tangible' dimension scored the lowest gap score of -0.29 followed by 'religious compliance' dimension (-0.30).

The results as shown in Table 6.41 for conventional banks in Qatar showed the highest gap for 'CSR' dimension (-0.90) and 'responsiveness' dimension (-0.86). The total gap score for overall SERVQUAL dimension for Qatar Islamic bank is lower than the conventional banks, indicating that in terms of service quality the Islamic bank customers are less dissatisfied compared to conventional bank customers.

Table 6.42 Average Mean Score of Service Quality Dimension Based on Perception and Expectation Mean of Kuwaiti Bank Customers

Kuwait Islamic banks				Kuwait Conventional banks			
Dimension	Mean Expectation	Mean Perception	Mean Gap	Dimension	Mean Expectation	Mean Perception	Mean Gap
‘empathy’	4.63	4.11	-0.52	‘empathy’	4.64	4.22	-0.42
‘assurance’	4.66	4.24	-0.42	‘assurance’	4.65	4.28	-0.37
‘responsiveness’	4.67	4.02	-0.65	‘responsiveness’	4.66	4.15	-0.51
‘reliability’	4.58	4.09	-0.49	‘reliability’	4.56	4.13	-0.43
‘tangible’	4.35	4.10	-0.25	‘tangible’	4.29	4.11	-0.18
‘CSR’	4.36	3.62	-0.74	‘CSR’	4.31	3.60	-0.71
‘technology’	4.44	4.06	-0.38	‘technology’	4.56	4.25	-0.31
‘pricing competitiveness’	4.26	3.79	-0.47	‘pricing competitiveness’	4.30	3.77	-0.53
‘religious compliance’	4.44	4.12	-0.32	Modified SERVQUAL Dimension	4.49	4.06	-0.43
Modified SERVQUAL Dimension	4.49	4.01	-0.48				

As depicted in Table 6.42 for both types of banks in the case of Kuwait, the ‘responsiveness’ dimension scored the highest mean expectation value indicating that customers expect this dimension to be the most important dimension of service quality, followed by the ‘assurance’ dimension. In contrast, ‘religious compliance’ scored the fifth lowest mean expectation score for Islamic banks.

For conventional banks, ‘tangible’ dimension scored the lowest mean expectation, while ‘CSR’ dimension scored the lowest mean perception value for the Kuwaiti conventional banks, as shown in Table 6.42.

The ‘assurance’ dimension scored the highest mean perception for both Islamic and conventional banks in Kuwait, as shown in Table 6.42. While ‘technology’ dimension scored the second highest perception mean score for conventional banks.

Results from Table 6.42 for Islamic banks in Kuwait show that the highest gap differences between customer perception and expectation mean was for the ‘CSR’ and ‘responsiveness’ dimensions, with gap of -0.74 and -0.65, indicating higher dissatisfaction levels by customers of the banks compared to the ‘religious compliance’ dimension, which has lowest gap score of -0.32.

The total gap score for overall SERVQUAL dimension for Kuwaiti Islamic banks is -0.48, which is higher than -0.43 gap score as reflected by conventional banks,

indicating that in terms of service quality the Islamic banks customers are more dissatisfied compared to conventional bank customers within Kuwaiti.

6.5 A COMPARISON OF THE CUSTOMERS' EXPECTATIONS AND PERCEPTIONS ON SERVICE QUALITY BASED ON THE MODIFIED SERVQUAL DIMENSIONS FOR QATARI ISLAMIC AND CONVENTIONAL BANKS

The section explores the mean comparison of service quality expectations and perceptions for each of the modified SERVQUAL dimensions in relation to individual bank in Qatar. The gap between the level of mean expectations and mean perception is also presented. Moreover, the presentations of the results provide further understanding of the service quality performances for the overall Qatari banking sector as well as for each individual bank.

Both section 6.5 and 6.6 includes ranking of perception-expectation gap differences. The ranking of mean gap differences between respondents perception and expectation score indicates the level of service quality for each particular item statement. The general rule of thumb; the higher the gap differences between perception and expectation mean, the lower the service quality and hence in effect a lower ranking. Conversely lower gap would indicate a higher service quality and thus higher ranking.

As shown in Table 6.43 for statement one in relation to banks usage of latest technology and equipment, the entire sample of banks in Qatar did not meet the expectations of its customers, except for Khaliji Bank. The results also show from Table 6.43 that Standard Chartered Bank has the lowest satisfaction levels with the highest gap score. In contrast, Khaliji Bank has the lowest gap (ranked in at position 1), indicating a higher satisfaction level. The Islamic banks have an average of -0.68 mean gap score in comparison to -0.72 for conventional banks.

The 'tangible' dimension consists of five specific service quality based statements. For statement one, 'the bank has modern interior features', the vast majority of the banks have a low gap differences (gap score) between perception and expectation mean, except in the case of five of the banks; IBQ, Masraf Al-Rayan, QNB, CBQ and Doha Bank, these banks have a positive gap score, indicating that the customers are more than satisfied with the interior design of the bank. Statement two in relation to

the banks' exterior design indicated that most banks have a lower gap score except for Mashreq Bank, which has a gap of -0.66 between the customers' perception and expectation levels. Five of the banks (Masraf Al-Rayan, IBQ, QNB, CBQ and Doha Bank) have positive gap score, indicating higher levels of service satisfaction by customers than what they were expecting, as shown in Table 6.43.

Statement three 'forms are clear and easy to understand' the results reveal that HSBC and QIIB have the lowest gap score, while Mashreq Bank and Arab Bank scored the highest, as depicted in Table 6.44. Statement four, 'the brochures are clear and easy to understand' most banks have a relatively small gap with IBQ and Masraf Al-Rayan having the smallest gap score, while Standard Chartered bank has the highest gap score, implying a low satisfaction level. Both Khaliji Bank and Arab Bank scored equal or higher than their customers' perception score. Statement six pertains to the banking statement on whether it is clear and easy to understand by the customers, for which Khaliji Bank has the highest gap of -2.0, indicating a higher dissatisfaction levels by the customers, while IBQ and Arab Bank have the lowest gap score, implying a higher satisfaction level compared to other banks (as shown in Table 6.44)

Statement two as shown in Table 6.45, 'the ATM machines always have full cash availability', again foreign banks scored highest gap scores, Standard Chartered Bank and Mashreq Bank have the highest gap score, while QNB and Doha Bank are shown to have the lowest gap score thus indicating a 'near level' of service quality to customers' expectation level. Statement three, 'accurate transactions without errors', Mashreq Bank and IBQ have the highest gap score with Khaliji Bank and CBQ scoring the lowest gap score. Khaliji Bank has a zero gap between mean perception and mean expectation indicating respondents are completely satisfied with the service quality provided by the bank. In the case of statement four, 'the bank always process all matters and transaction in set timely manner', the foreign banks (Mashreq Bank, Standard Chartered and Arab Bank) scored the highest gap score followed by Ahli Bank Qatar, which has the highest gap score amongst the national banks.

Moreover, as depicted in Table 6.46, in statement five, 'the processing of applications is always done efficiently', all of the banks have lower perception mean compared to their expectation mean. Mashreq Bank, Standard Chartered, Khaliji Bank and HSBC, all have the highest gap difference, while IBQ and Masraf Al-Rayan has the lowest

gap difference perception and mean expectation score. In statement six, ‘the information provided by the banks website is always detailed and well-structured to meet the needs of all customers’, all of the banks have lower mean perception scores and did not meet the respondents’ mean expectation except Khaliji Bank, which has zero gap reflecting satisfied customers with the service provided, as customers expectation has been fully met by the bank. Statement seven as shown in Table 6.46 is regarding communication medium from bank to its customers through the use of SMS services, ‘the bank provides reliable and efficient SMS service’ all of the banks have lower mean perception score and thus did not meet customers’ expectation level except for Khaliji Bank’s respondents, where the mean perception and expectation scores are equal. Both CBQ and IBQ have a lower gap differences compared to Standard Chartered, HSBC and Arab Bank, which have higher gap differences between perception and expectation mean as shown in Table 6.46.

As depicted in Table 6.47, statement eight, regarding telephone banking services with, ‘the bank provides good reliable telephone banking ‘the bank provides vast help and support’ the respondents expectation of service quality was not met by the banks with the exception of Khaliji Bank having a positive gap score of +1.00. The foreign-owned banks have the highest gap, followed by QIIB and IBQ with relatively higher gap differences. Statement nine ‘the internet banking provided by the bank is always easy to use and clear’ only Khaliji Bank has an equal score for perception and expectation mean value. The rest of the banks did not conform to meet the respondents’ expectation of service quality for item nine. Arab Bank and Doha Bank have the lowest gap score compared to Mashreq Bank, while HSBC and Standard Chartered have the highest gap between perceptions and mean expectation score.

The ‘responsiveness’ dimension consist of five specific service quality-based statements. As shown in Table 6.48, for statement one ‘quick response in delivering service efficiently’, the results indicates that the respondents mean perceptions did not meet the mean expectation of service quality for all of the banks. As for statement two, ‘the phone banking customer services answered my call promptly; none of the banks met the respondents’ mean expectation level except for Khaliji Bank. Foreign banks have the highest gap differences, while among national banks QNB has the highest gap differences between respondents’ perception and expectation of service

quality. The IBQ has the lowest gap differences between perceptions and expectations mean thus signifying least dissatisfaction level towards this particular item. Complaints handling procedures questions as shown in statement three ‘all my complaints were dealt efficiently and promptly’ none of the banks met the mean expectations level of the respondents except for Khaliji Bank having a positive gap score. Standard Chartered Bank, HSBC and Mashreq Bank have the highest gap between perception and expectation mean, while IBQ and QIIB having the lowest gap score.

As depicted in Table 6.49, for statement four ‘the bank staff is very helpful when approached’, none of the banks’ customers’ expectation level were not met except for Khaliji Bank, where perception mean was equal to the expectation mean score. Masraf Al-Rayan has the lowest gap differences, indicating the bank having more helpful staff in comparison to Doha and QIIB, both of these banks have the highest gap amongst the Qatari national banks. Furthermore, foreign banks such as Standard Chartered and Mashreq Bank have the highest gap differences score among all of the Qatari banks.

For statement five ‘all of the features of the product/s and services was explained clearly when bank staffs are approached’, only Khaliji Bank has the customers being fully satisfied as perception and expectation mean are equal. The remaining banks did not meet the mean expectation score of customers. Mashreq Bank, Standard Chartered and Ahli Bank of Qatar have the highest gap differences, while Masraf Al-Rayan and QIIB has the lowest gap differences as shown in Table 6.49.

Table 6.49 Mean Analysis of Responsiveness Variables: Expectation and Perception
Mean Score and Ranking of Service Quality Statement for Qatari Banks

Dimension		'responsiveness' (b)							
Questions		Statement 4: The bank's staff are very helpful when approached				Statement 5: All the features of the product/s and services was explained clearly when bank staff are approached			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
QIB	IB	4.56	4.07	-0.49	4	4.46	3.68	-0.78	6
QIIB	IB	4.64	3.94	-0.70	9	4.34	3.73	-0.61	3
Ahli Bank Qatar	CB	4.67	4.17	-0.50	5	4.77	3.67	-1.10	11
CBQ	CB	4.75	4.13	-0.62	6	4.48	3.61	-0.87	7
QNB	CB	4.76	4.12	-0.64	7	4.59	3.85	-0.74	5
IBQ	CB	4.67	4.33	-0.34	3	4.67	4.00	-0.67	4
Doha Bank	CB	4.76	3.96	-0.80	10	4.48	3.48	-1.00	8
Mashreq Bank	CB	5.00	3.67	-1.33	12	4.33	3.00	-1.33	13
HSBC	CB	4.82	4.18	-0.64	7	4.82	3.73	-1.09	10
Standard Chartered	CB	5.00	3.50	-1.50	13	5.00	3.75	-1.25	12
Arab Bank	CB	4.80	3.80	-1.00	11	4.80	3.80	-1.00	8
Khaliji Bank	CB	5.00	5.00	0.00	1	5.00	5.00	0.00	1
Masraf Al-Rayan	IB	4.70	4.60	-0.10	2	4.60	4.10	-0.50	2

The 'assurance' dimensions consist of ten specific service quality based statements. As shown in Table 6.50, for statement one 'adequate staff availability to solve my problems', all of the banks scored lower than the mean expectation level. Mashreq Bank, Arab Bank and ABQ have the highest gap between perception and expectation mean level, while HSBC and Doha Bank have the lowest gap differences. For statement two 'the bank's staffs are well-trained and are knowledgeable', none of the banks met the mean expectation level of the customers. Respondents expressed highest dissatisfaction for foreign-owned banks as the gap ranking was the lowest. Masraf Al-Rayan has the lowest gap difference of -0.60. Furthermore statement three 'the bank staffs are confident and competent', none of the banks met the mean expectation score of the respondents. Foreign-owned conventional banks, Mashreq Banks and Standard Chartered followed by Khaliji Bank have the highest gap while Masraf Al-Rayan has the lowest and thus ranked at position 1. As for statement four, 'the ability of the bank to provide confidentiality is excellent', the entire banks in Qatar have a negative gap between perception and expectation mean score; Mashreq Bank has the highest gap, while Masraf Al-Rayan has the lowest gap differences score as indicated in Table 6.50. In statement five 'the bank has a good management team', all of the banks have negative gap differences between perception and expectation mean score except for Khaliji Bank, which has no gap differences as can be seen in

Table 6.50. Masraf Al-Rayan has the lowest gap score of -0.10 compared to Standard Chartered Bank, which has the highest gap score of -1.50. Amongst the Qatar national banks, IBQ and ABQ have the highest gap differences between perception and expectation mean as shown in Table 6.50.

As depicted in Table 6.51, statement six ‘the bank staff provides a pleasant experience’, none of the banks met the customers’ expectation. Conventional banks scored relatively higher compared to Islamic banks in gap difference value between perception and expectation mean. Masraf Al-Rayan has the lowest gap while Standard Chartered Bank, followed by Khaliji and Mashreq Bank have the highest gap score. As for statement seven ‘internet banking is secured for use with personal details’, all of the banks scored lower than their mean expectation score. Khaliji Bank and IBQ in addition to all of the foreign-owned banks have the highest gap differences score between perception and expectation mean of greater than 1.0 (as seen on Table 6.51), while both QIIB and Masraf Al-Rayan have the lowest gap differences. The mean gap for the Islamic banks is -0.36, while the average gap difference between perception and expectation mean for conventional banks is -1.03 (excluding the foreign-owned banks), but if foreign-owned bank is included, the mean gap increases to -1.09.

Statement eight ‘the staff at the bank are polite’ as shown in Table 6.51, the results reveal that none of the banks met the customers’ expectation level (as they perceive service quality for item eight) except for two banks; Masraf Al-Rayan and Khaliji Bank (ranked at position 1). With regards to statement nine ‘the bank is well established’, all of the banks have higher mean perception score compared to mean expectation score except for ABQ, Masraf Al-Rayan and Arab Bank, which have a negative gap score. As for ‘assurance’ dimension statement ten ‘the bank provides secured banking at all time (non-internet based)’, as can be seen in Table 6.50, all of the respondents have given a lower perception score compared to their mean expectation score, the exception was for Khaliji Bank, which has an equal score for both perception and expectation mean.

As shown in Table 6.52, the ‘empathy’ dimension consists of five specific service quality based statements. For statement one ‘the timing and opening hours of the bank are convenient’, none of the banks met the customers’ expectations value except for Mashreq Bank. As for statement two ‘sufficient time is given to customers to solve

their need', Arab Bank has the highest gap score between perception and expectation mean, indicating unhappiness towards service provided by the bank, while Masraf Al-Rayan has a positive gap score indicating a satisfied customers. As for statement three 'convenient locations', the highest gap was by Khaliji bank followed by foreign-owned conventional banks having the highest gap score.

CBQ and QNB have the lowest gap between customers' perception and expectation of service quality. With regards to 'empathy' dimension statement four 'availability of sufficient car parking space', all of the sampled bank customers showed dissatisfaction with their bank for providing inadequate parking facilities, Masraf Al-Rayan has the lowest gap score of -0.70 and Standard Chartered (gap score of -2.34) has the highest gap score. While for 'empathy' dimension statement five 'the bank has good customer relationships' none of the banks met the customers mean expectations value except for Khaliji Bank.

Table 6.53 Mean Analysis of Corporate Social Responsibility Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Qatari Banks

Dimension: 'CSR'					
Statement: The 'CSR' role of the bank is satisfactory					
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
QIB	IB	3.99	3.43	-0.56	3
QIIB	IB	3.98	3.34	-0.64	5
Ahli Bank Qatar	CB	4.40	3.37	-1.03	8
CBQ	CB	4.43	3.18	-1.25	11
QNB	CB	4.02	3.45	-0.57	4
IBQ	CB	4.33	3.00	-1.33	12
Doha Bank	CB	4.33	3.28	-1.05	9
Mashreq Bank	CB	3.33	3.00	-0.33	1
HSBC	CB	4.27	3.18	-1.09	10
Standard Chartered	CB	4.00	3.00	-1.00	6
Arab Bank	CB	4.80	3.20	-1.60	13
Khaliji Bank	CB	4.00	3.00	-1.00	6
Masraf Al-Rayan	IB	3.90	3.40	-0.50	2

The result for 'CSR role of banks' is shown in Table 6.53. For the statement that 'the 'CSR' role of the bank is satisfactory' all of the banks scored a lower mean perception of less than 4.0, indicating that customers are not satisfied with the contribution set by banks for 'CSR' roles. Overall, the gap between perception and expectation mean is higher for conventional banks compared to Islamic banks, meaning customers from

conventional banks feel more should be done by banks for ‘*CSR*’ roles, such as helping the community, helping the poor and needy *etc.* Mashreq Bank and Masraf Al-Rayan have the lowest gap between perception and expectation mean for this statement and thus ranked at position 1, as shown in Table 6.53.

As shown in Table 6.54, the ‘religious compliance’ dimension consists of four service quality-based statements specific for Islamic banks. For statement one ‘the bank is *Shari’ah* compliant/*riba* free banking’, all three banks did not meet the customers’ expectation, however the perceived mean perception is very close to the mean expectation value for all three banks. QIB has the lowest gap difference between perception and expectation mean, while Masraf Al-Rayan has the highest gap score, even though perception value score was higher than other banks. As for statement two ‘the members of the Bank’s *Shari’ah* board are trustful and competent’, Masraf Al-Rayan has the lowest gap difference, while QIIB has the highest. The respondents for all three Islamic banks scored a low mean perception level. Similarly for statement 3 ‘the employees of bank are fully aware of *Shari’ah* compliance’, most customers felt unsatisfied with the level of Islamic knowledge and skills of staff at the bank; hence perception mean score is 4.0 or lower for all three banks. Both Masraf Al-Rayan and QIB have a higher gap difference score compared to QIIB, as shown in Table 6.54. The last statement in Table 6.54 ‘the bank should have a separate part for female customers; all of the Islamic bank customers were asked this question since culturally the study was conducted in conservative Muslim countries. The results indicate that all three Islamic banks scored relatively high perception and expectation means score for this statement, showing that Islamic banking customers are happier having separate area of the banks designated for female customers.

As shown in Table 6.55, ‘pricing competitiveness’ dimension consists of five statements. For statement one ‘The bank provides variety products and services’, none of the banks in Qatar met the mean expectation level of the respondents with the exception of Khaliji Bank. Foreign-owned banks (Mashreq Bank, HSBC, Arab Bank and Standard Chartered) have the highest gap, while Masraf Al-Rayan has the lowest gap of -0.10 between perception and expectation mean score. In addition, as shown in Table 6.55, the statement referring to ‘the bank provides competitive service charge’ all of the banks in Qatar have a low mean perception score range of 2.67 to 3.80, indicating higher dissatisfaction levels. Among the Qatar national banks, CBQ has the

highest gap difference of -0.97 between perception and expectation mean score. As for the statement three about ‘credit limit provided by the bank’, none of the banks met the mean expectation levels of the respondents, indicating that the customers felt that the credit limit is not as high as they would expect it to be. The lowest gap between perception and expectation level for this particular statement is for IBQ, while HSBC has the highest gap difference of -1.09 as indicated in Table 6.55. Moreover as depicted in Table 6.55 with regards to return of investment, all of the Qatar banks (except Mashreq Bank) have a negative gap, indicating a certain level of dissatisfaction by the customers of the banks. Foreign-owned banks did worst in terms of having lower gap scores. However, among national banks of Qatar, Ahli Bank of Qatar has higher gap while Masraf Al-Rayan has the lowest gap differences between perception and mean expectation. The last statement in Table 6.55 ‘the financial performance is very important’, all of the banks (with the exception of Doha Bank) did not meet the desired expectation mean score. However, the gap difference between the expectations and perception mean score is relatively small compared to other ‘pricing competitiveness’ variables. Both perception and expectation mean received a low score from respondents.

6.6 A COMPARISON OF THE CUSTOMERS EXPECTATIONS AND PERCEPTIONS ON SERVICE QUALITY BASED ON THE MODIFIED SERVQUAL DIMENSIONS FOR KUWAITI ISLAMIC AND CONVENTIONAL BANKS

This section looks at the mean comparison of service quality as perceived by the Kuwaiti Islamic and conventional bank customers in terms of expectation and perception for each of the dimension items in relation to each individual sampled bank. The gap between the level of mean expectations and perception is also presented in the Tables.

As shown in Table 6.56 for the ‘technology’ related items; statement one ‘bank uses the latest technology to deliver service and products’, all but one sampled bank in Kuwait did not meet the expectations of the customers. However, Commercial Bank of Kuwait (CBK) has the same score for perception and expectation mean, indicating that the bank has met customers’ expectation for this particular item. Ahli Bank Kuwait (ABK) has the lowest satisfaction level with the highest gap score between

perception and expectation mean score. In contrast, Burgan Bank and AUB have the lowest gaps indicating a higher satisfaction level from the services provided by the banks. Islamic banks have an aggregated average of -0.33 gap differences score between perception and expectation mean in comparison to -0.27 for conventional banks.

The ‘tangible’ dimensions consist of five specific service quality based statements. In statement one ‘the bank has a modern interior decoration’, the majority of the banks have a low gap differences between perception and expectation mean, as shown in Table 6.56, except for four of the banks (KIB, NBK, ABK and CBK). These have either zero or positive gaps score, indicating that the customers are satisfied or more than satisfied with the interior design of the banks. Statement two, in relation to the banks ‘exterior design’, indicates six of the banks have either zero or positive gap differences between perception and expectation mean score, hence reflecting that customers satisfaction level have been met or surpassed. Three of the banks failed to meet the expectation mean score (KFH, Gulf bank and CBK), although these gap were relatively small.

As for ‘tangible’ dimension statement three ‘the forms are clear and easy to understand’, KIB has the lowest gap while AUB has the highest gap differences between perception and expectation mean score. With regards to the statement four ‘brochures are clear and easy to understand’, most banks have relatively small gaps, as shown in Table 6.57, AUB has the smallest perception expectation gap while CBK has a positive gap score. The ABK has the highest gap differences between perception and expectation mean indicating lower level of satisfaction as expressed by respondents.

As can be seen in Table 6.57, statement five pertains to the banking statement, whether it is clear and easy to understand by the customers. Bobbyan Bank has the highest gap of -0.89, indicating higher dissatisfaction level by the customers, while CBK has a positive gap score, indicating a higher satisfaction level since expectation level has been met surpassed.

Table 6.58 Mean Analysis of Reliability Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Kuwaiti Banks (statement 1-3)

Dimension		'reliability' (a)											
Questions		Statement 1: The bank always delivers products as promised				Statement 2: ATM machines always has full cash availability				Statement 3: Always accurate transaction without errors			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
KFH	IB	4.70	4.16	-0.54	4	4.74	4.43	-0.31	3	4.79	4.18	-0.61	4
KIB	IB	4.76	4.12	-0.64	6	4.93	4.33	-0.60	9	4.86	4.24	-0.62	5
Gulf Bank	CB	4.75	4.17	-0.58	5	4.71	4.35	-0.36	4	4.75	4.23	-0.52	3
Burgan Bank	CB	4.71	4.24	-0.47	2	4.81	4.33	-0.48	7	5.00	4.38	-0.62	5
NBK	CB	4.69	4.28	-0.41	1	4.78	4.39	-0.39	5	4.81	4.14	-0.67	7
AUB	IB	4.93	4.29	-0.64	6	4.96	4.57	-0.39	5	4.89	3.96	-0.93	9
CBK	CB	4.50	3.75	-0.75	9	4.75	4.25	-0.50	8	4.25	4.25	0.00	1
Bobyank Bank	IB	4.89	4.22	-0.67	8	4.89	4.78	-0.11	2	5.00	4.22	-0.78	8
ABK	CB	4.60	4.13	-0.47	2	4.80	4.73	-0.07	1	4.87	4.40	-0.47	2

As shown in Table 6.58, 'reliability' dimensions consist of ten specific service quality based statements. For statement one 'the bank always delivers products as promised', none of the sampled Kuwaiti banks met the expectations of the customers' perceptions. CBK has the highest gap differences between perception and expectation mean score, while NBK Bank has the lowest gap, indicating a higher satisfaction level of customers. As for statement two; 'ATM machines always have full cash availability', KIB and CBK have the highest gap differences between perception and expectation mean, while ABK has the lowest gap differences indicating a lesser level of dissatisfaction by respondents. As depicted in Table 6.58, statement three, 'accurate transactions without errors', only CBK met the mean expectation score with zero gap differences, indicating customers are satisfied with the bank. AUB has the highest gap difference score.

Table 6.59 Mean Analysis of Reliability Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Kuwaiti Banks (statement 4-5)

Dimension		'reliability' (b)							
Questions		Statement 4: The bank always process all matters and transaction in set timely manner				Statement 5: The internet banking provided by the bank is always easy to use and clear			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
KFH	IB	4.68	4.18	-0.50	6	4.43	3.99	-0.44	6
KIB	IB	4.81	4.24	-0.57	7	4.24	3.86	-0.38	4
Gulf Bank	CB	4.67	4.23	-0.44	3	4.19	3.71	-0.48	8
Burgan Bank	CB	4.86	4.38	-0.48	5	4.05	3.71	-0.34	2
NBK	CB	4.77	4.33	-0.44	3	4.42	4.17	-0.25	1
AUB	IB	4.89	4.14	-0.75	8	3.89	3.46	-0.43	5
CBK	CB	4.25	4.00	-0.25	1	4.50	4.00	-0.50	9
Bobyar Bank	IB	4.78	4.00	-0.78	9	4.56	4.22	-0.34	2
ABK	CB	4.73	4.33	-0.40	2	4.07	3.60	-0.47	7

As shown in Table 6.59 the 'reliability' dimension statement four 'the bank always process all matters and transaction in set timely manner', none of the banks in Kuwait met the expectation mean score of respondents, with AUB having the highest gap differences between perception and expectation mean, while CBK has the lowest gap differences score. As for statement five 'the internet banking provided by the bank is always clear and easy to use', all of the banks have lower perception mean with relative large negative gap scores. NBK has the lowest gap score while CBK has the highest gap difference score between perception and mean expectation score, as shown in Table 6.59.

As depicted in Table 6.60, statement six 'the processing of applications is always reliable and done efficiently', all of the banks except CBK have the lower perception mean score compared to their expectation mean score. However, the CBK perception score met the expectation mean score. AUB followed by Bobyar Bank, have the highest gap difference between perception and expectation mean score, indicating the least satisfaction rate compared to other Kuwaiti banks. As for statement seven, 'the information provided by the banks website is always detailed and well-structured to meet the needs of all customers', all of the banks have lower mean perception scores

except for CBK, which has zero gap differences between perception and expectation mean score, as depicted in Table 6.60, with ABK having the highest gap.

With regards to ‘reliability’ dimension, statement eight ‘the website is always tailored/customized to solve individual customer needs and problems’, all of the bank respondents have lower mean perception score than the mean expectation score. KIB has the highest gap differences while CBK has the lowest mean gap differences between perception and expectation mean score, indicating lower dissatisfaction level by customers compared to other banks. For the statement regarding communication to customers, namely statement nine ‘the bank provide reliable and efficient SMS service’ as shown in Table 6.60, all of the banks have lower mean perception score and did not meet the mean expectation level except for Bobyan Bank, where the mean perception and expectation score are equal indicating that customers are fully satisfied with these particular services provided by the bank. CBK has the highest gap differences between perception and expectation mean, indicating higher level of dissatisfaction compared to other Kuwaiti banks.

As shown in Table 6.60, for statement ten ‘the bank always provides good reliable telephone banking’, perception scores did not meet the respondents mean expectation level for all of the banks except for CBK. Bobyan has the highest gap differences between perception and expectation mean while NBK has the lowest gap differences. Overall, the lower perception mean here indicates a significant level of dissatisfaction with phone banking customer service responses.

Table 6.61 Mean Analysis of Responsiveness Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Kuwaiti Banks (statements 1-3)

Dimension		‘responsiveness’ (a)											
Questions		Statement 1: Quick response in delivering service efficiently				Statement 2: The phone banking customer services answered my call promptly				Statement 3: All my complaints were dealt efficiently and promptly			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
KFH	IB	4.72	3.93	-0.79	7	4.55	3.79	-0.76	8	4.61	3.79	-0.82	8
KIB	IB	4.76	4.05	-0.71	6	4.64	4.14	-0.50	2	4.48	4.12	-0.36	1
Gulf Bank	CB	4.69	4.04	-0.65	5	4.33	3.94	-0.39	1	4.40	3.88	-0.52	2
Burgan Bank	CB	4.95	4.14	-0.81	8	4.43	3.71	-0.72	7	4.43	3.76	-0.67	6
NBK	CB	4.79	4.29	-0.50	3	4.59	4.03	-0.56	5	4.65	3.90	-0.75	7
AUB	IB	4.93	4.11	-0.82	9	4.36	3.82	-0.54	3	4.36	3.82	-0.54	3
CBK	CB	4.25	4.00	-0.25	2	5.00	4.00	-1.00	9	5.00	4.25	-0.75	7
Bobyan Bank	IB	4.78	4.22	-0.56	4	4.44	3.89	-0.55	4	4.44	3.89	-0.55	4
ABK	CB	4.80	4.60	-0.20	1	4.40	3.80	-0.6	6	4.47	3.87	-0.6	5

As shown in Table 6.61, the ‘responsiveness’ dimension consists of five specific service quality-based statements. For statement one ‘quick response in delivering service efficiently’, none of the banks mean perception met the mean expectation score of respondents. However, ABK has the lowest gap differences while AUB has the highest gap differences. As for statement two regarding telephone banking responses, all of the banks mean perception score did not meet the expectation level of the respondents. CBK has the highest gap differences while the lowest gap difference for Gulf Bank. The average mean gap differences for Islamic Bank for this statement is -0.59 compared to -0.65, indicating that Islamic banks have ‘happier’ customers compared to conventional banks regarding statement two.

Regarding complaint handling statement ‘all of my complaints were dealt with efficiently and promptly’, all of the banks scored low in terms of mean perception score and thus did not meet the mean expectations level of the respondents. CBK has the highest perception score compared to all other Kuwaiti banks. KFH has the highest gap differences between perception and expectation mean, while KIB has the lowest gap differences as shown in Table 6.61.

Table 6.62 Mean Analysis of Responsiveness Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Kuwaiti Banks (statements 4-5).

Dimension		‘responsiveness’ (b)							
Questions		Statement 4: The bank staff are very helpful when approached				Statement 5: All the features of the product/s and services was explained clearly when bank staff are approached			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
KFH	IB	4.73	4.26	-0.47	6	4.75	4.08	-0.67	7
KIB	IB	4.88	4.52	-0.36	3	4.74	4.10	-0.64	6
Gulf Bank	CB	4.65	4.25	-0.40	5	4.62	4.23	-0.39	3
Burgan Bank	CB	4.86	4.48	-0.38	4	4.67	4.14	-0.53	5
NBK	CB	4.80	4.46	-0.34	2	4.70	4.27	-0.43	4
AUB	IB	4.93	4.43	-0.50	7	4.89	4.21	-0.68	8
CBK	CB	5.00	3.75	-1.25	9	4.50	3.25	-1.25	9
Bobyar Bank	IB	4.78	4.22	-0.56	8	4.67	4.44	-0.23	2
ABK	CB	4.60	4.40	-0.20	1	4.67	4.53	-0.14	1

As the results in Table 6.62 indicates, for ‘responsiveness’ dimension statement four ‘the bank staff is very helpful when approached’, customers perception levels did not

meet their expectation level. ABK has the lowest gap differences, indicating more helpful staff in comparison to CBK and Bobyan Bank, which has the highest gap differences between perception and expectation mean as shown in Table 6.62. For statement five 'all the features of the product/s and services was explained clearly when bank staffs are approached', all of the banks customers' mean perceptions did not meet the mean expectation level. CBK followed by AUB with the highest levels of gap differences, while ABK has the lowest gap differences, indicating higher customer satisfaction levels since the gap difference between perception and expectation mean is relatively small at -0.14.

As shown in Table 6.63, the 'assurance' dimension consists of ten specific service quality based statements. For statement one 'adequate staff availability to solve my problems', all of the banks scored lower than the mean expectation level as perceived by customers. Bobyan Bank has the highest gap differences between perception and expectation mean level, while ABK bank has the lowest gap differences. As for statement two 'the bank's staffs are well-trained and knowledgeable', again customers' expectation was not met.

As for statement three 'the bank staffs are confident and competent', the results in Table 6.63 show that none of the banks met the mean expectation of the respondents. CBK has the lowest perception mean score and highest gap difference, while NBK has the lowest gap differences between perception and expectation mean level. With regards to the statement four 'the ability of the bank to provide confidentiality is excellent', all of the banks have gap differences between perception and expectation mean scores. CBK has the highest gap differences while KIB has the lowest gap differences. For statement five 'the bank has a good management team', all of the banks have a negative gap difference score between perception and expectation mean. KIB has the lowest gap score of -0.21 while Bobyan Bank has the highest gap score of -1.11. Three of the nine banks (ABK, Bobyan Bank and Gulf Bank) have less than 4.0 mean perception score, indicating higher levels of dissatisfaction compared to the rest of the banks where the score are above 4.0 for mean perception as perceived by customers of the bank on service quality related to item five.

As regards to statement six as shown in Table 6.63, 'internet banking is secured for use with personal details', all of the banks scored lower than their mean expectation

score except for one bank. ABK has the lowest gap differences between perception and expectation mean while CBK has the highest gap differences. The mean gap score for the Islamic bank is -0.47, while -0.53 for conventional banks, indicating that Islamic banks have better services compared to conventional banks for this particular service item.

As depicted in Table 6.63, for statement seven 'the bank is well established and reputable', seven out of the nine of the banks have higher mean perception score compared to mean expectation score. The banks which did not meet expectation mean values are Bobyen Bank and Burgan Bank. As for statement eight 'the bank provides secured banking at all times, non-internet based', all of the banks have lower perception score compared to their mean expectation score and a negative gap difference. KIB has the lowest gap differences between perception and expectation mean score, indicating lower satisfaction level by customers of the bank, while AUB has the highest gap differences to show higher dissatisfaction levels by the customers of the bank.

With regards to statement nine 'the bank staffs provides a pleasant experience', as shown in Table 6.63, all of the banks did not meet the expectation of their customers'. ABK has the lowest gap differences, while CBK has the highest gap difference score between perception and expectation mean level. The last statement for 'assurance' dimension 'the staffs at bank are polite', for which none of the banks met customers' mean expectation score. However, the gap between perception and expectation is relatively smaller with the exception of CBK, which has the highest gap difference of -0.75 between perception and expectation mean level, indicating less polite staff in comparison to other banks in Kuwait.

As shown in Table 6.64, the 'empathy' dimension consists of five specific service quality-based statements. For statement one 'the timing and opening hours of the bank are convenient', none of the banks met the customers mean expectations value except for CBK. In statement two 'sufficient time is given to customers to solve their need', CBK has the highest gap differences between perception and expectation mean, indicating unhappiness towards this particular service provided by the bank, while NBK has the lowest gap differences indicating lowest dissatisfaction level.

With regards to statement three, the results in relations to the location convenience of the banks, CBK scored zero gap differences between perception and expectation mean, indicating customers are fully satisfied, while Burgan bank followed by KIB has the highest gap differences indicating higher dissatisfaction levels. Furthermore, for statement four ‘the availability of sufficient car parking space’, all of the sampled bank results indicate dissatisfaction by customers with the banks for providing inadequate parking facilities for customers. ABK has the lowest gap of -0.46 between mean perception level and mean expectation levels, while Bobyan Bank, Burgan Bank and CBK have the highest gap differences to indicate higher dissatisfaction levels by customers. For statement five ‘the bank has good customer relationship’ customers expectation of service quality was not met by all of the banks in Kuwait.

Table 6.65 Mean Analysis of ‘CSR’ Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Kuwaiti Banks.

Dimension		‘CSR’			
Questions		Statement: The ‘CSR’ role of the bank is satisfactory			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
KFH	IB	4.35	3.75	-0.60	2
KIB	IB	4.26	3.48	-0.78	5
Gulf Bank	CB	4.33	3.44	-0.89	6
Burgan Bank	CB	4.24	3.57	-0.67	4
NBK	CB	4.29	3.68	-0.61	3
AUB	IB	4.46	3.07	-1.39	9
CBK	CB	4.25	4.00	-0.25	1
Bobyan Bank	IB	4.67	3.44	-1.23	8
ABK	CB	4.53	3.33	-1.20	7

As shown in Table 6.65, the statement relates to ‘CSR’ which gives information about the perceived perception of the bank’s customers in relation to customer satisfaction level for ‘CSR’ related issues as a service provided by the bank. Thus for the item statement ‘the ‘CSR’ role of the bank is satisfactory’, all of the banks in Kuwait has a relatively low perception mean scores except for CBK, which has a perception score of 4.00. The perception mean score signifies that the customers are not satisfied with the contribution set by banks for ‘CSR’ roles. Overall, the average gap difference between perception and expectation mean for Islamic banks is -1.00 compared to -0.72 for conventional banks. This is an indication that customers from Islamic banks feel more should be done by their banks to take active part in ‘CSR’ roles, such as helping the community, helping the poor and needy *etc.* AUB and Bobyan Bank, both

Islamic banks have the highest gap difference between perception and expectation mean, while CBK has the lowest gap differences.

As shown in Table 6.66, the 'religious compliance' dimension consists of four service quality-based statements specific to Islamic banks. For statement one 'the bank is *Shari'ah* compliant/*riba* free', two banks out of the four Islamic banks did meet the customers' expectation mean score. Bobyan Bank and KIB have a positive gap score, indicating that customers felt that their expectation had not only been met but surpassed beyond their expectations. However, AUB respondents gave a low perception score of 3.36 compared to their expectation mean score of 4.25. This showed that the customers felt dissatisfied with this particular service, more so than with other Kuwaiti Islamic banks. In Table 6.66, the statement referring to 'the members of the bank's *Shari'ah* board are trustful and competent', two of the four banks met and surpassed the expectation level. AUB has the highest gap differences between perception and expectation mean score, while KIB has the highest positive gap score, indicating respondents finds the *Shari'ah* board both trustful and competent beyond their expectation levels. Again, AUB has a low mean perception score (3.39) and relatively higher expectation mean score (4.18) in effect having the highest gap of -.079, thus indicating higher customer dissatisfaction level compared to others Islamic banks in Kuwait.

With regards to statement three 'the employees of bank are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking', none of the banks met expectation levels of the respondents, indicating that the customers felt that the employees of the bank should be more aware of *Shari'ah* compliance and be more knowledgeable in issues related to '*Shari'ah* banking'. The lowest gap differences between perception and expectation level was for Bobyan Bank while AUB has the highest gap differences.

For the last statement in Table 6.66, 'the bank should have a separate part for female customers', only KFH respondents' perceptions have been met with their expectation level. AUB respondent gave both low perception and expectation scores. However, the remaining three Islamic banks have high expectation scores for this statement. Although Bobyan bank has the highest mean expectation score, the gap between

perception and expectation mean is -0.33, indicating some level of dissatisfaction with the services that has been provided thus far to customers.

As shown in Table 6.67, the 'pricing competitiveness' dimension consists of five statements. In the case of statement one 'the bank provides variety of products and services', all of the banks, except CBK, in Kuwait did not meet the mean expectation level of the respondents. ABK and Burgan bank have the highest gap difference, while CBK has a positive gap difference of +0.25 between perception and expectation mean score, indicating satisfied customers. Furthermore, all banks had a relatively high mean perception score. As for the statement referring to 'the bank provides competitive service charges', five out of the nine banks in Kuwait have mean perception scores above 4.0, while Bobyan Bank has a gap score of zero indicating respondents are fully satisfied with the service charge with a mean perception score equating to the mean expectation score. As regards to the statement three, 'the bank provides good availability of credit limit', all of the banks, except for CBK, did not meet the mean expectation levels of the respondents, indicating that the customers felt that the credit limit was not as high as they would expect it to be. The lowest gap differences between perception and expectation level for this particular statement was for CBK, while Burgan Bank has the highest gap differences between expectations and perception mean score of -0.85 as indicated in Table 6.67.

As depicted in Table 6.67, with regards to return of investment, all of the Kuwaiti banks have a negative gap score, indicating certain levels of dissatisfaction by the customers. As shown in Table 6.67, Bobyan Bank did the worst, since it has the highest gap difference between perception and expectation mean score, while ABK has a smaller gap difference compared to other Kuwaiti banks.

The last statement in Table 6.67, 'the banks financial performance is very important', none of the banks, except for KIB and Burgan Bank, met the desired expectation mean score. However, the gap difference between expectations and perception mean scores is relatively small compared to other 'pricing competitiveness' variables. Both perception and expectation mean received a low score from respondents.

6.7 SUMMARY

The results in this chapter can be summarised as follows:

In terms of awareness level of Islamic financial products; *murabaha* followed by *tawarruq* and *ijarah* are the most common types of mode of financing in the Islamic banking sectors of Qatar and Kuwait, while *murabaha* is the most popular form of financing, with an awareness level of 49.7% in Qatar and 51.7% in Kuwait.

For conventional banks of both countries, current accounts followed by saving accounts and credit card use are the most common products of which respondents are aware. For Kuwait, there is far more awareness for salary accounts compared to Qatar. Both countries have high usage and awareness of telephone banking. Although there is a significant level of awareness for internet banking, very few respondents utilize this service for either type of bank in Qatar and Kuwait.

In terms of 'religious compliance' dimension, the mean expectation and perception value for both Islamic banks in Kuwait and Qatar are relatively high. Moreover, the gap between perception and expectation mean is the lowest for Qatari Islamic banks compared to all other modified SERVQUAL dimension, indicating that 'religious compliance' dimension has the lowest levels of customer dissatisfaction compared to other service quality dimensions. While in the case of Kuwait the lowest perception expectation gap is for items related to the 'tangible' dimension followed by 'religious compliance' dimension.

The findings revealed that the highest ranking for Qatari Islamic and conventional banks based on respondents expectation were for 'assurance' followed by 'empathy' dimension, while 'CSR' followed by 'pricing competitiveness' dimensions had the lowest ranking. Moreover, 'religious compliance' ranked fifth highest in terms of expectation while having the lowest gap value in comparison to the other dimensions for Qatar Islamic banks. In the case of Kuwaiti Islamic and conventional banks, the 'responsiveness' dimension scored the highest rank for expectations by respondents while the 'pricing competitiveness' dimension had the lowest mean expectation. However, the 'tangible' dimension has the lowest mean expectation for conventional banks of Kuwait.

Furthermore, the gap analysis indicates that Islamic banks in Qatar has the lowest gap difference between perception and expectation mean scores for ‘religious compliance’s dimensions, while having the highest gap score for the ‘empathy’ dimension. In the case of Qatari conventional bank, the ‘tangible’ dimension scored the lowest gap. While for Qatari Islamic banks, the largest gap between customers’ perception and expectation are found to be for ‘empathy’ and ‘responsiveness’ dimensions. Moreover, the ‘religious compliance’ and ‘tangible’ dimensions have the lowest gap differences.

The total gap score for overall SERVQUAL dimensions for Qatar Islamic bank is lower than the conventional banks, indicating that in terms of service quality, the Islamic banks customers are less dissatisfied compared to conventional bank customers.

In the case of Kuwaiti conventional banks, the highest gap between perception and expectation means are for ‘*CSR*’ and ‘pricing competitiveness’ dimensions and the lowest is for the ‘tangible’ and technology dimensions. While Islamic banks has the highest gap differences between customer perception and expectation mean for the ‘*CSR*’ and ‘responsiveness’ dimensions, indicating higher customer dissatisfaction levels for these two dimensions. Moreover, ‘religious compliance’ dimension had the lowest gap difference indicating a lower dissatisfaction level compared to other dimensions within the modified SERVQUAL model.

It should also be noted that the total gap score for the overall SERVQUAL dimension for Kuwaiti Islamic banks is higher than the Kuwaiti conventional banks, hence indicating that in terms of service quality, the Islamic banks’ customers are more dissatisfied compared to conventional bank customers. Overall, Qatari banks has a higher perception–expectation gap differences when compared to Kuwaiti banks, indicating higher and ‘superior’ service quality level in the case of latter.

CHAPTER 7

EXPLORING CUSTOMERS' EXPECTATIONS, PERCEPTIONS AND SATISFACTION ON SERVICE QUALITY IN ISLAMIC AND CONVENTIONAL BANKS IN KUWAIT AND QATAR: INFERENTIAL STATISTICAL ANALYSES

7.1 INTRODUCTION

This chapter provides further analysis of empirical findings based on the perception, attitudes and opinion of customers on service quality and product and service awareness in the banking sector of Kuwait and Qatar. The chapter is divided into six sections; Section 7.2 presents the empirical findings on respondents' opinions in terms of awareness of banking products and services, and the effects of various variables (such as gender, age, education level, duration of banking period, income level, profession, nationality, and ethnic origin) on their level of products and service awareness. The results of inferential analysis are done by utilising non-parametric analytical tests, such as the Mann-Whitney U (MWU) test and Kruskal-Wallis (KW) test. The proceeding section (7.3) uses the Wilcoxon signed ranks to measure the variations between expectations and perceptions of banks respondents in relation to the modified SERVQUAL model dimensions.

Section 7.4 focuses on the application of various analytical techniques to further analyse and assess the differences in bank services perceptions and expectations. Furthermore, factor analysis with Kaiser-Meyer-Olkin and Bartlett's test results allows for identification and generation of new factors affecting banks customer's opinions, perceptions and expectations; more specifically, results based on the targeted area of research, producing a more defined service quality item grouping based on how the customers of banks in Qatar and Kuwait feel. Section 7.5 uses stepwise regression analysis to determine if any relationship exists between overall customer satisfaction and the modified SERVQUAL dimensions. Finally the chapter concludes with a summary in section 7.6.

It should be noted that the analysis Tables for section 7.2 to 7.4 are presented at the end of the thesis, as part of Appendix 1 which includes tables from Table 7.1 to 7.57.

7.2 KNOWLEDGE AND AWARENESS OF BANKING PRODUCTS AND SERVICE IN QATAR AND KUWAIT

The awareness and knowledge of various banking services are important factors for improving banks service quality. To fully determine and understand the attitudes of demographic variables such as gender, age, education level, income level, profession, nationality, and ethnic origin, plus the effect of duration of banking affiliations have on the awareness level of banking products and services, various non-parametric testing are utilised in order to determine if any statistically significant relationship exist between the variables. All results having a statistical significance (a p significance level of 0.05 or less) are further explored in terms of their mean rank values, as this indicates statistically significant finding.

7.2.1 Gender

The results from Table 7.1(a) and 7.1(b) indicated there were statistically significant differences between males and females in terms of their awareness level of different products in conventional and Islamic banks for Qatar and Kuwait. Each respondent's results were coded on SPSS as 1 to 2, with the lower code number (1) indicating awareness and higher number (2) indicating no awareness. This was used for all other variables in the analysis. Thus the MWU test in this case rated a lower mean rank, indicating a higher awareness, while a higher mean rank would indicate a lower awareness. The results are represented and discussed by mean a rank values and significance level of 0.05 or below. Lower ranks indicate higher awareness level of products and services offered by the banks while higher mean ranks represent lower awareness level.

In the case of Kuwaiti Islamic banks as shown in Table 7.1(a), there were statistically significant differences between male and female awareness level for the following products: current accounts, corporate account, credit cards, letter of guarantee, letter of credit, telephone banking, *mudarabah*, *ijarah*, and *istisnah*. All produced a significant difference level of p value less than 0.05.

For Qatari Islamic Banks, there were statistically significant differences between male and female awareness level for salary accounts, corporate accounts, credit cards,

business loans, *murabaha*, *musharakah*, and *tawarruq*. All produced a significant level of p value less than 0.05.

As depicted in Table 7.1(a), in Kuwait, current accounts for conventional banks have a lower mean rank of 110.85 for men hence higher awareness level, compared to a mean rank of 128.11 for women. Similarly, Islamic banks also have a lower mean rank for men of 128.69 hence higher awareness level, compared to 148.43 for women. Premium accounts for conventional banks indicate a lower mean rank for male customers of 111.12 hence higher awareness level when compared with females 127.55. Credit cards have a higher awareness level by Kuwaiti Islamic bank customers, with lower mean rank for female customers at 114.06 compared to males mean rank of 144.84. Letter of credit has a lower mean rank for conventional bank customers as the mean rank for men is 112.22, hence higher awareness level, compared to 125.29 for women in conventional banks. There was also a lower mean rank for men in Islamic banks 125.78 compared to 154.62 for women.

The highest statistical significance for men was for letter of guarantee and letter of credit for Islamic bank customers in Kuwait, as the results show lower awareness by female compared to male customers. which could be attributed to the business nature of the transaction, while credit cards have more awareness for women. This shows that in terms of gender awareness the highest significant difference was overwhelmingly for men with the exception of credit card by Islamic banking customers as shown in Table 7.1(a).

Furthermore, as shown in Table 7.1(a), telephone banking for Islamic bank customer in Kuwait has a lower mean rank 134.00 for men compared to 137.13 for women, hence more awareness by male compared to female customers of the banks. Moreover, as depicted in Table 7.1(b), '*mudarabah*' had a lower mean for men 129.45 compared to women's 146.81, '*ijarah*' had a lower mean rank for men 129.43 compared to 146.86 for women, and '*istisnah*' had a lower mean rank of 127.43 compared to 151.12 for women. Thus men had higher awareness of these three Islamic banking products compared to female.

The results as shown in Table 7.1(a) The results as depicted in Table 7.1(a), show that Qatar banks' 'salary account' has a lower mean rank for Islamic banks customers at

145.28 for men compared to 186.48 for women while conventional banks 'credit cards' have a lower mean rank for men at 131.58 when compared to 142.27 for women. Corporate accounts in conventional banks have a higher awareness for men, with the lowest mean rank value compared to women similarly ranked. Business loans also had the lowest mean value for men. As shown in Table 7.1(b), *murabaha* has a lower mean rank for men at 150.16 thus higher awareness level compared to 173.44 for women. Similarly, *musharakah* has a lower mean rank of 152.70 for men compared to women 166.66, and *tawarruq* has a lower mean rank for men at 147.96 compared to 179.30 for women.

7.2.2 Significance of Age Range of Respondents

As can be seen from Table 7.2, the KW test was the more appropriate method to measure the significance of age differences on the given answers. There is a statistical difference (p below 0.05) among different age groups for savings account holders of Qatari conventional banks; the highest awareness level is for the age group 51-60 based on the low mean rank score of 114.50, while for Qatar Islamic banks, the highest awareness level is for the age range 41-50 (mean rank: 151.50). In the case of salary account holders, Qatari Islamic bank respondents of above 60 years had the highest awareness level (mean rank: 104.50) compared to others age range. Corporate bank account holders in Kuwait conventional banks have the highest awareness in the age group 41-50. In contract, Qatari banks both conventional and Islamic had the highest awareness, for corporate accounts, for those over 60 years with lowest mean rank of 52.50 and 85.50 respectively.

As shown 7.2, a premium account holder for the age range of 41-50 at a Kuwaiti conventional bank has a higher awareness level compared to other age range. However for Qatari banks both conventional and Islamic highest awareness was for those aged over 60 years with regards to premium accounts. Credit cards products had the highest awareness for age range of 18-30 for Kuwaiti conventional banks customers showing product popularity among younger age group. Other services such as deposit box showed highest awareness for age group of 41-50 for conventional banks in Kuwait while in Qatar highest awareness was for older age group of over 60 years, which gives an indication of this type of service used most commonly by older age range.

As depicted in Table 7.2, a letter of guarantee showed highest awareness by those age over 60 years for Qatari Islamic banks customers and similarly those aged over 60 years showed high awareness for foreign exchange services as shown by the lowest mean value for conventional banks customer in Qatar. Telephone banking services showed highest awareness among three age groups 18-30, 31-40 and 51-60 years old due to similar lowest mean rank value, indicating a commonly-known service by conventional bank customers in Kuwait. Internet Banking in Qatar has a significantly higher awareness for customers from 41-50 years of age for Islamic banks. In terms of business loans amongst Kuwait conventional bank customers, the highest awareness age range is for 41-50 years old. While Islamic banks customer in Kuwait showed highest awareness for ijarah products for older age range of 51-60 with lowest mean value of 121.12.

7.2.3 Significance of Differences According to Education Level of Respondents

As shown from Table 7.3, there is a statistical difference among different banks customer based on their education level for knowledge and awareness of banks' products. Education levels were as follows: less than a high school certificate, high school certificate, diploma, bachelor's degree and post graduate degrees.

Respondents have higher knowledge and awareness of products and services offered by the banks based on the mean rank value when comparing education groups, and the lowest mean value indicates higher awareness level. In the case of Kuwaiti conventional, as the results in Table 7.3 indicates that customers have higher awareness level about saving accounts amongst high school certificates holders, while bachelor's degrees holders have a higher awareness level about current account based on lowest mean rank value of (107.90), while in Qatar, conventional banks' lowest mean values are claimed by postgraduate degree holders. Postgraduate degree holders in Kuwaiti conventional banks has higher awareness level for the following products; 'corporate account', 'premium banking account', 'credit card', 'deposit box', 'letters of guarantee', 'bonds', 'business loans' and 'letters of credit'. While in the case the case of Kuwaiti Islamic banks, customers holding post graduate degree in Kuwait have the highest awareness level for premium accounts.

Moreover the results as shown in Table 7.3, postgraduate degrees holders from Qatari Islamic banks have the highest awareness level for the following products; ‘credit cards’ and ‘internet banking’ on compared to any other class of qualification group. While bachelor degree holders have the highest awareness level for ‘foreign exchange’ services with the lowest mean rank of 151.09. Qatar’s conventional bank customers holding postgraduate degree has the highest awareness level for ‘current account’, ‘telephone banking’, ‘car loan’ and ‘internet banking’ compared to other customer holding other types of qualification.

Customers from Qatari Islamic with bachelor’s degree showed high awareness for ‘*murabaha*’ with a mean rank of 101.81.

7.2.4 Respondent Relationship Duration with Banks

The results from Table 7.4, show statistically significant differences between ‘customer duration of banking’ and their knowledge and awareness level of various banking products and services. For conventional banks in Kuwait, there was highest awareness for customers with more than 5 years for ‘current accounts’, ‘premium banking’, ‘deposit boxes’, ‘letters of credit’, ‘bonds’, ‘car loans’, and ‘business loans’, while for customers who have been with the banks for a period of 1-2 years, there was highest awareness for savings account and internet banking. Customers of conventional banks in Kuwait for those with 3-5 years banking, ‘salary accounts’ and ‘personal loans’ had the highest awareness level. Moreover, there is a high awareness for ‘housing loans’ from customers with less than a year experience with the bank. In the case of Islamic banks customers in Kuwait with more than 5 years banking experience showed high awareness level for ‘saving accounts’, ‘current accounts’, ‘corporate accounts’, ‘deposit boxes’, and ‘*murabaha*’.

As shown in Table 7.4 customer from conventional banks in Qatar with 2-3 years banking experience have high awareness for current accounts, based on the lowest mean rank score of (124.00) compared to other categories of duration of banking. Conventional banks customers in Qatar showed high awareness for ‘salary accounts’ for those with 3-5 years banking experience. Similarity customers from Qatari Islamic banks with 3-5 years banking experience showed the highest awareness level for ‘foreign exchange’ services. Customers from Islamic banks in Qatar with longer

duration of banking experience of more than 5 years had high awareness for current accounts, premier accounts, deposit boxes and internet banking. The significance of these findings relate to the duration a customer's business with a bank and the period it takes the customer to become aware of the products.

7.2.5 Respondents Income Level

As shown in Table 7.5, all results having a significance level of 0.05 or lower are indicative of a significant level of findings, and are in parallel to higher levels of awareness. For Kuwait conventional banks, those earning KD 1,501-2,000 showed highest awareness levels for bonds (mean rank: 65.50) and 'business loans' (mean rank: 57.50). Customers earning KD 2,001-2,600 showed highest awareness level for 'salary accounts' (mean rank: 82.00), 'corporate accounts' (mean rank: 58.80) and 'car loans' (mean rank: 78.00). The highest earners in Kuwait who make in excess of KD 2,601 showed highest awareness level for 'deposit boxes' (mean rank: 73.50), 'letters of guarantee' (mean rank: 74.23), 'letters of credit' (mean rank: 84.77) and 'housing loans' (mean rank: 61.05). There were the highest awareness levels for certain products that fall into more than one income group, such as 'premium accounts'. Highest awareness was for those with an income level of KD 1,501-2,000 and KD 2,001-2,600, due to lowest mean rank value of 52.00 for both. The results showed similar high awareness for certain products with more than one earning groups such for 'current accounts' and 'personal loans'. For those customers with income level of KD 1,501-2,000, KD 2,001-2,600 and more than KD 2,601, awareness was for current accounts and 'personal loans', based on the lowest mean rank value of 93.00 for the former and 105.00 for the latter. The 'current account' holders of Kuwait's conventional banks indicate the highest awareness level for higher range of earners. Again, this is expected, since current accounts in Kuwait are only given to top earning customers after vigorous approval procedures and are characterised by issuing cheques.

Kuwaiti Islamic banks customers' results as depicted in Table 7.5 showed that those earning KD 2,001-2,600 had the highest awareness level for 'premium accounts' (mean rank: 48.50), 'credit cards' (mean: rank 112.5), '*murabaha*' (mean rank: 70.00), '*musharakah*' (mean rank: 79.64) and '*ijarah*' (mean rank: 64.68). Those customers earning more than KD 2,601 had the highest awareness for 'current accounts' (mean:

89.00), ‘deposit box’ (mean rank: 77.93), ‘*mudarabah*’ (mean rank: 55.43), ‘*istisnah*’ (mean rank: 45.21), ‘*bai al salam*’ (mean rank: 109.57) and ‘*tawarruq*’ (mean rank: 98.64). The results for ‘saving accounts’ showed high awareness by two different earning groups, KD 1,501-2,000 and KD 2,001-2,600 both of which are having the lowest mean rank of 101.50. Similarly ‘internet banking’ had the highest awareness level amongst earning groups; KD 2,001-2,600 and over KD 2,601.

Customers from conventional banks in Qatar showed highest awareness for ‘corporate accounts’ (mean rank: 106.30), ‘housing loans’ (mean rank: 72.50) and ‘personal loans’ (mean rank: 114.00) for those earning QR 20,001-26,000, while customers with income levels of QR 26,001-34,000 and more than QR 34,001 per month showed highest awareness level for ‘current accounts’ (mean rank: 124.00). The highest earning customers with more than QR 34,001 per month showed highest awareness level for ‘premium accounts’ (mean rank: 82.34), ‘internet banking’ (mean rank: 85.00) and ‘bonds’ (mean rank: 98.25). Results from Qatari Islamic banks varied with the highest awareness for low income level earners of QR 4,001-9,000 for ‘salary accounts’ (mean rank: 129.22), while middle income earners of QR 13,001-20,000 showed highest awareness levels for ‘current accounts’ (mean rank: 129.77). Furthermore, Islamic banks customers in Qatar earning more than QR 34,001 showed highest awareness level for ‘corporate accounts’ (mean rank: 106.67), ‘premium accounts’ (mean rank: 56.67), ‘credit cards’ (mean rank: 108.50), ‘deposit box’ (mean rank: 119.39), ‘internet banking’ (mean rank: 84.06), ‘*murabaha*’ (mean: 98.08), ‘*mudarabah*’ (mean rank: 112.06), ‘*musharakah*’ (mean: 139.14), ‘*ijarah*’ (mean rank: 102.92), ‘*istisnah*’ (mean rank: 113.89), ‘*sukuk*’ (mean rank: 123.67) and ‘*tawarruq*’ (mean rank: 134.69).

7.2.6 Respondent’s Profession

There were more than 20 professions initially used in the survey that were narrowed down to the following categories to make inferential analysis simpler:

- (i) Administrative personal: customer services and general admin/supervisor
- (ii) Professionals: Professional service, medical, legal, computer related, research and development, education / training
- (iii) Executives: executive/senior management, accounting
- (iv) Tradesman and salesman: Self-employed, Sales

- (v) Technical personnel and craftsman: engineering, manufacturing / production
- (vi) Unemployed
- (vii) Public service: government employee, military police
- (viii) Students
- (ix) Others: domestic worker, retired, entrepreneur.

As shown in Table 7.6, the results with the highest awareness level of products and services for Kuwait's conventional bank customers were by executives for salary accounts (mean rank: 82.00), corporate accounts (mean rank: 52.70), deposit boxes (mean rank: 54.60), internet banking (mean rank: 93.00), housing loan (mean rank: 50.50) and business loans (mean rank: 51.70). Furthermore, awareness of credit cards was highest by executives, unemployed and 'others' with mean rank value of 107.50. The most common product and service with highest awareness levels by all professions (except for 'others' profession) was telephone banking, with a mean rank value of 115.50, showing popularity of the service. Kuwaiti Islamic banks' customers showed highest awareness for *murabaha* (mean rank: 84.94) by executives. Technical personnel and craftsman showed the highest awareness level for current accounts (mean rank: 96.47) and premium accounts (mean: 93.33). Kuwaiti Islamic banks customers from the profession of 'tradesman and sales' showed high awareness for salary accounts with mean value 105.98. While the profession category of 'others' showed highest awareness level for corporate accounts (mean: 99.54) and *tawarruq* (mean rank: 85.83).

As depicted in Table 7.6, Qatari conventional bank customers showed highest awareness levels for 'corporate accounts' (mean rank: 106.30), 'bond' (mean rank: 111.70), 'house loans' (mean rank: 72.50) and 'personal loans' (mean: 114.00) and by the occupation category of 'others'. Customers from 'public service' employment category showed highest awareness for 'deposit boxes' (mean rank: 112.36) while highest awareness for 'credit cards' was shown by customers belonging to both 'public service' and 'other' profession category with mean rank value of 123.50. The 'letters of credit' had the highest awareness level amongst customers belonging to 'professional job' category, with mean rank value of 120.47. Qatar Islamic banks customers from the 'public services' job category showed highest awareness for 'premium accounts' (mean rank: 124.41), 'deposit boxes' (mean rank: 127.72), '*murabaha*' (mean rank: 127.37) and '*bai al salam*' (mean rank: 144.28). The job

category ‘others’ had the highest awareness for ‘*musharakah*’ (mean rank: 109.76) and ‘*istisnah*’ (mean rank 111.26). Customer who classify themselves as ‘executives’ had highest awareness level for ‘*sukuk*’ (mean rank: 141.00), while ‘executives’ and the ‘unemployed’ (mean rank: 130.50) showed highest awareness level for salary accounts.

7.2.7 Nationality of Respondents

As shown in Table 7.7, for Kuwait’s conventional bank customers who classify themselves as Kuwaiti showed the highest awareness level for banking products and services such as ‘saving accounts’ (mean rank: 112.71), ‘premium accounts’ (mean rank: 106.17), ‘housing loans’ (mean rank: 99.68), and ‘car loans’ (mean rank: 109.55). Expatriates showed highest awareness for ‘salary accounts’ (mean rank: 100.43). Customers of Islamic banks in Kuwait showed highest awareness level for ‘saving accounts’ (mean rank: 126.93), ‘premium accounts’ (mean rank: 110.81), ‘credit cards’ (mean rank: 121.40), ‘deposit boxes’ (mean rank: 125.54) and ‘*ijarah*’ (mean rank: 127.89) by Kuwaiti nationals. Expatriates, on the other hand, have the highest awareness levels for ‘salary accounts’ (mean rank 126.28), ‘corporate accounts’ (mean rank 125.41), ‘letters of guarantee’ (mean rank: 125.55), ‘letters of credit’ (mean rank: 127.59) and ‘foreign exchange’ (mean rank: 128.19).

As depicted in Table 7.7, Qatari conventional bank customers who identify themselves as ‘Qatari nationals’ have the highest awareness level for products and services such as ‘housing loans’ (mean rank: 97.28), ‘car loans’ (mean rank 115.12) and ‘personal loans’ (mean rank: 114.00). In the case of Qatar Islamic banks customers who are from ‘Qatari nationals’ showed the highest awareness level for ‘current accounts’ (mean rank: 151.24), ‘premium accounts’ (mean rank: 126.17), ‘credit cards’ (mean rank: 148.67), ‘deposit boxes’ (mean rank; 136.37), ‘internet banking’ (mean rank: 141.17), ‘*murabaha*’ (mean rank: 139.90), ‘*mudarabah*’ (mean: 149.48), ‘*musharakah*’ (mean rank: 146.76), ‘*ijarah*’ (mean rank: 144.38), ‘*istisnah*’ (148.26), and ‘*sukuk*’ (147.19). While ‘expatriates’ showed highest awareness for salary accounts (mean rank: 137.21).

7.2.8 Respondents Ethnicity

Customers' ethnicities were broadly categorized into ten different groups. A major portion were mainly made up of GCC nationals (which includes citizens of all countries within GCC: Saudi Arabia, Qatar, Oman, Bahrain, Kuwait and UAE) and non-GCC Arabs, which represent the majority of sample subjects of the research. The other ethnic groups were Western-European, Western-others, Filipino, Indonesian, Chinese, South Asian (India, Bangladesh, and Pakistan), African and 'others'.

As shown in Table 7.8, results for customers from conventional banks in Kuwait show highest awareness level by 'others' category for 'saving accounts' (mean rank: 109.00), 'current accounts' (mean rank: 93.00), 'premium accounts' (mean rank: 95.00), 'credit cards' (mean rank: 107.50) and 'internet banking' (mean rank: 93.00), while customers who are of 'South Asian' origin have the highest awareness levels for 'salary accounts' (mean rank: 82.00). GCC Nationals has the highest awareness level for 'housing loans' (mean rank: 100.34) and car loans (mean rank: 108.81).

As shown in Table 7.8, Kuwait Islamic banks customers who classify themselves as 'others' have the highest awareness level for the following products and services; 'saving accounts' (mean rank:121.00), 'credit cards' (mean rank: 112.50) and 'letters of guarantee' (mean rank: 89.14), while both 'South Asian' and 'Filipino' have the highest awareness levels for 'salary accounts' (mean rank: 101.00). The results for GCC National indicated highest awareness levels for 'premium accounts' (mean rank: 109.37) and '*murabaha*' (mean rank: 128.91).

As regards to Qatari banks, the conventional banks' customers result are shown in Table 7.8, which indicate the highest awareness level of banking products and services by both 'Westerners-European' and 'Indonesians' for current accounts (mean: 124.00). While 'Personal loans' have the highest awareness level by GCC nationals, European-Westerners, Others and Indonesians (mean rank: 114.00). Furthermore, the results indicate that the GCC nationals have the highest awareness level for 'housing loans' with mean rank valued at 97.62.

As for Qatari Islamic banks, 'Filipino' customers have the highest awareness levels for 'salary accounts' (mean rank: 91.50) and 'credit cards' with mean rank value of 140.00. For Qatari Islamic banks, the customers who identify themselves as 'nationals

of GCC', have the highest awareness level for 'premium accounts' (mean rank: 129.14), 'deposit boxes' (mean rank: 138.45), '*murabaha*' (mean rank: 139.70), '*ijarah*' (mean rank: 144.42) and '*sukuk*' (mean rank: 146.04).

7.3 WILCOXON SIGNED RANKS TEST FOR SERVICE QUALITY STATEMENTS

The Wilcoxon signed ranks method was utilised as a measure for variations between expectations and perceptions of banks respondents in relation to the modified SERVQUAL model dimensions. Any p value of equal to or less than 0.05 indicates significant differences between perceptions and expectations. For both Islamic and conventional banks of Kuwait, the Wilcoxon signed rank produces a significantly difference of variation between perception and expectation for all modified SERVQUAL dimensions as shown in Table 7.9(a).

Table 7.9 (a) Wilcoxon Signed Ranks Test for Service Quality Dimension for all Kuwaiti Islamic and Conventional Banks

Kuwait Conventional Banks			Kuwait Islamic Banks		
Statement	Z Value	Asymp. Sig. (2-tailed)	Statement	Z Value	Asymp. Sig. (2-tailed)
'technology'	-5.354 ^b	.000	'technology'	-6.048 ^b	.000
'tangible'	-10.054 ^b	.000	'tangible'	-5.959 ^b	.000
'reliability'	-10.007 ^b	.000	'reliability'	-11.720 ^b	.000
'responsiveness'	-10.054 ^b	.000	'responsiveness'	-11.775 ^b	.000
'assurance'	-9.483 ^b	.000	'assurance'	-10.999 ^b	.000
'empathy'	-9.774 ^b	.000	'empathy'	-10.990 ^b	.000
' <i>CSR</i> '	-8.270 ^b	.000	' <i>CSR</i> '	-9.281 ^b	.000
'competiveness'	-9.848 ^b	.000	'competiveness'	-10.683 ^b	.000
			'religious compliance'	-4.882 ^b	.000
b. Based on negative ranks.			b. Based on negative ranks.		

Similar results is seen is for Qatari Islamic and conventional banks using the Wilcoxon signed rank, which produced a significant difference of variation between perception and expectation for all modified SERVQUAL dimensions as shown in Table 7.9(b).

Table 7.9(b) Wilcoxon Signed Ranks Test for Service Quality Dimension for all Qatari Islamic and Conventional Banks

Qatar Conventional Banks			Qatar Islamic Banks		
Statement	Z Value	Asymp. Sig. (2-tailed)	Statement	Z Value	Asymp. Sig. (2-tailed)
'technology'	-8.288 ^b	.000	'technology'	-10.378 ^b	.000
'tangible'	-7.189 ^b	.000	'tangible'	-9.411 ^b	.000
'reliability'	-13.386 ^b	.000	'reliability'	-14.198 ^b	.000
'responsiveness'	-13.186 ^b	.000	'responsiveness'	-13.830 ^b	.000
'assurance'	-12.877 ^b	.000	'assurance'	-13.372 ^b	.000
'empathy'	-13.040 ^b	.000	'empathy'	-14.399 ^b	.000
'CSR'	-10.814 ^b	.000	'CSR'	-9.019 ^b	.000
'competiveness'	-11.570 ^b	.000	'competiveness'	-13.620 ^b	.000
			'religious compliance'	-9.753 ^b	.000
b. Based on negative ranks.			b. Based on negative ranks.		

7.4 IDENTIFYING FACTORS AFFECTING PERCEPTIONS AND EXPECTATIONS OF SERVICE QUALITY: FACTOR ANALYSIS

In this section, factor analysis is employed to find if the pre-established categories do represent the opinions and categories of the participants. In other words, factor analysis helps to identify the factors affecting dimensions of service quality. The analysis is for Islamic and conventional banks in Kuwait and Qatar, covering both expectations and perceptions.

For the purpose of identifying variables that affect various dimensions of service quality, factor analysis is implemented, for which two analytical statistics methods are applied: the first being Bartlett test of Sphericity and the second being the Kaiser-Meyer-Olkin (KMO), giving a capital adequacy standard for the purpose of having statistically significant findings a *p* value of less than 0.05 (Saunders *et al.*, 2009). In the case of KMO value, a minimum score of 0.6 usually would form an acceptable finding. Based on the previous literature, Kaiser (1974), KMO value above 0.9 is excellent, 0.8 meritorious, 0.7 averages, and 0.6 is mediocre, while a result below 0.50 is considered as unacceptable. The results obtained from an orthogonal rotation with any co-efficient findings below 0.30 are excluded due to non-meaningful findings. It should be noted that the KMO for this study is between the 0.88 and 0.92 ranges, indicating that factor analysis is suitable for this study.

Within factor analysis, extraction and principal component analysis methods are suitable for this research and have been utilised to obtain meaningful findings. The varimax (orthogonal) rotation method on the factor is implemented, which makes the results from the analysis easier to differentiate and categorise into different components, leading to identification of the findings from the results. The results of the rotated component matrix is separated into different components based on eigenvalues above 1.0 (Kaisers criterion) and higher loading factors. Comrey and Lee (1992) suggest that a value equal to or more than 0.71 is excellent, 0.63 is very good, 0.55 is good, 0.45 is fair and 0.32 is poor with higher values giving more meaningful measures. Moreover, Hair *et al.* (1998) states that for sample size greater than 350, the rule of thumb for minimum factor loading that is considered to be acceptable as giving meaningful measures is 0.30 and for a sample size of 250 the acceptable minimum factor loading is 0.35.

The newly formed components with the highest rank and relevance to factor indicates as the most ‘important’ component as perceived by customers of the bank based on customers perception or expectation. Similarly a component with the lowest rank and relevance to factor indicates as the least ‘important’ component as perceived by customers of the banks based on their expectation or perception.

7.4.1 Factor Analysis for Perceptions with Kuwaiti Banks (Combined Islamic and Conventional Banks)

The results for all Kuwaiti banks (Islamic and conventional) as shown in Table 7.10, indicate perception outcome from KMO analysis at 0.916, indicating a highly significant value with a confidence level of 0.000. Based on the results from Table 7.11, there are ten components with a cumulative 65.57% variance, where; component 1 represents 13.15%, component 2 represents 9.01%, component 3 represents 7.93%, component 4 represents 7.27%, component 5 represents 6.43%, component 6 represents 5.72%, component 7 represents 4.42%, component 8 represents 3.91%, component 9 represents 3.88% and component 10 represents 3.81% of the total variation.

The results are shown in Table 7.12, indicating the output of rotated component matrix for perception of service quality. The variables are re-grouped into ten

different components on the basis of their loading factor, with the highest loading factor indicating a stronger relevance to the factor and lower loading value representing a lesser relevance to the factor. Table 7.13, shows the ranking of newly formed components for Kuwaiti banks as a whole, based on customers' perception.

The first component extracted is termed as 'banking services' with loading factors from 0.439 to 0.811 and an average mean of 4.26. This component has the highest mean score and ranked at position 1 indicating the dimension to be the most significant based on customers' perception. The variables falling within this component are ranked in order of the mean value, variables with the highest mean value is stated first and lowest mean value is stated last as shown in Table 7.13. The newly formed components and items are as follows:

- The bank staff provides a pleasant experience
- Sufficient time is given to customers to fulfil their needs
- All features of the product/s and services were explained clearly when bank staff were approached
- The bank always delivers products as promised
- The bank staff is always helpful when approached
- The bank staff is confident and competent
- The bank staff is well-trained and knowledgeable
- The bank staff members are polite
- The bank has good customer relationship

The second component extracted is termed as 'banking services processing' with loading factors from 0.549 to 0.748 averages mean of 4.18, and is made of the following items:

- The processing of applications is always done efficiently
- The bank always processes all matters and transaction in a timely manner
- Transactions are accurate and without errors
- Quick response time in delivering service efficiently
- Adequate staff availability to solve my problems
- Forms are clear and easy to understand

The third component extracted is termed as 'security and management' with loading factor from 0.322 to 0.820 average mean 4.26, This component has the highest mean score and ranked at position 1 (sharing the same rank position with 'banking services')

component) indicating the dimension to be the most significant based on customers' perception and is made of the following items:

- The bank provides secured banking at all times (non-internet based)
- The bank has a good management team
- The ability of the bank to provide confidentiality is excellent
- The bank is well-established
- Internet banking is secure for use with personal details
- Clear bank statements

The fourth component extracted is termed as 'banks website, internet banking and technology' with loading factor from 0.411 to 0.868, with an average mean of 3.97, the component consists of the following items:

- The information provided by the bank's website is always detailed and well-structured to meet the need of customers
- The internet banking provided by the bank is always easy to use and clear
- The website is always tailored/customized to solve individual customer needs and problems
- The bank uses latest technology and equipment

The fifth component extracted is termed as 'telephone banking services' with a loading factor from 0.446 to 0.836, with an average mean of 3.96. The component is contains the following items:

- The phone banking customer service answered my calls promptly
- All my complaints were dealt with efficiently and promptly
- The bank always provides good reliable telephone banking (help and support)
- The bank provides reliable and efficient SMS service

The sixth component extracted is termed as 'financial performance and *CSR*' with loading factor from 0.319 to 0.739 average means of 3.67. This component has the lowest mean score and ranked at position 10, indicating the dimension to be the least significant based on customers' perception and is made of the following items:

- The bank pays competitive returns on investment
- The bank provides good availability of credit limits provided by the bank
- The *CSR* role of the bank is satisfactory
- The bank's financial performance is very important
- Brochures are clear and easy to understand

The seventh component extracted is termed as ‘bank design’ with loading factor from 0.902 to 0.907 average mean 4.22, and is made of the following items:

- Modern exterior features
- Modern interior decoration

The eighth component extracted is termed as ‘location and parking facilities’ with a loading factor from 0.731 to 0.740 average mean 4.15, and is made of the following items:

- Convenient locations
- Availability of sufficient car parking space

The ninth component extracted is termed as ‘products and charges’ with a loading factor from 0.783 to 0.803 averages mean 4.08, and are made of the following items:

- The bank provides competitive service charge
- The bank provides variety products and services

The tenth component extracted is termed as ‘opening hours and ATM services’ with a loading factor from 0.707 to 0.791 average mean 4.23, and is made of the following items:

- ATM machines is always full cash availability
- The timing and opening hours of the bank are convenient

7.4.2 Factor Analysis of Expectations with Kuwaiti Banks (Combined Islamic and Conventional Banks)

The results for all Kuwaiti banks (Islamic and conventional) as shown in Table 7.14 reveal the KMO value to be 0.901, indicating a highly significant value with a confidence level of 0.000. Based on the results from Table 7.15, as indicated, 11 components had a 66.01% cumulative variance explained with component 1 representing 14.48%, component 2 representing 9.51%, component 3 representing 7.21%, component 4 representing 6.57%, component 5 representing 5.16%, component 6 representing 5.07%, component 7 representing 4.39%, component 8 representing 3.77%, component 9 representing 3.69%, component 10 representing 3.24% and component 11 representing 2.85% of the total variations. Table 7.16, shows the output of rotated component matrix for ‘expectation’ of service quality for Kuwaiti banking sector as a whole.

The results are shown in Table 7.16, indicating the variables are re-grouped into eleven different components on the basis of their loading factor for each, with the highest loading factor indicating a stronger relevance to the factor and lower loading value representing a lesser relevance to the factor. Table 7.17 shows the ranking of newly formed components for all Kuwaiti banks based on customers' 'expectation'.

The first component extracted is termed as 'customer services and staff attitudes' with loading factors from 0.437 to 0.760 and an average mean 4.74. This component has the highest mean score and ranked at position 1 indicating the dimension to be the most significant based on customers' expectation. The variables falling within this component are ranked in order of the mean value, variables with the highest mean value is stated first and lowest as last as shown in Table 7.17. The newly formed components are listed as follows:

- The bank staff is confident and competent
- The bank staff is always helpful when approached
- Sufficient time is given to customers to solve their needs
- The bank always delivers products as promised
- All the features of the product/s and services were explained clearly when bank staff is approached
- The bank staff provides a pleasant experience
- The bank's staff are well trained and knowledgeable
- The staff members at the bank are polite
- The bank has good customer relationship

The second component extracted is termed as 'problem solving and efficiency' with loading factors from 0.461 to 0.746 average mean of 4.73, and is made of the following items:

- Accurate transactions without errors
- Quick response in delivering service efficiently
- The bank always processes all matters and transactions in a timely manner
- Adequate staff availability to solve my problems
- The processing of applications is always done efficiently
- Forms are clear and easy to understand
- Availability of sufficient car parking space
- Convenient locations

The third component extracted is termed as ‘website services and security’ with loading factors from 0.504 to 0.889 average mean 4.40, and is made of the following items:

- The information provided by the bank’s website is always detailed and well-structured to meet the needs of customers
- The internet banking provided by the bank is always easy to use and clear
- The website is always tailored/customized to solve individual customer needs and problems
- Internet banking is secure for use with personal details

The fourth component extracted is termed as ‘telephone banking, complaints and SMS’ with loading factors from 0.479 to 0.865 average mean 4.51, and is made of the following items:

- The phone banking customer service answered my calls promptly
- All my complaints were dealt with efficiently and promptly
- The bank always provides good reliable telephone banking (help and support)
- The bank provides reliable and efficient SMS service

The fifth component extracted is termed as ‘confidentiality and managements’ with loading factors from 0.681 to 0.752 average mean of 4.64, and is made of the following items:

- The ability of the bank to provide confidentiality is excellent
- The bank has a good management team
- The bank provides secured banking at all times (non-internet based)

The sixth component extracted is termed as ‘bank design’ with loading factors from 0.921 to 0.922 average mean 4.18. This component has the lowest mean score and ranked at position 11, indicating the dimension to be the least significant based on customers’ expectation and is made of the following items:

- Modern exterior features
- Modern interior decoration

The seventh component extracted is termed as ‘*CSR*, credit services and returns’ with loading factors 0.455 to 0.791 average mean 4.27, and is made of the following items:

- The bank provides good availability of credit limits
- The bank pays competitive returns on investment

- The *CSR* role of the bank is satisfactory

The eighth component extracted is termed as ‘products variety and service charges’ with loading factors from 0.759 to 0.786 average mean 4.62, and is made of the following items:

- The bank provides competitive service charges
- The bank provides a variety of products and services

The ninth component extracted is termed as ‘bank establishment and location’ with loading factors from 0.495 to 0.698 average mean 4.38, and is made of the following items:

- The timing and opening hours of the bank are convenient
- The bank uses the latest technology and equipment’s
- The bank is well-established

The tenth component extracted is termed as ‘information clarity’ with loading factors from 0.614 to 0.686 average mean 4.30, and is made of the following items:

- Brochures are clear and easy to understand
- Clear bank statements

The eleventh component extracted is termed as ‘financial performance and ATM’ with loading factors from 0.473 to -0.660 average mean 4.23, and is made of the following:

- The bank’s financial performance is very important
- ATM machines is always full cash availability

7.4.3 Factor Analysis of Perceptions in the Case of Kuwait Islamic Banks

The results for Islamic banks in Kuwait as shown in Table 7.18 indicate perceptions outcome from KMO analysis is 0.895, indicating a highly significant value with a confidence level of 0.000. Based on the results from Table 7.19, twelve components with 70.03% cumulative variance explained with component 1 representing 14.93%, component 2 representing 6.68%, component 3 representing 6.37%, component 4 representing 6.23%, component 5 representing 5.75%, component 6 representing 5.72%, component 7 representing 5.11%, component 8 representing 4.21%, component 9 representing 4.02, component 10 representing 3.91%, component 11 representing 3.87% and component 12 representing 3.17% of the total variations.

Table 7.20, shows the output of rotated component matrix for ‘perception’ of service quality. Moreover, Table 7.21 shows the newly formed components and the ranking of these components for Kuwaiti Islamic banks based on customers’ ‘perception’.

The results are shown in Table 7.21, indicating the variables are re-grouped into twelve different components on the basis of their loading factor for each with the highest loading factor indicating a stronger relevance to the factor and lower loading value representing a lesser relevance to the factor.

The first component extracted is termed as ‘customer services and CRM’ with loading factors from 0.463 to 0.856 and an average mean 4.23. The variables falling within this component are ranked in order of the mean values, variables with the highest mean value is stated first and lowest as last as shown in Table 7.21. The newly formed components and their variables are as follows:

- The bank staff provides a pleasant experience
- The bank always delivers products as promised
- The bank staffs are always helpful when approached
- Sufficient time is given to customers to solve their need
- All the features of the product/s and services was explained clearly when bank staff are approached
- The bank staffs are confident and competent
- The bank’s staff are well trained and knowledgeable
- The staff at bank are polite
- The bank has good customer relationship
- Forms are clear and easy to understand

The second component extracted is termed as ‘website information and internet banking’ with loading factors from 0.589 to 0.861 average mean 3.95, and is made of the following items:

- The information provided by the banks website is always detailed and well-structured to meet the need of customers
- The internet banking provided by the bank is always easy to use and clear
- The website is always tailored/customized to solve individual customer need and problem
- Internet banking is secured for use with personal details

The third component extracted is termed as ‘problem solving and efficiency’ with loading factors from 0.486 to 0.756 averages mean 4.08, and is made of the following items:

- The processing of application is always done efficiently
- The bank always process all matters and transaction in set timely manner
- Always accurate transaction without errors
- Quick response in delivering service efficiently
- Adequate staff availability to solve my problems

The fourth component extracted is termed as ‘management, establishment and confidentiality’ with loading factors from 0.648 to 0.757 average mean 4.32. This component has the highest mean score and ranked at position 1 indicating the dimension to be the most significant based on customers’ perception and is made of the following items:

- The bank provides secured banking at all times (non-internet based)
- The bank is well-established
- The ability of the bank to provide confidentiality is excellent
- The bank has a good customer relationship CRM

The fifth component extracted is termed as ‘*Shari’ah* and religious reasons’ with loading factors from 0.427 to 0.841 average mean 4.12, and is made of the following items:

- The members of the bank’s *Shari’ah* board are trustful and competent
- The employees of bank are fully aware of *Shari’ah* compliance and have sufficient knowledge about Islamic banking
- The banks is *Shari’ah* compliant/*riba* free
- The bank should have a separate part for female customers

The sixth component extracted is termed as ‘telephone banking and complaints’ with loading factor from 0.413 to 0.826 average mean 3.99, and is made of the following items:

- The phone banking customer service answered my calls promptly
- The bank always provides good reliable telephone banking (help and support)
- All my complaints were dealt with efficiently and promptly
- The bank provides reliable and efficient SMS service

The seventh component extracted is termed as ‘credit limits, returns and financial performance’ with loading factors from 0.493 to 0.702 average mean 3.59. This component has the lowest mean score and ranked at position 12, indicating the dimension to be the least significant based on customers’ perception and is made of the following items:

- The bank pays competitive returns on investment
- The bank provides good availability of credit limits provided by the bank
- The *CSR* role of the bank is satisfactory
- The bank’s financial performance is very important

The eighth component extracted is termed as ‘bank design’ with loading factors from 0.871 to 0.898 average mean 4.16, and is made of the following items:

- Modern interior decoration
- Modern exterior features

The ninth component extracted is termed as ‘information clarity and technology’ with loading factors from 0.563 to 0.615 average mean 4.03, and is made of the following items:

- Brochures are clear and easy to understand
- The bank uses latest technology and equipment
- Clear bank statements

The tenth component extracted is termed as ‘opening hours and ATM’ with loading factors from 0.670 to 0.827 average mean 4.23, and is made from the following items:

- ATM machines is always full cash availability
- The timing and opening hours of the bank are convenient

The eleventh component extracted is termed as ‘products variety and charges’ with loading factors from 0.744 to 0.755 average mean 4.09, and is made of the following items:

- The bank provides a variety of products and services
- The bank provides competitive service charges competitive service charges

The twelfth component extracted is termed as ‘locations and parking’ with loading factors from 0.735 to 0.761 average mean 4.05, and is made of the following items:

- Convenient locations

- Availability of sufficient car parking space parking space

7.4.4 Factor Analysis of Expectations in the Case of Kuwait Islamic Banks

The results for Islamic banks in Kuwait are shown in Table 7.22; indicates expectation outcome from KMO analysis is 0.831, indicating a highly significant value with a confidence level of 0.000. Based on the results from Table 7.23, twelve components have a 67.74% cumulative variance explained with component 1 representing 12.43%, component 2 representing 7.82%, component 3 representing 6.92%, component 4 representing 6.14%, component 5 representing 6.13%, component 6 representing 5.11%, component 7 representing 4.87%, component 8 representing 4.35%, component 9 representing 3.92%, component 10 representing 3.59%, component 11 representing 3.51% and component 12 representing 2.91% of the total variations. Moreover, the Table 7.24 shows the output of rotated component matrix for ‘expectation’ of service quality. Table 7.25 shows the ranking of newly formed components for Kuwaiti Islamic banks based on customers’ ‘expectation’ of service quality.

The results are shown from in Table 7.25, indicating the variables re-grouped into twelve different components on the basis of their loading factor for each, with the highest loading factor indicating a stronger relevance to the factor and lower loading value representing a lesser relevance to the factor.

The first component extracted is termed as ‘customer services’ with loading factors from 0.694 to 0.774 and an average mean 4.76. This component has the highest mean score and ranked at position 1 indicating the dimension to be the most significant based on customers’ expectation of service quality. The variables falling within this component are ranked in order of the mean values, variables with the highest mean value is stated first and lowest as last as shown in Table 7.25. The newly formed components’ and their variables are as follows:

- The staff at the bank is polite
- The bank’s staff is confident and competent
- All the features of the product/s and services are explained clearly when bank staff is approached
- Sufficient time is given to customers to solve their needs
- The bank always delivers products as promised

- The bank staff members are always helpful when approached
- The bank staff provides a pleasant experience
- The bank's staff members are well-trained and knowledgeable

The second component extracted is termed as 'accuracy and efficiency' with loading factors from 0.500 to 0.777 average mean 4.75, and is made of the following items:

- Accurate transactions without errors
- The bank always processes all matters and transactions in a timely manner
- Quick response in delivering service efficiently
- Adequate staff availability to solve my problems
- Forms are clear and easy to understand
- The processing of applications is always done efficiently

The third component extracted is termed as 'website services and online banking' with loading factors from 0.485 to 0.907 average mean 4.40, and is made of the following items:

- The information provided by the bank's website is always detailed and well-structured to meet the need of customers
- The internet banking provided by the bank is always easy to use and clear
- The website is always tailored/customized to solve individual customer needs and problems
- Internet banking is secure for use with personal details

The fourth component extracted is termed as '*Shari'ah* and religious reasons' with loading factors from 0.890 to 0.926 average mean 4.41, and is made of the following items:

- The members of the bank's *Shari'ah* board are trustful and competent
- The banks is *Shari'ah* compliant/*riba* free
- The employees of bank are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking

The fifth component extracted is termed as 'telephone banking and complaints' with loading factors from 0.817 to 0.874 average mean 4.55, and is made of the following items:

- The phone banking customer service answered my calls promptly
- All my complaints were dealt with efficiently and promptly
- The bank always provides good reliable telephone banking (help and support)

The sixth component extracted is termed as 'bank management and confidentiality' with loading factors from 0.619 to 0.785 average mean of 4.70, and is made of the following items:

- The bank has a good management team
- The ability of the bank to provide confidentiality is excellent
- The bank provides secured banking at all times (non-internet based)

The seventh component extracted is termed as 'bank design' with loading factors from 0.898 to 0.909 average mean 4.18. This component has the lowest mean score and ranked at position 11, indicating the dimension to be the least significant based on customers' expectation and is made of the following items:

- Modern interior decoration
- Modern exterior features

The eighth component extracted is termed as 'credit limit and returns' with loading factors from 0.391 to 0.786 average mean of 4.42, the component is made of the following items:

- The bank provides good availability of credit limit
- The bank pays competitive returns on investment
- Brochures are clear and easy to understand
- ATM machines is always full cash availability
- The bank has good customer relationship

The ninth component extracted is termed as 'opening hours, technology and female section' with loading factors from 0.550 to 0.678 average mean 4.29, and is made of the following items:

- The bank uses latest technology and equipment
- The timing and opening hours of the bank are convenient
- The bank should have a separate part for female customers

The tenth component extracted is termed as 'products, charges and establishment' with loading factors from -0.448 to 0.735 average mean 4.44, and is made of the following items:

- The bank provides competitive service charges competitive service charges
- The bank provides a variety of and services
- The bank is well-established

The eleventh component extracted is termed as ‘location and parking, clarity of information’ with loading factors from 0.358 to 0.622 average mean 4.64, and is made of the following items:

- Convenient locations
- Availability of sufficient car parking space
- Clear bank statement

The twelfth component extracted is termed as ‘financial performance, SMS and *CSR*’ with loading factors from -0.347 to 0.557 average mean 4.10, and is made of the following items:

- The bank’s financial performance is very important
- The bank provides reliable and efficient SMS service
- The *CSR* role of the bank is satisfactory

All the newly identified components can be further ranked based on their average mean values, as shown in Table 7.25.

7.4.5 Factor Analysis of Perceptions in the Case of Kuwaiti Conventional Banks

The results for conventional banks in Kuwait as shown in Table 7.26, indicate perception outcome from KMO analysis is at 0.875, indicating a highly significant value with a confidence level of 0.000. Based on the results from Table 7.27 ten components with 66.45% cumulative variance explained with component 1 representing 12.51%, component 2 representing 9.17%, component 3 representing 8.48%, component 4 representing 7.00%, component 5 representing 6.72%, component 6 representing 5.83%, component 7 representing 4.68%, component 8 representing 4.57%, component 9 representing 4.09% and component 10 representing 3.36% of the total variations. Table 7.28 shows the output of rotated component matrix for ‘perception’ of service quality. Table 7.29 shows the ranking of newly formed components for Kuwaiti conventional banks based on customers’ ‘perception’ of service quality.

The results are shown in Table 7.29, indicating the variables are re-grouped into ten different components on the basis of their loading factors for each, with the highest loading factor indicating a stronger relevance to the factor and lower loading value representing a lesser relevance to the factor.

The first component factor extracted is termed as ‘customer service and staff’ with loading factors from 0.637 to 0.793 and an average mean 4.31. This component has the highest mean score and ranked at position 1 indicating the dimension to be the most significant based on customers’ perception of service quality. The variables falling within this component are ranked in order of the mean values, variables with the highest mean value is stated first and lowest as last as shown in Table 7.29. The newly formed components and their variables are as follows:

- All the features of the product/s and services are explained clearly when bank staff is approached
- The bank staff provides a pleasant experience
- Sufficient time is given to customers to solve their needs
- The bank always delivers products as promised
- The bank staff members are always helpful when approached
- The bank’s staff is confident and competent
- The staff at the bank is polite
- The bank’s staff members are well-trained and knowledgeable

The second component extracted is termed as ‘efficiency and accuracy’ with loading factors from 0.409 to 0.710 average mean 4.15, and is made of the following items:

- Forms are clear and easy to understand
- Quick response in delivering service efficiently
- The processing of applications is always done efficiently
- The bank always processes all matters and transactions in a timely manner
- Adequate staff availability to solve my problems
- Accurate transactions without errors
- Brochures are clear and easy to understand
- Clear bank statement

The third component extracted is termed as ‘management, establishment and confidentiality’ with loading factors from 0.679 to 0.846 average mean 4.27, and is made of the following items:

- The bank provides secured banking at all times (non-internet based)
- The bank is well-established
- The bank has a good management team
- The ability of the bank to provide confidentiality is excellent

- Internet banking is secure for use with personal details

The fourth component extracted is termed as 'internet banking and bank website' with loading factors from 0.774 to 0.876 average mean 3.95, and is made of the following items:

- The internet banking provided by the bank is always easy to use and clear
- The information provided by the bank's website is always detailed and well-structured to meet the need of customers
- The website is always tailored/customized to solve individual customer needs and problems

The fifth component extracted is termed as 'telephone banking and complaints' with loading factors from 0.452 to 0.838 average mean 3.96, and is made of the following items:

- All my complaints were dealt with efficiently and promptly
- The phone banking customer service answered my calls promptly
- The bank always provides good reliable telephone banking (help and support)
- The bank provides reliable and efficient SMS service

The sixth component extracted is termed as 'financial performance, *CSR* and opening hours' with loading factors from 0.379 to 0.751 average mean 3.74. This component has the lowest mean score and ranked at position 10, indicating the dimension to be the least significant based on customers' perception and is made of the following items:

- The bank pays competitive returns on investment
- The *CSR* role of the bank is satisfactory
- The bank's financial performance is very important
- The bank provides good availability of credit limit
- The timing and opening hours of the bank are convenient

The seventh component extracted is termed as 'bank design' with loading factors 0.875 to 0.893 average mean 4.29, and is made of the following items:

- Modern exterior features
- Modern interior decoration

The eighth component extracted is termed as 'locations, car parking space parking and technology' with loading factors from 0.402 to 0.758 average mean 4.25, and is made of the following items:

- Convenient locations
- Availability of sufficient car parking space
- The bank uses latest technology and equipment

The ninth component extracted is termed as 'banks products and charges' with loading factors from 0.720 to 0.754 average mean 4.05, and is made of the following items:

- The bank provides a variety of and services
- The bank provides competitive service charges competitive service charges

The tenth component extracted is termed as 'ATM and CRM' with loading factors from 0.398 to 0.672 average mean 4.30, and is made of the following items:

- ATM machines is always full cash availability
- The bank has good customer relationship

All the newly identified components can be further ranked based on their average mean values, as shown in Table 7.29.

7.4.6 Factor Analysis of Expectations in the Case of Kuwait Conventional Bank

The results for the conventional banks in Kuwait as shown in Table 7.30 indicate 'expectation' outcome from KMO analysis is at 0.874, indicating a highly significant value with a confidence level of 0.000. Based on the results from Table 7.31 eleven components with 69.20% cumulative variance explained with component 1 representing 19.34%, component 2 representing 7.43%, component 3 representing 6.87%, component 4 representing 6.47%, component 5 representing 5.09%, component 6 representing 4.81%, component 7 representing 4.59%, component 8 representing 4.02%, component 9 representing 3.72%, component 10 representing 3.70% and component 11 representing 3.10% of the total variations. Table 7.32 shows the output of rotated component matrix for 'expectation' of service quality. Table 7.33 shows the ranking of newly formed components for Kuwaiti conventional banks based on customers' 'expectation' of service quality.

As shown in Table 7.33, the variables are re-grouped into eleven different components on the basis of their loading factor for each, with the highest loading factor indicating a stronger relevance to the factor and lower loading value representing a lesser relevance to the factor.

The first component extracted is termed as ‘customer services and service quality’ with loading factors from 0.538 to 0.838 and an average mean 4.72. The variables falling within this component are ranked in order of their mean values, variables with the highest mean value is stated first and lowest as last as shown in Table 7.33. The newly formed components and their variables are as follows:

- The bank staff members are always helpful when approached
- The bank’s staff is confident and competent
- All the features of the product/s and services are explained clearly when bank staff is approached
- Sufficient time is given to customers to solve their needs
- The bank always delivers products as promised
- The bank staff provides a pleasant experience
- The bank’s staff members are well-trained and knowledgeable
- The staff at the bank is polite
- The bank always processes all matters and transactions in a timely manner
- The processing of applications is always done efficiently
- The bank has good customer relationship
- Forms are clear and easy to understand

The second component extracted is termed as ‘internet banking and website’ with loading factors from 0.487 to 0.874 average mean 4.20, and is made of the following items:

- The information provided by the bank’s website is always detailed and well-structured to meet the need of customers
- The internet banking provided by the bank is always easy to use and clear
- The website is always tailored/customized to solve individual customer needs and problems
- The bank uses latest technology and equipment.

The third component extracted is termed as ‘location, car parking and accuracy’ with loading factors from 0.550 to 0.711 average mean 4.75. This component has the highest mean score and ranked at position 1 indicating the dimension to be the most

significant based on customers' expectation of service quality. The components consist of the following variables:

- Availability of sufficient car parking space
- Accurate transactions without errors
- Convenient locations
- Adequate staff availability to solve my problems
- Quick response in delivering service efficiently

The fourth component extracted is termed as 'telephone banking and complaints' with loading factors from 0.528 to 0.860 average mean 4.49, and is made of the following items:

- The phone banking customer service answered my calls promptly
- All my complaints were dealt with efficiently and promptly
- The bank always provides good reliable telephone banking (help and support)
- The bank provides reliable and efficient SMS service

The fifth component extracted is termed as 'confidentiality, management and security' with loading factors from 0.519 to 0.720 average mean 4.60, and is made of the following items:

- The ability of the bank to provide confidentiality is excellent
- The bank provides secured banking at all times (non-internet based)
- The bank has a good management team
- Internet banking is secure for use with personal details

The sixth component extracted is termed as 'bank design' with loading factors from 0.921 to 0.921 average mean 4.17. This component has the lowest mean score and ranked at position 11, indicating the dimension to be the least significant based on customers' expectation of service quality and is made of the following items:

- Modern exterior features
- Modern interior decoration

The seventh component extracted is termed as '*CSR*, credit limit and return' with loading factors 0.564 to 0.708 average mean 4.24, and is made of the following items:

- The bank pays competitive returns on investment
- The bank provides good availability of credit limit
- The *CSR* role of the bank is satisfactory

The eighth component extracted is termed as 'products services and charges' with loading factors from 0.495 to 0.719 average mean 4.65, and is made of the following items:

- The bank provides a variety of and services
- The bank provides competitive service charges competitive service charges
- ATM machines is always full cash availability

The ninth component extracted is termed as 'establishment and opening hours' with loading factors from 0.723 to 0.744 average mean 4.36, and is made of the following items:

- The bank is well-established
- The timing and opening hours of the bank are convenient

The tenth component extracted is termed as 'clarity or printed information' with loading factors from 0.702 to 0.715 average mean 4.25, and is made of the following items:

- Clear bank statement
- Brochures are clear and easy to understand

The eleventh component extracted is termed as 'financial performance' with loading factor from 0.667 to 0.667 average mean 4.56, and is made of one item:

- The bank's financial performance is very important

7.4.7 Factor Analysis of Perceptions with Qatari Banks (Combined Islamic and Conventional Banks)

The results for all banks in Qatar (Islamic and conventional) as shown in Table 7.34, the outcome from KMO analysis is valued at 0.906, indicating a highly significant value with a confidence level of 0.000. Based on the results from Table 7.35, the analysis output produced ten components with 60.24% cumulative variance, this consist of following distribution of variance; component 1 representing 12.06%, component 2 representing 8.05%, component 3 representing 7.30%, component 4 representing 5.76%, component 5 representing 5.74%, component 6 representing 5.00%, component 7 representing 4.82%, component 8 representing 4.21%, component 9 representing 3.90% and component 10 representing 3.35% of the total variations. Table 7.36 shows the output of rotated component matrix for 'perception'

of service quality. In addition, Table 7.37 shows the ranking of newly formed components for Qatari banking sector as a whole, based on customers' 'perception' of service quality.

The results are shown in Table 7.37 indicating the variables are re-grouped into ten different components on the basis of their loading factor for each, with the highest loading factor indicating a stronger relevance to the factor and lower loading value representing a lesser relevance to the factor.

The first component extracted is termed as 'customer services and relationship management' with loading factors from 0.538 to 0.779 and an average mean 3.97. The variables falling within this component are ranked in order of the mean values, variables with the highest mean value is stated first and lowest as last as shown in Table 7.37. The newly formed components and their variables are as follows:

- The bank staff members are always helpful when approached
- Sufficient time is given to customers to solve their needs
- The bank staff provides a pleasant experience
- The bank's staff is confident and competent
- The bank always delivers products as promised
- The staff at the bank is polite
- The bank's staff members are well-trained and knowledgeable
- The bank has good customer relationship
- All the features of the product/s and services are explained clearly when bank staff is approached

The second component extracted is termed as 'efficiency and accuracy' with loading factors from 0.463 to 0.737 average mean 3.67, and is made of the following items:

- Quick response in delivering service efficiently
- The processing of applications is always done efficiently
- The bank always processes all matters and transactions in a timely manner
- Accurate transactions without errors
- Adequate staff availability to solve my problems
- Forms are clear and easy to understand
- Availability of sufficient car parking space

The third component extracted is termed as 'website, internet services and printed information' with loading factors from 0.391 to 0.848 average mean 3.64, and is made of the following items:

- The information provided by the bank's website is always detailed and well-structured to meet the need of customers
- The internet banking provided by the bank is always easy to use and clear
- The website is always tailored/customized to solve individual customer needs and problems
- Clear bank statement
- Brochures are clear and easy to understand

The fourth component extracted is termed as 'establishment, security and management' with loading factors from 0.654 to 0.748 average mean 4.15. This component has the highest mean score and ranked at position 1 indicating the dimension to be the most significant based on customers' perception of service quality. The newly formed items are as follows:

- The bank is well-established
- The bank provides secured banking at all times (non-internet based)
- The bank has a good management team

The fifth component extracted is termed as 'telephone banking and complaint handling' with loading factors from 0.750 to 0.803 average mean 3.62, and is made of the following items:

- The phone banking customer service answered my calls promptly
- The bank always provides good reliable telephone banking (help and support)
- All my complaints were dealt with efficiently and promptly

The sixth component extracted is termed as 'ATM and technology' with loading factors from 0.411 to 0.657 average mean 4.03, and is made of the following items:

- ATM machines is always full cash availability
- The bank uses latest technology and equipment
- Convenient locations
- The timing and opening hours of the bank are convenient
- The bank provides reliable and efficient SMS service

The seventh component extracted is termed as 'bank's design' with loading factors 0.887 to 0.897 average mean 4.00, and is made of the following items:

- Modern interior decoration
- Modern exterior features

The eighth component is termed as '*CSR*, credit limits and returns' with loading factors from 0.510 to 0.752 average mean 3.46, and is made of the following items:

- The bank pays competitive returns on investment
- The bank provides good availability of credit limit
- The *CSR* role of the bank is satisfactory

The ninth component extracted is termed as 'banks products and charges' with loading factors from 0.471 to 0.785 average mean 3.64, and is made of the following items:

- The bank provides competitive service charges
- The bank provides a variety of and services
- The bank's financial performance is very important

The tenth component extracted is termed as 'internet security and confidentiality' with loading factors from 0.601 to 0.698 average mean 4.09, and is made of the following items:

- Internet banking is secure for use with personal details
- The ability of the bank to provide confidentiality is excellent

All the newly identified components are further ranked based on their average mean values, as shown in Table 7.37.

7.4.8 Factor Analysis of Expectations with Qatari Banks (Combined Islamic and Conventional Banks)

The results for all banks in Qatar (Islamic and conventional) as shown in Table 7.38, have an outcome from KMO analysis of 0.870, indicating a highly significant value with a confidence level of 0.000. Moreover, Table 7.39 findings reveal thirteen newly generated components with 64.15% cumulative variance, this consist of distribution of variance as; component 1 representing 11.09%, component 2 representing 7.00%, component 3 representing 6.93%, component 4 representing. 6.06%, component 5 representing 4.87%, component 6 representing 4.15%, component 7 representing 3.80%, component 8 representing 3.65%, component 9 representing 3.56%, component 10 representing 3.51%, component 11 representing 3.40%, component 12

representing 3.05% and component 13 representing 3.02% of the total variations. Moreover, Table 7.40 shows the output of rotated component matrix for ‘expectation’ of service quality. Table 7.41 shows the ranking of newly formed components for Qatari banking sector as a whole based on customers’ ‘expectations’ of service quality.

The results are shown in Table 7.41, indicating the variables are re-grouped into thirteen different components on the basis of their loading factor for each, with the highest loading factor indicating a stronger relevance to the factor and lower loading value representing a lesser relevance to the factor.

The first component extracted is termed as ‘customer services and relationship management’ with loading factors from 0.394 to 0.785 and an average mean 4.63. The variables falling within this component are ranked in order of the mean values, variables with the highest mean value is stated first and lowest as last as shown in Table 7.41. The newly formed variables for component 1 are as follows:

- The bank staff members are always helpful when approached
- The bank staff provides a pleasant experience
- The bank’s staff is confident and competent
- Sufficient time is given to customers to solve their needs
- The staff at the bank is polite
- The bank’s staff members are well-trained and knowledgeable
- The bank always delivers products as promised
- All the features of the product/s and services are explained clearly when bank staff is approached
- The bank has good customer relationship

The second component extracted is termed as ‘efficiency and accuracy’ with loading factors from 0.513 to 0.677 average mean 4.56, and is made of the following items:

- Quick response in delivering service efficiently
- The processing of applications is always done efficiently
- The bank always processes all matters and transactions in a timely manner
- Accurate transactions without errors
- Adequate staff availability to solve my problems
- Forms are clear and easy to understand

The third component extracted is termed as 'website and internet banking' with loading factors from 0.829 to 0.879 average mean 4.26, and is made of the following items:

- The internet banking provided by the bank is always easy to use and clear
- The information provided by the bank's website is always detailed and well-structured to meet the need of customers
- The website is always tailored/customized to solve individual customer needs and problems

The fourth component extracted is termed as 'telephone banking and complaints' with loading factors from 0.834 to 0.843 average mean 4.40, and is made of the following items:

- The phone banking customer service answered my calls promptly
- The bank always provides good reliable telephone banking (help and support)
- All my complaints were dealt with efficiently and promptly

The fifth component extracted is termed as 'bank design and parking' with loading factors from 0.445 to 0.870 average mean 4.20, and is made of the following items:

- Modern exterior features
- Modern interior decoration
- Availability of sufficient car parking space

The sixth component extracted is termed as 'management and security' with loading factors from 0.696 to 0.799 average mean 4.60, and is made of the following items:

- The bank has a good management team
- The bank provides secured banking at all times (non-internet based)

The seventh component extracted is termed as 'clarity of printed information' with loading factors 0.647 to 0.734 average mean 4.22, and is made of the following items:

- Brochures are clear and easy to understand
- Clear bank statement

The eighth component extracted is termed as 'bank products and charges' with loading factors from 0.761 to 0.784 average mean 4.30, and is made of the following items:

- The bank provides competitive service charges
- The bank provides a variety of and services

The ninth component extracted is termed as ‘internet security, confidentiality and financial performance’ with loading factors from 0.559 to 0.678 average mean 4.36, and is made of the following items:

- Internet banking is secure for use with personal details
- The ability of the bank to provide confidentiality is excellent
- The bank’s financial performance is very important

The tenth component extracted is termed as ‘CRM, credit limits and returns’ with loading factors from 0.740 to 0.811 average mean 4.14, and is made of the following items:

- The bank pays competitive returns on investment
- The bank provides good availability of credit limit

The eleventh component extracted is termed as ‘opening hours, locations and technology’ with loading factors from 0.461 to 0.651 average mean 4.46, and is made of the following items:

- The timing and opening hours of the bank are convenient
- The bank uses latest technology and equipment
- Convenient locations

The twelfth component extracted is termed as ‘*CSR* and establishment’ with loading factors from 0.646 to 0.652 average mean 4.01. This component has the lowest mean score and ranked at position 13, indicating the dimension to be the least significant based on customers’ expectation of service quality and is made of the following items:

- The *CSR* role of the bank is satisfactory
- The bank is well-established

The thirteenth component extracted is termed as ‘ATM and SMS services’ with loading factors from 0.528 to 0.788 average mean 4.71. This component has the highest mean score and ranked at position 1 indicating the dimension to be the most significant based on customers’ expectation of service quality and is made of the following items:

- ATM machines is always full cash availability
- The bank provides reliable and efficient SMS service

All the newly identified factors can be further ranked based on their average mean values, with ranking as shown in Table 7.41.

7.4.9 Factor Analysis of Perceptions in the Case of Qatari Islamic Banks

The results for Qatar Islamic banks as shown in Table 7.42 indicate customers' 'perceptions' outcome from KMO analysis was 0.875, indicating a highly significant value with a confidence level of 0.000. Moreover, the analysis produced thirteen components as shown Table 7.43 with a 65.24% cumulative variance, this consists of following breakdown of variance distribution; component 1 representing 6.56%, component 2 representing 6.42%, component 3 representing 6.29%, component 4 representing 5.93%, component 5 representing 5.79%, component 6 representing 5.34%, component 7 representing 4.59%, component 8 representing 4.50%, component 9 representing 4.29%, component 10 representing 4.23%, component 11 representing 4.21%, component 12 representing 4.07% and component 13 representing 2.91% of the total variations.

Table 7.44, shows the output of rotated component matrix for 'perception' of service quality for Qatari Islamic banks. Table 7.45 shows the ranking of newly formed components for Qatari Islamic banking based on customers' 'perception' of service quality.

The results are shown in Table 7.45, indicating the variables are re-grouped into thirteen different components on the basis of their loading factor for each, with the highest loading factor indicating a stronger relevance to the factor and lower loading value representing a lesser relevance to the factor.

The first component extracted is termed as 'staff helpful and good relationship management' with loading factors from 0.392 to 0.794 and an average mean 4.05. The variables falling within this component are ranked in order of the mean values, variables with the highest mean value is stated first and lowest as last as shown in Table 7.45. The newly formed component 1 consists of the following variables as follows:

- Sufficient time is given to customers to solve their needs
- The staff at the bank is polite

- The bank staff members are always helpful when approached
- The bank staff provides a pleasant experience
- The bank has good customer relationship

The second component extracted is termed as ‘customers services and competence’ with loading factors from 0.401 to 0.714 average mean 3.86, and is made of the following items:

- The bank’s staff members are well-trained and are knowledgeable
- All the features of the product/s and services are explained clearly when bank staff is approached
- The bank’s staff is confident and competent
- The bank always delivers products as promised
- Forms are clear and easy to understand

The third component extracted is termed as ‘internet banking and website’ with loading factors from 0.403 to 0.843 average mean 3.51, and is made of the following items:

- The internet banking provided by the bank is always easy to use and clear
- The information provided by the bank’s website is always detailed and well-structured to meet the need of customers
- The website is always tailored/customized to solve individual customer needs and problems
- Clear bank statement

The fourth component extracted is termed as ‘accuracy, problem solving and efficiency’ with loading factors from 0.492 to 0.677 average mean 3.73, and is made of the following items:

- Accurate transactions without errors
- The bank always processes all matters and transactions in a timely manner
- The processing of applications is always done efficiently
- Quick response in delivering service efficiently
- Adequate staff availability to solve my problems

The fifth component extracted is termed as ‘management, establishment and confidentiality’ with loading factors from 0.405 to 0.729 average mean 4.16. This component has the highest mean score and ranked at position 1 indicating the

dimension to be the most significant based on customers' perception of service quality. The variables for component 5 are:

- The bank provides secured banking at all times (non-internet based)
- The bank is well-established
- The ability of the bank to provide confidentiality is excellent
- Internet banking is secure for use with personal details
- The bank has a good management team

The sixth component extracted is termed as 'telephone banking' with loading factors from 0.679 to 0.828 averages mean 3.60, and is made of the following items:

- The phone banking customer service answered my calls promptly
- The bank always provides good reliable telephone banking (help and support)
- All my complaints were dealt with efficiently and promptly

The seventh component extracted is termed as '*Shari'ah* reasons' with loading factors 0.738 to 0.808 average mean 4.08, and is made of the following items:

- The members of the bank's *Shari'ah* board are trustful and competent
- The banks is *Shari'ah* compliant/*riba* free
- The employees of bank are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking

The eighth component extracted is termed as 'bank design' with loading factors from 0.872 to 0.888 average mean 3.99, and is made of the following items:

- Modern interior decoration
- Modern exterior features

The ninth component extracted is termed as 'ATM, opening hours' with loading factors from 0.451 to 0.699 averages mean 4.05, and is made of the following items:

- ATM machines is always full cash availability
- The bank provides reliable and efficient SMS service
- The timing and opening hours of the bank are convenient
- The bank should have a separate part for female customers
- The bank uses latest technology and equipment

The tenth component extracted is termed as 'locations and parking' with loading factors from 0.510 to 0.618 average mean 3.25. This component has the lowest mean score and ranked at position 13, indicating the dimension to be the least significant

based on customers' perception of service quality. The component is made of the following two items:

- Convenient locations
- Availability of sufficient car parking space
- Brochures are clear and easy to understand

The eleventh component extracted is termed as '*CSR*, credit limits, and returns' with loading factors from 0.556 to 0.779 average mean 3.51, and is made of the following items:

- The bank pays competitive returns on investment
- The bank provides good availability of credit limit
- The *CSR* role of the bank is satisfactory

The twelfth component extracted is termed as 'products, technology and charges' with loading factors from 0.679 to 0.744 average mean 3.71, and is made of the following items:

- The bank provides a variety of and services
- The bank provides competitive service charges

The thirteenth component extracted is termed as 'financial performance' with loading factor from 0.667 to 0.667 average mean 3.41, and is made of one item:

- The bank's financial performance is very important

7.4.10 Factor Analysis of Expectations in the Case of Qatari Islamic Banks

The results for Qatar Islamic banks as shown in Table 7.46 reveal the outcome from KMO analysis is at 0.849, indicating a highly significant value with a confidence level of 0.000. In addition Table 7.47 reveals that factor analysis produced fourteen components with 65.80% cumulative variance, consisting of distribution of variance as; component 1 representing 11.31%, component 2 representing 6.63%, component 3 representing 5.84%, component 4 representing 5.72%, component 5 representing 5.00%, component 6 representing 4.31%, component 7 representing 4.12%, component 8 representing 3.74%, component 9 representing 3.423%, component 10 representing 3.422%, component 11 representing 3.24%, component 12 representing 3.17%, component 13 representing 2.93% and component 14 representing 2.89% of the total variations. Moreover, Table 7.48 shows the output of rotated component matrix for 'expectation' of service quality. Table 7.49 shows the ranking of newly

formed components for Qatari Islamic banking based on customers' 'expectation' of service quality.

The results are shown in Table 7.49 indicating the variables are re-grouped into fourteen different components on the basis of their loading factor for each, with the highest loading factor indicating a stronger relevance to the factor and lower loading value representing a lesser relevance to the factor.

The first component extracted is termed as 'customer services and staff' with loading factors from 0.333 to 0.777 and an average mean 4.49. The variables falling within this component are ranked in order of the mean values, variables with the highest mean value is stated first and lowest as last as shown in Table 7.49. The newly formed component 1 consists of the following items as follows:

- The bank staff provides a pleasant experience
- The bank staff members are always helpful when approached
- The bank's staff is confident and competent
- Sufficient time is given to customers to solve their needs
- The staff at the bank is polite
- The bank always delivers products as promised
- The bank's staff members are well-trained and knowledgeable
- All the features of the product/s and services are explained clearly when bank staff is approached
- The *CSR* role of the bank is satisfactory
- The bank uses latest technology and equipment

The second component extracted is termed as 'internet banking and website' with loading factors from 0.793 to 0.873 average mean 4.15, and is made of the following items:

- The internet banking provided by the bank is always easy to use and clear
- The information provided by the bank's website is always detailed and well-structured to meet the need of customers
- The website is always tailored/customized to solve individual customer needs and problems

The third component extracted is termed as 'telephone banking and complaints' with loading factors from 0.780 to 0.818 average mean 4.34, and is made of the following items:

- The phone banking customer service answered my calls promptly
- The bank always provides good reliable telephone banking (help and support)
- All my complaints were dealt with efficiently and promptly

The fourth component extracted is termed as 'transactions efficiency and convenience' with loading factors from 0.437 to 0.651 average mean 4.47, and is made of the following items:

- The bank always processes all matters and transactions in a timely manner
- The processing of applications is always done efficiently
- Accurate transactions without errors
- The timing and opening hours of the bank are convenient
- Quick response in delivering service efficiently
- Forms are clear and easy to understand

The fifth component extracted is termed as '*Shari'ah* and religious reasons' with loading factors from 0.775 to 0.861 average mean 4.48, and is made of the following items:

- The employees of bank are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking
- The members of the bank's *Shari'ah* board are trustful and competent
- The banks is *Shari'ah* compliant/*riba* free

The sixth component extracted is termed as 'bank design' with loading factors from 0.860 to 0.881 average mean 4.12, and is made of the following items:

- Modern exterior features
- Modern interior decoration

The seventh component extracted is termed as 'management, security and confidentiality' with loading factors 0.628 to 0.719 average mean 4.62, and is made of the following items:

- The ability of the bank to provide confidentiality is excellent
- The bank provides secured banking at all times (non-internet based)
- The bank has a good management team

The eighth component extracted is termed as 'returns and credit limit' with loading factors from 0.739 to 0.750 average mean 4.18, and is made of the following items:

- The bank pays competitive returns on investment

- The bank provides good availability of credit limit

The ninth component extracted is termed as 'products and charges' with loading factors from 0.564 to 0.768 average mean 4.26, and is made of the following items:

- The bank provides competitive service charges
- The bank provides a variety of and services

The tenth component extracted is termed as 'ATM and SMS services' with loading factors from 0.450 to 0.684 average mean 4.68. This component has the highest mean score and ranked at position 1 indicating the dimension to be the most significant based on customers' expectation of service quality. The new formed component has the following two items:

- ATM machines is always full cash availability
- The bank provides reliable and efficient SMS service

The eleventh component extracted is termed as 'parking and locations' with loading factors from 0.633 to 0.690 average mean 4.56, and is made of the following items:

- Availability of sufficient car parking space
- Convenient locations

The twelfth component extracted is termed as 'CRM and printed information' with loading factors from -0.468 to 0.634 average mean 4.33, and is made of the following items:

- Brochures are clear and easy to understand
- Clear bank statement
- The bank has good customer relationship

The thirteenth component extracted is termed as 'banking security and services' with loading factors from 0.347 to 0.664 average mean 4.26, and is made of the following items:

- Internet banking is secure for use with personal details
- Adequate staff availability to solve my problems
- The bank's financial performance is very important

The fourteenth component extracted is termed as 'bank facilities and establishment' with loading factors from 0.549 to 0.716 average mean 4.10. This component has the lowest mean score and ranked at position 14, indicating the dimension to be the least

significant based on customers' expectation of service quality and is made of the following items:

- The bank should have a separate part for female customers
- The bank is well-established

All the newly identified component is further ranked based on their average mean values, shown in Table 7.49.

7.4.11 Factor Analysis of Perceptions in the Case of Qatari Conventional Banks

The results for Qatar conventional banks as shown in Table 7.50 reveal outcome from KMO analysis at 0.871, indicating a highly significant value with a confidence level of 0.000. Moreover, as shown in Table from 7.51 eleven components were formed by factor analysis, with a cumulative 66.40% variance, consisting of; component 1 representing 12.98%, component 2 representing 8.06%, component 3 representing 7.22%, component 4 representing 6.60%, component 5 representing 6.26%, component 6 representing 5.84%, component 7 representing 4.41%, component 8 representing 4.36%, component 9 representing 4.01%, component 10 representing 3.59%, and component 11 representing 3.04% of the total variance.

Table 7.52 shows the output of rotated component matrix for 'perception' of service quality for Qatari conventional banks. Table 7.53 shows the ranking of newly formed components for Qatari conventional banks based on customers' 'perception' of service quality.

The results are shown in Table 7.53, indicating the variables are re-grouped into eleven different components on the basis of their loading factor for each, with the highest loading factor indicating a stronger relevance to the factor and lower loading value representing a lesser relevance to the factor.

The first component extracted is termed as 'customer services and helpful staff' with loading factors from 0.564 to 0.813 and an average mean 3.97. The variables falling within this component are ranked in order of the mean values, the variables with the highest mean value is stated first and lowest as last as shown in Table 7.53. The newly formed component 1 consists of the following variables/items:

- Sufficient time is given to customers to solve their needs

- The bank staff members are always helpful when approached
- The bank staff provides a pleasant experience
- The bank's staff is confident and competent
- The bank's staff members are well-trained and knowledgeable
- The staff at the bank is polite
- The bank always delivers products as promised
- The bank has good customer relationship
- All the features of the product/s and services are explained clearly when bank staff is approached

The second component extracted is termed as 'efficiency and banking facilities' with loading factors from 0.453 to 0.768 average mean 3.80, and is made of the following items:

- The processing of applications is always done efficiently
- Quick response in delivering service efficiently
- The bank always processes all matters and transactions in a timely manner
- Adequate staff availability to solve my problems
- Accurate transactions without errors
- Availability of sufficient car parking space

The third component extracted is termed as 'website and internet banking' with loading factors from 0.581 to 0.878 average mean 3.76, and is made of the following items:

- The information provided by the bank's website is always detailed and well-structured to meet the need of customers
- The internet banking provided by the bank is always easy to use and clear
- The website is always tailored/customized to solve individual customer needs and problems
- Internet banking is secure for use with personal details

The fourth component extracted is termed as 'management, establishment and confidentiality' with loading factors from 0.586 to 0.777 average mean 4.15. This component has the highest mean score and ranked at position 1 indicating the dimension to be the most significant based on customers' perception of service quality. The new formed component has the following four items:

- The bank provides secured banking at all times (non-internet based)
- The bank has a good management team

- The bank is well-established
- The ability of the bank to provide confidentiality is excellent

The fifth component extracted is termed as ‘telephone banking and complaints’ with loading factors from 0.462 to 0.797 average mean 3.80, and is made of the following items:

- All my complaints were dealt with efficiently and promptly
- The bank always provides good reliable telephone banking (help and support)
- The phone banking customer service answered my calls promptly
- The bank provides reliable and efficient SMS service

The sixth component extracted is termed as ‘bank design and location’ with loading factors from 0.534 to 0.906 average mean 4.04, and is made of the following items:

- Modern exterior features
- Modern interior decoration
- Convenient locations

The seventh component extracted is termed as ‘ATM, technology and financial performance’ with loading factors from 0.476 to 0.717 average mean 3.98, and is made of the following items:

- ATM machines is always full cash availability
- The bank uses latest technology and equipment
- The bank’s financial performance is very important

The eighth component extracted is termed as ‘ROI, *CSR* and credit limit’ with loading factors from 0.454 to 0.789 average mean 3.40. This component has the lowest mean score and ranked at position 11, indicating the dimension to be the least significant based on customers’ perception of service quality and is made of the following items:

- The bank provides good availability of credit limit
- The bank pays competitive returns on investment
- The *CSR* role of the bank is satisfactory

The ninth component extracted is termed as ‘products and charges’ with loading factors from 0.540 to 0.797 average mean 3.75. The component are made of the following two items:

- The bank provides competitive service charges

- The bank provides a variety of and services

The tenth component extracted factor is termed as ‘clarity of printed information’ with loading factors from 0.468 to 0.701 average mean 3.85, and is made of the following items:

- Brochures are clear and easy to understand
- Forms are clear and easy to understand
- Clear bank statement

The eleventh component extracted is termed as ‘opening hours’ with loading factor from 0.548 to 0.548 average mean 3.94, and is made of the one item:

- The timing and opening hours of the bank are convenient

All the newly identified factors are further ranked based on their average mean values, shown in Table 7.53.

7.4.12 Factor Analysis of Expectations in the Case of Qatari Conventional Banks

The results for Qatar conventional banks as shown in Table 7.54 indicate expectation outcome from KMO analysis at 0.776, indicating a significant value with a confidence level of 0.000. Based on the results from Table 7.55 the thirteen components has a cumulative variance of 65.53%, consisting of following distribution; component 1 representing 10.67%, component 2 representing 7.13%, component 3 representing 6.44%, component 4 representing 6.12%, component 5 representing 5.03%, component 6 representing 4.64%, component 7 representing 4.05%, component 8 representing 3.90%, component 9 representing 3.85%, component 10 representing 3.77%, component 11 representing 3.68%, component 12 representing 3.44%, component 13 representing 3.08% of the total variations. Moreover, Table 7.56 shows the output of rotated component matrix for ‘expectation’ of service quality. Table 7.57 shows the ranking of newly formed components for Qatari conventional banks, based on customers’ ‘expectation’ of service quality.

The results are shown in Table 7.57, indicating the variables are re-grouped into thirteen different components on the basis of their loading factor for each, with the highest loading factor indicating a stronger relevance to the factor and lower loading value representing a lesser relevance to the factor.

The first component extracted is termed as ‘customer services and relationship’ with loading factors from 0.403 to 0.790 and an average mean 4.70. The variables falling within this component are ranked in order of the mean values, the variables with the highest mean value is stated first and lowest as last as shown in Table 7.57. The newly formed component 1 consists of following items:

- The bank staff members are always helpful when approached
- The bank’s staff is confident and competent
- The bank staff provides a pleasant experience
- Sufficient time is given to customers to solve their needs
- The bank’s staff members are well-trained and knowledgeable
- The staff at the bank is polite
- The bank always delivers products as promised
- All the features of the product/s and services are explained clearly when bank staff is approached
- The bank has good customer relationship

The second component extracted is termed as ‘internet banking and website’ with loading factors from 0.569 to 0.896 average mean 4.47, and is made of the following items:

- The internet banking provided by the bank is always easy to use and clear
- The information provided by the bank’s website is always detailed and well-structured to meet the need of customers
- The website is always tailored/customized to solve individual customer needs and problems
- Internet banking is secure for use with personal details

The third component extracted is termed as ‘telephone banking and complaints’ with loading factors from 0.863 to 0.893 average mean 4.44, and is made of the following items:

- The bank always provides good reliable telephone banking (help and support)
- The phone banking customer service answered my calls promptly
- All my complaints were dealt with efficiently and promptly

The fourth component extracted is termed as ‘efficiency, accuracy and problem solving’ with loading factors from 0.360 to 0.681 average mean 4.66, and is made of the following items:

- Adequate staff availability to solve my problems
- Quick response in delivering service efficiently
- The processing of applications is always done efficiently
- Accurate transactions without errors
- The bank always processes all matters and transactions in a timely manner
- Forms are clear and easy to understand

The fifth component extracted is termed as 'bank design and parking' with loading factors from 0.503 to 0.876 average mean 4.13, and is made of the following items:

- Modern interior decoration
- Modern exterior features
- Availability of sufficient car parking space

The sixth component extracted is termed as 'management and security' with loading factors from 0.706 to 0.726 average mean 4.60, and is made of the following items:

- The bank has a good management team
- The bank provides secured banking at all times (non-internet based)

The seventh component extracted is termed as 'clarity of printed information' with loading factors from 0.709 to 0.727 average mean 4.28, and is made of the following items:

- Brochures are clear and easy to understand
- Clear bank statement

The eighth component extracted is termed as 'opening hours, technology and locations' with loading factors from 0.490 to 0.707 average mean 4.52, and is made of the following items:

- The timing and opening hours of the bank are convenient
- The bank uses latest technology and equipment
- Convenient locations

The ninth component extracted is termed as 'products and charges' with loading factors from 0.707 to 0.778 average mean 4.35, and is made of the following items:

- The bank provides a variety of and services
- The bank provides competitive service charges

The tenth component extracted is termed as 'returns and credit limits' with loading factors from 0.707 to 0.778 average mean 4.09, and is made of the following items:

- The bank provides a variety of and services
- The bank provides competitive service charges

The eleventh component extracted is termed as 'financial performance and confidentiality' with loading factors from 0.396 to 0.760 average mean 4.34, and made of the following items:

- The ability of the bank to provide confidentiality is excellent
- The bank's financial performance is very important

The twelfth component extracted is termed as 'ATM and SMS services' with loading factors from 0.536 to 0.651 average mean 4.75. This component has the highest mean score and ranked at position 1 indicating the dimension to be the most significant based on customers' expectation of service quality. The new formed component has the following two items:

- ATM machines is always full cash availability
- The bank provides reliable and efficient SMS service

The thirteen component extracted is termed as '*CSR* and establishment' with loading factors from 0.419 to 0.801 average mean 4.10. This component has the lowest mean score and ranked at position 12, indicating the dimension to be the least significant based on customers' expectation of service quality and is made of the following items:

- The *CSR* role of the bank is satisfactory
- The bank is well-established

All the newly identified factors are ranked based on their average mean values, as shown in Table 7.57.

After examining all the factors through factor analysis with the objective of identifying the way the respondents classified and grouped the variables as opposed to the pre-determined variable distribution, next section identifies the service quality dimensions that has a direct effect on customer satisfaction based on customers perception and expectation in the case of Kuwaiti and Qatari Islamic and conventional banks. Furthermore, the outcome of the analyses will facilitate in answering some of the research question and aid in testing some of the hypothesis in the next Chapter 8.

7.5 THE AFFECT OF SERVICE QUALITY DIMENSIONS ON CUSTOMER SATISFACTION: A REGRESSION ANALYSIS

This section explores the overall customer satisfaction experience of respondents on banking services from the perspective of the customers' perception and expectations. A stepwise regression analysis is used to determine which SERVQUAL dimension has the strongest relationship to the customers' satisfaction towards the services provided by the banks in Kuwaiti and Qatari. The eight modified SERVQUAL dimensions for conventional banks and nine dimensions in the case of Islamic banks are identified as the independent variable, and 'customers' satisfaction' variable is identified as the dependent variable.

As discussed in Chapter 2, based on previous studies, there is a strong correlation between customer satisfaction and service quality. Gremler and Gwinner (2000), postulates that if an organisation has high service quality, it will positively affect customer satisfaction which in turn has positive impact on customer word-of-mouth, purchase intentions and customer attitudinal loyalty

A multiple regression analysis was carried out in this study to determine the relationship between customer satisfaction, as the dependent variable, and a number of several independent variables such as the modified SERVQUAL dimensions. A multiple regression analysis predicts the casual relationship between the dependent variable and the independent variables. The overall objective of using multiple regression analysis is to determine which of the service quality dimensions of the modified SERVQUAL model (independent variables) affects the dependent variable, *i.e.* customer satisfaction, moreover to determine the level of this relationship. The independent variables include: tangible, technology, responsiveness, empathy, assurance, empathy, pricing competitiveness, and *CSR*. The Islamic bank has 'religious compliance' as an additional independent variable.

The regression equation for multiple independent variables (k), with the general multiple regressions being (Levine *et al.*, 2008:573):

$$Y_i = \beta_0 + \beta_1 X_{1i} + \beta_2 X_{2i} + \beta_3 X_{3i} + \cdots \beta_k X_{ki} + \varepsilon_i$$

where

β_0 = Y intercept

β_1 = slope of Y with variable X_1 , holding variables $X_2, X_3, \dots, X_k$ constant

β_2 = slope of Y with variable X_2 , holding $X_1, X_3, \dots, X_k$ constant
 β_3 = slope of Y with variable X_3 , holding $X_1, X_2, X_4, \dots, X_k$ constant
 $\cdot$
 $\cdot$
 β_k = slope of Y with variable X_k , Holding $X_1, X_2, X_4, \dots, X_{k-1}$ constant
 ε_i = random error in Y for observation i

By applying the above equations to this study, the following regression model is formulated for Islamic banks:

$$C = \beta_0 + \beta_1 TC + \beta_2 TAN + \beta_3 EMP + \beta_4 ASS + \beta_5 REL + \beta_6 RES + \beta_7 RC + \beta_8 CSR + \beta_9 PC + \varepsilon$$

where: C : customer satisfaction; TC : technology; TAN : tangible; EMP : empathy; ASS : assurance; REL : reliability; RES : responsiveness; RC : religious compliance; CSR : corporate social responsibility; PC : pricing competitiveness; β_0 : constant; ε random error.

For the conventional bank, the additional independent variable ‘religious compliance’ (RC) is omitted from the above equation. Thus the formulated multiple regression equation for conventional bank is as follows:

$$C = \beta_0 + \beta_1 TC + \beta_2 TAN + \beta_3 EMP + \beta_4 ASS + \beta_5 REL + \beta_6 RES + \beta_7 CSR + \beta_8 PC + \varepsilon$$

There are multiple approaches to model building in regression analysis. Given a data set with several independent variables, the sole aim of the procedure is to provide a systematic approach to selecting a subset of the independent variables to provide the best model. The procedure involves either adding or subtracting an independent variable so that a new model is evaluated, and the process continues until a stopping criterion indicates that procedure cannot find a better model (Anderson *et al.*, 2003). In business and management related research, a stepwise regression approach is commonly used as part of data mining, particularly where a huge data set is utilized and explored to determine if there is a significant relationship existing among a large number of variables (Levine *et al.*, 2008).

In the stepwise regression approach, the first step involves determining the best model that uses one independent variable. The next step is to determine the remaining independent variables that can be added to the initial model. In stepwise regression,

there exists the possibility that once an independent variable has entered into an initial model, the independent variable can later be deleted in the process as better suited independent variables are found. Furthermore, in stepwise regression, variables are either added or deleted during the model building process. The model building process continues until the selection of the best fitting model has been formulated and no other additional variables can be added or deleted from the last formulated model (Levine *et al.*, 2008). All independent variables that have a low correlation with the dependent variable are excluded from the regression models. A significance level of 0.05 or below is used to enter an independent variable into the regression model.

Table 7.58 depicts the model summary of the regression analysis for both perception and expectations of customers' satisfaction in Kuwait's banking sector as a whole (comprising of both Islamic and conventional banks). It can be noted from the table 'perception model summary', the *adjusted R* score for model 1 stands at 39.0%, while for model 2 it is at 46.8%. For model 3, the figures are at highest at 47.6%. All three models demonstrate results between 39.0% to 47.6% of variance within the regression model, which is within a satisfactory level.

For the expectation model summary, the *adjusted R* score for model 1 stands at 33.1.0% while for model 2 it is at 37.4%. For model 3, the figures are 38.6% and model four has the highest adjusted R score at 39.8%. All four models demonstrate results between 33.1 to 39.8% of variance within the regression model, and thus are also found to be within the satisfactory level.

As depicted in Table 7.59, the ANOVA analysis produced statistically significant results, as all the models were fully significant. A significance level of 0.05 is used to enter a variable into the model or to delete a variable from the model. Table 7.60 regression analysis (stepwise) produced three models for the 'perception' of service quality and four for the 'expectation' of service quality that has a significant effect on customers' satisfaction for Kuwaiti banks as a whole. For 'perception' of service quality, the dimensions that are found to the most significant correlates most highly with the dependent variable 'customer satisfaction' in comparison to all of the modified SERVQUAL dimensions are 'assurance', 'empathy' and 'competiveness'. These three dimensions produced *p* values between 0.000 and 0.004 and therefore are of significant findings.

As depicted in Table 7.60, regression analysis produced in total three models from the perspective of Kuwaiti banking customer's perception; the first model has a coefficient score of 62.5 for the 'assurance' dimension with a significance level of 0.000. Because p value of 0.000 is less than 0.05, the 'assurance' independent variable is included in the regression model. Model 2 has 'assurance' and 'empathy' dimensions as significant with a positive effect and correlation on customers' satisfaction. The coefficient values are 40.2 and 36.0 respectively with a p value of 0.000 for both variables. Because the p value is less than 0.05 for both variables, they are included in the second model. Model 3 consists of three dimensions which have a significant effect on customers' satisfaction. The dimensions are 'assurance' with coefficient value of 36.2, 'empathy' with coefficient value of 32.6 and 'pricing competitiveness' with coefficient value of 11.5. Moreover, except for 'pricing competitiveness' which has a p value of 0.004, the remaining two dimensions have a p value of 0.000 indicating total significance for all three dimensions, since all three independent variables fall below the significance level of 0.05. Thus, it can be said that the independent variables; 'assurance', 'empathy' and 'pricing competitiveness' has a significant relationship with the dependent variable 'customer satisfaction' based on the perception of Kuwaiti banking respondents on service quality.

In the case of customers' 'expectation' of service quality as illustrated in Table 7.60, the modified SERVQUAL dimensions that are found to be the most significant in comparison to all of the modified dimensions are 'empathy', 'assurance', 'responsiveness' and 'CSR'. These four dimensions (model 4) produced p values between 0.000 and 0.001 indicating total significance. Because the p value is less than 0.05 for these independent variables, they are included in the formulated regression model(s).

Table 7.58 Model Summary of the Regression Analysis for Perception and Expectation of Overall Service Quality for Kuwaiti Banking Sector as a Whole

Perception Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.625 ^a	.391	.390	.636	.391	320.010	1	499	.000
2	.686 ^b	.470	.468	.593	.080	74.826	1	498	.000
3	.692 ^c	.479	.476	.589	.009	8.415	1	497	.004
Expectation Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.577 ^a	.332	.331	.464	.332	248.465	1	499	.000
2	.612 ^b	.374	.372	.450	.042	33.310	1	498	.000
3	.624 ^c	.390	.386	.445	.015	12.598	1	497	.000
4	.635 ^d	.403	.398	.441	.013	11.106	1	496	.001

Table 7.59 ANOVA for the Perception and Expectation of Service Quality for Kuwaiti Banking Sector as a Whole

ANOVA (Perception)						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.307	1	129.307	320.010	.000
	Residual	201.631	499	.404		
	Total	330.938	500			
2	Regression	155.645	2	77.823	221.091	.000
	Residual	175.293	498	.352		
	Total	330.938	500			
3	Regression	158.564	3	52.855	152.393	.000
	Residual	172.375	497	.347		
	Total	330.938	500			
4	Regression					
	Residual					
	Total					
ANOVA (Expectation)						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.605	1	53.605	248.465	.000
	Residual	107.656	499	.216		
	Total	161.261	500			
2	Regression	60.354	2	30.177	148.931	.000
	Residual	100.907	498	.203		
	Total	161.261	500			
3	Regression	62.849	3	20.950	105.799	.000
	Residual	98.413	497	.198		
	Total	161.261	500			
4	Regression	65.004	4	16.251	83.739	.000
	Residual	96.257	496	.194		
	Total	161.261	500			

Moreover, as shown in Table 7.60, the first ‘expectation’ model with a coefficient score of 57.7 is for the ‘empathy’ dimension with a significance score of 0.000, since p value of 0.000 is less than 0.05, the ‘empathy’ independent variable is included in the regression model. In the case of model 2 both ‘empathy’ and ‘assurance’ dimensions are included in the model and are found to significantly correlate with the dependent variable ‘customer satisfaction’ and thus in turn have effect on the overall service quality. The coefficient values ($c\beta$) are 42.2 and 25.6 respectively. Model 3 consists of three dimensions which have a significant effect on the overall customers satisfaction of banks in Kuwait. The dimensions are ‘empathy’ ($c\beta=36.8$), ‘assurance’ (19.0) and ‘responsiveness’ ($c\beta=16.5$). Model 4 consists of four dimensions that have a significant positive effect on the overall customers’ satisfaction of Kuwaiti banks; ‘empathy’ with 34.4 coefficient value, ‘assurance’ with 16.0 coefficient value, ‘responsiveness’ with the coefficient value of 15.7 and ‘CSR’ with coefficient value of 12.8. With the exception of the ‘empathy’ dimension, which has a p value of 0.000, the remaining three dimensions have a p value of 0.001 indicating also a high significance level for all four of the dimensions, since all three independent variables fall below the significance level of 0.05. Thus in summary it can said that the independent variables; ‘empathy’, ‘assurance’, ‘responsiveness’ and ‘CSR’ has a significant effect on Kuwaiti banking customer satisfaction level in relation to their expectation of service quality.

Table 7.61 depicts the model summary of the regression analysis for both perception and expectations of customers’ satisfaction on services in Qatar’s banking sector as a whole (comprising of both Islamic and conventional banks). As can be noted from the table, for customers’ ‘perception model summary’ of service quality, the *adjusted R* score or the coefficient of variation for model 1 stands at 37.2% while for model 2 it is 41.5.8%, for model 3 is 42.8.6% and for model 4 is at 43.9%. Hence all four models indicate a difference between 37.2% to 43.9% of variance within the regression model and thus is found to be in a satisfactory level.

Table 7.60: Regression Analysis in Relation to Coefficient Score for the Perception and Expectation of Service Quality, based on the Kuwaiti Banking Sector as a Whole

Coefficients (Perception)					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1.(Constant)	0.026	0.232		0.112	0.911
'assurance'	0.097	0.005	0.625	17.889	0.000
(Constant)	-0.613	0.229		-2.681	0.008
2.'assurance'	0.062	0.006	0.402	9.666	0.000
'empathy'	0.101	0.012	0.36	8.65	0.000
(Constant)	-0.815	0.237		-3.434	0.001
3.'assurance'	0.056	0.007	0.362	8.334	0.000
'empathy'	0.092	0.012	0.326	7.604	0.000
'competitiveness'	0.035	0.012	0.115	2.901	0.004
Coefficients (Expectation)					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1.(Constant)	0.859	0.242		3.553	0.000
'empathy'	0.164	0.01	0.577	15.763	0.000
(Constant)	-0.11	0.288		-0.38	0.704
2.'empathy'	0.12	0.013	0.422	9.492	0.000
'assurance'	0.043	0.007	0.256	5.771	0.000
(Constant)	-0.322	0.291		-1.105	0.270
3.'empathy'	0.104	0.013	0.368	7.912	0.000
'assurance'	0.032	0.008	0.19	3.972	0.000
'responsiveness'	0.046	0.013	0.165	3.549	0.000
(Constant)	-0.256	0.289		-0.888	0.375
4.'empathy'	0.098	0.013	0.344	7.391	0.000
'assurance'	0.027	0.008	0.16	3.316	0.001
'responsiveness'	0.044	0.013	0.157	3.405	0.001
'CSR'	0.087	0.026	0.128	3.333	0.001

Table 7.61 Model Summary of the Regression Analysis for Perception and Expectation of Overall Service Quality for Qatari Banking Sector as a Whole

Perception Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.611 ^a	0.373	0.372	0.597	0.373	344.3	1	579	0.000
2	.644 ^b	0.415	0.413	0.577	0.042	41.71	1	578	0.000
3	.657 ^c	0.431	0.428	0.569	0.016	16.21	1	577	0.000
4	.666 ^d	0.443	0.439	0.564	0.012	12.473	1	576	0.000
Expectation Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.440 ^a	0.194	0.192	0.481	0.194	139.033	1	579	0.000
2	.492 ^b	0.243	0.24	0.467	0.049	37.328	1	578	0.000
3	.500 ^c	0.25	0.247	0.464	0.008	6.068	1	577	0.014
4	.507 ^d	0.257	0.251	0.463	0.006	4.808	1	576	0.029
5	.512 ^e	0.262	0.256	0.462	0.006	4.389	1	575	0.037

For customers' 'expectation' model summary as depicted in Table 7.61, the *adjusted R* score for model 1 stands at 19.4.0%, while for model 2 is at 24.0%, model 3 the figures are 24.7% and model 4 at 25.1%. The model 5 value is at 25.6%. All five models present between 19.4 to 25.6% of variance within the regression model.

Table 7.62 ANOVA for the Perception and Expectation of Service Quality for Qatari Banking Sector as a Whole

ANOVA (Perception)						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	122.554	1	122.554	344.300	.000
	Residual	206.096	579	.356		
	Total	328.651	580			
2	Regression	136.426	2	68.213	205.109	.000
	Residual	192.225	578	.333		
	Total	328.651	580			
3	Regression	141.678	3	47.226	145.741	.000
	Residual	186.972	577	.324		
	Total	328.651	580			
4		145.641	4	36.410	114.597	.000
		183.009	576	.318		
		328.651	580			
ANOVA (Expectation)						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	32.157	1	32.157	139.033	.000
	Residual	133.916	579	.231		
	Total	166.072	580			
2	Regression	40.281	2	20.140	92.543	.000
	Residual	125.792	578	.218		
	Total	166.072	580			
3	Regression	41.590	3	13.863	64.259	.000
	Residual	124.483	577	.216		
	Total	166.072	580			
4	Regression	42.620	4	10.655	49.714	.000
	Residual	123.452	576	.214		
	Total	166.072	580			
5	Regression	43.555	5	8.711	40.883	.000
	Residual	122.517	575	.213		
	Total	166.072	580			

Table 7.63 Regression Analysis in Relation to Coefficient Score for the Perception and Expectation of Service Quality Based on the Qatari Banking Sector as a Whole

Coefficients (Perception)						
	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.209	.226		-.926	.355
	'assurance'	.103	.006	.611	18.555	.000
2	(Constant)	-.272	.218		-1.246	.213
	'assurance'	.075	.007	.448	11.051	.000
	'empathy'	.063	.010	.262	6.458	.000
3	(Constant)	-.212	.216		-.980	.327
	'assurance'	.059	.008	.351	7.517	.000
	'empathy'	.051	.010	.213	5.093	.000
	'responsiveness'	.044	.011	.183	4.026	.000
4	(Constant)	-.533	.232		-2.295	.022
	'assurance'	.051	.008	.301	6.227	.000
	'empathy'	.047	.010	.198	4.743	.000
	'responsiveness'	.046	.011	.190	4.216	.000
	'competitiveness'	.039	.011	.123	3.532	.000
Coefficients (Expectation)						
	Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.618	0.258		6.273	.000
	'empathy'	0.133	0.011	0.44	11.791	.000
2	(Constant)	0.524	0.308		1.703	0.089
	'empathy'	0.09	0.013	0.297	6.891	0.000
	'assurance'	0.046	0.007	0.263	6.11	0.000
3	(Constant)	0.484	0.307		1.577	0.115
	'empathy'	0.083	0.013	0.275	6.273	0.000
	'assurance'	0.036	0.008	0.209	4.323	0.000
	'responsiveness'	0.028	0.011	0.112	2.463	0.014
4	(Constant)	0.588	0.309		1.901	0.058
	'empathy'	0.09	0.014	0.299	6.638	0.000
	'assurance'	0.039	0.008	0.226	4.638	0.000
	'responsiveness'	0.03	0.011	0.122	2.663	0.008
	'tangible'	-0.022	0.01	-0.09	-2.193	0.029
5	(Constant)	0.436	0.317		1.375	0.170
	'empathy'	0.087	0.014	0.289	6.382	0.000
	'assurance'	0.039	0.008	0.223	4.578	0.000
	'responsiveness'	0.027	0.011	0.111	2.42	0.016
	'tangible'	-0.026	0.01	-0.105	-2.544	0.011
	'competitiveness'	0.019	0.009	0.081	2.095	0.037

As depicted in Table 7.62, the ANOVA analysis produced statistically significant results, as all the models were fully significant. Moreover, as shown in Table 7.63, the regression analysis produced three models for the perception of service quality, and four for the expectation of service quality with a direct effect on the overall service quality of the banking sector in Qatar. For perception of service quality, the dimensions found to be the most significant in comparison to all of the modified SERVQUAL dimensions are ‘assurance’, ‘empathy’, ‘responsiveness’ and ‘pricing competitiveness’. These four dimensions produced p values of 0.000 and therefore are significant findings indicating that these dimension does have a positive effect on customers’ satisfaction.

As shown in Table 7.63, the first model with a coefficient score of 61.1 for the ‘assurance’ dimension has a significance score of 0.000. Model 2 has that the ‘assurance’ and ‘empathy’ dimensions as significant dimensions effect on the overall service quality, the coefficient values are 48.8 and 26.2 respectively. Model 3 consists of three dimensions which have a significant effect on the overall service quality of banks in Qatar: ‘empathy’ with coefficient value of 21.3, ‘assurance’ with 35.1 and ‘responsiveness’ with coefficient value of 18.3. Model 4 consists of four dimensions that have a positive effect on customers’ satisfaction of Qatari banks, namely ‘assurance’, ‘empathy’, ‘responsiveness’, and ‘competiveness’. All of these dimensions have a p value of 0.000 and therefore indicate a significant finding.

In the case of ‘expectation’ of service quality as illustrated in Table 7.63, the dimensions found to be the most significant in comparison to all of the modified SERVQUAL dimensions are ‘empathy’, ‘assurance’, ‘responsiveness’, ‘tangible’ and ‘pricing competitiveness’. These four dimensions produced p values between 0.000 and 0.037 and are therefore significant findings.

As depicted in Table 7.63, the first model has a coefficient score of 44.4 for ‘empathy’ dimension has a significance score of 0.000. Model 2 shows that the ‘assurance’ and ‘empathy’ dimensions have a significant effect on the overall service quality, the coefficient values of 26.3 and 29.7 respectively. Model 3 consists of three dimensions which have a significant effect on customers’ satisfaction of banks in Qatar: ‘empathy’ with coefficient value of 27.5, ‘assurance’ with 20.9 and

‘responsiveness’ with 11.2. All have a significance p value of 0.000 except for ‘responsiveness’, which has a p value of 0.014.

Model 4 consist of four dimensions that have a significant effect on customers’ satisfaction: ‘empathy’ with coefficient value of 29.9, ‘assurance’ with coefficient value of 22.6, ‘responsiveness’ with coefficient value of 12.2 and ‘tangible’ with coefficient value of - 9.0. Model 5 consist of five dimensions that have an effect on the customers’ satisfaction: ‘empathy’ with coefficient value of 28.9, ‘assurance’ with 22.3, ‘responsiveness’ with 11.21, ‘tangible’ with -10.05 and ‘pricing competitiveness’ with 8.1. All of the dimensions produce p value below 0.05 indicating individual significance. All of the dimensions except ‘tangible’ dimension had a positive effect on customers’ satisfaction in terms customers expectation for overall banking sector of Qatar.

Table 7.64 Multiple Regression Analysis of the Relationship between the Modified SERVQUAL Dimensions, and Overall Service Quality Based on Kuwaiti Islamic Bank Customers’ Perception and Expectation

Customers Perception					
Model	Dimension	R2	F Value	Beta Coefficient	Sig.
1	‘assurance’	.444	214.832	.668	.000
2	‘assurance’, ‘empathy’	.537	54.659	.409 .402	.000 .000
3	‘assurance’, ‘empathy’, ‘responsiveness’	.552	9.836	.307 .339 .197	.000 .000 .002
Customers Expectation					
Model	Dimension	R2	F Value	Beta Coefficient	Sig.
1	‘empathy’	.288	108.08	.537	.000
2	‘empathy’ ‘assurance’	.059	24.231	.395 .282	.000 .000
3	‘empathy’ ‘assurance’ ‘CSR’	.017	6.897	.375 .235 .142	.000 .000 .009
4	‘empathy’ ‘assurance’ ‘CSR’ ‘responsiveness’	.012	5.080	.333 .192 .128 .136	.000 .002 .019 .025

As depicted in Table 7.64, the stepwise regression analysis for Kuwaiti Islamic banks produced three models for the ‘perception’ of service quality, and four for the

‘expectation’ of service quality that had a direct effect on customers’ satisfaction. For ‘perception’ of service quality, the dimensions that are found to be the most significant in comparison to all of the modified SERVQUAL dimensions are ‘assurance’, ‘empathy’, and ‘responsiveness’. These three dimensions produced p values between 0.000 to 0.002 and therefore are significant.

As shown in Table 7.64, the first model with a coefficient score of 66.8 is for the ‘assurance’ dimension with a significance score of 0.000. Model 2 has the ‘assurance’ and ‘empathy’ dimensions have a significant effect on the overall service quality, the coefficient values is 40.9 and 40.2 respectively. Model 3 consists of three dimensions which have a significant positive effect on customers’ satisfaction of Islamic banks in Kuwait: ‘empathy’ with coefficient value of 39.9, ‘assurance’ with 30.7 and ‘responsiveness’ with coefficient value of 19.7. The entire dimension has a p value between 0.000 and 0.002, indicating significant finding.

In the case of ‘expectations’ of service quality as illustrated in Table 7.64, the dimensions found to be the most significant in comparison to all of the modified SERVQUAL dimensions are ‘empathy’, ‘assurance’, ‘*CSR*’ and ‘responsiveness’. These four dimensions produced p values between 0.000 and 0.025 and signifies a relationship between the mentioned dimensions, and overall customers’ satisfaction of the Islamic banks in Kuwait.

As depicted in Table 7.64, the first model has a coefficient score of 53.7 for the ‘empathy’ dimension has a significance score of 0.000. Model 2 has that the ‘assurance’ and ‘empathy’ dimensions have a significant effect on the overall service quality, the coefficient values of 28.2 and 39.5 respectively. Model 3 consists of three dimensions which have a significant positive effect on customers’ satisfaction of banks in Kuwait: ‘empathy’ with coefficient value of 37.5, ‘assurance’ with 23.5 and ‘*CSR*’ with coefficient value of 14.2. All have a significance p value of 0.000 except for ‘*CSR*’, which has a p value of 0.009. Model 4 consist of four dimensions that have a significant effect on the overall service quality: ‘empathy’ with coefficient value of 33.3, ‘assurance’ with 19.2, ‘responsiveness’ with coefficient value of 13.6 and ‘*CSR*’ with coefficient value of 12.8.

Table 7.65 Multiple Regression Analysis of the Relationship Between the Modified SERVQUAL Dimensions, and Overall Service Quality Based on Kuwaiti Conventional Bank Customers' Perception and Expectation

Customers Perception					
Model	Dimension	R2	F Value	Beta Coefficient	Sig.
1	'assurance'	.324	110.293	.569	.000
2	'assurance'	.375	18.634	.405	.000
	'empathy'			.279	.000
3	'assurance'	.402	10.182	.363	.000
	'empathy'			.346	.000
	'CSR'			.177	.002
Customers Expectation					
Model	Dimension	R2	F Value	Beta Coefficient	Sig.
1	'assurance'	.287	94.016	.539	.000
2	'assurance'	.338	18.535	.341	.000
	'reliability'			.304	.000
3	'assurance'	.362	9.586	.291	.000
	'reliability'			.280	.000
	'CSR'			.177	.002
4	'assurance'	.373	5.057	.230	.003
	'reliability'			.168	.05
	'CSR'			.176	.002
	'responsiveness'			.197	.025

As depicted in Table 7.65, the stepwise regression analysis for Kuwaiti conventional banks produced three models for the customers 'perception' of service quality, and four for customers 'expectation' of service quality that had a direct effect on the overall customers' satisfaction. For 'perception' of service quality, the dimensions that are found to be the most significant in comparison to all of the modified SERVQUAL dimensions are 'assurance', 'empathy' and 'CSR'. These three dimensions produced *adjusted R* score or the coefficient of variation between 32.4% and 40.2%. Moreover, the three models produced a *p* values between 0.000 to 0.002 and therefore are significant findings.

As shown in Table 7.65, the first model with a coefficient score of 56.9 is for the 'assurance' dimension has a significance score of 0.000. Model 2 has the 'assurance' and 'empathy' dimensions having a significant effect on customers' satisfaction, the coefficient values of 40.5 and 27.9 respectively. Model 3 consists of three dimensions which have a significant effect on customers' satisfaction of conventional banks in

Kuwait: ‘empathy’ with coefficient value of 36.3, ‘assurance’ with 34.6 and ‘*CSR*’ with coefficient value of 17.7. All of the dimensions have a *p* value between 0.000 and 0.002, indicating significant findings.

In the case of customers ‘expectation’ of service quality that has a direct positive effect on customers’ satisfaction as illustrated in Table 7.65, the dimensions found to be the most significant in comparison to all of the modified SERVQUAL dimensions are ‘reliability’, ‘assurance’, ‘*CSR*’ and ‘responsiveness’. These four dimensions produced *p* values between 0.000 and 0.05 and signifies a relationship between the mentioned dimensions, and overall service quality of the Islamic banks.

As depicted in Table 7.65, the first model has a coefficient score of 53.9 for the ‘assurance’ dimension, and has a significance score of 0.000. Model 2 has ‘assurance’ and ‘reliability’ dimension as a significant dimension that has an effect on customers’ satisfaction, with the coefficient values of 34.1 and 30.4 respectively. Model 3 consists of three dimensions which have a significant effect on the overall service quality of conventional banks in Kuwait. The dimensions are ‘reliability’ with the coefficient value of 28.0, ‘assurance’ with 29.1 and ‘*CSR*’ with 17.7. All have a significance *p* value of 0.000 except for ‘*CSR*’ which has a *p* value of 0.002. Model 4 consist of four dimensions that have a significant effect on the overall service quality: ‘*CSR*’ with the coefficient value of 17.6, ‘assurance’ with the coefficient value of 23.0, ‘responsiveness’ with the coefficient value of 19.7 and ‘reliability’ with the coefficient value of 16.8. These four dimensions produced *adjusted R* score or the coefficient of variation between 28.7% for Model 1 and 37.3% for Model 4.

As depicted in Table 7.66, the regression analysis for Qatari Islamic banks produced four models for the customers’ ‘perception’ of service quality, and three for the customers’ ‘expectation’ of service quality that had a significant positive effect on the overall customers’ satisfaction. For ‘perception’ of service quality, the dimensions that are found to be the most significant in comparison to all of the modified SERVQUAL dimensions are ‘assurance’, ‘empathy’, ‘reliability’ and ‘responsiveness’. These four dimensions produced *adjusted R* score or the coefficient of variation between 38.7% (Model 1) and 43.5% (Model 4). Moreover, the Models produced *p* values between 0.000 to 0.045 and therefore are of significant findings.

Table 7.66 Multiple Regression Analysis of the Relationship Between the Modified SERVQUAL Dimensions and Overall Service Quality Based on Qatari Islamic Bank Customers' Perception and Expectation

Customers Perception					
Model	Dimension	R2	F Value	Beta Coefficient	Sig.
1	'assurance'	.387	197.131	.623	.000
2	'assurance'	.417	17.154	.462	.000
	'reliability'			.241	.000
3	'assurance'	.430	7.850	.399	.000
	'reliability'			.189	.002
	'empathy'			.160	.005
4	'assurance'	.435	4.05	.347	.000
	'reliability'			.140	.0032
	'empathy'			.137	0.019
	'responsiveness'			.139	.045
Customers Expectation					
Model	Dimension	R2	F Value	Beta Coefficient	Sig.
1	'empathy'	.139	51.207	.377	.000
2	'empathy'	.172	13.208	.268	.000
	'responsiveness'			.217	
3	'empathy'	.184	5.561	.232	.000
	'responsiveness'			.187	.002
	'pricing competitiveness'			.134	.019

As shown in Table 7.66, the first model with a coefficient score of 62.3 is for the 'assurance' dimension has a significance score of 0.000. Model 2 has 'assurance' and 'reliability' dimension as a significant dimension that has an effect on the overall service quality, the coefficient values of 46.2 and 24.1 respectively. Model 3 consists of three dimensions which have a significant positive effect on customers' satisfaction of Islamic banks in Qatar. The dimensions are 'assurance' with coefficient values of 39.9, 'reliability' with 18.9 and 'empathy' with coefficient values of 16.0. Model 4 consists of four dimensions which have an significant effect on customers' satisfaction. The dimensions are 'assurance' with coefficient values of 34.7 'reliability' with 14.0, empathy with coefficient value of 13.7 and 'pricing responsiveness' with a coefficient value of 13.9.

In the case of customers' expectation of service quality as illustrated in Table 7.66, the dimensions found to be the most significant in comparison to all of the modified SERVQUAL dimensions are 'empathy', 'responsiveness' and 'competiveness'. These

three dimensions produced p values between 0.000 and 0.019 and signifies a relationship between the mentioned dimensions and the satisfaction of Qatari Islamic banks customers.

As depicted in Table 7.66, the first model has a coefficient score of 37.7 for ‘empathy’ dimension with significance level of 0.000. Model 2 has ‘empathy’, and ‘responsibility’ dimensions are significant with the coefficient values of 26.8 and 21.7 respectively. Model 3 consists of three dimensions which have a significant effect on the customers’ satisfaction of Islamic banks in Qatar: ‘empathy’, ‘responsiveness’ and ‘competitiveness’ with coefficient values of 23.2, 18.7 and 13.4 respectively.

Table 7.67 Multiple Regression Analysis of the Relationship Between the Modified SERVQUAL Dimensions, and Overall Service Quality, Based on Qatari Conventional Bank Customers’ Perception and Expectation

Customers Perception					
Model	Dimension	R2	F Value	Beta Coefficient	Sig.
1	‘empathy’	.357	149.538	.599	.000
2	‘empathy’ ‘assurance’	.429	32.375	.363 .354	.000 .000
3	‘empathy’ ‘assurance’ ‘responsiveness’	.442	6.307	.319 .275 .162	.000 .000 .013
4	‘empathy’ ‘assurance’ ‘responsiveness’ ‘pricing competitiveness’	.459	8.547	.293 .215 .188 .147	.000 .003 .004 .004
Customers Expectation					
Model	Dimension	R2	F Value	Beta Coefficient	Sig.
1	‘assurance’	.258	94.273	.511	.000
2	‘assurance’ ‘empathy’	.337	32.744	.335 .335	.000 .000

As depicted in Table 7.67, the stepwise regression analysis for Qatari conventional banks produced four models for the customers’ ‘perception’ of service quality, and three for the ‘expectation’ of service quality that had a direct effect on the overall customers’ satisfaction. For ‘perception’ of service quality, the dimensions that are found to be the most significant in comparison to all of the modified SERVQUAL dimensions are ‘assurance’, ‘empathy’, ‘pricing competitiveness’ and ‘responsiveness’.

These four dimensions produced *adjusted R* score or the coefficient of variation between 35.7% (in the case of Model 1) and 45.9% (in the case of Model 4). These four dimensions produced *p* values between 0.000 and 0.004, and therefore indicate a relationship and are significant findings.

As depicted in Table 7.67, the first model with a coefficient score of 59.8 is for ‘empathy’ dimension with a significance level of 0.000. Model 2 has that the ‘empathy’ and ‘assurance’ dimensions have a significant effect on the overall service quality, the coefficient values of 36.3 and 35.4 respectively. Model 3 consists of three dimensions which has significant effect on customers’ satisfaction. The dimensions are ‘empathy’, ‘assurance’ and ‘responsiveness’ with the coefficient value of 31.9, 27.5 and 16.2 respectively. Model 4 consists of four dimensions which has a significant effect on satisfaction of conventional bank customers in Qatar. The dimensions are ‘empathy’ with coefficient value of 29.3, ‘assurance’ with a coefficient value of 21.5, ‘responsiveness’ with a coefficient value of 18.8 and ‘pricing competitiveness’ with a coefficient value of 14.7.

In the case of customers’ ‘expectation’ of service quality as illustrated in Table 7.67, the dimensions found to be the most significant in comparison to all of the modified SERVQUAL dimensions are ‘empathy’ and ‘assurance’. These two dimensions produced *p* values of 0.000 this signifies a strong relationship between the mentioned dimensions, and their effect on the overall service quality of Qatari conventional banks.

As depicted in Table 7.67, the first model has a coefficient score of 51.1 for the ‘assurance’ dimension has a *p* value of 0.000. Model 2 has the ‘assurance’ and ‘empathy’ dimensions having a significant effect on the overall service quality, both dimensions in Model 2 has coefficient values of 33.5 with a *p* value of 0.000. The *adjusted R score* for Model 1 is 25.8% and Model 2 is 33.7%.

7.6 SUMMARY

In an attempt to locate the variables determining service quality in Qatar and Kuwait, it is found that a number of variables determine higher awareness of products and services such as internet banking is more commonly used by a younger population; males are aware of more products compared to females; individuals with the highest

income and education use corporate and premium types of accounts more often when compared to consumers who are younger, have lower income, or are expatriates.

The Wilcoxon rank inferential analysis indicates that a statistically significant variation exists between expectation and perception of Islamic and conventional banks of Kuwait and Qatar for all of the service quality modified SERVQUAL dimensions.

Factor analysis was used to locate the newly-generated constructs of the dimensions from the customer's perceptions and expectation from the pre-determined dimensions factor. The analysis indicates that for Kuwaiti Islamic banks, there are twelve components for expectation and perception of service quality. For Kuwaiti conventional banks, there are ten components for perception and eleven for expectation of service quality.

In the case of Qatari Islamic bank have thirteen components for perception and fourteen components for expectation of service quality. While Qatari conventional banks have eleven newly-formed components for perception and thirteen components for expectation of service quality.

Examples of newly formed components or constructs are: 'customer services and helpful staff', 'efficient banking facilities', 'website and internet banking', 'management and confidentiality', 'telephone banking and complaints', 'banks design and location', 'financial performances and technology', 'ROI', '*CSR* and credit limit', 'products and charges, clarity of printed information' and 'opening hours'.

The findings from the multiple regression analyses indicate that customer satisfaction is affected by 'assurance', 'empathy' and 'responsiveness' dimensions for Kuwait Islamic banking customers' perception of service quality. While 'empathy', 'assurance', '*CSR*' and 'responsiveness' dimensions affects customer satisfaction from an customers' expectation perspective. For Kuwaiti conventional banks customer satisfaction is affected by 'assurance', 'empathy' and '*CSR*' dimensions, while for customers' expectation, it is largely affected by 'assurance', 'reliability', and '*CSR*' and 'responsiveness' dimension.

In the case of Qatar Islamic banks, customer satisfaction is affected by ‘assurance’, ‘reliability’, ‘empathy’ and ‘responsiveness’ dimensions for customers’ perceptions on service quality, while for expectation, the dimension that affects the customer satisfaction most is ‘empathy’, ‘responsiveness’ and ‘pricing competitiveness’. For Qatari conventional banks, customer satisfaction is largely affected by ‘empathy’, ‘assurance’, ‘responsiveness’ and ‘pricing competitiveness’ dimensions based on customers’ perception of service quality, while for expectation of service quality customer satisfaction is affected by ‘assurance’ and ‘empathy’ dimensions.

After providing all these empirical analysis in this and the previous chapter, next chapter aims at providing an interpretative analysis by engaging with the empirical findings through hypotheses testing.

CHAPTER 8

AN INTERPRETATIVE DISCUSSION ON THE EMPIRICAL RESULTS: HYPOTHESES TESTING

8.1 INTRODUCTION

This chapter examines and discusses the findings of the study based on the descriptive and inferential analyses from preceding chapters (Chapter 6 and 7) thereby it aims to test the hypotheses identified in Chapter 5 together with the sub-hypotheses. Moreover, since a methodological triangulation approach is adopted as a method of data analysis, the resultant information and findings from both literature review chapters and the quantitative analysis are utilised in the best possible way to explain any meaningful relationships that may exist between the previous information obtained by secondary researchers and the gathered empirical data which went through various analysis in Chapter 6 and 7. As a result of such approaches any inferential findings in this research is considered and appreciated as a contribution to the field of service quality for the Kuwaiti and Qatari banking sector as a whole.

Throughout this chapter the twenty-four hypotheses devised in Chapter 6 are tested and discussed to develop an advanced understanding of the subject matter with the objective of developing further meaning from the data analysis.

As regards to the methodology and strategy used to test the hypotheses, the model utilised in this study for measuring the service quality of banks in Kuwait and Qatar is based on the assumption that dependent variables including the ‘religious compliance’ variable, the SERVQUAL dimensions and overall service quality have a relationship. The independent variables include, demographic variables, banking products and services offered and the number of years with the bank. Much of the hypothesis testing was based on tests that have been carried out by previous service quality authors, as their testing methods produced satisfactory validity and significant findings. These include: Parasuraman *et al.* (1988), Othman and Owen (2001 and 2002), Al-Zaabi (2006), Al-Adwani and Asutay (2011) and Mohd-Shariff (2012).

Various statistical tests were used in order to measure any relationship between the variables: Chi-Square test was used to test the relationship between at least two categorical variables, and studied the degree of independence of each variable from the others. Furthermore, Spearman's coefficient is used for analysis to determine the strength of the relationship between two variables, which also helps to determine the significance of the bi-variate relationships. Finally a multiple regression analysis is used to determine the relationship strength of the variance between the dependent variables, which is explained by several predictors. In establishing the statistical significance, the confidence level is generally required to be below 0.05 in order to test all hypotheses, indicating some degree of correlation between different variables.

This chapter is divided into three sections: section one discusses hypotheses related to the level of banking product and service awareness in Qatar and Kuwait. Section two tests hypotheses related to Qatari and Kuwaiti banking respondents' perception and expectation levels in relation to the modified SERVQUAL dimensions and service quality as a whole. Section three discusses the inferential analysis findings that have been extracted from carrying out regression analysis on customer perception and expectation of the modified SERVQUAL dimensions in relation to customer satisfaction for both Qatari and Kuwaiti banks through responding to the relevant hypotheses. The chapter ends with a summary and conclusion.

The following sections, hence, tests the hypotheses and discusses the findings developed from hypotheses testing.

8.2 HYPOTHESES TESTING FOR THE AWARENESS LEVEL OF BANKING PRODUCTS AND SERVICES IN QATAR AND KUWAIT

The next sets of hypotheses are related to the products and services offered by the banks in Qatar and Kuwait in relation to their level of awareness by the customers of the banks. For this, empirical analyses are presented in Chapter 6 and 7.

The hypothesis stems from the research question: How aware are the customers of the banks in terms of the types of products and services offered by their banks in Kuwait and Qatar's Islamic and conventional banks? Each of the product awareness related to

the hypotheses are further sub-categorized based on the individual demographic variable that is being investigated. Cross referencing with some of the Tables in chapter 6 and 7 is used to discuss the findings in this section.

Hypothesis 1: The majority of customers of the Islamic and conventional banks have a fair level of awareness on the banking products and services offered by their bank in Kuwait.

Hypothesis 1 can be further specified for each country and for each type of bank:

HA1.1: The customers of the banks have a fair level of awareness on the banking products and services offered by the conventional banks in Kuwait.

In order to test hypothesis *HA1.1*, a descriptive analysis is carried out and presented in Tables in chapter 6. A detailed discussion and descriptive analysis is available in Table 6.22 to 6.26. The findings indicate that the respondents have high awareness levels for conventional banking products and services. From the total of 17 types of products and services offered in the conventional banks of Kuwait, only 6 products of services have low levels of awareness by the participants (awareness level <50%). This result revealed that most of the respondents do have a high knowledge and awareness of most of the conventional banking products and services. Thus overall the results do confirm with the hypothesis, as it suggests that the majority of Kuwaiti conventional banking customers do have a satisfactory level of awareness with the products and services offered by the conventional banks, hence in effect the alternative hypothesis can be accepted.

Stemming from the Hypothesis 1, further sub-hypothesis *H1.1* is constructed to test awareness levels of products and services in relation to demographic profiling and number of years with the bank.

Table 8.1: Summary, Mann-Whitney U Test and Kruskal-Wallis Test Findings on the Awareness of Products and Services Offered by the Banks in Kuwait

Kuwaiti banking Sector		
Independent Variable	Kuwait Conventional Banks Products	Kuwait Islamic Banks Products
Gender	Male	Male
Age	41-50	51-60
Education level	Postgraduate Degree	Bachelor degree
Income level	>2,601 KD	>2,601 KD
Profession	Executives	Tradesman & Salesman, Executive
Nationality	Kuwaiti	Kuwaiti
Ethnicity	GCC	GCC
Number of years as a customer of the bank	More than 5 years	More than 5 years

H01.1: There are no statistically significant differences between the Kuwaiti conventional bank customer's demographic variable (age, gender, occupation, income level, education level and number of years in association with bank) and their awareness level of conventional bank products and services.

This hypothesis is used to formulate the following specific null hypothesis:

H01.1.1: There are no statistically significant differences between the Kuwaiti conventional bank customer's gender and their level of awareness of conventional banking products and services.

As shown in Table 7.1a and 7.1b, a total of 5 out of 17 conventional banking products showed statistically significant differences between female and male customers based on being significantly below the level of 0.05 for gender. Thus overall the null hypothesis is rejected and the alternative hypothesis is accepted for 'gender'. Furthermore the mean rank score suggests that males are more aware of the conventional banking products compared to females.

H01.1.2: There are no statistically significant differences between the Kuwaiti conventional bank customer's age and their level of awareness of conventional banking products and services.

Table 7.2 indicates there does exist a significant difference between respondents age group based on their awareness level of conventional banking products and services. Table 7.2 shows that 7 out of the 17 products have a statistically significant level of less than 0.05. Thus overall the null hypothesis is rejected and the alternative hypothesis is accepted for Age. The mean ranking score shows that the age group of 41-50 years old have the highest awareness levels for conventional banking products.

H01.1.3: There are no statistically significant differences between the Kuwaiti conventional bank customer's education level and their level of awareness of conventional banking products and services.

Similarly, Table 7.3 shows 11 out of the 17 conventional banking products have a statistically significant level of less than 0.05. The mean ranking score indicates that respondents holding 'post-graduate degrees' have the highest awareness level for conventional banking products and services. Thus null hypothesis is rejected and the alternative hypothesis is accepted for Education.

H01.1.4: There are no statistically significant differences between the Kuwaiti conventional bank customer's number of years the customer has been with the bank and their level of awareness of conventional banking products and services.

Table 7.4 indicates that 11 out of the 17 conventional banking products have a statistical significance of less than 0.05 for education. Thus overall the null hypothesis is rejected and the alternative hypothesis is accepted for number of years with the bank. The mean ranking score indicates that respondents who had been with the bank for more than 5 years have the highest awareness level for conventional banking products and services.

H01.1.5: There are no statistically significant differences between the Kuwaiti conventional bank customer's monthly income and their level of awareness of conventional banking products and services.

Table 7.5 reveals that 12 out of the 17 conventional banking products have a statistically significant level of less than 0.05 for income. Thus overall the null hypothesis is rejected and the alternative hypothesis is accepted for monthly income. The mean ranking score indicates that respondents who earn more than KD 2601 have the highest awareness level for conventional banking products and services.

H01.1.6: There are no statistically significant differences between the Kuwaiti conventional bank customer's profession and their level of awareness of conventional banking products and services.

Table 7.6 shows that 8 out of the 17 conventional banking products have a statistically significant level of less than 0.05 for profession. Moreover, the mean ranking score indicates that respondents who are executives have the highest awareness level for conventional banking products and services. Overall the null hypothesis is rejected and the alternative hypothesis is accepted for 'profession'.

H01.1.7: There are no statistically significant differences between the Kuwaiti conventional bank customer's nationality and their level of awareness of conventional banking products and services.

In the case of respondents' nationality, Table 7.7 shows that 5 out of the 17 conventional banking products have a statistically significant level less of less than 0.05. Thus null hypothesis is rejected and the alternative hypothesis is accepted for 'nationality'. The mean ranking score indicates that respondents who are Kuwaiti nationals have the highest awareness level for conventional banking products.

H01.1.8: There are no statistically significant differences between the Kuwaiti conventional bank customer's ethnic origin and their level of awareness of conventional banking products and services.

Furthermore, in terms of ethnic origin of customers, Table 7.8 shows that 8 out of the 17 conventional banking products have a statistical significance level of less than 0.05. Thus overall the null hypothesis is rejected and the alternative hypothesis is accepted for 'ethnic origin'. The mean ranking score indicates that respondents who are of GCC origin have the highest awareness level for conventional banking products and services.

HA1.2: The customers of the banks have a fair level of awareness on the banking products & services offered by the Islamic banks in Kuwait.

In the case of testing hypothesis *HA1.2*, a descriptive analysis is carried out with reference to tables in chapter 6. Tables 6.22-6.28 present the descriptive results for Kuwaiti Islamic banking products and services.

The analysis of awareness level of products and services was further carried out with respect to the demographic variables of the customers (gender, age, education level of respondents, income level, profession, nationality and ethnicity), and number of year as a customer of the bank as shown in Chapter 7 (Table 7.1 to 7.8). Table 8.1 and 8.2 (which is the summary of test results of Table 7.1 to 7.8) summarises the findings for Kuwaiti and Qatar banks respectively, based on the total number of products and services that have a significance level of less than 0.05. The Tables 8.1 and 8.2 presents the demographic profiles and number of years with the bank, which has the highest awareness level with the products and services offered by the Islamic and conventional banks of Kuwait and Qatar.

Stemming from *Hypothesis 1* further sub-hypothesis *H1.2* is constructed to test awareness levels of products and services in relation to demographic profiling and number of years with the bank.

Hypothesis *H01.2* testing is carried out by using descriptive analysis with the aid of Tables 7.1-7.8, 6.22 -6.28 and Table 8.1. The objective in testing this hypothesis is to determine if the level of awareness of Islamic banking products differs significantly amongst different demographic profiles.

H1.2: There are no statistically significant differences between the Kuwaiti Islamic bank customer's demographic variable (age, gender, occupation, income level, nationality, education level & number of years in association with bank) and their awareness level of Islamic banking based products and services.

This hypothesis is further detailed as in the following hypotheses:

H01.2.1: There are no statistically significant differences between the Kuwaiti Islamic bank customer's gender and their level of awareness of Islamic banking products and services.

As shown in Table 7.1a and 7.1b that 10 out of 20 Islamic banking products showed statistically significant difference between female and male customers based on significance levels of below 0.05. Thus overall the null hypothesis is rejected and the alternative hypothesis is accepted for 'gender'. Furthermore the mean rank score suggests that male customers are more aware of the Islamic banking products compared to female customers.

H01.2.2: There are no statistically significant differences between the Islamic bank customer's age and their level of awareness of Islamic banking products and services.

Table 7.2 indicates there does exist a significant difference between respondents age group based on their awareness level of Islamic banking products and services. Table 7.2 shows that 1 out of the 20 products have a significance level of less than 0.05. Thus overall the null hypothesis is rejected and the alternative hypothesis is accepted for 'age'.

The mean ranking score shows that the age group of 51-60 years old customers have the highest awareness level for Islamic banking products.

H01.2.3: There are no statistically significant differences between the Islamic bank customer's education level and their level of awareness of Islamic banking products and services.

Similarly, Table 7.3 shows 2 out of the 20 Islamic banking products have a statistical significance less than 0.05. Thus overall the null hypothesis is rejected and the alternative hypothesis is accepted for 'education'. The mean ranking score that respondents holding Bachelor degree has the highest awareness level for Islamic banking products.

H01.2.4: There are no statistically significant differences between the Islamic bank customer's number of years the customer has been with the bank and their level of awareness of conventional banking products and services.

Table 7.4 indicates that 2 out of the 20 Islamic banking products have a statistical significance less than 0.05 for education. Thus overall the null hypothesis is rejected and the alternative hypothesis is accepted. The mean ranking score indicates that respondents who had been with the bank for more than 5 years had the highest awareness level for Islamic banking products.

H01.2.5: There are no statistically significant differences between the Islamic bank customer's monthly income and their level of awareness of Islamic banking products and services.

Table 7.5 reveals that in the case of 13 out of the 20 Islamic banking products, there are statistical significances less than 0.05 in relation to customers' awareness level with their income. Thus overall the null hypothesis is rejected and the alternative hypothesis is accepted for 'monthly income'. The mean ranking score indicates that respondents who earn more than KD 2601 have the highest awareness level for Islamic banking products.

H01.2.6: There are no statistically significant differences between the Islamic bank customer's profession and their level of awareness of Islamic banking products and services.

Table 7.6 shows that 7 out of the 20 Islamic banking products have a statistical significance of less than 0.05 for profession. Thus overall the null hypothesis is rejected and the alternative hypothesis is accepted for profession. The mean ranking score indicates that respondents who are tradesman and salesman have the highest awareness level for Islamic banking products.

H01.2.7: There are no statistically significant differences between the Islamic bank customer's nationality and their level of awareness of Islamic banking products and services.

In the case of respondents' nationality, Table 7.7 shows that 10 out of the 20 Islamic banking products have a significance of less than 0.05. Thus overall the null hypothesis is rejected and the alternative hypothesis is accepted for 'nationality'. The mean ranking score indicates that respondents who are Kuwaiti have the highest awareness level for Islamic banking products.

H01.2.8: There are no statistically significant differences between the Islamic bank customer's ethnic origin and their level of awareness of Islamic banking products and services.

Furthermore, in terms of the ethnic origin of customers, Table 7.8 shows that 6 out of the 20 Islamic banking products have a significance of less than 0.05. Thus overall the null hypothesis is rejected and the alternative hypothesis is accepted for 'ethnic origin'. The mean ranking score indicates that respondents who are of GCC origin have the highest awareness level for Islamic banking products.

The overall result indicates that the respondents have a low level of awareness for Islamic banking products and services. Out of the 20 types of products and services offered by Islamic banks, only 8 products or services were known by the participants to a high level of awareness (awareness level of >50%). This result revealed that most of the respondents of Islamic banks in Kuwait had lower knowledge and awareness of the majority of the Islamic banking products and services. In addition, out of the 8 Islamic banking financing instruments, only one has an awareness level of above 50%. Thus overall the results do not confirm with the alternative hypothesis (HA1.2); as the hypothesis stated that the majority of Kuwaiti Islamic banking customers do have a satisfactory level of awareness with the products and services offered by the Islamic banks. Thus based on the results the alternative hypothesis is rejected and null hypothesis is accepted.

Therefore in summary, customers who fall in the following categories have the highest awareness level on Kuwaiti conventional banking products and service: male, 41-50 years, post graduate degree, earns more than KD 2601, 'executive', 'Kuwaiti', 'GCC origin' and 'has been with the bank for more than 5 years'. While in the case of Islamic bank the findings are exactly the same as conventional banks except customers who are working as 'tradesman or sales person', age between 51-60 and bachelor degree holders. These findings are supported partly by the work of Qureshi

et al. (2008) who explain that the longer the relationship between customers and their institution the higher the awareness of products and services will be.

Hypothesis 2: The majority of customers of the Islamic and conventional banks have a fair level of awareness on the banking products and services offered by their bank in Qatar.

HA2.1: The customers of the banks are fair level of awareness of the banking products & services offered by the conventional banks in Qatar.

In order to test hypothesis *HA2.1*, a descriptive analysis is used with the aid of Tables 6.22-6.26. The result indicates that the respondents have high awareness level for conventional banking products and services. From the total of 17 types of products and services offered by the banks, only 6 products or services have low level of awareness of less than 50%. Thus, in conclusion the finding indicates that most of the respondents have higher knowledge and awareness of majority of the conventional banking products and services offered by their banks. Thus overall the results do confirm with the hypothesis, as it suggests that the majority of Qatari conventional banking customers do have a satisfactory level of awareness with the products and services offered by the banks, hence in effect the alternative hypothesis can be accepted and null hypothesis is rejected.

Table 8.2 Summary of Mann-Whitney U test and Kruskal-Wallis Test Findings on the Awareness of Products and Services Offered by the Banks Qatar

Qatar banking Sector		
Variables	Qatar Conventional banks Products	Qatar Islamic Banks Products
Gender	Male	Male
Age	Over 60 years	Over 60 years
Education level	Postgraduate Degree	Postgraduate Degree
Income level	>34,001 QR	>34,001 QR
Profession	Professional	Public sector
Nationality	Qatari	Qatari
Ethnicity	GCC	GCC
Number of years as a customer of the bank	3-5 years	More than 5 years

H02.1: There are no statistically significant differences between the Qatar conventional bank customer's demographic variable (age, gender, occupation, income level, education level and number of years in association with bank) and their awareness level of conventional bank products and services.

Further more specific hypotheses as sub-hypotheses for this is presented and analysed in the following sections:

H02.1.1: There are no statistically significant differences between the Qatari conventional bank customer's gender and their level of awareness of conventional banking products and services.

As shown in Table 7.1(a) and 7.1(b), 3 out of 17 conventional banking products showed statistically significant differences in awareness levels between Qatari female and male customers based on a significance level of below 0.05. Furthermore the mean rank score suggests that males are more aware of the conventional banking products compared to females. Thus null hypothesis is rejected and the alternative hypothesis is accepted for gender.

H02.1.2: There are no statistically significant differences between the Qatari conventional bank customer's age and their level of awareness of conventional banking products and services.

Table 7.2 indicates there does exist a statistically significance difference between respondents' age group and their awareness level of conventional banking products and services. Table 7.2 shows that 3 out of the 17 products have a significance level of less than 0.05. The mean ranking score shows that the age group of over 60 customers has the highest awareness level for conventional banking products. Thus null hypothesis is rejected and the alternative hypothesis is accepted for age.

H02.1.3: There are no statistically significant differences between the Qatari conventional bank customer's education level and their level of awareness of conventional banking products and services.

Similarly, Table 7.3 shows several of the conventional banking products have a significance level of less than 0.05. Moreover the mean ranking score shows that respondents holding post-graduate degrees have the highest awareness level for these conventional banking products. Thus, null hypothesis is rejected and the alternative hypothesis is accepted for education.

H02.1.4: There are no statistically significant differences between the Qatari conventional bank customer's number of years the customer has been with the bank and their level of awareness of conventional banking products and services.

Table 7.4 indicates that some of the conventional banking products have a statistical significance level of less than 0.05 for 'number of years with the bank', while the mean ranking score for these products indicates that respondents who have been with

the bank for more than 3-5 years have the highest awareness level for conventional banking products. Thus null hypothesis is rejected and the alternative hypothesis is accepted.

H02.1.5: There are no statistically significant differences between the Qatari conventional bank customer's monthly income and their level of awareness of conventional banking products and services.

Table 7.5 reveals that 7 out of the 17 conventional banking products have a statistically significant level of less than 0.05 for customers' income. The mean ranking score indicates that respondents who earn more than QR 34,001 have the highest awareness level for conventional banking products. Thus null hypothesis is rejected and the alternative hypothesis is accepted for monthly income.

H02.1.6: There are no statistically significant differences between the Qatari conventional bank customer's profession and their level of awareness of conventional banking products and services.

Table 7.6 shows that 8 out of the 17 conventional banking products have a statistical significance level of less than 0.05 for profession. The mean ranking score indicates that respondents who fall under professional category have the highest awareness level for conventional banking products. Thus null hypothesis is thus rejected and the alternative hypothesis is accepted for profession.

H02.1.7: There are no statistically significant differences between the Qatari conventional bank customer's nationality and their level of awareness of conventional banking products and services.

In the case of respondents 'nationality', Table 7.7 shows that some of the conventional banking products have a statically significance level of less than 0.05. The mean ranking score indicates that respondents who are of Qatari origin have the highest awareness level compared to expatriates for conventional banking products. Thus null hypothesis is rejected and the alternative hypothesis is accepted for 'nationality' group.

H02.1.8: There are no statistically significant differences between the Qatari conventional bank customer's ethnic origin and their level of awareness of conventional banking products and services.

Furthermore, in terms of ethnic origin of customers, Table 7.8 shows that 3 out of the 17 conventional banking products have a statistically significance of less than 0.05. The mean ranking score indicates that respondents who are of GCC origin have the

highest awareness level for conventional banking products. Thus null hypothesis is rejected and the alternative hypothesis is accepted for ‘ethnic origin’.

HA2.2: The customers of the banks have a fair level of awareness on the banking products and services offered by the Islamic banks in Qatar.

In the case of testing hypothesis *HA2.2*, a descriptive analysis is also carried out with reference to Tables 6.22-6.28, and these Tables depict the descriptive results for Qatari Islamic banking products and services. The analysis results stated the frequency and percentage distribution of total awareness and knowledge of products and services of Qatari Islamic banks. The overall result indicates that the respondents have low awareness levels of Islamic banking products and services. Moreover, out of the total 20 types of products and services offered by Islamic banks, only 7 of the products or services were known by the respondents to at a fair awareness level (awareness level greater than 50%). This result reveals that most of the respondents of Islamic banks in Qatar have lower knowledge and awareness levels of most of the Islamic banking products and services. Moreover out of the 8 Islamic banking financing instruments, just one has an awareness level above 50% for Qatari Islamic banks. Thus overall the results does not confirm with the alternative hypothesis (*HA2.2*) and hence the alternative hypothesis is rejected and null hypothesis is accepted.

H02.2: There are no statistically significant differences between the Qatari Islamic bank customer’s demographic variable (age, gender, occupation, income level, nationality, education level and number of years in association with bank) and their awareness level of Islamic financing based products and services

This hypothesis is further explored through more specific hypotheses in the following sections:

H02.2.1: There are no statistically significant differences between the Qatari Islamic bank customer’s gender and their level of awareness on banking products and services.

As shown in Table 7.1(a) and 7.1(b), several of the Islamic banking products showed a significance difference in awareness levels between female and male customers based on statistically significance levels of less than 0.05. Furthermore the mean rank score suggests that male customers are more aware of the Islamic banking products compared to female customers. Thus null hypothesis is rejected and the alternative hypothesis is accepted for gender.

H0.2.2.2: There are no statistically significant differences between the Qatari Islamic bank customer's age and their level of awareness on banking products and services.

Table 7.2 indicates there does exist a statistically significant difference between respondents' age group based on their awareness level of Islamic banking products and services. Table 7.2 shows that 7 out of the 20 products have a significance level of less than 0.05. The mean ranking score shows that the age group of 60 years and over respondents has the highest awareness level for Islamic banking products. Thus null hypothesis is rejected and the alternative hypothesis is accepted for 'age'.

H0.2.2.3: There are no statistically significant differences between the Qatari Islamic bank customer's education level and their level of awareness of banking products and services.

Similarly, Table 7.3 shows 3 out of the 20 Islamic banking products have a significance of less than 0.05. The mean ranking score from respondents holding 'postgraduate degree' has the highest awareness level for Islamic banking products. Thus null hypothesis is rejected and the alternative hypothesis is accepted for education.

H0.2.2.4: There are no statistically significant differences between the Qatari Islamic bank customer's number of years the customer has been with the bank and their level of awareness of banking products and services.

Table 7.4 indicates that some of the Islamic banking products have a statistically significance level of less than 0.05 for 'number of years' with the bank. The mean ranking score indicates that respondents who have been with the bank for more than 5 years have the highest awareness levels for Islamic banking products compared to those with fewer years. Thus null hypothesis is rejected and the alternative hypothesis is accepted.

H0.2.2.5: There are no statistically significant differences between the Qatari Islamic bank customer's monthly income and their level of awareness of banking products and services.

Table 7.5 reveals that 14 out of the 20 Islamic banking products have a statistical significance level of less than 0.05 for income. Moreover, the mean ranking score indicates that respondents who earn more than QR 34,001 have the highest awareness level for Islamic banking products. Thus null hypothesis is rejected and the alternative hypothesis is accepted for income level.

H02.2.6: There are no statistically significant differences between the Qatari Islamic bank customer's profession and their level of awareness of banking products and services.

Table 7.6 shows that 8 out of the 20 Islamic banking products have a statistical significance level of less than 0.05 for profession. The mean ranking score indicates that respondents who work in the public sector have the highest awareness level for Islamic banking products. Thus null hypothesis is rejected and the alternative hypothesis is accepted for profession.

H02.2.7: There are no statistically significant differences between the Qatari Islamic bank customer's nationality and their level of awareness of banking products and services.

In the case of respondents' nationality, Table 7.7 shows that 10 out of the 20 Islamic banking products have a statistical significance level of less than 0.05. The mean ranking score indicates that respondents who are Qatari have the highest awareness level for Islamic banking products. Thus null hypothesis is rejected and the alternative hypothesis is accepted for 'nationality'.

H02.2.8: There are no statistically significant differences between the Qatari Islamic bank customer's ethnic origin and their level of awareness of banking products and services.

Furthermore, in terms of ethnic origin of customers, Table 7.8 shows that 7 out of the 20 Islamic banking products have a statistically significance level of less than 0.05. The mean ranking score indicates that respondents who are of GCC origin have the highest awareness level for Islamic banking products. Thus null hypothesis is rejected and the alternative hypothesis is accepted for 'ethnic origin'.

In summary customers who fall in the following categories have the highest awareness level on conventional banking products and services: male, aged over 60 years, with a post graduate degree, a monthly income of QR 34,000 or more, is from a professional occupation, is a native, and has been with the bank between 3 to 5 years. While in the case of Islamic banks the findings are exactly same as conventional banks except customers who are 'public sector servants' and have been with the bank more than five years, have higher awareness level of Islamic banking products. These findings are supported partly by the work of Qureshi *et al.*, (2008) who explains that the longer the relationship between customers and their institution the higher the awareness of products and services will be, with specific reference to internet banking

as a service. The overall finding of this study has a similar outcome to Mohd-Sheriff's (2012) study, which also revealed that long term banking customers (more than 5 years), male, and those with above average earnings and those holding postgraduate qualification, have higher awareness of Islamic based products in Malaysia. While in the case of conventional banks of Malaysia, the following category of customers had the highest product and services awareness level: male, age between 21-30 and 41-50, earning medium range income, holders of post graduate qualification, been with the bank for 1 to 3 years, and with a locally-owned bank.

In summary based on the findings, both Kuwaiti and Qatari Islamic banks have problems getting customers familiar and aware with the products and services they provide. These findings are supported by other studies, such as the work of Haron *et al.* (1994), who explains that although customers of Islamic banks may have higher awareness levels about the principles of Islamic banking compared to non-Muslim customers, the use and awareness level for individual Islamic products and services are found to be low. His study was based on Malaysian banks.

On closer a look at Table 6.22-6.28, the awareness levels of products such as current accounts, savings accounts, salary accounts, foreign exchange, internet and telephone banking is fairly high in Kuwaiti and Qatari Islamic bank, while 'awareness level' of Islamic financing products are extremely low for both Kuwaiti and Qatari Islamic banks. This is partly supported by Metawa and Almosawi's (1998) study, where the findings reveal that the awareness of products such as current accounts, savings accounts, investment accounts and the use of credit cards is exceptionally high in Bahraini Islamic banks, however the knowledge, awareness and use of Islamic financing schemes was significantly lower. In addition, Mohd-Shariff (2012) cites that this phenomena may be is due higher level of education about conventional banking and common product that are found in all banks from early stage of schooling.

The findings indicate that out of the eight *Shari'ah* financing instruments, only *murabaha* has a satisfactory level of awareness compared to remaining *Shari'ah* based financing products. This particular finding is further supported by the work of Al-Ajmi *et al.* (2009) whose finding also indicated a higher level of awareness for the *Murabaha* form of financing, however a low level for rest of the Islamic financing schemes. Similar results are found in Naser *et al.* (1999), which explains that the vast

majority of the customers of Jordanian Islamic banks were totally unaware of the specific Islamic banking Arabic terms even though most of the customers were native Arabic speakers. Gerrard and Cunningham (1997) conducted a study whose findings show that customers did not understand the definition or the mechanism by which an Islamic banking related products works in Singapore Islamic banks.

Khattak and Rehman (2010) recommend to implement various seminars targeting banking customers and thereby facilitating a customer service provider interaction while also increasing knowledge and awareness of various banking products as a solution to the lack of awareness of products and services. This is expected to bring about positive results, as Hoyer and Brown (1990) indicate in their research that by increasing the customer's knowledge of product and service branding, the utilization of the banking service and products also increases.

In the case of conventional banks the awareness level of products and services offered by the bank is fairly high. This is in parallel to findings of Mohd-Shariff (2012) as her study showed that customers in Malaysian conventional banks had higher awareness level with their products compared to Islamic banks.

The finding also revealed that male customers had more awareness than female customers for both Islamic and conventional banks in Kuwait and Qatar. This may be because men would have more access to education, banking and insurance facilities as compared to women, Omar (2007) findings. Moreover, Spathis *et al.* (2004) study shows that perceptions of banks customers' quality of services varied among genders, with the study carried out in the Greek banking sector. These results resemble to the ones in this study.

8.3 THE RELATIONSHIP BETWEEN THE CUSTOMERS' EXPECTATION AND PERCEPTION OF KUWAITI AND QATARI BANKS IN TERMS OF SERVICE QUALITY

Both the expectation and perception of the customer are important parameters that need to be considered by banks in order to understand if the customers are satisfied with the services provided by them. Therefore one of the aims of this study is to assess and determine the banks customers' expectation and perception level based on the modified SERVQUAL model. As discussed in the Chapter 2 and 3, that expectation

score of respondents is largely based on their previous experience of service which does not necessarily have to be an experience from the banking sector.

The first group of hypotheses was devised to test the differences of customers' perception and expectation level thus this facilitates determining the level of service quality of Kuwaiti and Qatari banks both Islamic and conventional banks.

The summary of mean expectation and perception of both Kuwaiti Islamic and conventional banks are shown on Table 6.41 and Table 6.42 Furthermore table 7.9 (a) and 7.9 (b) is used to determine the p value, as the Wilcoxon Signed rank test results for Qatari and Kuwaiti banks. This particular test is useful to observe if any variation does exist between expectation and perception values.

8.3.1 Service Quality of Kuwaiti banks based on the modified SERVQUAL dimension

Hypothesis 3: There are statistically significant differences between perceived expectations and perceptions of customers in the Kuwaiti Islamic banks based on the modified SERVQUAL dimensions ('assurance', 'empathy', 'responsiveness', 'reliability', 'tangible', 'technology', 'competiveness', 'CSR' and 'religious compliance').

The following null sub-hypotheses are developed to respond to this main hypothesis:

H03.1: There are no differences between respondents' perception and expectation for 'technology' dimension for Kuwaiti Islamic bank in terms of service quality provided by the banks.

As shown in Table 6.42 there is a gap difference between the perception and expectation means score of 4.06 and 4.44 respectively for Kuwaiti Islamic banks, with a significance p value of 0.000 as seen on Table 7.9 (a). Thus it can be stated that there is a significant difference between customer's expectation and perception level for service quality related to the 'technology' dimensions, hence the null hypothesis is rejected and the alternative hypothesis is accepted.

H03.2: There are no differences between respondents' perception and expectation for 'tangible' dimension for Kuwaiti Islamic bank in terms of service quality provided by the banks.

As indicated in Table 6.42 that there is a difference between perception and expectation means score of 4.10 and 4.35 respectively in the case of Kuwaiti Islamic banks for 'tangible' dimension, with a significance p value of 0.000 as seen on Table

7.9 (a). Thus in effect there is a significant difference between expectation and perception of the customers for the ‘tangible’ dimensions, hence the null hypothesis is rejected and the alternative hypothesis is accepted. Furthermore, ‘tangible’ dimension has the lowest gap difference in comparison to the rest of the modified SERVQUAL dimensions, thus indicating lesser dissatisfaction by customers compared to other dimensions of service quality.

H03.3: There are no differences between respondents’ perception and expectation for ‘responsiveness’ dimension for Kuwaiti Islamic bank in terms of service quality provided by the banks.

Table 6.42, depicts that there is a gap difference between perception and expectation means score of 4.02 and 4.67 respectively for Kuwaiti Islamic banks for the ‘responsiveness’ dimension, with a statistically significance p value of 0.000 as seen on Table 7.9 (a). Thus it can be stated that there is a significant difference between expectation and perception of the customers for the ‘responsiveness’ dimensions, hence the null hypothesis is rejected and the alternative hypothesis is accepted. Moreover, ‘responsiveness’ the dimension has the second highest gap amongst the nine modified SERVQUAL dimensions thus indicating a higher level of dissatisfaction by the customers in comparison to the other seven dimensions.

H03.4: There are no differences between respondents’ perception and expectation for ‘empathy’ dimension for Kuwaiti Islamic bank in terms of service quality provided by the banks.

As shown in Table 6.42, that there is a difference between perception and expectation means score of 4.11 and 4.63 respectively for Kuwaiti Islamic banks customers, with a statistically significance p value of 0.000 as seen on Table 7.9 (a). Thus it can be stated that there is a significant difference between expectation and perception of the customers for the ‘empathy’ dimensions, hence the null hypothesis is rejected and the alternative hypothesis is accepted.

H03.5: There are no differences between respondents’ perception and expectation for ‘assurance’ dimension for Kuwaiti Islamic bank in terms of service quality provided by the banks.

As Table 6.42, signifies that there is a difference between perception and expectation means score Kuwaiti Islamic banks customers for ‘assurance’ dimensions, with a statistically significance p value of 0.000 as seen on Table 7.9 (a). Therefore it can be stated that there is a significant difference between expectation and perception of the

customers for the ‘assurance’ dimensions, hence the null hypothesis is rejected and the alternative hypothesis is accepted.

H03.6: There are no differences between respondents’ perception and expectation for ‘reliability’ dimension for Kuwaiti Islamic bank in terms of service quality provided by the banks.

As depicted in Table 6.42, that there is a difference between perception and expectation means score of 4.09 and 4.58 respectively for Kuwaiti Islamic banks customers, with a significance p value of 0.000 as seen on Table 7.9 (a). Thus it can be stated that there is a significant difference between expectation and perception of the customers for the ‘reliability’ dimensions, hence the null hypothesis is rejected and the alternative hypothesis is accepted.

H03.7: There are no differences between respondents’ perception and expectation for ‘CSR’ dimension for Kuwaiti Islamic bank in terms of service quality provided by the banks.

As shown in Table 6.42, that there is a difference between perception and expectation means score of 3.62 and 4.36 respectively for Kuwaiti Islamic banks customers, with a significance p value of 0.000 as seen on 7.9. Thus, it can be stated that there is a statistically significant difference between expectation and perception of the customers for the ‘CSR’ dimensions, hence the null hypothesis is also rejected here and the alternative hypothesis is accepted. Furthermore, the ‘CSR’ dimension has the highest gap differences between expectation and perception mean indicating that the customers are far more dissatisfied with this particular service in comparison to the other eight dimensions of service quality and the alternative hypothesis is accepted.

H03.8: There are no differences between respondents’ perception and expectation for ‘pricing competitiveness’ dimension for Kuwaiti Islamic bank in terms of service quality provided by the banks.

As shown in Table 6.42, there does exist also a difference between perception and expectation means score of for Kuwaiti Islamic banks customers, with a statistically significance p value of 0.000 as seen on Table 7.9 (a) indicating a significant difference between expectation and perception of the customers for the ‘pricing competitiveness’ dimensions, thus in conclusion the null hypothesis is rejected and the alternative hypothesis is accepted.

H03.9: There are no differences between respondents' perception and expectation for 'religious compliance' dimension for Kuwaiti Islamic bank in terms of service quality provided by the banks.

Similarly to other eight dimensions as shown in Table 6.42, there is a difference of gap existing between perception and expectation means score of 4.12 and 4.44 respectively for Kuwaiti Islamic bank customers, with a statistically significance p value of 0.000 as seen on Table 7.9 (a). Indicating a significant difference between expectation and perception of the customers for the 'religious compliance' dimensions, so in effect the null hypothesis is rejected and the alternative hypothesis is accepted.

Based on Table 6.42 customers gave high expectation score for 'empathy' 'assurance', and 'responsiveness' at mean value of 4.63, 4.66, and 4.67 respectively. This is further confirmed by regression analysis Table 7.64 which showed that these three dimensions are found to be the most important dimensions that affect the customers' perception and expectation of customer satisfaction in Kuwaiti Islamic banks, moreover 'CSR' is also found to be important expectation requirement from customers' expectation perspective.

It should be noted that the findings concur with what Khafafa and Shafii (2013) postulate, and their overall findings reveal that service quality dimensions; 'assurance', 'responsiveness', 'reliability', 'tangibility', and 'empathy' dimension has an effect on overall service quality. Moreover, the findings of this study are also partly supported by the work of Al-Eisa and Alhemoud (2009) whose findings indicate that courtesy, helpfulness, availability of self-banking service and fast services are the most important service quality items to customers of Kuwaiti banks, and hence these items of services matters the most towards customer satisfaction. Al-Adwani and Asutay (2011) findings also partly support this as she found that 'assurance', 'empathy', 'competiveness' and 'religious compliance' have a positive effect on customers satisfaction in relation to service quality for Kuwaiti Islamic bank customers.

As depicted on Table 6.42, the 'technology' dimension has one of the lowest expectation score compared to most of the modified SERVQUAL dimensions. This finding also is concurs with Al-Adwani and Asutay (2011) findings, which explain

that customers are cautious about using online services due to security and trust issues. Wang *et al.* (2003) also believes this the case in the majority of online transactions involving personal details and money.

As shown in Table 6.42, 'religious compliance' has the lowest dissatisfaction level due to low gap differences between perception and expectation mean service quality based on modified SERVQUAL dimensions. This is supported by the findings of Mohd-Shariff (2012) where her findings showed low dissatisfaction with Religious values related variables and Al-Zaabi (2006) as his findings also shows high perception scores for 'religious compliance' variables for Islamic banks in UAE.

Hypothesis 4: There are statically statistically significant difference between perceived expectation and perception of customers in the Kuwaiti Conventional banks based on the modified SERVQUAL dimension ('assurance', 'empathy', 'responsiveness', 'reliability', 'tangible', 'technology', 'competiveness' and 'CSR').

The following sub-hypotheses are developed to respond to this main hypothesis:

The summary of mean expectation and perception of both Kuwaiti conventional banks are shown on Table 6.42, Furthermore Table 7.9 (a) is used to determine the p value, as the Table shows the Wilcoxon Signed rank test result for Kuwaiti banks.

H04.1: There are no differences between respondents' perception and expectation for 'technology' dimension for Kuwaiti conventional bank in terms of service quality provided by the banks.

As illustrated in Table 6.42, that there does exist a difference between perception and expectation means score of 4.25 and 4.56 respectively for Kuwaiti conventional banks, which have a statistically significance p value of 0.000 as seen on Table 7.9 (a). Thus similarly to the Kuwaiti Islamic banks there is a significant difference between expectation and perception of the customers for the 'technology' dimensions, and hence the null hypothesis is rejected and the alternative hypothesis is accepted.

H04.2: There are no differences between respondents' perception and expectation for 'tangible' dimension for Kuwaiti conventional bank in terms of service quality provided by the banks.

As shown in Table 6.42, that there is a significance difference between perception and expectation means for Kuwaiti conventional banks, with a statistically significance p score of 0.000 as seen on Table 7.9 (a), which is significantly lower than 0.05 threshold level. Thus it can be stated that there is a significant difference between

expectation and perception of the customers for the ‘tangible’ dimensions, hence the null hypothesis is rejected and the alternative hypothesis is accepted.

H04.3: There are no differences between respondents’ perception and expectation for ‘responsiveness’ dimension for Kuwaiti conventional bank in terms of service quality provided by the banks.

As shown in Table 6.42, that like other dimensions thus far there is also a gap differences between perception and expectation means score of Kuwaiti conventional banks customers, with a statistically significance p value of 0.000 as seen on Table 7.9 (a). Therefore the null hypothesis is rejected and the alternative hypothesis is accepted. Moreover, again as similar to Kuwaiti Islamic banks, the ‘responsiveness’ dimension’ is also has the second highest gap for conventional banks, amongst the eight modified SERVQUAL dimensions thus indicating a higher level of dissatisfaction by the customers in comparison to the other seven dimensions.

H4.4: There are no differences between respondents’ perception and expectation for ‘empathy’ dimension for Kuwaiti conventional bank in terms of service quality provided by the banks.

As depicted in Table 6.42, that there is a difference between perception and expectation means score of 4.22 and 4.64 respectively for Kuwaiti conventional banks customers, with a statistically significance p value of 0.000 as seen on Table 7.9 (a). Thus it can be stated that there is a significant difference between expectation and perception of the customers for the ‘empathy’ dimensions, hence the null hypothesis is rejected and the alternative hypothesis is accepted.

H04.5: There are no differences between respondents’ perception and expectation for ‘assurance’ dimension for Kuwaiti conventional bank in terms of service quality provided by the banks.

Table 6.42 results indicates that there is a significance difference between perception and expectation means score of 4.28 and 4.65 respectively for Kuwaiti conventional banks customers, with a statistically significance p score of 0.000 as seen on Table 7.9 (a). Thus it can be stated that there is a significant difference between expectation and perception of the customers for the ‘assurance’ dimensions, hence the null hypothesis is rejected and the alternative hypothesis is accepted.

H04.6: There are no differences between respondents’ perception and expectation for ‘reliability’ dimension for Kuwaiti conventional bank in terms of service quality provided by the banks.

As seen on Table 6.42, that there is a difference between perception and expectation means score of 4.13 and 4.56 respectively for Kuwaiti conventional banks customers, with a statistically significance p value of 0.000 as seen on Table 7.9 (a). Thus indicating a significant difference between expectation and perception of the customers for the 'reliability' dimensions, hence the null hypothesis is rejected and the alternative hypothesis is accepted.

H04.7: There are no differences between respondents' perception and expectation for 'CSR' dimension for Kuwaiti conventional bank in terms of service quality provided by the banks.

As depicted in Table 6.42, there is a difference between perception and expectation mean scores for Kuwaiti conventional banks, with a statistically significance p value of less than 0.05 as seen on Table 7.9 (a). This indicates a significant difference between expectation and perception of the customers for the 'CSR' dimensions, and in effect the null hypothesis is rejected and the alternative hypothesis is accepted. Furthermore, similarly to Kuwait Islamic banks, the 'CSR' dimension also has the highest gap differences between expectation and perception mean for Kuwaiti conventional banks indicating that the customers are far more dissatisfied with this particular service in comparison to the other seven dimensions of service quality.

H04.8: There are no differences between respondents' perception and expectation for 'pricing competitiveness' dimension for Kuwaiti conventional bank in terms of service quality provided by the banks.

As depicted in Table 6.42, a gap difference between perception and expectation means score does exists with a score of 3.77 and 4.30 respectively for Kuwaiti conventional bank customers, the statistically significance p score is 0.000 as seen on Table 7.9 (a). This indicates that there is a significant difference between expectation and perception of the customers for the 'pricing competitiveness' dimension, hence the null hypothesis is rejected and the alternative hypothesis is accepted.

In summary, the overall findings indicate that the gap differences between perception and expectation mean for all service quality dimensions based on the modified SERVQUAL model in both Kuwaiti Islamic and conventional banks is negative and therefore indicates that customers are not satisfied with the services provided by the bank, bearing in mind that the level of dissatisfaction varies between each of the modified SERVQUAL dimensions. This is also found in the study by Mohd-Shariff

(2012). Thus in essence it can be stated that initiative can be taken by the banks to narrow down the gap or attempt to eliminate the gap thereby reaching the perceived ‘expectation’ of the customers and thereby in effect reaching optimum customer satisfaction. For the Islamic banks, the highest negative gaps are observed for ‘*CSR*’ followed by ‘responsiveness’ dimensions, while the lowest gap differences are found for the ‘tangible’ dimensions. Although ‘religious compliance’ has both high a mean perception score as well as high expectation mean score, compared to the majority of the dimensions, ‘religious compliance’ has the one of lowest negative gaps indicating that customers are at the lower end of the dissatisfaction level. In the case of conventional banks the highest negative gap difference score was associated with the ‘*CSR*’ dimension followed by the ‘responsiveness’ dimension of service quality.

Previous studies showed that ‘*CSR*’ played a vital role in the perception of customers towards the wellbeing of the community through the contribution and sustaining of social welfare systems by banks, and in particular with the Islamic banking sector, Dusuki and Abdullah (2007). The result here not only confirms this but also expands to include conventional banks as well, thereby in essence customers of all banks in Kuwait feel that more should be done by banks towards the social welfare and the community irrespective of whether the customers belong to Islamic banks or conventional banks.

Overall, the gap differences are far greater for Kuwaiti Islamic banks in comparison to the Kuwaiti conventional banks, thus indicating that the customers of the Islamic banks are far more dissatisfied with service provided than the conventional banking customers. As observed from Table 6.42, the perception mean score for conventional banks are slightly higher for conventional banks than the Islamic bank based on the average score for the modified SERVQUAL dimensions. Thus, the service quality of Kuwait conventional banks is overall better than Kuwaiti conventional banks based on customers’ perception. This is further supported by the mean average score of customer satisfaction with the overall service quality as shown in Table 8.3, based on higher perception mean score, customers of Kuwaiti conventional banks are more satisfied than Kuwaiti Islamic banks based when compared.

Table 8.3 Average Mean Score of ‘Customer Satisfaction’ for Overall Service Quality in Kuwaiti Banks

Question	Kuwait Islamic Banks Mean	Kuwait Conventional Bank

Statement	Score	Mean Score
I am satisfied with the overall service quality provided by the bank	4.09	4.20

Table 8.3.1 Service Quality Ranking of Kuwaiti Banks Based on Modified SERVQUAL Model Gap

Bank Name	Modified SERVQUAL Dimension Mean Gap	Islamic Banking Service Quality Ranking	Conventional Banking Service Quality Ranking	Overall Kuwait Ranking for the Banking Sector
KFH	- 0.466	2	-	4
KIB	- 0.377	1	-	1
Gulf Bank	- 0.507	-	5	6
Burgan Bank	- 0.470	-	4	5
NBK	- 0.376	-	1	2
AUB	- 0.562	3	-	7
CBK	-0.43	-	2	3
Bobyank Bank	- 0.587	4		8
ABK	- 0.466	-	3	4

Further analysis was carried out in order to determine which of the banks in Kuwait has the best and the worst service quality based on the perception and expectation score of the modified SERVQUAL model. In terms of service quality performance of each of the bank ranking is based on the aggregated gap score of all SERVQUAL dimensions, higher gap indicates lower service quality while a low gap indicates higher service quality. KIB has the least gap difference between perception and expectation mean thus indicating that customers of KIB are the least dissatisfied in comparison to customers of other banks, as shown in Table 8.3.1. In terms of ranking, KIB is ranked at position 1 in Kuwait amongst all the banks in this study. NBK is ranked 2nd and 1st amongst conventional banks. Thus, in spite of the fact that Kuwait has a relatively young Islamic banking sector, in terms of establishment the service quality performance based on the modified SERVQUAL model is far better than all of the older established conventional banks. Both Bobyank Bank and AUB bank scored the highest aggregated (dimension) gap difference of 0.587 and -0.562 respectively, thus signifying a higher level of dissatisfaction by bank customers compared to rest of the banks in the study.

The finding reveals that for both Islamic and conventional banks of Kuwait, there exists a negative gap between customers' perception and expectation for all nine dimensions of the modified SERVQUAL model indicating that expectation of

customers has not been met in various degrees. This is also found in the other studies, such as Tahir and Bakar (2007) and Mohd-Shariff (2012).

For conventional banks of Kuwait in terms of the most the important service quality dimensions for customers of Kuwaiti conventional banks Table 6.42 indicates 'empathy', 'assurance' and 'responsiveness' as having highest customers expectation of service quality, this is also partly supported by regression analysis as shown in Table 7.65, which indicates that conventional banks gave higher importance to 'assurance', 'empathy' and 'CSR' as their expectation was an important factor that affects overall customer satisfaction levels, while their important perception of service quality dimension consisted of 'assurance', 'reliability', 'responsiveness', and 'CSR'. Moreover, 'CSR' is shown to be an important dimension that has a positive effect on customer satisfaction as shown in Table 7.64 and 7.65 from the perspective of customers' expectation of service quality. This is the case for both for Kuwaiti conventional and Islamic banks.

Based on Table 7.65 and 6.42, 'technology' was not found to be an important dimension for both customers' expectation and perception on overall service quality score. This is also supported by the study of Al-Adwani and Asutay (2011), and partially supported by the findings of Al-Eisa and Alhemoud (2009) whose findings indicate that courtesy, helpfulness, availability of self-banking services and fast services are the most important service quality items to customers of Kuwaiti banks, and hence these items of service matter the most towards customer satisfaction. Al-Adwani and Asutay (2011) findings also partly support this as she found that 'assurance', 'empathy', 'competiveness' and 'religious compliance' has a positive effect on customers' satisfaction in relation to service quality.

Thus, in summary based on the mean value of all nine modified SERVQUAL dimensions is greater than 4.0 based on the Likert scale system as shown in Table 6.42, indicating that the customers of Kuwaiti Islamic and conventional banks are satisfied (as >4.0 implies agreement of satisfaction) with all of the nine service quality dimensions based on the customers' perception. Also Table 8.3 supports this as the average customer satisfaction score is also above 4.0 for the statement 'I am satisfied with the overall service quality of the bank'. This finding is also supported by the work of Al-Eisa and Alhemoud (2009), their findings reveal that vast majority of the

customers of Kuwaiti banks (near 81%) are either satisfied or very satisfied with the services provided by their banks. Moreover, Alhemoud (2010) also confirm this finding that customers of Kuwait are satisfied overall with the services provided by the retail banks, and his study was not specifically done on the Islamic bank but rather only on retail banking. Furthermore, Al-Adwani and Asutay (2011) study also supports this finding.

8.3.2 Service Quality of Qatari banks based on the Modified SERVQUAL Dimension

Similarly in the manner at which hypothesis testing was done for Kuwaiti banks in the previous section, hypothesis testing for Qatari banks is also carried out. As shown In Table 6.41, detailed information about the respondents' expectation and perception mean score of all dimensions based on modified SERVQUAL model is presented. For Kuwaiti and Qatari Islamic and conventional banks Table 6.30 to 6.40 gives a full detail gap analysis for each of the 46 items related to the SERVQUAL dimension. The Tables include the scores for perception and expectation mean score for the 46 statements (includes 4 'religious compliance' based statements for the Islamic banks).

Hypothesis 5: There are statistically significant difference between perceived expectation and perception of customers in the Qatari Islamic banks based on the modified SERVQUAL dimensions ('assurance', 'empathy', 'responsiveness', 'reliability', 'tangible', 'technology', 'competiveness', 'CSR' and 'religious compliance').

The following sub-hypotheses are developed to respond to this main hypothesis:

H05.1: There are no significant differences between respondents' perception and expectation for 'technology' dimension for Qatari Islamic bank in terms of service quality provided by the banks.

As shown in Table 6.41 that there is a gap difference between perception and expectation means score of 3.70 and 4.34 respectively for Qatari Islamic banks customers, as also shown in the same Table this had statistically significance p score of 0.000 as seen on Table 7.9 (b). Thus indicating significant difference between expectation and perception of the customers for the 'technology' dimensions, thereby the null hypothesis is rejected and hence the alternative hypothesis is accepted.

H05.2: There are no significant differences between respondents' perception and expectation for 'tangible' dimension for Qatari Islamic bank in terms of service quality provided by the banks.

As depicted in Table 6.41 that there is a gap difference between perception and expectation means score of 3.86 and 4.20 respectively for Qatari Islamic banks customers, with a statistically significance p score of 0.000 as seen on Table 7.9 (b). Thus it can be stated that there is a significant difference between expectation and perception of the customers for the ‘tangible’ dimensions, hence the null hypothesis is rejected and hence the alternative hypothesis is accepted.

H05.3: There are no significant differences between respondents’ perception and expectation for ‘responsiveness’ dimension for Qatari Islamic bank in terms of service quality provided by the banks.

Table 6.41 reveals that there is a gap difference between customers perception and expectation means score (3.69 and 4.46 respectively) for Qatari Islamic banks, with a statistically significance p score below 0.05 as seen on Table 7.9 (b). Indicating that the null hypothesis is rejected and hence the alternative hypothesis is accepted. ‘Responsiveness’ dimension has the second highest negative gap differences after (‘empathy’ dimension) of -0.77 between perception and expectation mean thus indicating a high level of dissatisfaction by customers in compassion to the rest of the dimensions of service quality.

H05.4: There are no significant differences between respondents’ perception and expectation for ‘empathy’ dimension for Qatari Islamic banks in terms of service quality provided by the banks.

As depicted in Table 6.41 that there is a gap difference between customers’ perception and expectation means score of 3.59 and 4.54 respectively for Qatari Islamic banks, with a statistically significance p score of 0.000 as seen on Table 7.9 (b). Thus indicating that there is a significant difference between expectation and perception of the customers for the ‘empathy’ dimensions, thus in effect the null hypothesis is rejected and hence the alternative hypothesis is accepted. Furthermore, ‘empathy’ dimension has the highest negative gap differences of -0.95 between perception and expectation mean thus indicating the highest level of dissatisfaction by customers in compassion to the rest of the dimensions.

H05.5: There are no significant differences between respondents’ perception and expectation for ‘assurance’ dimension for Qatari Islamic bank in terms of service quality provided by the banks.

As shown in Table 6.41 that there is a significance difference between customers’ perception and expectation means score of 4.05 and 4.52 respectively for Qatari

Islamic banks, with a statistically significance p value of 0.000 as seen on Table 7.9 (b). Indicating that there is a significant difference between expectation and perception of the customers for the ‘assurance’ dimensions, thereby the null hypothesis is rejected and hence the alternative hypothesis is accepted.

H05.6: There are no significant differences between respondents’ perception and expectation for ‘reliability’ dimension for Qatari Islamic banks in terms of service quality provided by the banks.

As shown in Table 6.41 that there is a gap difference between customers perception and expectation means score (3.76 and 4.42 respectively) for Qatari Islamic banks, with a statistically significance p value of less than 0.05 as seen on Table 7.9 (b). Thus indicating a significant difference between expectation and perception of the customers for the ‘reliability’ dimensions, hence the null hypothesis is rejected and hence the alternative hypothesis is accepted.

H05.7: There are no significant differences between respondents’ perception and expectation for ‘CSR’ dimension for Qatari Islamic banks in terms of service quality provided by the banks.

As shown in Table 6.41 that there is a significance difference between customers’ perception and expectation means score of 3.39 and 3.99 respectively for Qatari Islamic banks, with a significance p value of 0.000 as seen on Table 7.9 (b). Thus it can be stated that there is a significant difference between expectation and perception of the customers for the ‘CSR’ dimensions, hence the null hypothesis is rejected and hence the alternative hypothesis is accepted.

H05.8: There are no significant differences between respondents’ perception and expectation for ‘pricing competitiveness’ dimension for Qatari Islamic banks in terms of service quality provided by the banks.

As depicted in Table 6.41 that there is a significance difference between customers’ perception and expectation means score of 3.59 and 4.14 respectively for Qatari Islamic banks, with a significance p value of 0.000 as seen on Table 7.9 (b). The analysis indicates a significant difference between expectation and perception of the customers for the ‘pricing competitiveness’ dimensions, hence the null hypothesis is rejected and hence the alternative hypothesis is accepted.

H05.9: There are no significant differences between respondents’ perception and expectation for ‘religious compliance’ dimension for Qatari Islamic banks in terms of service quality provided by the banks.

Table 6.41 shows that there is a significance difference between perception and expectation means score of 4.12 and 4.33 respectively for Qatari Islamic banks, with a significance p value of 0.000 as seen on Table 7.9 (b). Thus, it can be stated that there is a significant difference between expectation and perception of the customers for the ‘religious compliance’ dimensions, hence the null hypothesis is rejected and hence the alternative hypothesis is accepted. Furthermore, ‘religious compliance’ dimension has the lowest gap differences between perception and expectation mean score in comparison to other dimension of the service quality, thereby indicating a lesser level of dissatisfaction by customers.

Thus in summary the findings for Qatari Islamic banks reveals that there exists a negative gap between customers perception and expectation for all dimension of the SERVQUAL model indicating that expectation of customers has not been met in various degrees. This findings relates to other studies such as Tahir and Bakar (2007) and Mohd-Shariff, (2012), as their findings also shows similar results. As for ‘empathy’ dimensions have the highest gap thus indicating highest level of dissatisfaction, while ‘religious compliance’ has the lowest gap indicating the least level of dissatisfaction amongst the nine dimensions.

Customers gave the highest perception score to ‘religious compliance’ followed by ‘assurance’ while lowest to ‘empathy’ dimension, moreover the ‘empathy’ dimension also has the highest expectation score hence creating relative large gap between respondents perception and expectation score which in effect signify higher customer dissatisfaction level; the results are shown in Table 6.41. These finding regarding the ‘empathy’ dimension also is supported by the results from regression analysis in Table 7.66, which reveal that amongst several of the modified SERVQUAL dimension that have a positive effect on customer satisfaction the ‘empathy’ dimension had a significant positive effect on the satisfaction level of customers from the perspective of both customer perceptions and expectations of service quality. Some of these findings are in parallel to what Khafafa and Shafii (2013) postulate, that service quality dimensions; ‘assurance’, ‘reliability’, ‘responsiveness’, ‘tangible’, and ‘empathy’ dimensions have an effect on overall service quality. Moreover, the work of Al-Eisa and Alhemoud (2009) also partly supports the findings, as their research found courtesy, helpfulness, availability of self-banking service and fast

services are the most important service quality items to customers of Kuwaiti banks, and hence these items of service matter the most towards customer satisfaction. Al-Adwani and Asutay's (2011) findings also partly supports this as she found that 'assurance', 'empathy', 'competiveness' and 'religious compliance' has a positive effect on customers satisfaction in relation to service quality.

Hypothesis 6: There are statistically significant differences between perceived expectation and perception of customers in the Qatari conventional banks based on the modified SERVQUAL dimension ('assurance', 'empathy', 'responsiveness', 'reliability', 'tangible', 'technology', 'competiveness' and 'CSR').

The following sub-hypotheses are developed to respond to this main hypothesis:

H06.1: There are no significant differences between respondents' perception and expectation for 'technology' dimension for Qatari conventional banks in terms of service quality provided by the banks.

As depicted in Table 6.41, there is also significance difference in terms of the gap between perception and expectation means score (3.99 and 4.54 respectively) for Qatari conventional bank customers, with a statistically significance p value of 0.000 as seen on Table 7.9 (b) again indicating a level of significant difference between expectation and perception of the customers for the 'technology' dimensions, thereby the null hypothesis is rejected and hence the alternative hypothesis is accepted.

H06.2: There are no significant differences between respondents' perception and expectation for 'tangible' dimension for Qatari conventional banks in terms of service quality provided by the banks.

As Table 6.41, shows that there is a significance difference between perception and expectation means score of 3.91 and 4.20 respectively for Qatari conventional bank customers, with a significance p value of 0.000 as seen on Table 7.9 (b). Thus it can be stated that there is a significant difference between expectation and perception of the customers for the 'tangible' dimensions, hence the null hypothesis is rejected and hence the alternative hypothesis is accepted. Furthermore, 'tangible' dimension has the lowest gap differences between perception and expectation mean score of -0.29 compared to rest of the modified SERVQUAL dimensions for service quality, thereby indicating lesser dissatisfaction level by customers in comparison to other service quality dimensions.

H06.3: There are no significant differences between respondents' perception and expectation for 'responsiveness' dimension for Qatari conventional banks in terms of service quality provided by the banks.

As shown in Table 6.41 there is a significance difference between customers perception and expectation means score of 3.74 and 4.60 respectively for Qatari conventional banks, with a statistically significance p value of 0.000 as seen on Table 7.9 (b). Thus it can be stated that there is a significant difference between expectation and perception of the customers for the ‘responsiveness’ dimensions, hence the null hypothesis is rejected and hence the alternative hypothesis is accepted. Furthermore, similarly to Islamic banks in Qatar, the ‘responsiveness’ dimension has the second highest negative gap differences (after ‘CSR’ dimension) of -0.86 between perception and expectation mean thus indicating a high level of dissatisfaction by customers in comparison to the rest of the dimensions of service quality.

H06.4: There are no significant differences between respondents’ perception and expectation for ‘empathy’ dimension for Qatari conventional banks in terms of service quality provided by the banks.

The Table 6.65 shows that there is a significance difference between customers perception and expectation means for Qatari conventional banks, with a statistically significance p value of less than 0.05 as seen on Table 7.9 (b). This signifies that there is a significant difference between expectation and perception of the customers for the ‘empathy’ dimensions, hence the null hypothesis is rejected and hence the alternative hypothesis is accepted.

H06.5: There are no significant differences between respondents’ perception and expectation for ‘assurance’ dimension for Qatari conventional banks in terms of service quality provided by the banks.

As depicted in Table 6.41 that there is a significance difference between customers perception and expectation means score of 4.06 and 4.62 respectively for Qatari conventional banks, with a statistically significance p value of 0.000 as seen on Table 7.9 (b). Thus it can be stated that there is a significant difference between expectation and perception of the customers for the ‘assurance’ dimensions, hence the null hypothesis is rejected and hence the alternative hypothesis is accepted.

H06.6: There are no significant differences between respondents’ perception and expectation for ‘reliability’ dimension for Qatari conventional banks in terms of service quality provided by the banks.

Table 6.41 shows that there is a significance difference between customers perception and expectation means score of 3.94 and 4.58 respectively for Qatari conventional banks, with a statistically significance p value of 0.000 as seen on Table 7.9 (b). As

mentioned earlier this indicates that there is a significant difference between expectation and perception of the customers for the 'reliability' dimensions, hence the null hypothesis is rejected and hence the alternative hypothesis is accepted.

H06.7: There are no significant differences between respondents' perception and expectation for 'CSR' dimension for Qatari conventional banks in terms of service quality provided by the banks.

As depicted in Table 6.41 that there is a gap difference between customers perception and expectation means score (3.32 and 4.22) respectively for Qatari conventional banks, with a statistically significance p value of 0.000 as seen on Table 7.9 (b). Thus the null hypothesis is rejected. Furthermore, 'CSR' dimension also has the highest gap differences between expectation and perception mean for Qatari conventional banks indicating that the customers are far more dissatisfied with this particular service in comparison to the other seven dimensions of service quality. The gap differences between perception and expectation mean is -0.90.

H06.8: There are no significant differences between respondents' perception and expectation for 'pricing competitiveness' dimension for Qatari conventional banks in terms of service quality provided by the banks.

As shown in Table 6.41 that there is a significance difference between customers perception and expectation means score of 3.59 and 4.16 respectively for Qatari conventional banks, with a statistically significance p value of 0.000 as seen on Table 7.9 (b). Again just like other dimensions, this significant difference between expectation and perception of the customers for the 'pricing competitiveness' dimension indicates that the null hypothesis is to be rejected and hence the alternative hypothesis is accepted.

In effect the rejection of the null hypothesis for Kuwaiti banks as well as Qatari banks for both Islamic as well as Conventional banks confirms the findings of the previous authors such as Kumar *et al.* (2009) and Mohd-Shariff (2012), that service quality provided by banks are below the perceived expectation level of the customers. Grönroos (1984), suggest that in order for any bank or any financial institution to reach the threshold customer satisfaction level in relation to service quality, the perception level has to be equal with the perceived expectation level of the customer. The author further adds that in order to maximize the customer satisfaction level

banking and financial institutions must be more customer-oriented with superior levels of customer relationships and service.

In the case of Qatari conventional banks the highest negative gap difference score was associated with the ‘*CSR*’ dimension followed by the ‘responsiveness’ and ‘empathy’ dimension of service quality. Customers of Qatari conventional banks expect more to be done by their bank towards ‘*CSR*’ in comparison to Qatari Islamic banks. Moreover, ‘tangible’ dimensions have the lowest gap difference between expectation and perception thus reflecting least dissatisfaction levels compared to other dimensions. Some of these findings are in parallel to what Arasli *et al.* (2005) postulates. None of the dimensions’ expectation level was met by the perception score as perceived by the customers of the banks. Overall the highest gap between perception and expectation mean was found for the ‘empathy’ dimensions. Bose *et al.* (2013) also had similar findings and support this study partly as his study showed that three out of the five dimensions (‘tangible’, ‘reliability’ and ‘assurance’) scores indicated that the customers were satisfied with the service provided by the bank, since overall customers gave an average score of 4 on the Likert 1-5 scale, whereby 1 represented strongly disagree, 2 represents disagree, 3 is neutral, 4 represents agree and 5 represented strongly agree sentiment.

Moreover, customers gave the highest perception score to ‘assurance’ dimension followed by ‘technology’ and ‘reliability’ while lowest for ‘*CSR*’ and ‘competiveness’ dimensions, indicating their perception of current service quality in conventional banks of Qatar. In term of customer expectation, ‘assurance’, ‘empathy’ and ‘responsiveness’ have the highest score.

Based on regression analysis as depicted on Table 7.66, and based on expectation of service quality, the dimensions that have a positive direct effect on customer satisfaction levels are; ‘assurance’, ‘reliability’, ‘empathy’ and ‘responsiveness’ while for perception based service quality the dimensions that have a positive direct effect on customer satisfaction level are ‘empathy’, ‘responsiveness’ and ‘competiveness’. These findings are in line with Ladhari *et al.* (2011), as their finding shows that ‘empathy’ and ‘reliability’ were found to be the most important dimension which played significant roles towards customer satisfaction.

In summary, the overall findings indicate that the gap differences between perception and expectation mean for all service quality aspects in both Qatari Islamic and conventional banking sectors are negative just like the results for the Kuwaiti banking sector and therefore indicates that customers are not satisfied with the services provided by the bank, again bearing in mind that the level of dissatisfaction varies between the modified SERVQUAL dimensions. Thus in essence, it can be stated that initiative can be taken by the banks to narrow down the gap or attempt to eliminate the gap thereby reaching the perceived ‘expectation’ of the customers and thereby in effect reaching optimum customer satisfaction.

Overall, the gap difference for Qatari Islamic banks in comparison to the Qatari conventional banks is not significant, thus indicating that the customers of the banks experience similar service quality, irrespective of whether it is an Islamic bank or a conventional bank. The perceived expectation and perception mean scores are in the similar score range for both conventional and Islamic banks indicating a ‘similar’ level of customer satisfaction and service quality.

Table 8.4 Average Mean of Customer Satisfaction for Overall Service Quality in Qatari Banks

Question Statement	Qatari Islamic Banks Mean Score	Qatari Conventional Bank Mean Score
I am satisfied with the overall service quality provided by the bank	3.94	3.96

Table 8.4.1: Service Quality Ranking of Qatari Banks Based on Modified SERVQUAL Model Gap

Bank Name	Modified SERVQUAL Dimension Mean Gap	Islamic Banking Service Quality Ranking	Conventional Banking Service Quality Ranking	Overall Qatar Ranking for the Banking Sector
QIB	- 0.594	3	-	4
QIIB	- 0.567	2	-	3
Masraf Al Rayan	- 0.454	1	-	1
ABQ	- 0.770	-	6	9
CBQ	- 0.623	-	3	6
QNB	- 0.541	-	1	2
IBQ	- 0.726	-	5	8
Doha Bank	- 0.609	-	2	5
Mashreq Bank	- 1.078	-	9	12
HSBC	- 0.847	-	7	10
Standard Chartered	- 1.21	-	10	13
Arab Bank	- 1.02	-	8	11
Khaliji Bank	- 0.625	-	4	7

In terms of service quality performance of each of the banks based on the aggregated gap score of all SERVQUAL dimensions, Masraf Al Rayan has the lowest gap difference between perception and expectation mean thus indicating that customers of Masraf Al Rayan are the least dissatisfied in comparison to customers of other banks, as shown in Table 8.4. In terms of ranking, Masraf Al Rayan is ranked at position 1 in Qatar amongst all the banks in this study. QNB is ranked 2nd amongst all banks as shown in Table 8.4. Despite the fact that Qatar has a relatively young Islamic banking sector, in terms of service quality it is performing far better than some of the older conventional banks as the figure in Table 8.4 indicates. Foreign owned bank such as Standard Chartered, Mashreq bank and Arab bank scored the highest aggregated (dimension) gap difference of -1.21, -1.078, and -1.02 respectively, thus signifying a higher level of dissatisfaction by these particular bank customers compared to rest of the banks in the study.

In summary, based on the mean value of all nine dimensions of the modified SERVQUAL model has a mean value below 4.0 on the Likert scale system (as shown in Table 6.42), thus indicating that the customers of Qatari Islamic and conventional banks are not satisfied with the service provided by their banks based on the perception of the nine service quality dimensions. In addition, Table 8.4.1 supports

this as the average customer satisfaction score is also below 4.0 on the Likert scale, indicating customers are between 'neutral' and 'agreement' with the statement 'I am satisfied with the overall service quality of the bank'. Thus in conclusion the Qatari banking customers of both Islamic and conventional banks are not satisfied with customer satisfaction and overall service quality based on the modified SERVQUAL service quality model, however they are 'near satisfaction' level since the scores are relatively close to 4.0 on the Likert measurement scale.

When comparing Kuwaiti Islamic banks to Qatari Islamic banks, Kuwaiti Islamic banks have a higher perception mean score and lower gap differences between perception and expectation mean in comparison to Qatari Islamic banks. This is indicating that the service quality is better in Kuwaiti Islamic banks compared to Qatari banks. However the 'religious compliance' dimension has superior service quality for Qatari Islamic banks compared to Kuwaiti Islamic banks, and this is reflected by lower gap difference between perception and expectation mean score for Qatari Islamic banks as compared to Kuwaiti Islamic banks as seen on Table 6.41 and Table 6.42.

By comparing Kuwaiti conventional banks to Qatari conventional banks we can see that Kuwaiti banks have higher perception mean score and lower gap differences between perception and expectation mean in comparison to Qatari conventional banks. This indicates that the service quality is better in Kuwaiti conventional banks compared to Qatari conventional banks since customers are less dissatisfied as seen on Table 6.41 and 6.42.

By comparing Kuwaiti banks to Qatari banks as a whole sector, Kuwaiti banks have higher perception mean scores and lower gap differences between perception and expectation mean in comparison to Qatari banks. This indicates that the service quality is better in Kuwaiti banks compared to Qatari banks seen on Table 6.42 and 6.41.

Moreover, Ahmed *et al.*'s (2010) study is based on 720 Islamic bank customers from 12 banks (6 Islamic and 6 conventional), with the study was based in Pakistan. The findings support this study's findings as their study results revealed that perception towards service quality was higher in conventional banks compared to Islamic banks.

This is in parallel to what has been found in this study, that Kuwaiti conventional banks perception score was higher than Islamic banks.

The next set of hypotheses attempts to find relationship between customers' satisfaction and the modified SERVQUAL dimension.

8.4 CUSTOMER SATISFACTION IN RELATION TO THE MODIFIED SERVQUAL DIMENSION FOR KUWAITI AND QATARI BANKS

This section explores the relationship between the dimensions of the modified SERVQUAL model and overall customer satisfaction. The aim in this section is to determine which of the service quality dimensions has an effect on customer satisfaction. This question stems from previous studies of such as Parasuraman *et al.* (1988) and Naeem and Saif (2009), the authors postulates that customer satisfaction is the result of better services quality. Moreover the Caruana (2002) study developed a model that linked customer satisfaction to service quality. Furthermore Jamal and Naser (2003) mention that service quality is very much related to customers satisfaction. Haron *et al.* (2010) also mentioned that certain dimensions of service quality affect the customer's overall customer satisfaction level.

In responding to the hypotheses in the section, stepwise method based regression analysis is employed to determine if any relationship between the service quality dimension (based on the modified SERVQUAL model) and customer satisfaction exist based on customers; satisfaction and expectation of service quality. The overall outcome of the analysis as a summary is tabulated and explained in chapter 7 section 7.5 and Tables 7.58-7.67 depict the regression analysis output.

Table 8.5 (a) The Relationship between the Modified SERVQUAL Dimensions and Customer Satisfaction for Kuwaiti Islamic and Conventional Banks based on Customers Perception and Expectation

Kuwait Islamic Banks Perception Dimension With significance <i>P</i> value <0.05	Kuwait Islamic Banks Expectation Dimension With significance <i>P</i> value <0.05	Kuwait Conventional Banks Perception Dimension With significance <i>P</i> value <0.05	Kuwait Conventional Banks Expectation Dimension With significance <i>P</i> value <0.05
Assurance Empathy Responsiveness	Empathy Assurance CSR Responsiveness	Assurance Empathy CSR	Assurance Reliability CSR Responsiveness

Table 8.5 (b) Multiple Regression Analysis Summary on ‘Excluded Dimension’ that Does Not Have a Significant Effect on Customer Satisfaction

Kuwait Islamic Banks Perception Dimension With significance <i>P</i> value >0.05	Kuwait Islamic Banks Expectation Dimension With significance <i>P</i> value >0.05	Kuwait Conventional Banks Perception Dimension With significance <i>P</i> value >0.05	Kuwait Conventional Banks Expectation Dimension With significance <i>P</i> value >0.05
Technology Tangible Religious Compliance Pricing-Competitiveness Reliability CSR	Technology Tangible Religious Compliance Pricing-Competitiveness Reliability	Technology Tangible Pricing-Competitiveness Reliability Responsiveness	Empathy Technology Tangible Pricing-Competitiveness

The following section tests the hypothesis related to customer satisfaction and service quality dimension:

Hypothesis 7: There is a significant relationship between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Kuwaiti Islamic banks based on customer perception and expectation.

Hypothesis 8: There is a significant relationship between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Kuwaiti Conventional banks based on customer perception and expectation.

The above hypothesis is further categorised to four specific null hypotheses. In addition, the hypothesis testing and outcome for each individual Kuwaiti bank type based on both customers’ perception and expectation of service quality is also presented.

H07.1: There are no statistical significant relationships between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Kuwaiti Islamic banks based on customer perception.

The results from Tables 7.64 and Table 8.5 (a) shows that there is a statistically significant relationship between customer satisfaction and three of the modified SERVQUAL dimensions: ‘assurance’, ‘empathy’ and ‘responsiveness’. Thus in effect the null hypothesis is rejected for ‘assurance’, ‘empathy’, and ‘responsiveness’ service quality dimensions based on Kuwaiti Islamic banks customers’ perception.

Moreover, the results from Table 7.64 and Table 8.5(b) shows that there is no statistically significant relationship between six of the modified SERVQUAL dimensions (‘technology’ ‘tangible’, ‘reliability’, ‘CSR’, ‘competitiveness’ and ‘religious compliance’) and customer satisfaction variable based on Kuwaiti Islamic banking customers perception of service quality. The *p* value for these six service

quality dimensions are above 0.05. Hence the null hypothesis is accepted for these six service quality dimensions based on customers' perception.

H07.2: There are no statistically significant relationships between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Kuwaiti Islamic banks based on customers' expectation.

In terms of Kuwaiti Islamic banks customers expectation, the results from Table 7.64 and Table 8.5 (a) shows that there is a statistically significant relationship between customer satisfaction and four of the modified SERVQUAL dimension; 'assurance', 'empathy', 'CSR' and 'responsiveness' based on customers expectation of service quality. All of these four dimensions had significance levels between 0.000 and 0.025. Thus in effect the null hypothesis is rejected for 'assurance', 'empathy', 'CSR' and 'responsiveness' service quality dimensions.

Moreover, the results from Table 7.64 and Table 8.5(b) show that there is no statistically significant relationship between five of the modified SERVQUAL dimensions ('technology', 'tangible', 'religious compliance', 'competiveness' and 'reliability') and customer satisfaction based on Kuwaiti Islamic banking customers' expectation of service quality. These five service quality dimensions have been excluded out of the regression analysis significance Table due their significance level p value exceeding 0.05. Hence the null hypothesis is accepted for these five service quality dimension based on customers expectation of service quality of Kuwaiti Islamic banks.

H08.1: There are no statistically significant relationships between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Kuwaiti conventional banks based on customers' perception.

The results from Tables 7.65 and Table 8.5(a) shows that there is a statistically significant relationship between customer satisfaction and three of the modified SERVQUAL dimensions: 'assurance', 'empathy' and 'CSR' based on perception of customers on service quality. All of these three dimensions had a significance level between 0.000 and 0.002. Thus, in effect the null hypothesis is rejected for 'assurance', 'empathy' and 'CSR' service quality dimensions based on Kuwaiti conventional banks customers' perception of service quality.

Moreover, the results from Table 7.65 and Table 8.5(b) shows that there is no statistically significant relationship between customer satisfaction and five of the

modified SERVQUAL dimensions ('technology', 'tangible', 'reliability', 'competiveness' and 'responsiveness') based on Kuwaiti conventional banking customers perception of service quality. The p value for these five service quality dimension is above 0.05. Hence the null hypothesis is accepted for these five service quality dimensions based on customers' perception of service quality.

H08.2: There are no statistically significant relationship between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Kuwaiti conventional banks based on customers' expectation.

In terms of Kuwaiti conventional banks customers' expectation, the results from Tables 7.65 and Table 8.5 (a) show that there is a statistically significant relationship between customer satisfaction and four of the modified SERVQUAL dimensions: 'assurance', 'reliability', 'CSR' and 'responsiveness'. All of these four dimensions had significance levels between 0.003 and 0.025. Thus in effect the null hypothesis is rejected for service quality dimensions 'assurance', 'reliability', 'CSR' and 'responsiveness' based on customers expectation of service quality.

Moreover, the results from Table 7.65 and Table 8.5(b) show that there are no statistically significant relationships between four of the modified SERVQUAL dimensions ('empathy', 'technology' 'tangible', and 'competiveness') and customer satisfaction based on Kuwaiti conventional banking customers' expectation of service quality. These four service quality dimensions have been excluded out of the regression analysis significance table since the significance level p value exceeds 0.05, the excluded dimension are; 'empathy', 'technology', 'tangible' and 'competiveness'. Hence the null hypothesis is accepted for these four service quality dimension based on Kuwaiti conventional banks customers expectation.

Table 8.6 (a) Multiple Regression Analysis Summary on 'Dimensions' that Have a Significant Effect on Qatari Islamic and Conventional Bank Customer Satisfaction

Qatar Islamic banks Perception Dimension With significance P value <0.05	Qatar Islamic banks Expectation Dimension With significance P value <0.05	Qatar Conventional banks Perception Dimension With significance P value <0.05	Qatar conventional banks Expectation Dimension With significance P value <0.05
Assurance Reliability Empathy Responsiveness	Empathy Responsiveness Pricing-Competiveness	Empathy Assurance Responsiveness Pricing-Competiveness	Assurance Empathy

Table 8.6 (b) Multiple Regression Analysis Summary on ‘Excluded Dimensions’ that Does Not Have a Significant Effect on Qatari Customer Satisfaction

Qatar Islamic banks Perception Dimension With significance <i>P</i> value >0.05	Qatar Islamic banks Expectation Dimension With significance <i>P</i> value >0.05	Qatar Conventional banks Perception Dimension With significance <i>P</i> value >0.05	Qatar conventional banks Expectation Dimension With significance <i>P</i> value >0.05
CSR Technology Tangible Religious Compliance Pricing-Competiveness	Assurance Reliability CSR Technology Tangible Religious Compliance	Reliability CSR Technology Tangible	Reliability CSR Responsiveness Technology Tangible Pricing-Competiveness

The following section follows the same hypothesis testing’s for Qatari Islamic and conventional banks.

Hypothesis 9: There is a significant relationship between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Qatari Islamic banks based on customer perception and expectation.

Hypothesis 10: There is a significant relationship between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Qatari conventional banks based on customer perception and expectation.

The above hypothesis is further categorised to four specific null hypotheses, moreover the hypothesis testing and outcome for each individual Qatari bank type which is based on both customers perception and expectation of service quality is also presented.

H09.1: There are no significant relationship between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Qatari Islamic banks based on customers’ perception.

The results from Tables 7.66 and Table 8.6(a) show that there is a statistically significant relationship between customer satisfaction and four of the modified SERVQUAL dimensions: ‘assurance’, ‘reliability’, ‘empathy’ and ‘responsiveness’ based on perception of customers on service quality of Qatari Islamic banks. All of these four dimensions had significance levels between 0.00 and 0.045. Thus in effect the null hypothesis is rejected for service quality dimensions: ‘assurance’, ‘reliability’, ‘empathy’ and ‘responsiveness’ based on customers perception of service quality.

Moreover, the results from Table 7.66 and Table 8.6(b) shows that there are no statistically significant relationship between five of the modified SERVQUAL dimensions (‘technology’, ‘tangible’, ‘CSR’, ‘competiveness’ and ‘religious

compliance') and customer satisfaction. The p value for these five service quality dimensions are above 0.05. Hence the null hypothesis is accepted for these five service quality dimension based on Qatari Islamic banking customers perception of service quality.

H09.2: There are no significant relationship between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Qatari Islamic banks based on customers' expectation.

In terms of Qatari Islamic banks customers expectation, the results from Tables 7.66 and Table 8.6 (a) shows that there is a statistically significant relationship between customer satisfaction and three of the modified SERVQUAL dimensions 'empathy', 'responsiveness' and 'pricing competitiveness'. All of these three dimensions had significance levels between 0.000 and 0.019. Thus in effect the null hypothesis is rejected for 'empathy', 'responsiveness' and 'pricing competitiveness' service quality dimensions based on Qatari Islamic customers' expectation of service quality.

Moreover, the results from Table 7.66 and Table 8.6(b) show that there are no statistically significant relationship between customer satisfaction and six of the modified SERVQUAL dimensions ('assurance', 'reliability', 'CSR', 'technology', 'tangible' and 'religious compliance') and based on Qatari Islamic banking customers expectation of service quality. These six service quality dimension has been excluded out of the regression analysis significance Table due to the significance level p value exceeding 0.05. Hence the null hypothesis is accepted for service quality dimensions are 'assurance', 'reliability', 'CSR', 'technology', 'tangible' and 'religious compliance' based on Qatari Islamic banks customers' expectation.

H010.1: There are no statistical significant relationship between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Qatari conventional banks based on customers' perception.

The results from Tables 7.67 and Table 8.6(a) shows that there is a statistically significant relationship between customer satisfaction and four of the modified SERVQUAL dimensions: 'assurance', 'empathy', 'responsiveness' and 'pricing competitiveness'. All of these four dimensions had significance level between 0.000 and 0.004. Thus in effect the null hypothesis is rejected for 'assurance', 'empathy', 'responsiveness' and 'pricing competitiveness' based on perception of customers on service quality.

Moreover, the results from Table 7.67 and Table 8.6(b) shows that there are no statistically significant relationship between customer satisfaction and four of the modified SERVQUAL dimensions ('technology', 'tangible', 'reliability' and 'CSR') based on Qatari conventional banking customers perception of service quality. The p value for these four service quality dimensions are above 0.05. Hence the null hypothesis is accepted for these four service quality dimensions based on customers' perception of service quality.

H010.2: There are no statistical significant relationship between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for Qatari conventional banks based on customer' expectation.

In terms of Qatari conventional banks customers expectation, the results from regression analysis in Tables 7.67 and Table 8.6(a) shows that the service quality dimensions 'assurance' and 'empathy' has a statistically significant relationship with customer satisfaction for Qatari conventional banks. Thus in effect the null hypothesis is rejected for 'assurance' and 'empathy' service quality dimensions based on customers expectation of service quality.

Moreover, the regression analysis results from Table 7.67 and Table 8.6(b) shows that there are no statistically significant relationship between six of the modified SERVQUAL dimensions ('empathy', 'reliability', 'responsiveness', 'technology', 'tangible' and 'competiveness') and customer satisfaction based on Qatari conventional banking customers expectation of service quality. These six service quality dimensions have been excluded out of the regression analysis Table since the significance level p value exceeds 0.05, the excluded dimension are: 'empathy', 'technology', 'tangible', 'reliability' and 'competiveness. Hence the null hypothesis is accepted for these six service quality dimension based on Qatari conventional banks customers expectation.

In summary some of the service quality dimensions based on the modified SERVQUAL model have a significant effect on overall customer satisfaction in relation to service quality experience by customers for all of the banks involved in the study. However 'tangible', 'technology' and 'religious compliance' dimensions had the least effect on customer satisfaction as they consistently produced insignificant relationships with customer satisfaction. This is contrary to what Mohd-Shariff (2012)

found, as her study revealed that ‘tangible’ and ‘religious compliance’ were found to be the most significant dimensions to have an effect on Malaysian customer satisfaction level while other dimensions did not. However Ladhari *et al.* (2011) conducted research which partly supports the finding of this study as their study revealed that ‘empathy’ and ‘reliability’ were the most important dimension which played a significant role towards Canadian customers’ satisfaction while ‘responsiveness’ and ‘reliability’ dimensions were the most important predictor of customer satisfaction for Tunisian banking customers, although the study was done on overall retail banking not specifying whether the banks were conventional or Islamic, the study does support that SERVQUAL dimension does have an effect on overall customer satisfaction.

Hypothesis 11: The four Religious compliance variables do have an effect on the modified SERVQUAL dimension level from the perspective of Kuwaiti Islamic banks customers’ expectations and perceptions.

The following null sub-hypotheses are developed to respond to this main hypothesis:

H011.1: There is no significant relationship between the SERVQUAL dimensions and ‘The bank is riba free and Shari’ah compliant’, ‘The members of the bank’s Shari’ah board are trustful’, ‘The employees of bank are fully aware of Shari’ah compliance and have sufficient knowledge about Islamic banking’ and ‘The bank should have a separate part for female customers’ from perspective of Kuwaiti Islamic bank customers perception.

Table 8.7 Spearman’s Correlation Analysis between the Modified SERVQUAL dimension and ‘Religious Compliance Variables’ for Kuwaiti Islamic banks.

Religious Compliance Variables	Kuwait Islamic Banks Perception		Kuwait Islamic Banks Expectation	
	R Value	Sig.	R Value	Sig.
The bank is <i>riba</i> free and <i>Shari’ah</i> compliant	.184	.002	.184	.002
The members of the bank’s <i>Shari’ah</i> board are trustful	.328	.000	.200	.001
The employees of bank are fully aware of <i>Shari’ah</i> compliance and have sufficient knowledge about Islamic banking	.328	.000	.205	.001
The bank should have a separate part for female’ customers	.238	.000	.244	.000

The results of the analysis indicates as shown in Table 8.7 that there is a significant relationship between the four ‘religious compliance’ based variables and the modified SERVQUAL dimensions of the service quality from the perspective of customers

perception. Thus in this case the null hypothesis is rejected for all four of the religious compliance statements and the alternative hypothesis is accepted. Hence it can be deduced that the four religious compliance variables do have an effect on the modified SERVQUAL dimensions based on customers' perception. Thus based on this finding the null hypothesis is rejected and the alternative hypothesis is accepted.

H011.2: There is no significant relationship between the SERVQUAL dimensions and 'The bank is riba free and Shari'ah compliant', 'The members of the bank's Shari'ah board are trustful', 'The employees of bank are fully aware of Shari'ah compliance and have sufficient knowledge about Islamic banking' and 'The bank should have a separate part for female' customers from perspective of Kuwaiti Islamic bank customers expectation.

Similarly to customers' perception, the results of the analysis indicate as shown in Table 8.7 that there is a significant relationship between the four religious compliance dimensions based on the statement and the modified SERVQUAL dimensions of the service quality from the perspective of customers' expectation. Thus in this case the null hypothesis is rejected for all four of the religious compliance statements and the alternative hypothesis is accepted. Hence just as in the case of perception of customers the four religious compliance variables have an effect on the modified SERVQUAL dimensions based on customers' expectation as well. Thus based on this finding the null hypothesis is rejected and the alternative hypothesis is accepted.

Hypothesis: 12: The four Islamic compliance variables have an effect on the modified SERVQUAL dimension level from the perspective of Qatari Islamic banks customers' expectations and perceptions.

The following sub-hypotheses are developed to respond to this main hypothesis:

H012.1: There is no significant relationship between the SERVQUAL dimensions and 'The bank is riba free and Shari'ah Compliant', 'The members of the bank's Shari'ah board are trustful', 'The employees of bank are fully aware of Shari'ah compliance and have sufficient knowledge about Islamic banking' and 'The bank should have a separate part for female' customers from perspective of Qatari Islamic bank customers perception.

Based on the Spearman's correlation analysis as shown in Table 8.8, the results indicate that there is a significant relationship between the four statements and the modified SERVQUAL dimensions based on customers' perceptions. Thus in this case the null hypothesis is rejected and the alternative hypothesis is accepted for all four of the religious compliance items. In conclusion such analysis indicates that customers'

perception on service quality based on the modified SERVQUAL model is significantly affected by the four religious compliance variables.

Table 8.8 Spearman's Correlation Analysis between the Modified SERVQUAL dimension and 'Religious Compliance Variables' for Qatari Islamic Banks

Religious Compliance Variables	Qatar Islamic Banks Perception		Qatar Islamic Banks Expectation	
	R Value	Sig.	R Value	Sig.
The bank is <i>riba</i> free and <i>Shari'ah</i> compliant	.167	.003	.119	.053
The members of the bank's <i>Shari'ah</i> board are trustful	.109	.049	.143	.012
The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking	.256	.000	.215	.000
The bank should have a separate part for female' customers	.152	.000	.003	.950

*H012.2: There is no significant relationship between the SERVQUAL dimensions and 'The bank is *riba* free and *Shari'ah* Compliant', 'The members of the bank's *Shari'ah* board are trustful', 'The employees of bank are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking' and 'The bank should have a separate part for female' customers' from perspective of Qatari Islamic banking customers expectation.*

As shown in Table 8.8, Spearman's analysis indicates that there is a significant relationship between the two of the Religious compliance variables statement and the modified SERVQUAL dimensions based on customers' expectation. Thus the null hypothesis is rejected for 'The members of the bank's *Shari'ah* board are trustful' and 'The employees of bank are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking' thus the alternative hypothesis is accepted for these two religious compliance items. In conclusion this analysis indicates that customers perception on the modified SERVQUAL dimension is significantly affected by the items related to 'The members of the bank's *Shari'ah* board are trustful' and 'The employees of bank are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking'.

These findings for both Qatari and Kuwaiti Islamic banks are partly supported by Al-Zaabi's (2006), as his findings also confirms the that perception of service quality based on the modified SERVQUAL model is positively affected by Islamic variables.

The next group of hypothesis tests the relationship between two sets of variables and the level of dependency between the variables for Kuwaiti Islamic and conventional

banks. In order to determine the end results of the hypothesis a chi square analysis is used to see if there exists any relationship between demographic characteristics (includes additional variable; number of years with the bank) and the perceived level of service quality for Kuwaiti banks from both perspective of customers perception and expectation.

Hypothesis 13: Kuwaiti Islamic banking customers' demographic variables and Duration with bank does have an effect on the perception of service quality based on the modified SERVQUAL dimension

The following sub-hypotheses are developed to respond to this main hypothesis:

H013.1: There are no significant relationship between customers' gender and the modified SERVQUAL dimension for Kuwaiti Islamic in relation to customer perception.

As seen from Table 8.9, that there are no significant relationship between 'gender' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti Islamic banks in terms of their perception.

Table 8.9 Chi Square Analysis of The Relationship Between Kuwaiti Customers Demographics (Includes Extra Variable 'Number of Years With The Bank') and The SERVQUAL Dimensions.

Variables	Kuwaiti Islamic Banks Perception			Kuwaiti Islamic Banks Expectation			Kuwaiti Conventional Banks Perception			Kuwaiti Conventional Banks Expectation		
	Chi Square	Df	Sig.	Chi Square	df	Sig.	Chi Square	Df	Sig.	Chi Square	Df	Sig.
Gender	86.389	79	.267	60.559	50	.146	90.536	69	.042	61.313	52	.177
Nationality	83.272	79	.349	72.355	50	.021	81.687	69	.141	48.561	52	.610
Age	292.253	316	.827	197.88	200	.529	219.150	276	.995	182.717	208	.896
Educational level	341.193	316	.158	173.139	200	.915	272.92	276	.541	241.238	208	.057
Monthly income	550.140	474	.009	311.56	300	.311	371.232	414	.935	309.71	312	.526
Profession	549.057	553	.539	327.38	350	.802	597.075	552	.090	452.025	416	.108
Ethnicity	370.139	316	.019	304.766	200	.000	274.063	276	.522	253.84	208	.016
Number of years' dealing bank	289.625	316	.854	224.59	200	.112	298.638	276	.167	232.547	208	.117

H013.2: There is no significant relationship between customers' nationality and the modified SERVQUAL dimension for Kuwaiti Islamic banks from the perspective of customer perception.

As seen from Table 8.9, that there are no significant relationship between 'nationality' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti Islamic banks in terms of their perception.

H013.3: There is no significant relationship between customers' age of customers and the modified SERVQUAL dimension for Kuwaiti Islamic banks from the perspective of customer perception.

As seen from Table 8.9, that there are no significant relationship between 'age' and modified SERVQUAL dimensions. The significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti Islamic banks in terms of their perception.

H013.4: There is no significant relationship between customers' education level of customers and the modified SERVQUAL dimension for Kuwaiti Islamic banks from the perspective of customer perception.

As seen from Table 8.9, that there are no significant relationship between 'education' level and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti Islamic banks in terms of their perception.

H013.5: There is no significant relationship between customers' monthly income and the modified SERVQUAL dimension for Kuwaiti Islamic banks from the perspective of customer perception.

Table 8.9 does show a statistically significant relationship finding between 'monthly income' and modified SERVQUAL dimensions, Chi square is valued at 550.140 with a statistically significant level of 0.009. This in effect indicates that the null hypothesis is thus rejected and alternative hypothesis is accepted for customers of Kuwait Islamic banks in terms of their perception.

H013.6: There is no significant relationship between customers' occupation and the modified SERVQUAL dimension for Kuwaiti Islamic banks from the perspective of customer perception.

As seen from Table 8.9, that there are no significant relationship between 'occupation' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti Islamic banks in terms of their perception.

H013.7: There is no statistically significant relationship between customers' ethnicity and the modified SERVQUAL dimensions for Kuwaiti Islamic banks from the perspective of customer perception.

Table 8.9 does show a significant relationship between 'ethnicity' and the modified SERVQUAL dimensions, Chi square is valued at 370.139 with a statistically significant level of 0.019. This in effect indicates that the null hypothesis is thus rejected and alternative hypothesis is accepted for customers of Kuwait Islamic banks in terms of their perception.

H013.8: There is no significant relationship between customers' 'number of years dealing with the bank' and the modified SERVQUAL dimension for Kuwaiti Islamic banks from the perspective of customer perception.

As seen from Table 8.9, that there are no significant relationship between 'number of years dealing with the bank' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti Islamic banks in terms of their perception.

Hypothesis 14: Kuwaiti Islamic banking customers' demographic variables and Duration with bank does have an effect on the expectation of service quality based on the modified SERVQUAL dimension.

The following sub-hypotheses are developed to respond to this main hypothesis:

H014.1: There is no statistically significant relationship between customers' gender and the modified SERVQUAL dimension for Kuwaiti Islamic banks from the perspective of customer expectation.

As seen from Table 8.9, that there are no significant relationship between 'gender' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti Islamic banks in terms of their expectation.

H014.2: There is no statistically significant relationship between customers' nationality and the modified SERVQUAL dimension for Kuwaiti Islamic banks from the perspective of customer expectation.

Table 8.9 does show a statistical significant relationship finding between 'nationality' and modified SERVQUAL dimensions, Chi square is valued at 72.355 with a statistically significant level of 0.021. This in effect indicates that the null hypothesis is thus rejected and alternative hypothesis is accepted for customers of Kuwaiti Islamic banks in terms of their expectation.

H014.3: There is no significant relationship between customers' age of customers and the modified SERVQUAL dimension for Kuwaiti Islamic banks from the perspective of customer expectation.

As seen from Table 8.9, that there are no statistically significant relationship between 'age' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti Islamic banks in terms of their expectation.

H014.4: There is no significant relationship between customers' education level of customers and the modified SERVQUAL dimension for Kuwaiti Islamic banks from the perspective of customer expectation.

As seen from Table 8.9, that there are no significant relationship between 'education' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti Islamic banks in terms of their expectation.

H014.5: There is no significant relationship between customers' monthly income and the modified SERVQUAL dimension for Kuwaiti Islamic banks from the perspective of customer expectation.

As seen from Table 8.9, that there are no significant relationship between 'monthly income' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti Islamic banks in terms of their expectation.

H014.6: There is no significant relationship between customers' profession of customers and the modified SERVQUAL dimension for Kuwaiti Islamic banks from the perspective of customer expectation.

As seen from Table 8.9, that there are no significant relationship between 'profession' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti Islamic banks in terms of their expectation

H014.7: There is no significant relationship between customers' ethnicity and the modified SERVQUAL dimension for Kuwaiti Islamic banks from the perspective of customer expectation.

Table 8.9 does show a statistically significant relationship finding between 'ethnicity' and modified SERVQUAL dimensions, Chi square is valued at 304.766 with a statistically significant level of 0.000. This in effect indicates that the null hypothesis

is thus rejected and alternative hypothesis is accepted for customers of Kuwait Islamic banks in terms of their expectation.

H014.8: There is no significant relationship between customers 'number of years dealing with the bank' and the modified SERVQUAL dimension for Kuwaiti Islamic banks from the perspective of customer expectation.

As seen from Table 8.9, that there are no significant relationship between 'number of years dealing with the bank' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti Islamic banks in terms of their expectation.

Hypothesis15: Kuwaiti conventional banking customers' demographic variables and Duration with bank does have an effect on the perception of service quality based on the modified SERVQUAL dimension.

The following sub-hypotheses are developed to respond to this main hypothesis:

H015.1: There is no significant relationship between customers' gender and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer perception.

Table 8.9 does show a significant relationship between 'gender' and modified SERVQUAL dimensions, Chi square is valued at 90.536 with a statistically significant level of 0.042. This in effect indicates that the null hypothesis is thus rejected and alternative hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their perception.

H015.2: There is no significant relationship between customers' nationality and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer perception.

As seen from Table 8.9, that there are no significant relationship between 'nationality' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their perception.

H015.3: There is no significant relationship between customers' age of customer and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer perception.

As seen from Table 8.9, that there are no statistically significant relationship between 'age' and modified SERVQUAL dimensions. The significance level of p value is

above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their perception.

H015.4: There is no significant relationship between customers' education level of customers and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer perception.

As seen from Table 8.9, that there are no significant relationship between 'education' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their perception.

H015.5: There is no significant relationship between customers' monthly income and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer perception.

As seen from Table 8.9, that there are no significant relationship between 'monthly income' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their perception.

H015.6: There is no significant relationship between customers' occupation of customers and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer perception.

As seen from Table 8.9, that there are no significant relationship between 'occupation' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their perception.

H015.7: There is no significant relationship between customers' ethnicity and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer perception.

As seen from Table 8.9, that there are no significant relationship between 'ethnicity' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their perception.

H015.8: There is no significant relationship between customers' 'number of years dealing with the bank' and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer perception.

As seen from Table 8.9, that there are no significant relationship between ‘number of years dealing with the bank’ and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their perception.

Hypothesis 16: Kuwaiti conventional banking customers’ demographic variables and Duration with bank does have an effect on the expectation of service quality based on the modified SERVQUAL dimensions.

The following sub-hypotheses are developed to respond to this main hypothesis:

H016.1: There is no significant relationship between customers’ gender and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer expectation.

As seen from Table 8.9, that there are no significant relationship between ‘gender’ and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their expectation.

H016.2: There is no significant relationship between customers’ age of customers and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer expectation.

As seen from Table 8.9, that there are no significant relationship between ‘age’ and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their expectation.

H016.3: There is no significant relationship between customers’ education level of customers and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer expectation.

As seen from Table 8.9, that there are no significant relationship between ‘education’ level and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their expectation.

H016.4: There is no significant relationship between customers’ monthly income and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer expectation.

As seen from Table 8.9, that there are no significant relationship between ‘monthly income’ and modified SERVQUAL dimensions. The statistically significant level of p

value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their expectation.

H016.5: There is no significant relationship between customers' profession of customers and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer expectation.

As seen from Table 8.9, that there are no significant relationship between 'profession' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their expectation.

H016.6: There is no significant relationship between customers' ethnicity and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer expectation.

Table 8.9 does show a significant relationship finding between 'ethnicity' and modified SERVQUAL dimensions, Chi square is valued at 253.84 with a statistically significant level of 0.016, this in effect indicates that the null hypothesis is thus rejected and the alternative hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their expectation.

H016.7: There is no significant relationship between customers' 'number of years dealing with the bank' and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer expectation.

As seen from Table 8.9, that there are no significant relationship between 'number of years dealing with the bank' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their expectation.

H016.8: There is no significant relationship between customers' 'nationality' and the modified SERVQUAL dimension for Kuwaiti conventional banks from the perspective of customer expectation.

As seen from Table 8.9, that there are no significant relationship between 'nationality' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Kuwaiti conventional banks in terms of their expectation.

Hypothesis 17: Qatari Islamic banking customers' demographic variables and duration with bank does have an effect on the perception of service quality based on the modified SERVQUAL dimension

The following sub-hypotheses are developed to respond to this main hypothesis

H017.1: There is no significant relationship between customers' gender and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer perception.

As seen from Table 8.10, that there are no significant relationship between 'gender' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers Qatari Islamic banks in terms of their perception.

Table 8.10 Chi Square Analysis of the Relationship Between Qatari Customers Demographics (including extra variable 'number of years with the bank') and The SERVQUAL Dimensions

Variables	Qatari Islamic Banks Perception			Qatari Islamic Banks Expectation			Qatari Conventional Banks Perception			Qatari Conventional Banks Expectation		
	Chi Square	Df	Sig.	Chi Square	df	Sig.	Chi Square	Df	Sig.	Chi Square	df	Sig.
Gender	93.308	79	.130	68.045	54	.095	73.796	76	.550	60.515	48	.106
Nationality	79.797	79	.454	57.561	54	.345	79.417	76	.372	44.664	48	.610
Age	302.486	316	.698	234.497	216	.185	341.989	304	.066	205.155	192	.245
Educational level	264.358	316	.984	180.269	216	.963	332.18	304	.128	266.262	192	.000
Monthly income	486.095	474	.340	380.924	324	.016	459.773	456	.442	277.884	288	.655
Profession	760.09	632	.000	415.048	432	.713	519.736	532	.640	395.597	336	.014
Ethnicity	325.912	395	.995	302.102	270	.087	742.17	608	.000	328.98	384	.981
Number of years' dealing bank	281.062	316	.922	194.913	216	.845	303.985	304	.489	180.818	192	.708

H017.2: There is no significant relationship between customers' nationality and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer perception.

As seen from Table 8.10, that there are no significant relationship between nationality and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari Islamic banks in terms of their perception.

H017.3: There is no significant relationship between customers' age of customers' and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer perception.

As seen from Table 8.10, that there are no significant relationship between 'age' and modified SERVQUAL dimensions. The statistically significant level of p value is

above 0.05; therefore the null hypothesis is accepted for customers of Qatari Islamic banks in terms of their perception.

H017.4: There are no significant relationship between customers' education level of customers and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer perception.

As seen from Table 8.10, that there are no significant relationship between 'education' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari Islamic banks in terms of their perception.

H017.5: There is no significant relationship between customers' monthly income and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer perception.

As seen from Table 8.10, that there are no significant relationship between 'monthly income' and modified SERVQUAL dimensions. The significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari Islamic banks in terms of their perception.

H017.6: There is no significant relationship between customers' profession of customers and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer perception.

Table 8.10 does show a significant relationship finding between 'profession' and modified SERVQUAL dimensions, Chi square is valued at 760.09 with a statistically significant level of 0.000. This in effect indicates that the null hypothesis is thus rejected and the alternative hypothesis is accepted for customers of Qatari Islamic banks in terms of their perception.

H017.7: There is no significant relationship between customers' ethnicity and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer perception.

As seen from Table 8.10, that there are no significant relationship between 'ethnicity' and modified SERVQUAL dimensions. The significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari Islamic banks in terms of their perception.

H017.8: There is no significant relationship between customers' 'number of years dealing with the bank' and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer perception.

As seen from Table 8.10, that there are no significant relationship between ‘number of years dealing with the bank’ and modified SERVQUAL dimensions. The significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari Islamic banks in terms of their perception.

Hypothesis 18: Qatari Islamic banking customers’ demographic variables and Duration with bank does have an effect on the expectation of service quality based on the modified SERVQUAL dimension.

The following sub-hypotheses are developed to respond to this main hypothesis

H018.1: There is no significant relationship between customers’ gender and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer expectation.

As seen from Table 8.10, that there are no statistically significant relationship between ‘gender’ and modified SERVQUAL dimensions. The significance level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari Islamic banks in terms of their expectation.

H018.2: There is no significant relationship between customers’ nationality and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer expectation.

As seen from Table 8.10, that there are no significant relationship between ‘nationality’ and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari Islamic banks in terms of their expectation.

H018.3: There is no significant relationship between customers’ age of customers and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer expectation.

As seen from Table 8.10, that there are no significant relationship between ‘age’ and modified SERVQUAL dimensions. The significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari Islamic banks in terms of their expectation.

H018.4: There is no significant relationship between customers’ education level of customers and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer expectation.

As seen from Table 8.10, that there are no significant relationship between ‘education’ and modified SERVQUAL dimensions. The significant level of p value is

above 0.05; therefore the null hypothesis is accepted for customers of Qatari Islamic banks in terms of their expectation.

H018.5: There is no significant relationship between customers' monthly income and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer expectation.

Table 8.10 does show a significant relationship finding between 'monthly income' and modified SERVQUAL dimensions, Chi square is valued at 380.924 with a significant level of 0.016. This in effect indicates that the null hypothesis is thus rejected and the alternative hypothesis is accepted for customers of Qatari Islamic banks in terms of their expectation.

H018.6: There is no significant relationship between customers' occupation of customers and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer expectation.

As seen from Table 8.10, that there are no significant relationship between 'occupation' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari Islamic banks in terms of their expectation.

H018.7: There is no significant relationship between customers' ethnicity and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer expectation.

As seen from Table 8.10, that there are no significant relationship between 'ethnicity' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari Islamic banks in terms of their expectation.

H018.8: There is no significant relationship between customers 'number of years dealing with the bank' and the modified SERVQUAL dimension for Qatari Islamic banks from the perspective of customer expectation.

As seen from Table 8.10, that there are no significant relationship between 'number of years dealing with the bank' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari Islamic banks in terms of their expectation.

Hypothesis 19: Qatari conventional banking customers' demographic variables and duration with bank does have an effect on the perception of service quality based on the modified SERVQUAL dimension.

The following sub-hypotheses are developed to respond to this main hypothesis:

H019.1: There is no significant relationship between customers' gender and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer perception.

As seen from Table 8.10, that there are no statistically significant relationship between 'gender' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari conventional banks in terms of their perception.

H019.2: There is no significant relationship between customers' nationality and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer perception.

As seen from Table 8.10, that there are no significant relationship between 'nationality' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari conventional banks in terms of their perception.

H019.3: There is no significant relationship between customers' age of customers and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer perception.

As seen from Table 8.10, that there are no significant relationship between 'age' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari conventional banks in terms of their perception.

H019.4: There is no significant relationship between customers' education level of customers and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer perception.

As seen from Table 8.10, that there are no significant relationship between 'education' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari conventional banks in terms of their perception.

H019.5: There is no significant relationship between customers' monthly income and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer perception.

As seen from Table 8.10, that there are no significant relationship between 'monthly income' and modified SERVQUAL dimensions. The statistically significant level of p

value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari conventional banks in terms of their perception.

H019.6: There is no significant relationship between customers' profession of customers and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer perception.

As seen from Table 8.10, that there are no significant relationship between 'profession' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari conventional banks in terms of their perception.

H019.7: There is no significant relationship between customers' ethnicity and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer perception.

Table 8.10 does show a significant relationship finding between 'ethnicity' and modified SERVQUAL dimensions, Chi square is valued at 742.17 with a statistically significant level of 0.000, this in effect indicates that the null hypothesis is thus rejected and the alternative hypothesis is accepted for customers of Qatari conventional banks in terms of their perception.

H019.8: There is no significant relationship between customers 'number of years dealing with the bank' and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer perception.

As seen from Table 8.10, that there are no significant relationship between 'number of years dealing with the bank' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari conventional banks in terms of their perception.

Hypothesis 20: Qatari conventional banking customers' demographic variables and duration with bank does have an effect on the expectation of service quality based on the modified SERVQUAL dimension.

The following sub-hypotheses are developed to respond to this main hypothesis

H020.1: There is no significant relationship between customers' gender and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer expectation.

As seen from Table 8.10, that there are no significant relationship between 'gender' and modified SERVQUAL dimensions. The statistically significant level of p value is

above 0.05; therefore the null hypothesis is accepted for customers of Qatari conventional banks in terms of their expectation.

H020.2: There is no significant relationship between customers' nationality and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer expectation.

As seen from Table 8.10, that there are no significant relationship between 'nationality' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari conventional banks in terms of their expectation.

H020.3: There is no significant relationship between customers' age of customers and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer expectation.

As seen from Table 8.10, that there are no significant relationship between 'age' and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari conventional banks in terms of their expectation.

H020.4: There is no significant relationship between customers' education level of customers and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer expectation.

Table 8.10, does show a significant relationship finding between 'education' level and modified SERVQUAL dimensions, Chi square is valued at 266.262 with a statistically significant level of 0.000, This in effect indicates that the null hypothesis is thus rejected and alternative hypothesis is accepted for customers of Qatari conventional banks in terms of their expectation.

H020.5: There is no significant relationship between customers' monthly income and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer expectation.

As seen from Table 8.10, that there are no significant relationship between 'monthly income' and modified SERVQUAL dimensions. The significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari conventional banks in terms of their expectation.

H020.6: There is no significant relationship between customers' profession of customers and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer expectation.

Table 8.10 does show a significant relationship finding between ‘profession’ and modified SERVQUAL dimensions, Chi square is valued at 395.597 with a statistically significant level of 0.014, this in effect indicates that the null hypothesis is thus rejected and the alternative hypothesis is accepted for customers of Qatari conventional banks in terms of their expectation.

H020.7: There is no significant relationship between customers’ ethnicity and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer expectation.

As seen from Table 8.10, that there are no significant relationship between ‘ethnicity’ and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari conventional banks in terms of their expectation.

H020.8: There is no significant relationship between customers ‘number of years dealing with the bank’ and the modified SERVQUAL dimension for Qatari conventional banks from the perspective of customer expectation.

As seen from Table 8.10, that there are no significant relationship between ‘number of years dealing with the bank’ and modified SERVQUAL dimensions. The statistically significant level of p value is above 0.05; therefore the null hypothesis is accepted for customers of Qatari conventional banks in terms of their expectation.

In summary, for Kuwaiti Islamic banking customer’s income level and ethnicity can affect how they perceive service quality dimensions based on the modified SERVQUAL model. While nationality and ethnicity of customers can have an effect on their expectation of service quality dimensions based on the modified SERVQUAL model. In the case of Kuwaiti conventional banks, the customers’ gender can have an effect on their perception while ethnicity can have an effect on their expectation of service quality in terms of the modified SERVQUAL model.

In the case of Qatari Islamic banking customers, profession can affect how they perceive service quality dimensions based on the modified SERVQUAL model. Customers’ income can also have an effect on their expectation of service quality dimensions based on the modified SERVQUAL model. In the case of Qatari conventional banks, the customer’s ethnicity can have an effect on their perception while the educational level of customers can have an effect on their expectation of service quality in terms of the modified SERVQUAL model.

These findings for both Kuwaiti and Qatari banks support the findings of Stafford (1996), the author explains that customers of different age groups and gender show different pattern of attitude towards particular service quality dimensions. Moreover the findings are also partly supported by the work of Jamal and Naser (2002), as their findings show that customers belonging to different education and income groups show different attitudes of satisfaction with the banks in the UAE, and that education and income levels are important factors in determining customer satisfaction levels. Ahmad *et al.* (2010) findings based on Islamic and conventional banks in Pakistan revealed that male and female customers' perception of service quality significantly differed, however in this study the finding show no difference in perception of service quality between the gender in majority of the case (with the exception of Kuwaiti conventional banking customers).

The next set of hypothesis tests the relationship between the Islamic compliance variables ('The members of the bank's *Shari'ah* board are trustful', 'The bank should have a separate part for female', 'The employees of bank are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking' and 'The banks is *Shari'ah* compliant/*riba* free') in relation to customer satisfaction level of services quality provided by the bank. The aims and objectives are to determine whether the 'religious compliance' variables have an effect on customer satisfaction in relation to overall service quality. Since the aims to be to determine the casual relationship between two or more independent variables a multiple regression method is used.

Hypothesis 21: There is a relationship between satisfaction of customer on overall service quality and the four 'Religious compliance' variables for Kuwaiti Islamic banks

The following sub-hypotheses are developed to respond to this main hypothesis:

*H021.1: There are no statistically significant relationships between the customer satisfaction levels in relation to the overall service quality provided by the Kuwaiti Islamic bank and 'The bank is *riba* free and *Shari'ah* compliant', 'The members of the bank's *Shari'ah* board are trustful', 'The employees of banks are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking' and 'The bank should have a separate part for female customer' based on Kuwaiti Islamic bank customers' perception*

As indicated in Table 8.11; The multiple regression analysis produced two models of output, with the first model showing one variable ('The employees of banks are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking')

to have an effect on customer satisfaction from the perspective of customers' perception, while model two show two items: 'The employees of banks are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking' and 'The banks is *Shari'ah* compliant/*riba* free'. These variables do in fact have an effect on the customer satisfaction level in relation to the overall service quality based on their perception. The coefficient of the determination value *R* (squared) for combination of the two Islamic variables ('The employees of the bank are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking' and 'The bank is *Shari'ah* compliant/*riba* free') is 0.121 and this is significant at <0.004, which is below the significance confidence level of 0.05. Thus a liner correlation does exist between two out of the four Islamic variables and the customer satisfaction level in relation to service quality from the customers' perception perspective. Thus, in effect the null hypothesis is rejected for 'The employees of banks are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking' and 'The banks is *Shari'ah* compliant/*riba* free', hence the alternative hypothesis is accepted for these two variables. While the null hypothesis is accepted for 'The members of the Bank's *Shari'ah* board are trustful' and 'The bank should have a separate part for female'.

Table 8.11, Multiple Regression (Stepwise) Analysis of the Relationship Between Islamic Banking Variables and Customer Satisfaction in Relation to Customer Satisfaction for Kuwaiti Islamic Banks

Kuwait Islamic Banks Customers Perception				
Model	R2	F Value	Beta Coefficient	Sig.
1 The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking	.096	29.566	.316	.000
2 The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking The banks is <i>Shari'ah</i> compliant/ <i>riba</i> free	.121	8.382	.434 .203	.000 .004

*H021.2: There are no significant relationships between the customer satisfaction level based on the overall service quality and 'The bank is *riba* free and *Shari'ah* compliant', 'The members of the bank's *Shari'ah* board are trustful', 'The employees of banks are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking' and 'The bank should have a separate part for female customers' based on Kuwaiti Islamic bank customers expectation.*

In the case of customers' perceived expectations, the regression analysis as shown in Table 8.11 shows that there are no significant relationships between the customer satisfaction levels in relation to the overall service quality and Islamic banking variables from the expectation side of the customers' opinion. Thus a liner correlation does not exist and hence the null hypothesis is accepted for all Islamic compliance variables.

Hypothesis 22: There is a relationship between satisfaction of customer on overall service quality and the four 'Religious compliance' variables for Qatari Islamic banks

The following sub-hypotheses are developed to respond to this main hypothesis:

H022.1: There is no significant relationship between the customer satisfaction level based on the overall service quality and 'The bank is riba free and Shari'ah compliant', 'The members of the bank's Shari'ah board are trustful', 'The employees of banks are fully aware of Shari'ah compliance and have sufficient knowledge about Islamic banking' and 'The bank should have a separate part for female customers' based on Qatari Islamic bank customers perception.

The multiple regression analysis shows that only one of the Islamic banking variables does in fact have an effect on the customer satisfaction level in relation based on overall service quality as shown in Table 8.12. The coefficient of the determination value R (squared) for the variable ('the employees of banks are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking') is 0.038 and this is significant at 0.000, which is below the confidence level of 0.05. Thus a liner correlation does exists between one out of the four 'religious compliance' variables and customer satisfaction based on overall service quality from the customers perception perspective. Thus in effect the null hypothesis is rejected and the alternative hypothesis is accepted for this particular variable. However the null Hypothesis is accepted for the remaining three 'religious compliance' variables: 'The members of the bank's *Shari'ah* board are trustful', 'The bank should have a separate part for female' and 'The banks is *Shari'ah* compliant/*riba* free'.

Table 8.12 Multiple Regression Analysis of the Relationship Between the Islamic Banking Variables and Customer Satisfaction in Relation to Service Quality for Qatari Islamic Banks.

Qatari Islamic Banks Customers Perception					Qatari Islamic Banks Customers Expectation				
Model	R2	F Value	Beta Coefficient	Sig.	Model	R2	F Value	Beta Coefficient	Sig.
1 The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking	.038	13.262	.203	.000	1 The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking	.017	6.396	.142	.012

H022.2: There is no significant relationship between the customer satisfaction level in relation to the overall service quality and 'The bank is riba free and Shari'ah compliant', 'The members of the bank's Shari'ah board are trustful', 'The employees of banks are fully aware of Shari'ah compliance and have sufficient knowledge about Islamic banking' and 'The bank should have a separate part for female' customers based on Qatari Islamic bank customers expectation.

In the case of customers' expectations, the regression analysis as shown in Table 8.12 shows that the coefficient of the determination value R (squared) for the 'religious compliance' variable 'the employees of banks are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking' is 0.017, and this is significant at 0.012, which is below the confidence level of 0.05. Thus a liner correlation does exists between 'The employees of banks are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking' and the customer satisfaction level based on overall service quality from the customers expectation perspective. Thus in effect the null hypothesis is rejected and the alternative hypothesis is accepted. Moreover, the null hypothesis is accepted for 'The members of the bank's *Shari'ah* board are trustful', 'the bank should have a separate part for female customers' and 'The banks is *Shari'ah* compliant/*riba* free'.

In summary customer satisfaction of Qatari Islamic bank is selectively affected by the 'religious compliance' variable 'the employees of banks are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking' from both customers expectation and perception view. Moreover this particular variable is also important for Kuwaiti Islamic bank customer perception in addition to the bank being *Shari'ah* compliant and *riba* free.

8.5 CORRELATING FINANCIAL PERFORMANCE WITH SERVICE QUALITY AND CUSTOMER SATISFACTION

As identified in Chapter 1, one of the aim of this research, as stated in research Question 3, is to explore the relationship whether there is any relationship between financial performance of the Islamic and conventional banks in Kuwait and Qatar with service quality and customer satisfaction scored established in this study for these countries.

Research Question 3: Is there a correlation between customer satisfaction and financial performances of Islamic and conventional banks in Kuwait and Qatar

In relation to research question 3, the next set of hypotheses attempts to determine if there any correlation between financial performances of the banks and the perceived service quality dimensions and customer satisfaction. These hypotheses are based on the financial performance of Qatari and Kuwaiti Islamic and conventional banks as follows:

Hypothesis 23: There is a relationship between the financial performance of Kuwaiti banks and the perceived overall service quality and customer satisfaction

This hypothesis is further broken down into more specific hypotheses:

H023.1: There are no statistically significant relationships between the financial performance of the Kuwaiti Islamic banks and the perceived service quality and customer satisfaction performances in relation to service quality experience of customers.

H023.2: There are no statistically significant relationships between the financial performance of the Kuwaiti conventional banks and the perceived service quality and customer satisfaction performances in relation to service quality experience of customers.

Customers from 22 banks took part in the entire survey between the countries. For this particular hypothesis, a total of fourteen banks were selected among the total 22 banks. This further sampling is due to time constraints as well as the remaining nine banks either did not have the availability of ROA and ROE data and in some cases banks had relatively small sample size compared to the larger banks. Seven of the largest sampled banks were selected for hypothesis testing from Kuwait: three for Islamic banks (KFH, AUB and KIB) and four for conventional banks (NBK, Burgan, Gulf Bank, and NBK). In the case of Qatar, all three Islamic banks (QIB, QIB and Masraf Al Rayan) were selected for testing the hypothesis. While in the case of

conventional banks, Ahli-Bank Qatar, QNB, Doha bank and ABQ annual report data was used to test hypothesis *H024.1* and *H024.2*.

The financial performance indicator used in Hypothesis *H023* and *H024* are based on the ‘Return on Assets’ (ROA) and ‘Return on Equity’ (ROE) ratios. These two are fundamental ratios that may give some indication of the financial performance of the banks. Although there do exist other indicators, ROA and ROE data are used for this study since these data were easily obtainable through banks annual report.

Higher ROA and ROE ratio generally indicates higher financial performance of the bank. The data were collected for the 14 banks are either from the annual review print out or in some cases directly from the individual banks website.

The data for financial performance ratios collected for 2012 and calculated in terms of ROA and ROE, as shown in Table 8.13. Furthermore, in the same table, mean values of the overall service quality based on the modified SERVQUAL dimensions and overall customer satisfaction scores are also shown. Thereafter, the correlation coefficient is calculated and shown in Table 8.14, which acts as an indicator as whether there is a strong or weak correlation that may exist between the overall service quality as perceived by banks customers and the financial performances of the banks. The overall service quality mean is the mean of all modified SERVQUAL dimensions. Both overall service quality and customer satisfaction mean score is based on the Likert 1-5 scale system, where 1 represents strongly disagree, 2 represent disagree, 3 represent neutral, 4 represents agree and 5 represents strongly agree.

Table 8.13: The Relationship Between Bank’s Financial Performance and The Perceived Service Quality and Customer Satisfaction Level in Islamic and Conventional Banks of Kuwait

Banking Type	Bank name	Financial performance indicators 2012		Customer satisfaction	Overall Service Quality based on modified SERVQUAL
		ROA	ROE	Mean value	Mean Value
Islamic banks	KFH	0.86	9.49	4.05	4.07
	Bobyar Bank	0.51	3.76	3.89	4.06
	KIB	1.05	6.09	4.33	4.09
Conventional bank	NBK	1.88	12.70	4.22	4.18
	Burgan	0.93	11.33	4.29	4.29
	Gulf Bank	0.64	6.88	4.08	3.99
	ABK	1.01	5.81	4.23	3.93

As depicted in Table 8.13, among the Kuwaiti Islamic banks KIB has the highest score given by customers in terms of overall service quality and customer satisfaction level, while Bobyan bank scored the lowest. In terms of ROA ratio the ranking are as follows: KIB scored higher compared to KFH, which is at the second position while Bobyan bank scored the lowest ROA. In the case of ROE ratio, KFH has the highest score followed by KIB, Bobyan bank has the lowest score. As can be noted from Table 8.13, the mean score for overall service quality and customer satisfaction level are above mean score of 4.0 on a Likert scale expect for Bobyan bank which scored lower than 4.0 (mean). It can also be noted that both the ROA and ROE figures differs substantially between the banks.

In the case of the Kuwaiti conventional banks as shown in Table 8.13, all of the banks have a mean score for customer satisfaction level above 4.0 in range; however for overall service quality only NBK and Burgan bank scored above 4. NBK has the highest service quality mean score and the lowest mean is scored by Gulf bank. In terms of the ROA ratio, NBK has the highest mean score followed by Burgan Bank, at the lowest rank position. In the case of ROE, NBK has the highest mean score followed by Burgan banks, while Gulf bank has the lowest mean score for customer satisfaction and NBK has the lowest for overall service quality score.

Table 8.14: Correlation Coefficient Score for Financial Performances of Kuwaiti Islamic and Conventional Banks in Relation to Customer Satisfaction of Overall Service Quality (SQ)

Kuwaiti Islamic Banks	CS	SQ	Kuwaiti Conventional Banks	CS	SQ
ROA	.068	.876	ROA	.369	.389
Sig.	.932	.320	Sig.	.631	.759
ROE	.164	.083	ROE	.491	.795
Sig.	.836	.947	Sig.	.509	.381

Table 8.14 depicts the correlation coefficient between the two variables. As a general rule, any correlation near to the figure of 1 is an indication of strong correlation, while any correlation near to zero indicates weak correlation or no correlation. Negative correlation results indicate that the relation between service quality and financial performance is inversely correlated.

As shown in Table 8.14 the correlation between ROA for Islamic bank and overall service quality (SQ) and is 0.876 and customer satisfaction (CS) for 0.068, which in

terms of percentages is 87.6% and 6.8%. In the case of overall SQ and CS in correlation to ROE, the figure is lower at 16.4% and 8.3% respectively. On examining the overall outcome the correlation, the results do not show any statistical significance, and therefore, a weak correlation between financial performance and overall service quality and customer satisfaction is established, since there is no definite strong indication of a correlation relationship existing between the variables. However, it should be noted that in the case of Kuwaiti banks, there is moderate to high correlation found to be between SQ and financial performance at 87.6%. However, even this could not be considered as statistically significant as evidenced with the significance level. Thus, based on the correlation coefficient results the null hypothesis for *H023.1* (There is no significant relationship between the financial performance of Kuwaiti Islamic banks and the overall service quality performance) is accepted and the alternative hypothesis is thus rejected.

Similarly in the case of the Kuwaiti conventional banks the correlation between CS and ROA is low at 0.369, or 36.9%, and for ROE is 0.491 (49.1%), while the correlation between SQ and the ROA is 0.389, and between ROE and SQ is moderately high at 0.795. However, by taking all figures into account the overall correlation between financial performances and the effect on overall service quality and customer satisfaction are considered as weak and not substantial, and therefore there is no statistical significance. Thus, it can be stated that the hypothesis *H023.2* (There is no significant relationship between the financial performance of Kuwaiti conventional banks and the overall service quality and customer satisfaction performance) is correct and effectively the null hypothesis is accepted.

In the next section the hypothesis is related to Qatari banks (hypothesis *H024.1* and *H024.2*) is tested. The financial performance for the period of 2012 are also collected for Qatari banks so that a comparison could be made easier and calculated to present the ROA and ROE data, as shown in Table 8.15.

Hypothesis 24: There exist a relationship between the financial performance of Qatari banks and the perceived service quality and customer satisfaction performances.

This hypothesis is further broken down into more specific hypotheses:

H024.1: There are no statistically significant relationships between the financial performance of the Qatari Islamic banks and the perceived service quality and

customer satisfaction performances in relation to service quality experience of customers.

H024.2: There are no statistically significant relationships between the financial performance of the Qatari Conventional banks and the perceived service quality and customer satisfaction performances in relation to service quality experience of customers.

Table 8.15: The Relationship Between Banks Financial Performance and Customer Satisfaction Level of Overall Service Quality Provided by the Banks in Qatar

Banking Type	Bank name	Financial performance indicators 2012		Customer Satisfaction	Service Quality based on modified SERVQUAL
		ROA	ROE	Mean value	Mean Value
Islamic banks	QIB	1.54	9.81	3.95	3.67
	QIIB	2.38	13.48	3.90	3.68
	Masraf Al Rayan	2.47	15.84	4.50	3.98
Conventional bank	ABQ	2.26	13.52	4.00	3.70
	QNB	2.30	17.89	4.10	4.07
	Doha Bank	2.36	17.28	3.89	3.77
	CBQ	2.51	13.47	3.86	3.88

As depicted in Table 8.15, for Qatari Islamic banks Masraf Al Rayan has the highest mean score in terms of how the respondents perceive overall service quality and customer satisfaction level, while QIIB bank has the lowest mean score for both customer satisfaction and service quality score. In terms of ROA ratio the ranking are as follows Masraf Al Rayan scored the higher compared to QIB followed by QIB with the lowest rank. In the case of ROE ratio, Masraf Al Rayan has the highest score followed by QIB, and while QIB has the lowest rank. As it can be noted from Table 8.15, the mean score for customer satisfaction and overall service are within close range for two of the banks while Masraf Al Rayan has a much higher score of 4.50 and 3.98 respectively. Moreover, it can be noted that both the ROA and ROE figures differs substantially between the banks.

In the case of the Qatari conventional banks, two of the banks' mean scores for customer satisfaction level are above 4.0, while Doha Banks and ABQ has a lower mean score at 3.89 and 3.86 respectively. QNB has the highest overall service quality and customer satisfaction mean score. In terms of the ROA ratio CBQ has the highest mean value followed by Doha Bank, while QNB is ranked in third position. Ahli Bank Qatar has the lowest rank position with a ROA ratio of 2.26. In the case of ROE, the ranking differs amongst the four banks, as QNB has the highest ROE ratio, followed by Doha bank while CBQ has the lowest ratio.

Table 8.16 Correlation Coefficient Score for Financial Performances of Qatari Islamic and Conventional Banks in Relation to the Customer Satisfaction Based on Perceived Overall Service Quality

Qatari Islamic Banks	CS	SQ	Qatari Conventional Banks	CS	SQ
ROA	.511	.597	ROA	-.759	.127
Sig.	.659	.593	Sig.	.241	.873
ROE	.749	.814	ROE	.427	.535
Sig.	.461	.376	Sig.	.573	.465

As shown in Table 8.16, the correlation coefficient between CS level and ROA for Islamic banks is 0.511 (or 51.1%), while the correlation between SQ and ROA is 59.7% indicating a low correlation for the latter. In terms of the correlation between CS and overall SQ level and ROE, the figure is higher at 74.9%, and 81.4%. However, when all figures are taken into consideration including the fact that the p value is not below 0.05, the correlation between overall service quality and financial performance is not considered strong enough. Thus, based on the correlation coefficient results, the null hypothesis for $H024.1$ (There is no statistically significant relationship between the financial performance of the Qatari Islamic banks and the overall service quality performances and customer satisfaction level) is accepted and the alternative hypothesis is thus rejected.

Similarly in the case of the Qatari conventional banks the correlation between overall SQ and ROA is low at 0.127 and for ROE it is a higher at 0.535. In the case of a correlation between CS and ROA, the result is a negative -0.759, which is unexpected. However, the correlation between ROE and SQ is at low range 0.535. Thus, overall the correlation is weak to indicate any relationship or correlation between overall service quality performances and financial performances of Qatari conventional banks. Thus, the null hypothesis $H024.2$ (There is no statistically significant relationship between the financial performance of the Qatari conventional banks and overall service quality performances and customer satisfaction level) is accepted.

In the following section, the analysis further detailed in the case of selected Islamic and conventional banks in the case of both the countries by referring to the questionnaire statements in relation to the expectations and perceptions related to the importance of financial performance.

Table 8.17 and 8.18 depicts the perception and expectation mean score for the statement ‘The banks financial performances is very important to me’. According to

the results in Table 8.17, the mean perception score given by Kuwaiti Islamic banks customer are low at 3.42, similarly the expectation of such service variable is also low 3.40 indicating that customers do not expect financial performance of banks in Kuwait as very important. Also as shown in Table 8.17, the Kuwaiti conventional banks also scored low mean perception and exception score at 3.60 and 3.78 respectively, thus indicating that customers' expectations and perception are low on issues related to financial performances of the bank and thus the customer opines that financial performance of the bank are not important or a major priority for them.

Table 8.17: Expectation and Perception Mean Score of Service Quality statement 'The Banks Financial Performances is Very Important to me' for Kuwaiti Conventional and Islamic Banks

Kuwaiti Islamic Banks				Kuwaiti Conventional Banks			
Bank name	The banks financial performance is very important			Bank name	The banks financial performance is very important		
	Type of banks	Exp. Mean (E)	Perc. Mean (P)		Type of banks	Exp. Mean (E)	Perc. Mean (P)
KFH	Islamic	3.64	3.56	Burgan Bank	Conventional	3.38	3.52
AUB	Islamic	3.04	3.11	Gulf Bank	Conventional	3.81	3.69
Bobyar Bank	Islamic	3.78	3.56	NBK	Conventional	3.99	3.73
KIB	Islamic	3.14	3.43	ABK	Conventional	3.47	3.33
				CBK	Conventional	4.25	3.75
Mean score		3.40	3.42	Mean score		3.78	3.60

In the case of Qatar as seen on Table 8.18, a similar finding is also echoed: the overall perception mean score for Islamic banks is at 3.41 and the mean expectation score is 3.92. While the perception mean score for conventional banks is established at 3.60 and the expectation mean score is at 3.78. The overall results thus indicate that the expectation of financial performance is not seen to be very important by the customers of the banks in Qatar as similar to Kuwait's customers.

Table 8.18: Expectation and Perception Mean Score of Service Quality Statement ‘The Banks Financial Performances is Very Important to me’ for Qatari Islamic and Conventional Banks

Qatar Islamic Banks				Qatar Conventional Banks			
Bank name	The banks financial performance is very important			Bank name	The banks financial performance is very important		
	Type of banks	Exp. Mean (E)	Perc. Mean (P)		Type of banks	Exp. Mean (E)	Perc. Mean (P)
QIB	Islamic	3.93	3.38	ABQ	Conventional	3.90	3.40
QIIB	Islamic	3.62	3.46	QNB	Conventional	4.16	3.70
Masraf Al Rayan	Islamic	4.2	3.4	Doha Bank	Conventional	3.61	3.61
				CBQ	Conventional	3.73	3.54
				IBQ	Conventional	3.50	2.84
Mean score		3.92	3.41	Mean score		3.78	3.42

Some of the previous studies indicate a correlation between financial performance and customer satisfaction such as the work by Hallowell (1996), whose finding shows that there is a positive relationship between customer satisfaction and customer loyalty which in turn has an effect on the profitability of banks. However, his study does not confirm with the findings of this research, although a non-correlation between financial performance and customer satisfaction has also been found and discussed in a recent study by Mohd-Shariff (2012) for Malaysian Islamic and conventional banks. Mohd-Shariff (2012) found that even though some banks may have higher mean score for customer satisfaction, the score does not reflect or correlated with the financial performance indicator such as ROA and ROE, and the author uses various Malaysian banks in her study with high financial performance and asset size growth. However, her findings prove that there is no correlation between financial performance of Islamic or conventional banks and the estimated service quality. Moreover, in her study, a negative correlation was seen for one of the tests, however due to the remainder of her test showing low collection this negative output did not have any significance. Overall the findings of Mohd-Shariff’s (2012) study do support the findings of this research, revealing that there are no correlations between financial performances of banks and overall service quality based on the modified SERVQUAL dimensions, similarly there is no correlation with customer satisfaction.

8.6 SUMMARY AND CONCLUSION

The aims and objectives of this chapter are to discuss the findings in relation to the analysis of empirical results from Chapter 7 and 8. In addition, they were used to examine if the results do correspond with the research hypothesis and as set out in

Chapter 5. Tables 8.19-8.23 in the end of the thesis (Appendix 1) show the summary of the hypothesis result testing on whether each of the null hypotheses is accepted or rejected. The following are the results of the main findings and conclusions for this research:

(i) Factor analysis was used to understand and determine how customers of Kuwait and Qatar group the dimensions differently to the modified SERVQUAL dimensions. The findings show that customers of both Qatar and Kuwaiti banks group the dimensions differently to the modified SERVQUAL dimensions for both Islamic and conventional banks;

(ii) In the Islamic banks of Kuwait, the customers group the dimensions into 12 components for both expectation and perception. However, in the case of conventional banks the 42 modified SERVQUAL questions were grouped into 10 components for perception of customers and 11 for the expectations of the customers. In the case of Islamic banks in Qatar the findings reveal groupings of 13 components by factors of analysis for perception and 14 components for expectations of customers. For Qatari conventional banks, the customers grouped the question statements into 11 component groups for perception and 13 components for the expectation side of customers;

(iii) Based on factor analysis ranking for Kuwaiti and Qatari Islamic banks, the bank customers ranked service quality component related to ‘management, establishment and confidentiality’ highest based on customers’ perception mean score of service quality, while for Kuwaiti conventional banks component related to ‘customer service and staff care’ were listed as highest ranked perception component, however ‘location, car parking and accuracy’ were expressed by customers to be the most important expectation component of service quality. In regard to Qatari conventional banks, ‘ATM and SMS service’ was ranked the highest component based on customers’ expectation score while, ‘location, car parking and accuracy’ were expressed as the most important variables of service quality from the view of Kuwait conventional banks customers’ expectation;

(iv) The majority of customers of conventional banks have a high level of awareness and knowledge on the banking services and products offered by their bank in Kuwait;

(v) The majority of customers of conventional banks have a high level of awareness and knowledge on the banking services and products offered by their bank in Qatar;

(vi) Findings reveal that the majority of customers of Islamic banks have a low level of awareness on Islamic banking products and services provided by Kuwaiti Islamic banks. Customers were only aware of one out of eight Islamic banking financing instruments;

(vii) Findings indicate that customers of Islamic banks have a low level of awareness on Islamic banking products and services provided by Qatari Islamic banks. The awareness levels were similar to Kuwait where only one Islamic financing product was known out of eight;

(viii) Findings for Kuwaiti conventional banks show that customers who fall in one or more of the following categories: male, aged between 41-50, with a postgraduate qualification, been with the bank for more than 5 years, earning above KD 2,601 and are from GCC, 'executives' and are Kuwaiti have the highest level of awareness and knowledge about the services and products offered by their banks;

(ix) Findings for Kuwaiti Islamic banks shows that customers who fall in one or more of the following categories: male, aged between 51-60, 'bachelor degree qualification', been with the bank for more than 5 years, belongs to tradesmen are executive profession, earning above KD 2,601 and are from GCC and are Kuwaiti have the highest level of awareness and knowledge on Islamic banking services and products offered by their banks;

(x) Findings for Qatari Islamic banks shows that customers who fall in one or more of the following categories: male, aged over 60 years, a postgraduate qualification, been with the bank more than 5 years, earnings above QR 34,001 and are from GCC, or 'Qatari' origin, works in the 'Public sector' have the highest level of awareness and knowledge level of services and products offered by the banks;

- (xi) Findings for Qatari conventional banks also shows that customers who fall in one or more of the following categories: male, aged over 60 years, a postgraduate qualification, been with the bank 3 -5 years, earnings above QR 34,001 and are from GCC or 'Qatari' origin, works as a 'professional' have the highest level of awareness and knowledge on the services and products offered by their banks;
- (xii) Although there is a relatively high awareness level about internet banking in both Kuwait and Qatar regardless of whether it's an Islamic or conventional bank, the usage of internet banking is very low;
- (xiii) Results reveal that there exists a discrepancy between customers expectation and perception for all modified SERVQUAL dimensions resulting in a negative gap difference, thus indicating that there exist a gap of dissatisfaction with the services provided by Islamic and conventional banks in Qatar and Kuwait.
- (xix) The findings suggest that the customers of Kuwaiti Islamic and conventional banks are satisfied with overall service provided by their banks as most customer agreed that they are satisfied with overall service quality of the banks based on customers' perception. However, in the case of Qatari Islamic and conventional banks, the customers are not satisfied with the overall service quality however can be classified as 'near' satisfaction level;
- (xv) Finding reveals that Islamic banks in Kuwait have more dissatisfied customers compared to the conventional banks of Kuwait based on the overall customer satisfaction score and mean aggregated modified SERVQUAL dimensions gap score;
- (xvi) Finding indicates that the customers of Qatar are more dissatisfied with the overall services provided by their banks compared to the customers of Kuwaiti banks based on the overall customer satisfaction score and the mean aggregated score of the modified SERVQUAL dimensions gap;
- (xvii) Finding reveals that conventional banks in Qatar have more dissatisfied customers compared to the Islamic banks of Qatar based on the overall customer satisfaction score and mean aggregated modified SERVQUAL dimensions gap score;

(xviii) Findings reveal that the Kuwaiti conventional bank service quality based on the modified SERVQUAL dimensions is significantly affected by customers' gender. Furthermore, the findings reveal that the Kuwaiti conventional banks customers' expectation is significantly affected by customer's ethnicity;

(xix) Findings reveal that the Kuwaiti Islamic banks customers' perception of service quality based on the modified SERVQUAL dimensions is significantly affected by customers' monthly income and their ethnicity. Moreover the findings reveals that the Kuwaiti Islamic banks customers expectation of service quality based on the modified SERVQUAL dimensions is affected by customers nationality and their ethnicity;

(xx) Findings reveal that the Qatari Islamic bank customers' perception of service quality based on the modified SERVQUAL dimensions is significantly affected by customer's profession. Moreover the findings reveal that the Qatari Islamic banks customers' expectation is significantly affected by customer's monthly income;

(xxi) Findings reveal that the Qatari conventional bank customers' perception of service quality based on the modified SERVQUAL dimensions is affected by customer's ethnicity. Moreover, Qatari conventional banks findings also reveals that the customers' expectation is significantly affected by customers' educational level and the profession they belong to;

(xxii) Findings reveal that 'religious compliance' variables; 'The bank is *Shari'ah* compliant and *riba* free', 'The members of the bank's *Shari'ah* board are trustful', 'The employees of banks are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking' and 'The bank should have a separate part for female customers' does have a significant positive effect on the modified SERVQUAL dimension based on Kuwaiti Islamic banks customers perception and expectation level;

(xxiii) Findings reveal that 'religious compliance' variables; 'The bank is *Shari'ah* compliant and *riba* free', 'The members of the bank's *Shari'ah* board are trustful', and 'The employees of banks are fully aware of *Shari'ah* compliance and have sufficient knowledge about Islamic banking' have a significant positive effect on the modified

SERVQUAL dimension based on Qatari Islamic banks customers perception and expectation level;

(xxiv) Findings reveal that ‘religious compliance’ variables; ‘The employees of banks are fully aware of *Shari’ah* compliance and have sufficient knowledge about Islamic banking’ and ‘The bank is *Shari’ah* compliant/*riba* free’ have a significant positive effect on customer satisfaction based on customers perception and expectation for Kuwait Islamic banks;

(xxv) Findings reveal that ‘religious compliance’ variable; ‘The employees of banks are fully aware of *Shari’ah* compliance and have sufficient knowledge about Islamic banking’ have a significant positive effect on customer satisfaction based on customers perception and expectation for Qatari Islamic banks;

(xxvi) The findings show that NBK and KIB have the least dissatisfied customers in Kuwait and superior service quality compared to other banks in the study. Moreover the finding suggest that KIB is the most superior Islamic bank in terms of its service quality, furthermore the finding suggest that although Islamic banking sector in Kuwait is relatively young compared to the conventional banks, the over service quality gap difference is very low between the two types of banking;

(xxvii) Findings show that Bobyan Bank and AUB in Kuwait have the highest dissatisfaction level and inferior service quality from the perspective of their customers as compared to all of the banks studied in Kuwait;

(xxviii)The finding shows that Masraf Al Rayan Bank followed by QNB have the least dissatisfied level based on the gap difference between customers expectation and perception in Qatar compared to other banks in the study, while the foreign owned banks such Standard Chartered, Mashreq Bank and Arab Bank have the highest dissatisfaction level and inferior service quality level from the perspective of their customers as compared to all of the studied banks in Qatar;

(xxix) The results show that for Islamic banks of Kuwait, the modified SERVQUAL dimensions; ‘assurance’, ‘empathy’ and ‘responsiveness’ have a direct positive relationship with the customer satisfaction level in terms of customer perception of service quality. While ‘empathy’, ‘assurance’, ‘*CSR*’ and ‘responsiveness’ have a

direct positive effect on customer satisfaction level in terms of customer expectation of service quality;

(xxx) The results show that for the Kuwaiti conventional banks, the modified SERVQUAL dimensions; ‘assurance’, ‘empathy’ and ‘*CSR*’ have a direct positive relationship with the customer satisfaction level in terms of customer perception of service quality. While ‘assurance’, ‘reliability’, ‘corporate social responsibility’ and ‘responsiveness’ have a direct positive effect on customer satisfaction level in terms of customer expectation of service quality;

(xxxi) The results show that for the Qatari Islamic banks, the modified SERVQUAL dimensions; ‘assurance’, ‘reliability’, ‘empathy’ and ‘responsiveness’ have a direct positive relationship with the customer satisfaction level in terms of customer perception of service quality. While ‘empathy’, ‘responsiveness’ and ‘pricing competitiveness’ have a direct positive effect on customer satisfaction level in terms of customer expectation of service quality;

(xxxii) The results show that for the Qatari conventional banks, the modified SERVQUAL dimensions; ‘empathy’, ‘assurance’, ‘responsiveness’ and ‘pricing competitiveness’ have a direct positive relationships with the customer satisfaction level in terms of customer perception of service quality. While ‘empathy, and ‘assurance’ have a direct positive effect on customer satisfaction level in terms of customer expectation of service quality;

(xxxiii) The findings show that there are no strong correlation between financial performance of banks and customer satisfaction based on customers’ perception and expectation of service quality, for both Islamic and conventional banks of Qatar and Kuwait.

(xxxiv) The findings show that there are no strong correlation between financial performance of banks and overall service quality grounded on the modified SERVQUAL model based on customers perception and expectation of service quality, for both Islamic and conventional banks of Qatar and Kuwait.

Chapter 8: Appendix

Table 8.19 Summary of Hypothesis 1-2 outcome for Kuwaiti and Qatari banks

Kuwaiti Banking Sector				Qatar Banking Sector			
Null Hypothesis	Outcome for Kuwaiti Conventional Banks	Null Hypothesis	Outcome for Kuwaiti Islamic Banks	Null Hypothesis	Outcome for Qatar Conventional Banks	Null Hypothesis	Outcome for Qatar Islamic Banks
H01.1: There are no statistically significant differences between the Kuwaiti conventional bank customer's demographic variable (age, gender, occupation, income level, education level & number of years in association with bank) and their awareness level of conventional bank products and services.	Null Hypothesis rejected for gender, occupation, income level, nationality, age, ethnicity, education level & number of years in association with bank.	H01.2: There are no statistically significant difference between the Kuwaiti Islamic bank customer's demographic variable (age, gender, occupation, income level, education level & number of years in association with bank) and their awareness level of Islamic banking products and services.	Null Hypothesis rejected for gender, occupation, income level, nationality, age, ethnicity, education level & number of years in association with bank	H02.1: There are no statistically significant differences between the Qatari conventional bank customer's demographic variable (age, gender, occupation, income level, education level & number of years in association with bank) and their awareness level of conventional bank products and services.	Null Hypothesis rejected for gender, occupation, income level, nationality, age, ethnicity, education level & number of years in association with bank	H02.2: There are no statistically significant differences between the Qatari Islamic bank customer's demographic variable (age, gender, occupation, income level, education level & number of years in association with bank) and their awareness level of Islamic banking products and services.	Null Hypothesis rejected for gender, occupation, income level, nationality, age, ethnicity, education level & number of years in association with bank

Table 8.20 Summary of Hypothesis 3-6 outcome for Kuwaiti and Qatari banks

Hypothesis	Kuwaiti Banking Sector				Qatar Banking Sector			
	Null Hypothesis	Outcome for Kuwaiti Islamic Banks	Null Hypothesis	Outcome for Kuwaiti Conventional Banks	Null Hypothesis	Outcome for Qatar Islamic Banks	Null Hypothesis	Outcome for Qatar Conventional Banks
H3: There are statistically significant difference between perceived expectation and perception of customers in the Kuwaiti Islamic banks based on the modified SERVQUAL model (Assurance, Empathy, Responsiveness, Reliability, Tangible, Technology, Competiveness, CSR and Religious Compliance) H4: There are statistically significant difference between perceived expectation and perception of customers in the Kuwaiti conventional banks based on the modified SERVQUAL model (Assurance, Empathy, Responsiveness, Reliability, Tangible, Technology, Competiveness, CSR) H5: There are statistically significant difference between perceived expectation and perception of customers in the Qatari Islamic banks based on the modified SERVQUAL dimension (Assurance, Empathy, Responsiveness, Reliability, Tangible, Technology, Competiveness, CSR and Religious Compliance) H6: There are statistically significant difference between perceived expectation and perception of customers in the Qatari Conventional banks based on the modified SERVQUAL dimension (Assurance, Empathy, Responsiveness, Reliability, Tangible, Technology, Competiveness, CSR and Religious Compliance).	H03.1	Null Hypothesis rejected alternative	H04.1	Null Hypothesis rejected	H05.1	Null Hypothesis rejected	H06.1	Null Hypothesis rejected
	H03.2	Null Hypothesis rejected	H04.2	Null Hypothesis rejected	H05.2	Null Hypothesis rejected	H06.2	Null Hypothesis rejected
	H03.3	Null Hypothesis rejected	H04.3	Null Hypothesis rejected	H05.3	Null Hypothesis rejected	H06.3	Null Hypothesis rejected
	H03.4	Null Hypothesis rejected	H04.4	Null Hypothesis rejected	H05.4	Null Hypothesis rejected	H06.4	Null Hypothesis rejected
	H03.5	Null Hypothesis rejected	H04.5	Null Hypothesis rejected	H05.5	Null Hypothesis rejected	H06.5	Null Hypothesis rejected
	H03.6	Null Hypothesis rejected	H04.6	Null Hypothesis rejected	H05.6	Null Hypothesis rejected	H06.6	Null Hypothesis rejected
	H03.7	Null Hypothesis rejected	H04.7	Null Hypothesis rejected	H05.7	Null Hypothesis rejected	H06.7	Null Hypothesis rejected
	H03.8	Null Hypothesis rejected	H04.8	Null Hypothesis rejected	H05.8	Null Hypothesis rejected	H06.8	Null Hypothesis rejected
	H03.9	Null Hypothesis rejected	--	--	H05.9	Null Hypothesis rejected	--	---

Table 8.21 Summary of Hypothesis 7-10 outcome for Kuwaiti and Qatari banks

Hypothesis	Kuwaiti Banking Sector		Qatar Banking Sector	
	Outcome for Kuwaiti Islamic Banks	Outcome for Kuwaiti Conventional Banks	Outcome for Qatar Islamic Banks	Outcome for Qatar Conventional Banks
H7, H8, H9, H10 : There is a significant relationship between customer satisfaction and service quality dimensions based on the modified SERVQUAL model for * banks based on customer perception and expectation. * one of the four banking type (Kuwait Islamic bank, Kuwait conventional bank, Qatar Islamic banks, Qatar conventional Bank) specific to the hypothesis H7,H8,H9,H10	H07.1- Null Hypothesis rejected for; ‘assurance’, ‘empathy’, ‘responsiveness’ dimension	H08.1-Null Hypothesis rejected for ‘assurance’, ‘empathy’, ‘CSR’ dimensions	H09.1 -Null Hypothesis rejected for ‘assurance’, ‘reliability’, ‘empathy’, ‘responsiveness’ dimensions	H10.1-Null Hypothesis rejected for ‘empathy’, ‘assurance’, ‘responsiveness’ and ‘pricing competitiveness’ dimensions
	H07.2 Null Hypothesis rejected for ‘empathy’, ‘assurance’, ‘CSR’, ‘responsiveness’ dimensions	H08.2 Null Hypothesis rejected for ‘assurance’, ‘reliability’, ‘CSR’, ‘responsiveness’ dimensions	H09.2 Null Hypothesis rejected for ‘empathy’, ‘responsiveness’, and ‘pricing competitiveness’ dimensions	H10.2-Null Hypothesis rejected for ‘assurance’ and ‘empathy’ dimensions

Table 8.22 Summary of Hypothesis 11-12 outcome for Kuwaiti and Qatari banks

Hypothesis	Null hypothesis outcome for Kuwait Islamic bank (Customers Perception)	Null hypothesis outcome for Kuwait Islamic bank (Customers Expectation)	Hypothesis	Null hypothesis outcome for Qatari Islamic bank (Customers Perception)	Null hypothesis outcome for Qatari Islamic bank (Customers Expectation)
H11 The four Religious compliance variable does have an effect on the modified SERVQUAL dimension level from the perspective of Kuwaiti Islamic banks customers expectations and perceptions.	H011.1 Null Hypothesis rejected for ‘The bank is <i>riba</i> free and <i>Shari’ah</i> compliant’, ‘The members of the Bank’s <i>Shari’ah</i> board are trustful’, ‘The employees of bank are fully aware of <i>Shari’ah</i> compliance and have sufficient knowledge about Islamic banking’, and for ‘The bank should have a separate part for female customers’.	H011.2 Null Hypothesis rejected for ‘The bank is <i>riba</i> free and <i>Shari’ah</i> Compliant’, ‘The members of the bank’s <i>Shari’ah</i> board are trustful’, ‘The employees of bank are fully aware of <i>Shari’ah</i> compliance and have sufficient knowledge about Islamic banking’, ‘The bank should have a separate part for female customers’.	H12 The four Islamic compliance variable does have an effect on the modified SERVQUAL dimension level from the perspective of Qatari Islamic banks customers’ expectations and perceptions.	H012.1Null Hypothesis rejected for The bank is <i>riba</i> free and <i>Shari’ah</i> Compliant, The members of the Bank’s <i>Shari’ah</i> board are trustful, The employees of bank are fully aware of <i>Shari’ah</i> compliance and have sufficient knowledge about Islamic banking, ‘The bank should have a separate part for female customers’.	Null Hypothesis rejected for, ‘The members of the bank’s <i>Shari’ah</i> board are trustful’, ‘The employees of bank are fully aware of <i>Shari’ah</i> compliance and have sufficient knowledge about Islamic banking’, While the Null hypothesis is accepted for ‘The bank is Riba free and <i>Shari’ah</i> Compliant’, ‘The bank should have a separate part for female customers’

Table 8.23 Summary of Hypothesis 13-16 outcome for Kuwaiti banks

Hypothesis	Null hypothesis outcome for Kuwait Islamic bank (Customers Perception)	Null hypothesis outcome for Kuwait Islamic bank (Customers Expectation)	Hypothesis	Null hypothesis outcome for Kuwait conventional bank (Customers Perception)	Null hypothesis outcome for Kuwait conventional bank (Customers Expectation)
Hypothesis 13 Kuwaiti Islamic banking customers demographic variables and Duration with bank does effect the perception and expectation of service quality based on the modified SERVQUAL dimension in terms of customers perception H14: There are statistically significant relationship between the service quality based on the modified SERVQUAL dimensions and the Kuwaiti Islamic bank customers' demographics variables and number of years in association with bank, in terms of customers expectation.	H013.1 Null hypothesis is accepted	H014.1 Null hypothesis is accepted	Hypothesis 15: Kuwaiti conventional banking customers demographic variables and Duration with bank does have an effect on the perception and expectation of service quality based on the modified SERVQUAL dimension H16 There are statistically significant relationship between the service quality based on the modified SERVQUAL dimensions and the Kuwaiti conventional bank customers demographics variables and number of years in association with bank, in terms of customers expectation.	H015.1 Null hypothesis is rejected	H016.1 Null hypothesis is accepted
	H013.2 Null hypothesis is accepted	H014.2 Null hypothesis is rejected		H015.2 Null hypothesis is accepted	H016.2 Null hypothesis is accepted
	H013.3 Null hypothesis is accepted	H014.3 Null hypothesis is accepted		H015.3 Null hypothesis is accepted	H016.3 Null hypothesis is accepted
	H013.4 Null hypothesis is accepted	H014.4 Null hypothesis is accepted		H015.4 Null hypothesis is accepted	H016.4 Null hypothesis is accepted
	H013.5 Null hypothesis is rejected	H014.5 Null hypothesis is accepted		H015.5 Null hypothesis is accepted	H016.5 Null hypothesis is accepted
	H013.6 Null hypothesis is accepted	H014.6 Null hypothesis is accepted		H015.6 Null hypothesis is accepted	H016.6 Null hypothesis is rejected
	H013.7 Null hypothesis is rejected	H014.7 Null hypothesis is rejected		H015.7 Null hypothesis is accepted	H016.7 Null hypothesis is accepted
	H013.8 Null hypothesis is accepted	H014.8 Null hypothesis is accepted		H015.8 Null hypothesis is accepted	H016.8 Null hypothesis is accepted

Table 8.24 Summary of Hypothesis 17-20 outcome for Qatari banks

Hypothesis	Null hypothesis outcome for Qatar Islamic bank (customers Perception)	Null hypothesis outcome for Qatar Islamic bank (customers Expectation)	Hypothesis	Null hypothesis outcome for Qatar conventional bank (Customers Perception)	Null hypothesis outcome for Qatar conventional bank (Customers Expectation)
Hypothesis 17: Qatari Islamic banking customers demographic variables and Duration with bank does have an effect on the perception of service quality based on the modified SERVQUAL dimension H18: Qatari Islamic banking customers demographic variables and Duration with bank does have an effect on the expectation of service quality based on the modified SERVQUAL dimension	H017.1 Null hypothesis is accepted	H018.1 Null hypothesis is accepted	Hypothesis 19: Qatari Conventional banking customers demographic variables and Duration with bank does have an effect on the perception of service quality based on the modified SERVQUAL dimension H20: Qatari Conventional banking customers demographic variables and Duration with bank does have an effect on the expectation of service quality based on the modified SERVQUAL dimension	H019.1 Null hypothesis is accepted	H020.1 Null hypothesis is accepted
	H017.2 Null hypothesis is accepted	H018.2 Null hypothesis is accepted		H019.2 Null hypothesis is accepted	H020.2 Null hypothesis is accepted
	H017.3 Null hypothesis is accepted	H018.3 Null hypothesis is accepted		H019.3 Null hypothesis is accepted	H020.3 Null hypothesis is accepted
	H017.4 Null hypothesis is accepted	H018.4 Null hypothesis is accepted		H019.4 Null hypothesis is accepted	H020.4 Null hypothesis is rejected
	H017.5 Null hypothesis is accepted	H018.5 Null hypothesis is rejected		H019.5 Null hypothesis is accepted	H020.5 Null hypothesis is accepted
	H017.6 Null hypothesis is rejected	H018.6 Null hypothesis is accepted		H019.6 Null hypothesis is accepted	H020.6 Null hypothesis is rejected
	H017.7 Null hypothesis is accepted	H018.7 Null hypothesis is accepted		H019.7 Null hypothesis is rejected	H020.7 Null hypothesis is accepted
	H017.8 Null hypothesis is accepted	H018.8 Null hypothesis is accepted		H019.8 Null hypothesis is accepted	H020.8 Null hypothesis is accepted

Table 8.25 Summary of Hypothesis 21 -22 Outcomes for Kuwaiti and Qatari banks

Alternative Hypothesis	Null hypothesis outcome for Kuwait Islamic bank (Perception)	Outcome for Kuwait Islamic bank (Expectation)	Hypothesis	Null hypothesis outcome for Qatar Islamic bank (Perception)	Null hypothesis outcome for Qatar Islamic bank (Expectation)
Hypothesis 21: There is a relationship between satisfaction of customer on service quality and the four 'Religious compliance' variables for Kuwaiti Islamic banks	H021.1 Null hypothesis is rejected for 'The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking 'and for 'The banks is <i>Shari'ah</i> compliant/Riba free'. Null Hypothesis accepted for 'The members of the Bank's <i>Shari'ah</i> board are trustful' and 'the bank should have a separate part for female	H021.2 Null hypothesis is accepted for all four 'religious compliance' variables	Hypothesis 22: There is a relationship between satisfaction of customer on service quality and the four 'Religious compliance' variables for Qatari Islamic banks	H022.1 Null hypothesis is rejected for 'The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking'. Null Hypothesis is accepted for 'The members of the Bank's <i>Shari'ah</i> board are trustful', 'the bank should have a separate part for female' and 'The banks is <i>Shari'ah</i> compliant/Riba free'.	H022.2 Null hypothesis is rejected for 'The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking', Null Hypothesis is accepted for 'The members of the Bank's <i>Shari'ah</i> board are trustful', 'the bank should have a separate part for female' and 'The banks is <i>Shari'ah</i> compliant/Riba free'.

Table 8.26 Summary of Hypothesis 23-24 Outcome for Kuwaiti and Qatari banks

Hypothesis	Outcome for Kuwait Islamic bank (Perception) Null hypothesis	Outcome for Kuwait Islamic bank (Expectation)	Hypothesis	Outcome for Qatar Islamic bank (Perception) Null hypothesis	Outcome for Qatar Islamic bank (Expectation) Null hypothesis
Hypothesis 23: There is a relationship between the financial performance of Kuwaiti banks and the perceived overall service quality and customer satisfaction	H023.1 Null Hypothesis accepted and the alternative hypothesis is rejected	H023.2 Null Hypothesis accepted and the alternative hypothesis is rejected	Hypothesis 24: There is a relationship between the financial performance of Qatari banks and the perceived overall service quality and customer satisfaction	H024.1 Null Hypothesis accepted and the alternative hypothesis is rejected	H024.2 Null Hypothesis accepted and the alternative hypothesis is rejected.

CHAPTER 9

REFLECTIONS AND CONCLUSIONS

9.1 INTRODUCTION

The final chapter of this study presents the conclusion, recommendations and limitations based on the findings of the research. In overview, this study is an exploratory type of research aimed at investigating the perception and expectation of service quality of both Islamic and conventional banks in Kuwait and Qatar, with much of the study centring on understanding banking consumer behaviour in a specific region and culture. In Chapter 7 the survey's results were presented as a descriptive analysis in various tables and in Chapter 8, the results were further analysed to determine further findings through a number of inferential analysis. Both chapters involved comparative analysis between countries and between the types of banks involved in the study.

In Chapter 8, the findings were discussed in relation to each of the analysis findings while simultaneously contextualising the relationships that may exist within previous studies either confirming or differing from the findings. Therefore, this chapter is an extension of chapter nine, however in this chapter a brief discussion is presented for some of the finding as conclusions, which have been derived from the overall empirical research. This chapter also presents suggestions and ideas for further potential research to be carried out in the field of service quality for the Middle East region, and in particular for Kuwaiti and Qatari Banks.

Since service quality plays an integral part in the success or failure of an organisation, it is thus crucial to take into consideration strategic planning and execution of ideas and concepts in order to improve the overall service quality of the banks, thereby sustaining and enhancing the survivability of the banks in an increasingly environment.

Previous studies as discussed in Chapter 2 show that service quality is linked positively to customer satisfaction and customer loyalty. After the 2008 recession, many banks suffered, although Kuwait and Qatar suffered far less due to governmental injection of cash liquidity into the local stock exchanges as well as an

injection of funds into the overall economy. Nevertheless, such financial turmoil at a global level has caused customers of the banks both in the GCC region and elsewhere to re-think their loyalty towards the banks they are affiliated with, and thus service quality may potentially play an important role in terms of retaining customers and expanding the customer base.

In reflecting on the banking sector in these countries, it can be seen that the banking sector in both Kuwait and Qatar is relatively young compared to the western banks. Moreover, the Islamic banking sector in both of these countries, although growing rapidly in terms of their asset size as explained in Chapter 5, are still relatively new compared to the conventional banks and thus it is important to determine if their service quality level is same as the conventional banks. For these reasons the researcher has embarked on this journey to examine further on customer awareness of banking products and services, furthermore to explore the current customer perception and expectation levels of services quality on the banks of Kuwait and Qatari for both Islamic and conventional banks.

9.2 SUMMARISING THE STUDY

In the literature review chapters (Chapter 2 and 3) various types of service quality models devised by other authors in the past were discussed and elaborated. Each of the service quality models has its own advantages as well as its own disadvantages, which are discussed. Much of the foundation for measuring service quality for this particular research is built on the model of Parasuraman *et al.* (1985, 1988 and 1991), CARTER model (Othman and Owen, 2001), the modified SERVQUAL models of Al-Adwani and Asutay (2011) and Mohd-Shariff (2012). In the case of the original SERVQUAL model, it involves the setting of five dimensions such as ‘tangible’, ‘responsiveness’, ‘reliability’, ‘assurance’ and ‘empathy’. However, due to the lack of consideration for Islamic dimensions the CARTER model by Othman and Owen (2001) was also incorporated into this research since it has the ‘religious compliance’ as an additional dimension.

Furthermore, the setting of this research was done in predominately Muslim countries and with Islamic banks; hence ‘religious compliance’ dimension was thus needed. Moreover, through literature research on similar comparative and regional studies, as

well as survey responses from pilot studies, an addition of three more dimensions were incorporated ('technology', 'competitiveness' and 'corporate social responsibility'), thus totalling nine dimensions for Islamic banks and eight dimensions for conventional banks ('religious compliance' dimension not included). This newly formulated model was referenced as the modified SERVQUAL model, since the foundation of the model is based on the five SERVQUAL model.

Although the original SERVQUAL model by Parasuraman *et al.* (1988) consisted of 22 questions in his survey based on the Likert scale system, this research involved 42 service quality close-ended questions for conventional banks and additional four 'religious compliance' questions for Islamic banks.

In conducting the research, in total, customers from 23 banks took part in the research between the countries, of which 8 are Islamic banks. As SERVQUAL model consisted of perception and expectation questions, the modified SERVQUAL model also was formulated in this manner.

Once the results were gathered they were entered, assimilated and processed with the aid of SPSS programme (version 20). Analysis was carried out in order to address the research aims and objectives alongside reliability, validity and demographic, performance. In the proceeding Chapter 8, the results are discussed in order to accept or reject null hypothesis and also at the same time to answer all the proposed research questions as stated in chapter one.

In summarising the results, in terms of banking products and service awareness, most customers of both Islamic and conventional banks in Kuwait and Qatar are aware of the common types of products which are universally available in both types of banks such as savings accounts, current accounts, salary accounts (in the case of Kuwait), credit cards, internet banking, telephone banking, and foreign exchange services. A lack of awareness was found for products, which are only used by limited number of customers such as deposit box, bond, letter of guarantee and credit, corporate and premium accounts. It should be noted that conventional bank customers were found to be more aware of the products and services offered by their banks in Qatar and Kuwait with awareness above 50% for 10 of the products and services out of the total 17 products and services. However, in terms of awareness of products and services

specific to Islamic banking, most customers were not aware or had little knowledge of what these products and services represented. Out of the eight Islamic based financing scheme based products (*murabaha*, *mudarabah*, *musharakah*, *ijarah*, *istisnah*, *sukuk*, *bai al salam* and *tawarruq*), only one of the product had satisfactory awareness level of approximately 50% (*murabaha*) from Qatari and Kuwaiti Islamic banking customers. This is primarily because of lack of marketing by the banks towards educating the customers, as well as having a large percentage of the respondents are being non GCC citizens who's competencies in the Arabic language and terminology is weak. Thus, continuous support from Kuwaiti and Qatari government as well as enhanced awareness campaigns by the Islamic banks will further improve the awareness level of the Islamic banking products and services and thereby sustain their future growth.

A high proportion of customers both in the Islamic and conventional banks in Kuwait and Qatar are highly aware and use 'telephone banking' service for much of their banking transactions. Therefore, bank managers need to realise this and maintain a high quality telephone banking service. In the case of internet banking, the awareness level is moderate to high, however the use of such service is low across both Islamic and conventional banks in Kuwait and Qatar. Bank managers thus need to identify the cause of the low internet banking use by customers, thereafter implement both organisational and marketing strategies to further improve.

Factor analysis findings indicate that customers of both Qatar and Kuwait banks group the dimensions differently to the modified SERVQUAL dimensions for both Islamic and conventional banks. The finding reveals that for Islamic banks of Kuwait the customers group the dimensions into 12 components for both perception (customer services and CRM; website information and Internet banking; problem solving and efficiency; management, establishment and confidentiality; *Shari'ah* and religious reasons; telephone banking and complaints; credit limit, returns and financial performance; bank design; information clarity and technology; opening hours and ATM; product variety and charges; and location & parking) and expectation (customer services, accuracy and efficiency, website services and online banking, *Shari'ah* and religious reasons, telephone banking and complaints, bank management and confidentiality, bank design, credit limits and returns; opening hours,

technology, female section; products, charges and establishment; location and parking, clarity of information; financial performance, SMS and *CSR*).

However, in the case of conventional banks the 42 modified SERVQUAL questions were grouped into 10 components for perception of customers (customer services and staff; efficiency and accuracy; managements, establishment and confidentiality; internet banking and bank website; telephone banking and complaints; financial performance, *CSR* and opening hours; bank design; locations, car parking and technology; bank products and charges; and ATM services & CRM) and 11 for the expectations of the customers (customer services and service quality; internet banking and bank website; location car parking and accuracy; telephone banking and complaints handling; confidentiality, management, and security; bank design; *CSR*, credit limits and returns; products services and charges; establishment and opening hours; clarity of printed information; and financial performance). In the case of Islamic banks in Qatar, the findings reveal grouping of 13 component by factor analysis for perception (staff helpful and good relationship management; customers services and competence; internet banking and website; accuracy, problem solving and efficiency; confidentiality, establishment and management; telephone banking; *Shari'ah* reasons; bank design; ATM service and opening hours; locations and parking; *CSR*, credit limits and returns; products, technology and charges; and financial performance) and 14 components for expectations of customers (customer services and staff; internet banking and website; telephone banking and complaints; transactions efficiency and convenience; *Shari'ah* and religious reasons; bank design; management, security and confidentiality; returns and credit limit; products and charges; ATM and SMS services; parking and locations; CRM and printed information; banking security and services; and bank facilities and establishment).

For Qatari conventional banks the customers grouped the question statements into 11 component groups for perception (customer services and helpful staff; efficiency and banking facilities; website and internet banking; management establishment and confidentiality; telephone banking and complaint handling; bank design and location; ATM services, technology and financial performance; ROI, *CSR* and credit limit; products and charges; clarity of printed information; and opening hours), and 13 components for expectation side of customers (customer services and relationship;

internet banking and website; telephone banking and complaints; efficiency, accuracy and problem solving; bank design and parking; management and security; clarity of printed information; opening hours, technology and location; products and charges; returns and credit limits; financial performance and confidentiality; ATM and SMS services; *CSR* and establishment). Although the factor analysis grouping between perception and expectation is not exactly the same as expectations and perceptions of customers, much of the components have similar attributes and traits.

It should be noted that these new components groupings are derived based on the culture and demographic makeup of each country which is different to each other although they may share a similar culture and religion, the expatriates who make up a significant part of the total sample for each country in this study differs between the countries. Thus these newly formed component groupings can be potentially utilised by banks in Kuwait and Qatar as part of future research to facilitate marketing strategy and improve on their existing product and service awareness campaigns.

Factor analysis results in summary revealed that for Kuwaiti and Qatari Islamic banks, the customers scored 'management, establishment and confidentiality' as the highest service quality component, while for Kuwaiti conventional banks, 'customer service and staff care' were listed as the highest perception score component with 'location, car parking and accuracy' expressed as the most important expectation component of service quality. In regard to Qatari conventional and Islamic banks, 'ATM and SMS service' had the highest expectation score indicating that customers' felt that this is the most important service quality component and thus need further attention from management, while 'management, establishment and confidentiality' had the highest perception score in terms of service quality for Qatari conventional banks based on customers' perception.

The component 'credit limit, returns and financial performance' has the lowest perception score as expressed by Kuwaiti Islamic bank customers, while 'financial performance and CSR & SMS services' is listed as least important component based on customers expectation. Similarly 'financial performance' component has the lowest perception score as expressed by Kuwaiti conventional bank customers' perception; while, customers rank 'bank design' and 'Internet banking' as the least important component based on their expectation of services.

In the case of Qatari Islamic bank customers, variables related to ‘bank location and car parking’ had the lowest rank and mean score indicating customers perceive this component to be poor quality compared to other components. While the same group of customers expressed ‘facilities for female customers and establishment’ as the least important component based on their expectation of service quality. Customers of Qatari conventional banks felt that the component related to ‘ROI, *CSR* and credit limit’ as least important, while the component related to ‘ATM and SMS services’ as most important based on customers’ expectation of service quality. The same group of customers also perceive component related to ‘ROI, *CSR* and credit limit’ and ‘product variety and charges’ as poor quality and hence the factor analysis results indicates poor ranking and low mean score for these mentioned components. Based on the Parasuraman *et al.* (1988) SERVQUAL model, the gap between the customer’s perception and expectation mean is utilised as an indication of how satisfied or dissatisfied a customer is. All of the items for the modified SERVQUAL dimensions went through a process to determine this gap difference. A positive or no gap indicates that the customers are satisfied since their expectation level has been met, whereas a negative gap difference implies that customers are not satisfied. The greater the gap differences between perception and expectation mean indicates that the greater level of dissatisfaction, conversely the closer the gap to the value of zero the lower the dissatisfaction level is. In an ideal situation the gap should either be zero or positive to indicate customer satisfaction with a particular bank.

The findings based on the gap analysis indicate that all of the banks, whether Islamic or conventional banks in Kuwait and Qatar, have a negative gap difference between perceptions and expectations for all of the modified SERVQUAL dimensions implying that customers were not satisfied with the service quality. In the case of Kuwaiti Islamic and conventional banks, ‘corporate social responsibility’ followed by ‘responsiveness’ and ‘pricing competitiveness’ dimensions have the highest gap differences indicating that customers felt that the response was slow from the side of the service provider and that the bank were not doing as much as they should for the community, the poor and the needy. Moreover, customers were dissatisfied with charge and price associate with banking product and services. The lowest gap difference for the Islamic banks was for the ‘religious compliance’ dimension (one rank below ‘tangible’ dimension) indicating that although customers are not totally

satisfied, they are less dissatisfied in comparison to the remaining seven dimensions, as they scored a relatively high score of 4.33 from the perception perspective. In the case of conventional banks, 'tangible' dimension has the lowest gap differences. 'Tangible' dimension consist of items relating to the equipment, the exterior and interior design of the bank. The results indicate that customers of Kuwait in general are happier and less dissatisfied with these items, although a gap does exist to reach the full satisfaction level.

The gap analysis results for Qatari Islamic banks differed to some degree when compared to Kuwaiti Islamic banks. 'Empathy' followed by 'responsiveness' dimensions have the highest gap difference between the customer perception and expectation mean for Qatari Islamic banks indicating a higher level of dissatisfaction with items in these two dimensions. Again, similarly to Kuwait 'religious compliance' has the lowest gap differences between customers' perception and expectation mean, indicating lower levels of dissatisfaction compared to the rest of the dimensions. However, based on the gap difference score, the customers are less dissatisfied with 'religious compliance' in Kuwaiti Islamic banks compared to Qatari Islamic banks.

In the case of Qatari conventional banks the results are in line with the Kuwaiti conventional banks, where the highest gap differences is for 'corporate social responsibility' followed by 'responsiveness' indicating that these are two most important areas the conventional banks in Qatar need to improve since these are two dimensions where customers are most 'dissatisfied' in relation with the quality of services. Similarly to Kuwaiti conventional banks, the 'tangible' dimension has the lowest gap differences implying that customers are more satisfied with this particular dimension compared to the remaining dimensions.

Overall in terms of service quality experience by the customers in relation to their perception level, Kuwaiti banks did far better than the Qatari banks based on the overall service quality score. Moreover this is confirmed by observing the mean scores of the modified SERVQUAL dimensions given by respondents of Kuwaiti banks are much higher in comparison to Qatari banks. Overall based on the perception score, the customers of Kuwaiti Islamic and conventional banks are satisfied with the service quality provided by their banks, while in the case of Qatar the customers are not satisfied but 'near satisfaction' with service quality of banks in Qatar.

In comparison, between Kuwaiti conventional and Islamic banks, customers of former are more satisfied than customers of latter type of banks. As the aggregated mean perception and expectation score of modified SERVQUAL dimensions is higher for conventional banks compared to Islamic banks. This is also confirmed with the overall service quality score, as the customers where asked how satisfied they were with the service quality provided by their bank. The results indicate a higher score for conventional banks. Furthermore, the aggregated mean gap for the entire modified SERVQUAL dimension is higher in Islamic banks compared to conventional banks of Kuwait, thus further confirming with the findings.

In the case of comparison between Qatari Islamic and conventional banks in terms of their service quality. The Islamic banks in Qatar did far better than conventional banks in terms of overall service quality, however customers expressed greater level of dissatisfaction with quality of services provided by both types of bank, as indicated by the aggregated mean score of the modified SERVQUAL dimension. Thus a lot more improvement are needed by both Qatar Islamic and conventional banks to improve their service quality and thereby further improve the customers perception of service quality and in essence improve the survival and sustainability of the bank by enhancing and maintaining customer loyalty.

In providing inferential evidence through further statistical analysis, Chi square analysis was used to determine if the perception and expectation level of modified SERVQUAL dimensions were affected by customer demographic variables and their number of years with the banks and if any relationship existed between them. The results indicate that various demographic variable(s) does have an effect on the perception and expectation levels of the modified SERVQUAL dimensions for both Islamic and conventional banks of Qatar and Kuwait; In the case of Kuwaiti Islamic banks, the findings reveal that perception of Kuwaiti Islamic banks customers on the overall service quality based on the modified SERVQUAL model is affected by the respondents 'income' and 'ethnicity', while 'nationality' and 'ethnicity' mostly affects the expectation level of overall service quality. While for Kuwaiti conventional banks the results reveal that the perception of Kuwaiti conventional bank customers on modified SERVQUAL dimension is affected by 'gender' of the customers, while expectation is affected by 'ethnicity' of the customer. However, for

Qatari Islamic banks the findings reveal that perception of Qatari Islamic bank customers on the modified SERVQUAL dimension is significantly affected by the 'profession' of the respondent based on customers' perception, while expectation is affected by respondents 'income'. However, in the case of Qatari conventional banks, the finding reveals that the expectation level of Qatari conventional bank customers on modified SERVQUAL dimension is significantly affected by 'profession' and 'education level' of customer.

In order to determine whether 'customer satisfaction' is affected by any of the four 'religious compliance' items, a regression analysis was carried out. The results indicate that the Kuwaiti Islamic bank's customers perception of overall service quality is positively affected by the 'level of the employee awareness of *Shari'ah* compliance and knowledge of Islamic banking' and if 'the bank is *Shari'ah* compliant and *riba* free'. In the case of Qatari Islamic banks, the findings reveal that the customers perception and expectation on the overall service quality is positively affected by 'the level of the employees awareness of *Shari'ah* compliance and knowledge of Islamic banking'.

Further analysis was carried out in order to determine if 'religious compliance' dimension had an effect on the modified SERVQUAL dimension based on customers' perception and expectation for Kuwaiti and Qatari Islamic banks. The results indicates that all of the four variables does have a significant effect on the modified SERVQUAL dimension, thus this in turn has an effect on overall service quality for both Kuwaiti and Qatari Islamic banks. The only exception to this is for the item 'The bank should have a separate part for female customers', as the results indicates that this item had no effect on the modified SERVQUAL dimension based on Qatari Islamic bank customers expectation. Thus the finding gives a strong indication particular to the managers of Islamic banks that 'religious compliance' does play a significant role towards service quality and hence customer satisfaction.

In terms of determining which of the modified SERVQUAL dimensions has a significant effect on customer satisfaction from the perspective of both customers' perception and expectation, a further regression analysis was carried out. The findings show that for Islamic banks of Kuwait, the modified SERVQUAL dimensions such as 'assurance', 'empathy' and 'responsiveness' has a direct positive relationship with the

customer satisfaction variable from the perspective of customer perception, while ‘assurance’, ‘empathy’, ‘corporate social responsibility’ and ‘responsiveness’ has a direct positive effect on customer satisfaction variable based on customers expectation. While for conventional banks of Kuwait the modified SERVQUAL dimensions; ‘assurance’, ‘empathy’ and ‘*CSR*’ have a direct positive relationship with the customer satisfaction based on customer perception, while customer expectation is affected by ‘assurance’, ‘reliability’, ‘corporate social responsibility’ and ‘responsiveness’. Hence overall both ‘assurance’ and ‘empathy’ dimensions play an important part on the perception and expectation of overall service quality and customer satisfaction for both types of banks. Thus managers need to focus on items related to these dimensions to maintain and further enhance service quality for Kuwaiti banks.

Similarly, stepwise regression analysis results for the Qatari banks reveal that Qatari Islamic banks customer perception on customer satisfaction is significantly affected by ‘assurance’, ‘empathy’, ‘reliability’ and ‘responsiveness’. While ‘empathy’, ‘responsiveness’ and ‘pricing competitiveness’ positively effects customer satisfaction based on expectation of service quality. In the case of conventional banks of Qatar, customer satisfaction of banks service quality is significantly affected by ‘assurance’, ‘empathy’ and ‘responsiveness’ and ‘pricing competitiveness’ dimensions as perceived by the customers’ perception of service quality. While ‘assurance’, and ‘empathy’ has a direct positive effect on customer satisfaction based on expectation of overall service quality.

These results for both Kuwaiti and Qatari banks indicate that some of the modified SERVQUAL dimensions does have a significant effect on customer satisfaction, and thus bank managers need to maintain and improve these dimensions to further enhance service quality as these mentioned dimension matter the most to customers of the bank. Moreover, the expectation dimensions also play a vital role in indicating the areas at which the customers feel that banks should further concentrate in order to satisfy the customers’ banking needs.

A coefficient correlation analysis was carried out in order to determine whether there exists any correlations between financial performance of the banks and the overall

service quality of Qatari and Kuwaiti banks. Although several studies in the past based mainly on western banks do show a positive correlation between performance of a bank and the overall service quality, the results for this study indicate that there is no strong correlation between overall service and financial performances of the banks based on ROA and ROE figures for both Islamic and conventional banks of Qatar and Kuwait. Furthermore, tests were carried out to determine if financial performance had any correlation with customer satisfaction variable. The results indicated that there was no correlation.

9.3 SIGNIFICANT CONTRIBUTION TO KNOWLEDGE

Although the theoretical body of knowledge in the field of service quality has been discussed since the 1980's, it is still in its early stages particularly for the GCC countries such as Qatar and Kuwait, as very little studies have been carried out in the past. Thus, this study can be considered as the first generation of service quality research for Qatari and Kuwaiti banking sector. The past studies conducted in Kuwait and Qatar only focused on a smaller number of banks. This study however encapsulated most of the banks in Qatar and Kuwait into the research. Moreover, there has not been a cross boarder comparative study done in the past within the same geographical region. Furthermore, past studies were based on a far fewer number of items of modified SERVQUAL dimensions compared to this study, as this study has 42 items for conventional banks and 46 for Islamic banks. These relate to various service quality issues, including items issues which has not been included in the past research and questions relating to internet banking, telephone banking and SMS services.

In the past, a very little research has been conducted on the awareness of banking products and services for both Islamic and conventional banks in Qatar and the Kuwaiti banking sector; this study thus provides new knowledge and findings.

The study also shows that customers further grouped the modified SERVQUAL dimension into different components from the original SERVQUAL or the modified SERVQUAL model version, implying that different countries and cultures may group items into various components unique to their geographic regions as shown in factor analysis results.

This study was the first study to compare conventional and Islamic banks within the Qatari banking sector. Moreover, unlike many researchers in the past who confined their research to only determining the perception of the customers of the banks, this study looked at both customer's perception and expectation of service quality, thereby further enriching knowledge in the field of service quality.

9.4 IMPLICATIONS OF THE RESEARCH AND RECOMMENDATIONS

The research findings produced in this study have shown interesting insight into the world of service quality of banks in both and Qatar and Kuwait, thus generating implications that may have an effect on the overall marketing strategies of the banks in the GCC region as whole. Based on the findings, it can be said that the management of the banks can play a vital role in setting up a productive internal and external marketing campaign to further enhance customer satisfaction and give the banks the competitive edge over their competition. However, before such implementation, it is important to define and set clear goals on what quality is and what is needed to be measured for each particular bank.

The findings also highlight the importance of understanding Middle Eastern culture in terms of how imperative religion plays as a role from the perspective of customer satisfaction, since the finding reveal that religious compliance contributes positively towards overall service quality and hence banks should go on to provide services in the way that it will be perceived as excellent by the customers. The SERVQUAL model by itself does not take into account the effect of Islamic culture and banking policy, particularly in the G.C.C region and thus modification was required in terms of setting up of various service quality dimensions. Thus the SERVQUAL model needed to be modified to fit the context of the study, this is primarily because of the potential differences of national cultures or languages the research setting is based on (Othman and Owen, 2001 and 2002; van Herk *et al.*, 2005; Abdullrahim, 2010).

Furthermore, by measuring service quality, banks will be able to realise the areas that they are weakest or strongest in and thus will be able to further asses where more allocation of funds are required to enhance the service quality. Conversely the data can also be used to determine the areas of services where over spending have occurred and thus needs further attention. In relation to this study, 'tangible' dimension items

related to exterior and interior decoration received positive gap scores between customers perception and expectation level, thus this may potentially be an indication of over spending by the bank, and this information may facilitate the bank manger's to further review to ascertain on whether the allocation of fund needs to addressed in this area for future investment. This process itself has the potential to save the banks relative large sum of money by improving marketing efficiency, increasing customer loyalty and attracting new customers through defensive and offensive marketing.

The research finding shows that the banks both in Kuwait and Qatar, irrespective of whether it is an Islamic or conventional bank, the perception of service quality level does not meet their expectation and thus a negative gap exists implying certain levels of dissatisfaction. Therefore, further investment by the banks needs to be implemented in a continuous fashion with frequent monitoring and measurement of customers' perception and expectation so that customer satisfaction can be improved and sustained. Particular attention is needed to pay for improving service quality on items related to 'CSR', 'responsiveness' and 'assurance' dimension for both Qatar and Kuwait Islamic banks, since the gap difference between perception and expectation is at the higher end in comparison to other dimensions. The findings of this study will be made available to the banks sampled in this study, which should facilitate and help the banks in better designing delivering an improved form of service to their customers.

The findings of this research can also facilitate the mangers from making informed decision on marketing decision by comparing service quality between banks, comparing price of products and services and comparing values as perceived by the customers of the banks. This has been confirmed by the study by Rust *et al.* (2000) as a positive way to implement a robust marketing strategy.

Awareness of banking products and services plays an important role in banking service excellence, as higher awareness in turn increases the usage of banking products and services. The findings in relation to the awareness of banking products and services can be used by the mangers to decide which of the products needs further awareness in order to increase the utilisation of targeted products by potential customers and which of the products and services has met their desired awareness level. This knowledge is particularly useful for managers in the Islamic banks, as the

findings shows that vast majority of Islamic banking customers are not aware of *Shari'ah* compliant products and services.

Previous studies indicate that this phenomenon is due to lack of education from the side of banking institutions and secondly because of language barrier as Arabic terminology is commonly utilised by Islamic banks to define and express many of the *Shari'ah* based products and services (Gerrard and Cunningham, 1997). Unfortunately, non-Arabic speaking expatriates make up a large proportion of both the Kuwaiti and Qatari population. Hence, in order to increase the awareness level of *Shari'ah* based products and services, managers need to further educate the customers through marketing campaigns as well as disseminating information about the *Shari'ah* based products and services through multiple communication medium such as bank website, leaflets, brochure, SMS texting, and mobile application should also be produced in multiple languages. Furthermore, the findings also suggests that profile of certain demographic has lower level of awareness for banking products and services, an example is female customers having far more less awareness of banking products compared to male customers. Thus, again, the managers can utilise this finding of this study to identify demographic groups, which are lagging behind in term service and product awareness and implement various internal and external marketing strategies to further improve and make information available to all demographics in a uniform manner.

9.5 LIMITATIONS OF THE STUDY

In terms of study's limitations, much of the research focused on narrow geographic areas within the country, mostly centred on various areas of the city of Kuwait and Qatar, however certain areas were left out simply because those areas were isolated.

Other limitations were lack of female participants in the survey resulting in the majority of the samples to be male. This is partly because of the disproportionate male to female population distribution with Kuwait and Qatar due to the expatriate communities being male dominants, and partly this is related to the fact that a lot of the native Kuwaiti and Qatari females do not like to be approached by strangers largely due to cultural and religious reasons. Not everyone was willing to take part in

the research survey due to various reasons, and hence random sampling could not be carried out.

Thirdly, the questionnaire consisted of close-ended questions; in an ideal situation an open-ended question relating to customer opinion on what could be best initiative for further improvement of service quality would have yielded further rich data. However, after the pilot studies it was decided to not include particular open-ended question as most participants did not bother to write their opinion of what needs to be done to further improve service quality of the banks they are affiliated with. Moreover due to large sample size (1082), time constraints limited the study from carrying out other test to further enrich the overall research findings.

It should also be mentioned that initially it was anticipated to carry out semi structured interviews on the service providers so that further information could be collected and analysed to see how the service providers' perception and expectation varies in line with the customers' perception and expectations. However, most of the banks staff declined to take part in the interview and thereby limiting this particular research, secondly due to time constraints and budget restrictions this could not be pursued.

Finally another challenge and limitation typically encountered with collecting data during a research which is largely dependent on a survey is that there is no realistic way for the researcher to make sure that the respondents reply correctly and sincerely based on their opinion when completing a survey. Moreover, it is not always practical to make sure that the true meaning of each question is always understood in the way or direction that the researcher perceives or intendeds it to be understood.

Due to such restrictions, it is still possible to conclude that in some instances respondents may provide answers that may not represent their actual opinion or views, thus in order to overcome such difficulties, the researcher had to cross-reference the data in some cases across the various levels of investigation in order to minimise the degree of error.

9.6 SUGGESTION FOR FUTURE RESEARCH

The research presented in this research can be extended in various ways:

It should be noted that Saudi Arabia was intended to be included into research. However, due to time and resource constraints such a project was not pursued. Future research involving Saudi Arabia will bring about new knowledge to the field of service marketing of GCC region since Saudi Arabia has the largest Islamic banking sector in the GCC in terms of customer base and bank asset size.

Further research needs to be conducted to understand other service quality perception-expectation gaps that may exist especially involving the service providers. Thus, determining the perceived service quality levels of service providers by studying the gap difference between customers' perception of the service they receive and service providers' perception on the service they provide will yield new knowledge and enhance the current knowledge on service marketing primarily for the GCC region. Due to sensitive nature of the issue about customers' religious affiliation, this particular question was avoided in the questionnaire after the pilot study. However, if possible future study (through online survey) should involve this question in order to understand how customers of different faiths behave and perceive service quality of banks in the GCC region. Moreover, research involving a larger sample size of female customers will potentially produce new knowledge on their attitudes and opinion on service quality.

It should also be mentioned that this research was based on utilisation of a single instrument (SERVQUAL Model) to measure service quality. However, in future the usage of multiple instruments may produce less bias or minimize any kind of deviation that naturally occurs when a researcher uses one method of measurement.

Finally banks should carry out service quality-based research more frequently as opinion and attitudes may change over time due to political and technological developments and changes.

9.7 EPILOGUE

As stated previously, this research aimed at investigating the perception and expectation of service quality of both Islamic and conventional banks in Kuwait and Qatar, with the objective of understanding banking consumer behaviour in these countries whereby the country based specifics is aimed at to also be distinguished.

As can be seen from the foundational chapters, and as the operationalization of research is discussed in the research methodology chapter, and also as evidenced by the extensive empirical chapters, the aims and objectives of this research have been fully met in order to determine the level of service quality of Islamic and conventional banks both in Kuwait and Qatar. Moreover all the research questions that were devised at the initial stage of the research have been answered effectively based on the empirical results analysis and findings. Overall this research has produced significant findings in the field of service quality in Islamic and conventional banks and in the case studies for Kuwait and Qatar.

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Appendix 1

Table 6.33 Mean Analysis of Technology Dimension: Expectation and Perception of Service Quality For Qatar and Kuwait Banks

Dimension Questions (‘technology’)	Kuwait										Qatar									
	Conventional Banks n=232					Islamic Banks n=269					Conventional Banks n=269					Islamic Banks n=312				
	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)
The bank uses latest ‘technology’ and equipment’s	4.56	.655	4.25	0.787	-0.31	4.44	.749	4.06	.840	-0.38	4.54	0.683	3.99	0.782	-0.55	4.34	0.739	3.70	0.821	-0.64

Table 6.34 Mean Analysis of Tangible Dimension: Expectation and Perception of Service Quality For Qatar and Kuwait Banks

Dimension Questions (‘tangible’s)	Kuwait										Qatar									
	Conventional Banks n=232					Islamic Banks n=269					Conventional Banks n=269					Islamic Banks n=312				
	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)
Forms are clear and easy to understand	4.62	.698	4.14	.901	-0.48	4.71	.546	4.13	.859	-0.58	4.55	0.588	3.84	0.853	-0.71	4.39	0.666	3.79	0.876	-0.60
Brochure are clear & easy to understand	4.10	.918	3.80	.845	-0.30	4.10	.904	3.84	.884	-0.26	4.08	0.797	3.70	0.723	-0.38	3.99	0.816	3.62	0.747	-0.37
Clear bank statement	4.40	.749	4.04	.797	-0.36	4.57	.629	4.20	.813	-0.37	4.47	0.638	4.01	0.677	-0.46	4.37	0.672	3.91	0.725	-0.46
Modern exterior features	4.14	.917	4.27	0.778	+0.13	4.14	.914	4.16	.752	+0.02	3.89	0.815	3.98	0.704	+0.09	4.04	0.778	3.99	0.752	-0.05
Modern interior decoration	4.20	.872	4.32	0.704	+0.12	4.22	.885	4.16	.778	-0.06	3.99	0.866	4.04	0.70	+0.05	4.19	0.729	3.99	0.775	-0.20

Table 6.35 Mean Analysis of Responsiveness Dimension: Expectation and Perception of Service Quality for Qatar and Kuwait Banks

Dimension Questions (‘responsiveness’)	Kuwait										Qatar									
	Conventional Banks n=232					Islamic Banks n=269					Conventional Banks n=269					Islamic Banks n=312				
	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)
Quick response in delivering service efficiently	4.78	.511	4.24	0.859	-0.54	4.75	.474	3.97	1.016	-0.78	4.74	0.458	3.78	.882	-0.96	4.53	.689	3.59	.881	-0.94
The bank staff are helpful when approached	4.76	.534	4.40	.657	-0.36	4.77	.437	4.32	.815	-0.45	4.75	0.464	4.09	.696	-0.66	4.60	.570	4.04	.698	-0.56
The phone banking customer service answered my calls promptly	4.52	.690	3.97	1.023	-0.55	4.54	.693	3.85	1.055	-0.69	4.46	0.666	3.55	1.031	-0.91	4.44	.750	3.54	1.039	-0.90
All my complaints were dealt efficiently and promptly	4.57	.680	3.89	.996	-0.68	4.55	.698	3.85	1.027	-0.7	4.45	0.693	3.56	.923	-0.89	4.32	.769	3.57	.946	-0.75
All the features of the product/s and services was explained clearly when bank staff are approached	4.68	.584	4.25	.836	-0.43	4.76	.462	4.11	.861	-0.65	4.59	0.614	3.71	0.85	-0.88	4.42	.717	3.71	.896	-0.72

Table 6.36 Mean Analysis of Empathy Dimension: Expectation and Perception of Service Quality for Qatar and Kuwait Banks

Dimension Questions (‘empathy’)	Kuwait										Qatar									
	Conventional Banks n=232					Islamic Banks n=269					Conventional Banks n=269					Islamic Banks n=312				
	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)
Sufficient time is given to customers to solve their need	4.70	.584	4.34	.757	-0.36	4.71	.500	4.30	.764	-0.41	4.67	0.546	4.03	.693	-0.64	4.56	.575	4.07	.707	-0.49
The timing and opening hours of the bank is convenient	4.59	.691	4.06	0.903	-0.53	4.53	.672	4.03	.954	-0.50	4.45	0.682	3.94	0.782	-0.51	4.42	.626	3.81	.938	-0.61
Convenient Locations	4.71	.589	4.44	.747	-0.27	4.71	.532	4.36	.796	-0.35	4.56	0.587	4.10	.860	-0.46	4.51	0.611	3.68	1.162	-0.83
The bank has good customer relationship	4.58	0.626	4.19	0.726	-0.39	4.65	0.589	4.13	0.852	-0.52	4.74	0.478	3.94	0.733	-0.80	4.63	0.541	3.97	0.754	-0.66
Availability of sufficient car parking	4.64	.630	4.07	1.091	-0.57	4.57	.641	3.74	1.260	-0.83	4.52	0.721	3.30	1.117	-1.22	4.60	0.701	2.44	1.333	-2.16

Table 6.37 Mean Analysis of Assurance Dimension: Expectation and Perception of Service Quality For Qatar and Kuwait Banks

Dimension Questions (‘assurance’)	Kuwait										Qatar									
	Conventional Banks n=232					Islamic Banks n=269					Conventional Banks n=269					Islamic Banks n=312				
	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)
The bank staff provides a pleasant experience	4.70	.592	4.29	.743	-0.41	4.76	.476	4.19	.833	-0.57	4.63	0.520	3.98	.660	-0.65	4.56	.563	3.99	.730	-0.57
Internet banking is secured for use with personal details	4.66	.638	4.25	.868	-0.41	4.61	.697	4.18	.897	-0.43	4.66	0.630	3.87	0.886	-0.79	4.41	.772	3.99	.818	-0.42
The bank provides secured banking at all time (non-internet based)	4.62	.626	4.31	.801	-0.31	4.75	.499	4.42	.695	-0.33	4.66	0.561	4.33	0.667	-0.33	4.67	.522	4.33	.682	-0.34
The staff at bank are polite	4.84	.411	4.45	.701	-0.39	4.80	.445	4.43	.680	-0.37	4.77	0.442	4.20	0.64	-0.57	4.67	.503	4.18	.666	-0.49
The bank staff are confident and competent	4.75	.488	4.27	.750	-0.48	4.73	.476	4.21	.735	-0.52	4.68	0.534	4.00	0.638	-0.68	4.54	.548	3.97	.692	-0.57
Adequate staff availability to solve my problems	4.79	.475	4.18	.916	-0.61	4.78	.463	3.91	1.084	-0.87	4.67	0.524	3.89	0.812	-0.78	4.56	.618	3.57	.929	-0.99
The staff of bank are well trained and knowledgeable	4.81	.476	4.26	.774	-0.55	4.77	.490	4.19	.857	-0.58	4.80	0.431	4.00	0.691	-0.80	4.66	.539	4.03	.735	-0.63
The bank is well established	4.14	1.070	4.31	.782	+0.17	4.04	1.003	4.24	.813	+0.2	3.97	1.00	4.13	0.804	+0.16	3.90	.945	4.22	.770	+0.32
The bank has a good management team	4.46	.755	4.10	.946	-0.36	4.62	.628	4.19	.813	-0.43	4.54	0.649	3.95	0.915	-0.59	4.53	.661	3.95	.826	-0.58
The ability of the bank to provide confidentiality is excellent	4.68	.584	4.38	.711	-0.30	4.73	.508	4.43	.712	-0.30	4.77	0.462	4.21	0.692	-0.56	4.66	.512	4.29	.692	-0.37

Table 6.38 Mean Analysis of Reliability Dimension: Expectation and Perception of Service Quality For Qatar and Kuwait Banks

Dimension Questions (‘reliability’)	Kuwait										Qatar									
	Conventional Banks n=232					Islamic Banks n=269					Conventional Banks n=269					Islamic Banks n=312				
	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)
Always accurate transaction without errors	4.81	.508	4.20	.880	-0.61	4.82	.424	4.17	.833	-0.65	4.70	0.483	3.94	0.718	-0.76	4.58	0.561	3.81	0.857	-0.77
The information provided by the banks website is always detailed and well-structured	4.34	.807	4.00	0.880	-0.34	4.35	.808	3.89	.874	-0.46	4.40	0.735	3.77	0.855	-0.63	4.14	0.835	3.40	0.858	-0.74
The bank always process all matters and transaction in set timely manner	4.75	.535	4.31	.649	-0.44	4.72	.480	4.18	.748	-0.54	4.63	0.568	4.01	0.696	-0.62	4.46	0.598	3.93	0.660	-0.57
ATM machines always has full cash availability	4.77	.507	4.40	0.896	-0.37	4.80	.470	4.44	.873	-0.36	4.80	0.459	4.41	0.725	-0.39	4.74	0.476	4.29	0.805	-0.45
The internet banking provided by the bank is always easy to use and clear	4.32	.828	4.00	.890	-0.32	4.35	.799	3.93	.869	-0.42	4.42	0.776	3.82	0.902	-0.6	4.18	0.845	3.49	0.856	-0.69
The bank provides good reliable telephone banking (help and support)	4.45	.766	4.09	0.885	-0.36	4.56	.670	4.04	.996	-0.52	4.42	0.679	3.83	0.877	-0.59	4.35	0.719	3.70	0.889	-0.65
The bank provide reliable and efficient SMS service	4.43	.803	3.91	1.015	-0.52	4.45	.729	4.08	.933	-0.37	4.69	0.53	4.29	0.832	-0.4	4.61	0.658	4.20	0.906	-0.41
The bank always delivers products as promised	4.70	.599	4.24	.773	-0.46	4.74	.503	4.17	.832	-0.57	4.66	0.548	3.80	0.766	-0.86	4.55	0.630	3.79	0.783	-0.76
The website is always tailored/customized to solve individual customer need and problem	4.28	.833	3.85	0.916	-0.43	4.30	.826	3.79	.904	-0.51	4.39	0.768	3.60	0.911	-0.79	4.13	0.829	3.25	0.82	-0.88
The processing of application is done efficiently	4.75	.547	4.32	.672	-0.43	4.72	.513	4.17	.779	-0.55	4.64	0.510	3.89	0.791	-0.75	4.44	0.624	3.76	0.808	-0.68

Table 6.39 Mean Analysis of Corporate Social Responsibility Dimension: Expectation and Perception of Service Quality For Qatar and Kuwait Banks

Dimension Questions (‘CSR’)	Kuwait										Qatar									
	Conventional Banks n=232					Islamic Banks n=269					Conventional Banks n=269					Islamic Banks n=312				
	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)
The ‘CSR’ role of the bank is satisfactory	4.31	.847	3.60	.857	-0.71	4.36	.823	3.62	.858	-0.74	4.22	0.793	3.32	0.686	-0.9	3.99	.918	3.39	.783	-0.6

Table 6.40: Mean Analysis of ‘Pricing Competitiveness Dimension: Expectation and Perception of Service Quality For Qatar and Kuwait Banks

Dimension Questions (‘pricing competitiveness’)	Kuwait										Qatar									
	Conventional Banks n=232					Islamic Banks n=269					Conventional Banks n=269					Islamic Banks n=312				
	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)	Exp. (E)	Std. Dev.	Per. (P)	Std. Dev.	Gap (P-E)
The bank provides variety of products	4.59	0.703	4.22	0.744	-0.37	4.65	0.601	4.30	0.822	-0.35	4.43	0.646	3.99	0.815	-0.44	4.40	0.692	3.88	0.732	-0.52
The bank provides competitive service charge	4.6	0.743	3.89	0.965	-0.71	4.62	0.65	3.89	0.990	-0.73	4.26	0.767	3.51	0.831	-0.75	4.12	0.787	3.53	0.781	-0.59
The bank provides good availability of credit limit	4.34	0.867	3.86	0.954	-0.48	4.38	0.776	3.81	0.932	-0.57	4.29	0.787	3.67	0.996	-0.62	4.45	0.706	3.78	0.888	-0.67
The bank pays competitive return on investment	4.08	1.003	3.54	0.805	-0.54	4.16	0.853	3.44	0.834	-0.72	3.89	0.958	3.23	0.736	-0.66	3.90	0.856	3.35	0.715	-0.57
The banks financial performance is very important	3.87	0.890	3.68	0.839	-0.19	3.50	0.751	3.49	0.761	-0.01	3.91	0.866	3.56	0.734	-0.35	3.82	0.901	3.41	0.694	-0.41

Table 6.43 Mean Analysis of Technology and Tangible Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Qatari Banks

Dimension		'technology'				'tangible' (a)							
Questions		Statement 1: The bank uses latest 'technology' and equipment's				Statement 1: The banks has modern interior decoration				Statement 2: The banks has modern exterior features			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap (P-E)	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap (P-E)	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap (P-E)	Gap Rank
QIB	Islamic	4.47	3.81	-0.66	7	4.17	4.01	-0.16	8	4.07	3.98	-0.09	8
QIIB	Islamic	4.11	3.52	-0.59	5	4.22	3.94	-0.28	10	4.03	3.98	-0.05	7
Ahli Bank Qatar	Conventional	4.50	3.63	-0.87	9	4.27	3.57	-0.70	12	4.03	3.53	-0.50	11
CBQ	Conventional	4.50	4.13	-0.37	2	4.09	4.23	0.14	4	4.05	4.20	0.15	4
QNB	Conventional	4.58	4.11	-0.47	4	3.89	4.18	0.29	3	3.77	4.07	0.30	3
IBQ	Conventional	4.67	3.67	-1.00	10	3.33	3.83	0.50	1	3.17	3.83	0.66	2
Doha Bank	Conventional	4.43	4.02	-0.41	3	4.00	4.02	0.02	5	3.96	3.98	0.02	5
Mashreq Bank	Conventional	4.00	2.67	-1.33	11	4.00	3.67	-0.33	11	4.33	3.67	-0.66	13
HSBC	Conventional	4.64	4.00	-0.64	6	3.82	3.73	-0.09	7	3.82	3.64	-0.18	9
Standard Chartered	Conventional	5.00	3.25	-1.75	13	4.50	3.50	-1.00	13	4.00	3.50	-0.50	11
Arab Bank	Conventional	5.00	3.60	-1.40	12	3.80	3.60	-0.20	9	3.80	3.60	-0.20	10
Khaliji Bank	Conventional	3.00	4.00	1.00	1	5.00	5.00	0.00	6	5.00	5.00	0.00	6
Masraf Al-Rayan	Islamic	4.80	4.00	-0.80	8	4.00	4.30	0.30	2	3.60	4.30	0.70	1

Table 6.44 Mean Analysis of Tangible Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Qatari Banks

Dimension		'tangible' (b)											
Questions		Statement 3: Forms are clear and easy to understand				Statement 4: Brochure are clear and easy to understand				Statement 5: Clear bank statement			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
QIB	Islamic	4.36	3.73	-0.63	5	3.95	3.58	-0.37	7	4.37	3.92	-0.45	5
QIIB	Islamic	4.39	3.86	-0.53	2	4.03	3.65	-0.38	9	4.35	3.89	-0.46	6
Ahli Bank Qatar	Conventional	4.60	3.80	-0.80	7	4.17	3.60	-0.57	12	4.47	3.80	-0.67	10
CBQ	Conventional	4.48	3.88	-0.60	4	3.91	3.68	-0.23	5	4.48	4.13	-0.35	3
QNB	Conventional	4.62	3.86	-0.76	6	4.21	3.78	-0.43	10	4.49	4.07	-0.42	4
IBQ	Conventional	4.67	3.50	-1.17	11	4.00	3.83	-0.17	3	4.67	4.50	-0.17	1
Doha Bank	Conventional	4.39	3.85	-0.54	3	4.02	3.65	-0.37	7	4.33	3.85	-0.48	7
Mashreq Bank	Conventional	5.00	3.33	-1.67	13	3.67	3.33	-0.34	6	4.67	4.00	-0.67	10
HSBC	Conventional	4.45	4.09	-0.36	1	4.27	3.82	-0.45	11	4.64	3.91	-0.73	12
Standard Chartered	Conventional	4.25	3.25	-1.00	9	3.50	2.75	-0.75	13	4.50	4.00	-0.50	8
Arab Bank	Conventional	5.00	3.60	-1.40	12	4.20	4.20	0.00	2	4.40	4.20	-0.20	2
Khaliji Bank	Conventional	5.00	4.00	-1.00	9	2.00	3.00	1.00	1	5.00	3.00	-2.00	13
Masraf Al-Rayan	Islamic	4.90	4.00	-0.90	8	4.20	4.00	-0.20	4	4.50	4.00	-0.50	8

Table 6.45 Mean Analysis of Reliability Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Qatari Banks

Dimension		'reliability' (a)															
Questions		Statement 1: The bank always delivers products as promised				Statement 2: ATM machines always has full cash availability				Statement 3: Always accurate transaction without errors				Statement 4: The bank always process all matters and transaction in set timely manner			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
QIB	IB	4.57	3.82	-0.75	2	4.78	4.37	-0.41	5	4.62	3.79	-0.83	8	4.42	3.95	-0.47	3
QIIB	IB	4.50	3.70	-0.80	5	4.66	4.18	-0.48	6	4.51	3.81	-0.70	4	4.47	3.88	-0.59	6
ABQ	CB	4.77	3.80	-0.97	9	4.87	4.33	-0.54	7	4.77	3.87	-0.90	9	4.70	3.97	-0.73	10
CBQ	CB	4.54	3.75	-0.79	4	4.77	4.41	-0.36	3	4.64	4.09	-0.55	2	4.63	4.02	-0.61	9
QNB	CB	4.68	3.93	-0.75	2	4.83	4.57	-0.26	1	4.76	3.95	-0.81	7	4.67	4.07	-0.60	7
IBQ	CB	4.67	3.83	-0.84	6	4.67	3.83	-0.84	10	5.00	3.67	-1.33	12	4.50	4.00	-0.50	5
Doha Bank	CB	4.65	3.70	-0.95	8	4.80	4.46	-0.34	2	4.57	4.00	-0.57	3	4.50	4.02	-0.48	4
Mashreq Bank	CB	4.67	3.00	-1.67	12	4.67	3.33	-1.34	12	4.67	2.67	-2.00	13	4.67	3.33	-1.34	13
HSBC	CB	4.64	3.73	-0.91	7	4.64	3.91	-0.73	8	4.64	3.73	-0.91	10	4.55	4.09	-0.46	2
Standard Chartered	CB	4.75	3.00	-1.75	13	5.00	3.50	-1.50	13	4.50	3.25	-1.25	11	4.50	3.25	-1.25	12
Arab Bank	CB	4.80	3.60	-1.20	11	4.60	4.20	-0.40	4	4.80	4.00	-0.80	5	5.00	3.80	-1.20	11
Khaliji Bank	CB	5.00	4.00	-1.00	10	5.00	4.00	-1.00	11	5.00	5.00	0.00	1	5.00	5.00	0.00	1
Masraf Al-Rayyan	IB	4.70	4.20	-0.50	1	4.90	4.10	-0.80	9	4.90	4.10	-0.80	5	4.80	4.20	-0.60	7

Table 6.46 Mean Analysis of Reliability Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Qatari Banks

Dimension		'reliability' (b)											
Questions		Statement 5: The processing of application is always done efficiently				Statement 6: The information provided by the banks website is always detailed and well-structured to meet the need of customers				Statement 7: The bank provide reliable and efficient SMS service			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
QIB	Islamic	4.46	3.74	-0.72	6	4.12	3.34	-0.78	9	4.58	4.24	-0.34	6
QIIB	Islamic	4.41	3.77	-0.64	3	4.14	3.48	-0.66	6	4.64	4.11	-0.53	9
Ahli Bank Qatar	Conventional	4.60	3.77	-0.83	9	4.47	3.83	-0.64	5	4.70	4.50	-0.20	4
CBQ	Conventional	4.52	3.87	-0.65	4	4.30	3.77	-0.53	3	4.61	4.45	-0.16	2
QNB	Conventional	4.72	3.96	-0.76	7	4.50	3.79	-0.71	7	4.72	4.26	-0.46	7
IBQ	Conventional	4.67	4.17	-0.50	1	4.83	4.00	-0.83	12	4.67	4.50	-0.17	3
Doha Bank	Conventional	4.67	3.96	-0.71	5	4.13	3.70	-0.43	2	4.70	4.22	-0.48	8
Mashreq Bank	Conventional	4.33	3.00	-1.33	13	4.67	3.33	-1.34	13	4.67	4.00	-0.67	10
HSBC	Conventional	4.73	3.82	-0.91	10	4.64	3.82	-0.82	11	4.91	4.09	-0.82	12
Standard Chartered	Conventional	4.50	3.25	-1.25	12	4.50	3.75	-0.75	8	4.75	3.25	-1.50	13
Arab Bank	Conventional	4.40	3.60	-0.80	8	4.40	3.80	-0.60	4	4.40	3.60	-0.80	11
Khaliji Bank	Conventional	5.00	4.00	-1.00	11	3.00	3.00	0.00	1	5.00	5.00	0.00	1
Masraf Al-Rayan	Islamic	4.60	4.00	-0.60	2	4.40	3.60	-0.80	10	4.70	4.40	-0.30	5

Table 6.47 Mean Analysis of Reliability Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Qatari Banks

Dimension		'reliability' (c)											
Questions		Statement 8: The bank provides good reliable telephone banking (help and support)				Statement 9: The internet banking provided by the bank is always easy to use and clear				Statement 10: The website is always tailored/customized to solve individual customer need and problem			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
QIB	Islamic	4.39	3.75	-0.64	7	4.14	3.46	-0.68	7	4.16	3.18	-0.98	10
QIIB	Islamic	4.28	3.60	-0.68	9	4.22	3.52	-0.70	8	4.10	3.34	-0.76	6
Ahli Bank Qatar	Conventional	4.37	3.83	-0.54	4	4.33	3.67	-0.66	6	4.33	3.50	-0.83	7
CBQ	Conventional	4.36	3.98	-0.38	2	4.39	3.75	-0.64	5	4.36	3.64	-0.72	5
QNB	Conventional	4.52	3.94	-0.58	6	4.55	3.94	-0.61	4	4.51	3.61	-0.90	8
IBQ	Conventional	4.50	3.83	-0.67	8	5.00	4.17	-0.83	9	4.83	3.50	-1.33	12
Doha Bank	Conventional	4.22	3.65	-0.57	5	4.07	3.76	-0.31	3	4.13	3.61	-0.52	3
Mashreq Bank	Conventional	4.33	3.00	-1.33	11	4.67	3.00	-1.67	13	4.33	3.00	-1.33	12
HSBC	Conventional	4.73	3.27	-1.46	12	4.64	3.64	-1.00	11	4.45	3.55	-0.90	8
Standard Chartered	Conventional	4.50	3.00	-1.50	13	4.75	3.75	-1.00	11	4.75	3.75	-1.00	11
Arab Bank	Conventional	4.60	3.40	-1.20	10	4.20	4.00	-0.20	2	4.20	4.00	-0.20	2
Khaliji Bank	Conventional	4.00	5.00	1.00	1	3.00	3.00	0.00	1	3.00	3.00	0.00	1
Masraf Al-Rayan	Islamic	4.50	4.00	-0.50	3	4.40	3.50	-0.90	10	4.10	3.40	-0.70	4

Table 6.48 Mean Analysis of Responsiveness variables: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Qatari Banks

Dimension		'responsiveness' (a)											
Questions		Statement 1: Quick response in delivering service efficiently				Statement 2: The phone banking customer services answered my call promptly				Statement 3: All my complaints were dealt efficiently and promptly			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
QIB	Islamic	4.61	3.64	-0.97	7	4.47	3.55	-0.92	7	4.36	3.56	-0.80	6
QIIB	Islamic	4.38	3.51	-0.87	2	4.35	3.47	-0.88	6	4.24	3.57	-0.67	3
Ahli Bank Qatar	Conventional	4.63	3.67	-0.96	6	4.50	3.57	-0.93	8	4.47	3.50	-0.97	9
CBQ	Conventional	4.61	3.71	-0.90	4	4.38	3.62	-0.76	3	4.38	3.59	-0.79	5
QNB	Conventional	4.81	3.88	-0.93	5	4.57	3.64	-0.93	8	4.58	3.59	-0.99	10
IBQ	Conventional	4.67	3.83	-0.84	1	4.67	4.00	-0.67	2	4.83	4.17	-0.66	2
Doha Bank	Conventional	4.70	3.83	-0.87	2	4.24	3.39	-0.85	5	4.20	3.48	-0.72	4
Mashreq Bank	Conventional	5.00	3.00	-2.00	12	3.67	2.00	-1.67	13	3.67	2.67	-1.00	11
HSBC	Conventional	4.91	3.82	-1.09	10	4.73	3.27	-1.46	11	4.73	3.55	-1.18	12
Standard Chartered	Conventional	5.00	2.75	-2.25	13	4.50	3.00	-1.50	12	4.50	3.00	-1.50	13
Arab Bank	Conventional	4.80	3.60	-1.20	11	4.60	3.20	-1.40	10	4.40	3.60	-0.80	6
Khaliji Bank	Conventional	5.00	4.00	-1.00	8	4.00	5.00	1.00	1	4.00	5.00	1.00	1
Masraf Al-Rayan	Islamic	4.80	3.80	-1.00	8	4.80	4.00	-0.80	4	4.60	3.80	-0.80	6

Table 6.50 Mean Analysis of Assurance Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Qatari Banks (statements 1-5)

Dimension		'assurance' (a)																			
Questions		Statement 1: Adequate staff availability to solve my problems				Statement 2: The bank's staff are well trained and knowledgeable				Statement 3: The bank staff are confident and competent				Statement 4: The ability of the bank to provide confidentiality is excellent				Statement 5: The bank has a good management team			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
QIB	IB	4.62	3.59	-1.03	10	4.66	4.02	-0.64	3	4.54	3.94	-0.60	4	4.69	4.30	-0.39	5	4.62	4.04	-0.58	6
QIIB	IB	4.46	3.51	-0.95	8	4.64	4.02	-0.62	2	4.54	4.00	-0.54	2	4.62	4.26	-0.36	4	4.40	3.80	-0.60	7
ABQ	CB	4.80	3.60	-1.20	11	4.77	4.13	-0.64	3	4.70	4.00	-0.70	9	4.83	4.07	-0.76	11	4.50	3.83	-0.67	8
CBQ	CB	4.61	3.93	-0.68	4	4.80	4.07	-0.73	8	4.66	3.93	-0.73	10	4.79	4.16	-0.63	9	4.36	3.82	-0.54	5
QNB	CB	4.70	3.91	-0.79	6	4.79	3.91	-0.88	9	4.67	4.01	-0.66	7	4.82	4.33	-0.49	7	4.70	4.18	-0.52	4
IBQ	CB	4.67	4.00	-0.67	3	5.00	4.33	-0.67	6	4.83	4.17	-0.66	7	4.83	4.00	-0.83	12	4.50	3.83	-0.67	8
Doha Bank	CB	4.59	3.98	-0.61	2	4.76	4.09	-0.67	6	4.61	4.00	-0.61	6	4.61	4.13	-0.48	6	4.39	3.89	-0.50	3
Mashreq Bank	CB	4.67	2.67	-2.00	13	5.00	3.00	-2.00	13	5.00	3.67	-1.33	13	4.67	3.33	-1.34	13	4.67	3.33	-1.34	12
HSBC	CB	4.64	4.36	-0.28	1	4.82	4.18	-0.64	3	4.82	4.27	-0.55	3	4.82	4.27	-0.55	8	4.64	3.73	-0.91	10
Standard Chartered	CB	4.25	3.50	-0.75	5	5.00	3.75	-1.25	12	5.00	3.75	-1.25	12	5.00	4.25	-0.75	10	4.50	3.00	-1.50	13
Arab Bank	CB	5.00	3.80	-1.20	11	4.80	3.60	-1.20	11	4.60	4.00	-0.60	4	4.40	4.20	-0.20	3	4.60	3.60	-1.00	11
Khaliji Bank	CB	5.00	4.00	-1.00	9	5.00	4.00	-1.00	10	5.00	4.00	-1.00	11	5.00	5.00	0.00	1	4.00	4.00	0.00	1
Masraf Al-Rayan	IB	4.80	4.00	-0.80	7	4.80	4.20	-0.60	1	4.60	4.20	-0.40	1	4.70	4.60	-0.10	2	4.40	4.30	-0.10	2

Table 6.51 Mean Analysis of Assurance Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Qatari Banks (statements 6-10)

Dimension		'assurance' (b)																			
Questions		Statement 6: The bank staff provides a pleasant experience				Statement 7: Internet banking is secured for use with personal details				Statement 8: The staff at bank are polite				Statement 9: The bank is well established				Statement 10: The bank provides secured banking at all time (non-internet based)			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
QIB	IB	4.58	4.00	-0.58	4	4.46	3.90	-0.56	3	4.68	4.18	-0.50	4	3.92	4.29	0.37	2	4.72	4.36	-0.36	7
QIIB	IB	4.54	3.94	-0.60	5	4.34	4.11	-0.23	1	4.66	4.14	-0.52	6	3.90	4.20	0.30	3	4.61	4.28	-0.33	6
ABQ	CB	4.70	4.03	-0.67	8	4.60	3.83	-0.77	6	4.77	4.17	-0.60	9	4.00	3.83	-0.17	11	4.57	4.17	-0.40	8
CBQ	CB	4.57	3.84	-0.73	9	4.63	3.80	-0.83	7	4.73	4.20	-0.53	7	3.91	4.07	0.16	5	4.57	4.30	-0.27	3
QNB	CB	4.62	4.10	-0.52	3	4.74	4.01	-0.73	5	4.78	4.28	-0.50	4	3.98	4.28	0.30	3	4.74	4.48	-0.26	2
IBQ	CB	4.67	4.33	-0.34	2	5.00	3.83	-1.17	9	4.67	3.83	-0.84	10	3.83	3.83	0.00	8	4.83	4.17	-0.66	11
Doha Bank	CB	4.65	3.85	-0.80	10	4.43	3.78	-0.65	4	4.74	4.20	-0.54	8	3.96	4.11	0.15	6	4.63	4.33	-0.30	4
Mashreq Bank	CB	4.67	3.67	-1.00	11	4.33	3.00	-1.33	12	4.67	3.67	-1.00	11	3.33	3.33	0.00	8	4.67	3.67	-1.00	12
HSBC	CB	4.73	4.09	-0.64	7	4.91	3.73	-1.18	10	5.00	4.00	-1.00	11	4.27	4.36	0.09	7	4.64	4.09	-0.55	9
Standard Chartered	CB	5.00	3.50	-1.50	13	4.75	3.50	-1.25	11	5.00	4.00	-1.00	11	3.50	3.50	0.00	8	4.75	3.50	-1.25	13
Arab Bank	CB	4.40	3.80	-0.60	5	5.00	4.00	-1.00	8	4.60	4.20	-0.40	3	5.00	4.60	-0.40	13	4.80	4.20	-0.60	10
Khaliji Bank	CB	5.00	4.00	-1.00	11	5.00	3.00	-2.00	13	5.00	5.00	0.00	1	2.00	4.00	2.00	1	4.00	4.00	0.00	1
Masraf Al-Rayan	IB	4.60	4.40	-0.20	1	4.40	4.10	-0.30	2	4.70	4.70	0.00	1	3.50	3.30	-0.20	12	4.70	4.40	-0.30	4

Table 6.52 Mean Analysis of Empathy Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Qatari Banks

Dimension		‘empathy’																			
Questions		Statement 1: The timing and opening hours of the bank is convenient				Statement 2: Sufficient time is given to customers to solve their need				Statement 3: Convenient locations				Statement 4: Availability of sufficient car parking space				Statement 5: The bank has good customer relationship			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
QIB	IB	4.49	3.91	-0.58	6	4.58	4.08	-0.50	4	4.52	3.80	-0.72	6	4.62	2.40	-2.22	11	4.68	3.98	-0.70	7
QIIB	IB	4.32	3.64	-0.68	9	4.55	4.02	-0.53	6	4.49	3.48	-1.01	8	4.58	2.40	-2.18	10	4.55	3.93	-0.62	4
ABQ	CB	4.37	3.70	-0.67	8	4.63	4.03	-0.60	7	4.57	4.07	-0.50	5	4.40	3.23	-1.17	6	4.90	4.00	-0.90	8
CBQ	CB	4.39	4.09	-0.30	3	4.59	3.95	-0.64	8	4.57	4.34	-0.23	1	4.50	3.46	-1.04	4	4.75	3.79	-0.96	9
QNB	CB	4.52	3.97	-0.55	5	4.64	4.15	-0.49	3	4.56	4.25	-0.31	2	4.49	3.43	-1.06	5	4.75	4.09	-0.66	5
IBQ	CB	4.83	3.83	-1.00	11	4.83	4.33	-0.50	4	4.67	3.33	-1.34	9	4.00	3.17	-0.83	2	4.67	4.00	-0.67	6
Doha Bank	CB	4.48	4.02	-0.46	4	4.78	3.91	-0.87	9	4.52	4.11	-0.41	4	4.61	3.04	-1.57	7	4.57	4.00	-0.57	3
Mashreq Bank	CB	3.67	4.00	0.33	1	4.67	3.33	-1.34	12	4.33	2.67	-1.66	11	4.67	2.33	-2.34	13	4.67	3.00	-1.67	12
HSBC	CB	4.36	3.73	-0.63	7	4.64	4.18	-0.46	2	4.64	3.27	-1.37	10	4.73	3.00	-1.73	9	4.82	3.45	-1.37	10
Standard Chartered	CB	4.25	3.25	-1.00	11	5.00	4.00	-1.00	10	5.00	3.00	-2.00	12	5.00	2.75	-2.25	12	5.00	3.25	-1.75	13
Arab Bank	CB	4.20	3.40	-0.80	10	4.80	3.40	-1.40	13	4.20	3.20	-1.00	7	4.80	3.20	-1.60	8	5.00	3.60	-1.40	11
Khaliji Bank	CB	5.00	4.00	-1.00	11	5.00	4.00	-1.00	10	5.00	2.00	-3.00	13	5.00	4.00	-1.00	3	5.00	5.00	0.00	1
Masraf Al-Rayan	IB	4.40	4.20	-0.20	2	4.30	4.60	0.30	1	4.50	4.10	-0.40	3	4.40	3.70	-0.70	1	4.70	4.40	-0.30	2

Table 6.54 Mean Analysis of Religious compliance Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Qatari Banks

Dimension		'religious compliance'															
Questions		Statement 1. The banks is <i>Shari'ah</i> compliant/ <i>riba</i> free				Statement 2. The members of the bank's <i>Shari'ah</i> board are trustful and competent				Statement 3. The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking				Statement 4. The bank should have a separate part for female customers			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank
QIB Bank	Islamic	4.64	4.44	-0.20	1	4.34	3.92	-0.42	2	4.33	3.73	-0.60	2	4.37	4.37	0.00	1
QIIB Bank	Islamic	4.70	4.46	-0.24	2	4.46	4.01	-0.45	3	4.45	3.92	-0.53	1	4.15	4.12	-0.03	2
Masraf Al-Rayyan	Islamic	5.00	4.60	-0.40	3	4.30	4.00	-0.30	1	4.60	4.00	-0.60	2	4.60	4.20	-0.40	3

Table 6.55 Mean Analysis of Pricing Competiveness Dimension: Expectation and Perception Mean Score and Ranking of Service Quality

Statement for Individual Qatari Banks

Dimension		'pricing competitiveness'																			
Questions		Statement 1. The bank provides variety products and services				Statement 2. The bank provides competitive service charge				Statement 3. The bank provides good availability of credit limit				Statement 4. The bank pays competitive return on investment				Statement 5. The banks financial performance is very important			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
QIB	IB	4.45	3.92	-0.53	6	4.21	3.54	-0.67	6	4.49	3.80	-0.69	8	3.89	3.31	-0.58	7	3.93	3.38	-0.55	8
QIIB	IB	4.34	3.79	-0.55	7	4.01	3.50	-0.51	3	4.42	3.78	-0.64	6	3.93	3.41	-0.52	6	3.62	3.46	-0.16	2
ABQ	CB	4.40	4.10	-0.30	4	4.30	3.60	-0.70	9	4.40	3.80	-0.60	4	4.07	3.10	-0.97	10	3.90	3.40	-0.50	6
CBQ	CB	4.46	3.89	-0.57	9	4.38	3.41	-0.97	11	4.43	3.43	-1.00	10	3.95	3.34	-0.61	9	3.73	3.54	-0.19	3
QNB	CB	4.42	4.17	-0.25	3	4.30	3.61	-0.69	8	4.31	3.93	-0.38	3	3.93	3.33	-0.60	8	4.16	3.70	-0.46	5
IBQ	CB	4.17	3.83	-0.34	5	4.17	3.50	-0.67	6	3.83	3.67	-0.16	1	3.50	3.00	-0.50	3	3.50	2.83	-0.67	9
Doha Bank	CB	4.46	3.91	-0.55	7	4.13	3.50	-0.63	5	4.17	3.48	-0.69	8	3.67	3.17	-0.50	3	3.61	3.61	0.00	1
Mashreq Bank	CB	4.00	2.67	-1.33	13	4.00	2.67	-1.33	13	3.33	2.67	-0.66	7	2.67	3.00	0.33	1	3.67	2.67	-1.00	12
HSBC	CB	4.64	3.64	-1.00	10	4.27	3.36	-0.91	10	4.09	3.00	-1.09	13	4.00	2.55	-1.45	13	4.00	3.55	-0.45	4
Standard Chartered	CB	4.50	3.50	-1.00	10	4.00	3.00	-1.00	12	4.00	3.75	-0.25	2	3.50	3.00	-0.50	3	3.50	3.00	-0.50	6
Arab Bank	CB	4.60	3.60	-1.00	10	3.80	3.20	-0.60	4	4.80	3.80	-1.00	10	4.60	3.20	-1.40	12	4.20	3.40	-0.80	10
Khaliji Bank	CB	3.00	4.00	1.00	1	3.00	3.00	0.00	1	4.00	3.00	-1.00	10	4.00	3.00	-1.00	11	5.00	3.00	-2.00	13
Masraf Al-Rayan	IB	4.40	4.30	-0.10	2	3.90	3.80	-0.10	2	4.20	3.60	-0.60	4	3.70	3.40	-0.30	2	4.20	3.40	-0.80	10

Table 6.56 Mean Analysis of Technology Dimension and Tangible' Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Kuwaiti Banks

Dimension		'technology'				'tangible' (a)							
Questions		Statement 1. Bank uses the latest 'technology' to deliver service and products				Statement 1. Modern interior decoration				Statement 2. Modern exterior features			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank
KFH	IB	4.54	4.09	-0.45	6	4.14	4.05	-0.09	5	4.06	4.03	-0.03	7
KIB	IB	4.19	3.93	-0.26	4	4.14	4.40	0.26	1	4.14	4.38	0.24	1
Gulf Bank	CB	4.44	3.98	-0.46	8	4.46	4.35	-0.11	6	4.40	4.23	-0.17	8
Burgan Bank	CB	4.38	4.33	-0.05	2	4.29	4.14	-0.15	8	4.00	4.10	0.10	5
NBK	CB	4.63	4.33	-0.30	5	4.13	4.35	0.22	2	4.10	4.33	0.23	2
AUB	IB	4.11	3.96	-0.15	3	4.68	4.54	-0.14	7	4.57	4.57	0.00	6
CBK	CB	4.50	4.50	0.00	1	4.25	4.25	0.00	4	4.25	4.00	-0.25	9
Bobyar Bank	IB	4.67	4.22	-0.45	6	4.78	4.22	-0.56	9	4.44	4.56	0.12	4
ABK	CB	4.60	4.07	-0.53	9	4.00	4.13	0.13	3	3.93	4.13	0.20	3

Table 6.57 Mean Analysis of Tangible Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Kuwaiti Banks

Dimension		'tangible' (b)											
Questions		Statement 3. The forms are clear and easy to understand				Statement 4. Brochure are clear and easy to understand				Statement 5. Clear bank statement			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank
KFH	IB	4.67	4.04	-0.63	7	4.12	3.83	-0.29	6	4.58	4.18	-0.40	6
KIB	IB	4.71	4.48	-0.23	1	4.19	3.98	-0.21	4	4.43	4.21	-0.22	4
Gulf Bank	CB	4.62	3.90	-0.72	8	4.10	3.54	-0.56	8	4.44	3.85	-0.59	8
Burgan Bank	CB	4.62	4.19	-0.43	3	4.00	3.90	-0.10	3	4.29	4.14	-0.15	2
NBK	CB	4.63	4.23	-0.40	2	4.10	3.88	-0.22	5	4.42	4.10	-0.32	5
AUB	IB	4.86	4.11	-0.75	9	3.79	3.71	-0.08	2	4.64	4.43	-0.21	3
CBK	CB	4.50	4.00	-0.50	5	3.50	4.00	0.50	1	3.75	4.00	0.25	1
Bobyank Bank	IB	4.89	4.44	-0.45	4	4.44	4.00	-0.44	7	4.67	3.78	-0.89	9
ABK	CB	4.60	4.00	-0.60	6	4.40	3.73	-0.67	9	4.40	3.87	-0.53	7

Table 6.60 Mean Analysis of Reliability Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Kuwaiti Banks (Statement 6-10).

Dimension		'reliability' (c)																			
Questions		Statement 6. The processing of application is always reliable and done efficiently				Statement 7. The information provided by the banks website is always detailed and well-structured to meet the need of customers				Statement 8. The website is always tailored/customized to solve individual customer need and problem				Statement 9. The bank always provide secure and efficient SMS service				Statement 10. The bank provides good reliable telephone banking (provides vast help and support)			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank
KFH	IB	4.69	4.16	-0.53	6	4.40	3.93	-0.47	7	4.34	3.86	-0.48	6	4.47	4.11	-0.36	3	4.57	4.06	-0.51	6
KIB	IB	4.76	4.36	-0.40	3	4.33	3.93	-0.40	4	4.38	3.67	-0.71	9	4.43	4.14	-0.29	2	4.62	4.17	-0.45	4
Gulf Bank	CB	4.67	4.19	-0.48	5	4.17	3.77	-0.40	4	4.08	3.62	-0.46	5	4.33	3.90	-0.43	4	4.31	3.96	-0.35	3
Burgan Bank	CB	4.90	4.33	-0.57	7	4.14	3.76	-0.38	3	4.05	3.62	-0.43	3	4.24	3.71	-0.53	6	4.38	3.90	-0.48	5
NBK	CB	4.78	4.35	-0.43	4	4.45	4.16	-0.29	2	4.39	3.99	-0.40	2	4.48	3.92	-0.56	7	4.49	4.17	-0.32	2
AUB	IB	4.86	4.04	-0.82	9	3.89	3.46	-0.43	6	3.89	3.46	-0.43	3	4.32	3.68	-0.64	8	4.36	3.82	-0.54	7
CBK	CB	4.25	4.25	0.00	1	4.00	4.00	0.00	1	4.25	4.00	-0.25	1	4.75	4.00	-0.75	9	4.75	4.75	0.00	1
Bobyar Bank	IB	4.67	4.00	-0.67	8	4.78	4.11	-0.67	8	4.44	3.78	-0.66	8	4.44	4.44	0.00	1	4.56	3.56	-1.00	9
ABK	CB	4.67	4.40	-0.27	2	4.27	3.47	-0.80	9	4.13	3.53	-0.60	7	4.47	4.00	-0.47	5	4.47	3.80	-0.67	8

Table 6.63 Mean Analysis of Assurance Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Kuwaiti Banks (statements 1-10).

Dimension		'assurance'																			
Questions		Statement 1. Adequate staff availability to solve my problems				Statement 2. The bank's staff are well trained and knowledgeable				Statement 3. The bank staff are confident and competent				Statement 4. The ability of the bank to provide confidentiality is excellent				Statement 5. The bank has a good management team			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank
KFH	IB	4.77	3.86	-0.91	8	4.73	4.16	-0.57	3	4.69	4.20	-0.49	3	4.74	4.44	-0.30	4	4.59	4.19	-0.40	4
KIB	IB	4.76	3.98	-0.78	6	4.81	4.26	-0.55	2	4.79	4.33	-0.46	2	4.55	4.48	-0.07	1	4.50	4.29	-0.21	1
Gulf Bank	CB	4.83	4.00	-0.83	7	4.73	4.15	-0.58	4	4.67	4.17	-0.50	4	4.50	4.19	-0.31	5	4.42	3.96	-0.46	5
Burgan Bank	CB	4.95	4.19	-0.76	5	4.86	4.10	-0.76	8	4.86	4.24	-0.62	5	4.90	4.33	-0.57	8	4.57	4.00	-0.57	7
NBK	CB	4.78	4.22	-0.56	3	4.81	4.33	-0.48	1	4.76	4.35	-0.41	1	4.71	4.46	-0.25	3	4.47	4.18	-0.29	3
AUB	IB	4.86	4.18	-0.68	4	4.93	4.25	-0.68	6	4.89	4.25	-0.64	6	4.86	4.32	-0.54	6	4.82	4.14	-0.68	8
CBK	CB	4.50	4.00	-0.50	2	5.00	4.25	-0.75	7	5.00	3.75	-1.25	9	5.00	4.25	-0.75	9	4.50	4.25	-0.25	2
Bobyank Bank	IB	4.89	3.89	-1.00	9	4.89	4.11	-0.78	9	4.89	3.78	-1.11	8	4.89	4.33	-0.56	7	5.00	3.89	-1.11	9
ABK	CB	4.67	4.40	-0.27	1	4.87	4.20	-0.67	5	4.73	4.07	-0.66	7	4.53	4.40	-0.13	2	4.33	3.87	-0.46	5
Questions		Statement 6. Internet banking is secured for use with personal details				Statement 7. The bank is well established				Statement 8. The bank provides secured banking at all time (non-internet based)				Statement 9. The bank staff provides a pleasant experience				Statement 10. The staff at bank are polite			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank
KFH	IB	4.62	4.24	-0.38	5	4.16	4.35	0.19	5	4.73	4.42	-0.31	3	4.73	4.15	-0.58	6	4.78	4.42	-0.36	5
KIB	IB	4.52	4.21	-0.31	3	3.62	4.02	0.40	2	4.69	4.48	-0.21	1	4.76	4.31	-0.45	5	4.79	4.52	-0.27	2
Gulf Bank	CB	4.58	4.06	-0.52	6	4.15	4.21	0.06	7	4.52	4.19	-0.33	4	4.62	4.25	-0.37	2	4.77	4.21	-0.56	8
Burgan Bank	CB	4.57	4.00	-0.57	7	4.19	3.90	-0.29	8	4.67	4.24	-0.43	6	4.76	4.33	-0.43	4	4.86	4.52	-0.34	3
NBK	CB	4.72	4.38	-0.34	4	4.16	4.42	0.26	4	4.65	4.38	-0.27	2	4.71	4.29	-0.42	3	4.86	4.51	-0.35	4
AUB	IB	4.54	3.54	-1.00	8	3.68	4.00	0.32	3	4.93	4.36	-0.57	9	4.93	4.32	-0.61	7	4.93	4.39	-0.54	7
CBK	CB	5.00	4.00	-1.00	8	3.50	4.00	0.50	1	4.50	4.00	-0.50	8	4.75	4.00	-0.75	9	4.75	4.00	-0.75	9
Bobyank Bank	IB	4.89	4.67	-0.22	2	4.56	3.67	-0.89	9	4.78	4.33	-0.45	7	4.89	4.22	-0.67	8	4.78	4.33	-0.45	6
ABK	CB	4.33	4.13	-0.20	1	4.07	4.20	0.13	6	4.60	4.27	-0.33	4	4.73	4.40	-0.33	1	4.87	4.67	-0.20	1

Table 6.64 Mean Analysis of Empathy Dimension: Expectation and Perception Mean Score and Ranking of Service Quality Statement for Individual Kuwaiti Banks.

Dimension		'empathy'																			
Questions		Statement 1. The timing and opening hours of the bank is convenient				Statement 2. Sufficient time is given to customers to solve their need				Statement 3. Convenient locations				Statement 4. The availability of sufficient car parking space				Statement 5. The bank has good customer relationship			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank
KFH	IB	4.52	4.05	-0.47	3	4.66	4.25	-0.41	4	4.66	4.33	-0.33	5	4.55	3.67	-0.88	6	4.57	4.07	-0.50	6
KIB	IB	4.45	3.88	-0.57	7	4.81	4.45	-0.36	2	4.76	4.29	-0.47	8	4.55	3.98	-0.57	3	4.88	4.38	-0.50	6
Gulf Bank	CB	4.56	4.00	-0.56	6	4.60	4.23	-0.37	3	4.63	4.19	-0.44	7	4.56	3.98	-0.58	4	4.46	4.10	-0.36	2
Burgan Bank	CB	4.52	4.05	-0.47	3	4.81	4.14	-0.67	8	4.86	4.29	-0.57	9	4.71	3.71	-1.00	7	4.52	4.10	-0.42	4
NBK	CB	4.58	4.01	-0.57	7	4.69	4.42	-0.27	1	4.69	4.51	-0.18	2	4.67	4.17	-0.50	2	4.61	4.22	-0.39	3
AUB	IB	4.64	4.11	-0.53	5	4.93	4.46	-0.47	6	4.93	4.68	-0.25	4	4.68	3.86	-0.82	5	4.82	4.11	-0.71	9
CBK	CB	4.75	4.75	0.00	1	5.00	4.25	-0.75	9	4.75	4.75	0.00	1	4.25	3.25	-1.00	7	4.75	4.50	-0.25	1
Bobyar Bank	IB	4.78	4.11	-0.67	9	4.67	4.22	-0.45	5	4.78	4.44	-0.34	6	4.67	3.67	-1.00	7	4.89	4.22	-0.67	8
ABK	CB	4.73	4.47	-0.26	2	4.80	4.33	-0.47	6	4.87	4.67	-0.20	3	4.53	4.07	-0.46	1	4.67	4.20	-0.47	5

Table 6.66 Mean Analysis of Religious Compliance Dimension: Expectation and Perception Mean Score and Ranking of Service Quality

Statement for Individual Islamic Banks in Kuwait

Dimension		'religious compliance's															
Questions		Statement 1. The banks is <i>Shari'ah</i> compliant/ <i>riba</i> free				Statement 2. The members of the bank's <i>Shari'ah</i> board are trustful and competent				Statement 3. The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking				Statement 4. The bank should have a separate part for female customers			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Rank
KFH	Islamic	4.59	4.54	-0.05	3	4.52	4.17	-0.35	3	4.38	4.01	-0.37	3	4.16	4.16	0.00	1
KIB	Islamic	4.24	4.36	0.12	1	4.19	4.36	0.17	1	4.24	3.98	-0.26	2	4.00	3.86	-0.14	2
AUB	Islamic	4.25	3.36	-0.89	4	4.18	3.39	-0.79	4	4.18	3.43	-0.75	4	3.75	3.54	-0.21	3
Bobyar Bank	Islamic	4.33	4.33	0.00	2	4.11	4.22	0.11	2	4.33	4.22	-0.11	1	4.22	3.89	-0.33	4

Table 6.67 Mean Analysis of Pricing Competiveness Dimension: Expectation and Perception Mean Score and Ranking of Service Quality statement for Individual Kuwaiti Banks

Dimension		'pricing competitiveness'																			
Questions		Statement 1. The bank provides variety products and services				Statement 2. The bank provides competitive service charge				Statement 3. The bank provides good availability of credit limit				Statement 4. The bank pays competitive return on investment				Statement 5. The banks financial performance is very important			
Bank name	Bank type	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank	Exp. Mean (E)	Perc. Mean (P)	Gap P-E	Gap Rank
KFH	IB	4.65	4.23	-0.42	6	4.62	3.77	-0.85	9	4.40	3.84	-0.56	6	4.21	3.49	-0.72	6	3.64	3.56	-0.08	4
KIB	IB	4.64	4.43	-0.21	4	4.52	4.02	-0.50	4	4.38	3.93	-0.45	3	4.12	3.40	-0.72	6	3.14	3.43	0.29	1
Gulf Bank	CB	4.54	4.06	-0.48	7	4.54	3.83	-0.71	6	4.27	3.81	-0.46	4	4.12	3.75	-0.37	2	3.81	3.69	-0.12	5
Burgan Bank	CB	4.67	4.14	-0.53	8	4.71	3.90	-0.81	8	4.52	3.67	-0.85	9	4.10	3.52	-0.58	4	3.38	3.52	0.14	2
NBK	CB	4.58	4.29	-0.29	5	4.62	3.87	-0.75	7	4.40	3.94	-0.46	4	4.09	3.47	-0.62	5	3.99	3.73	-0.26	8
AUB	IB	4.79	4.64	-0.15	3	4.82	4.25	-0.57	5	4.21	3.46	-0.75	8	3.82	3.04	-0.78	8	3.04	3.11	0.07	3
CBK	CB	4.25	4.50	0.25	1	4.25	4.00	-0.25	2	4.00	4.00	0.00	1	4.25	3.75	-0.50	3	4.25	3.75	-0.50	9
Bobyar Bank	IB	4.44	4.33	-0.11	2	4.56	4.56	0.00	1	4.56	3.89	-0.67	7	4.56	3.67	-0.89	9	3.78	3.56	-0.22	7
ABK	CB	4.73	4.07	-0.66	9	4.53	4.20	-0.33	3	3.80	3.40	-0.40	2	3.73	3.47	-0.26	1	3.47	3.33	-0.14	6

Table 7.1(a): (Gender) Mann-Whitney U Test for Respondents from Conventional and Islamic Banks in Kuwait and Qatar

Banks	Kuwait Conventional Banks				Kuwait Islamic Banks				Qatar Conventional Banks				Qatar Islamic Banks			
Products	Gender	N	Mean Rank	Asymp. Sig	Gender	N	Mean Rank	Asymp. Sig	Gender	N	Mean Rank	Asym p. Sig	Gender	N	Mean Rank	Asymp. Sig
Saving Account	Male	156	118.67	.098	Male	183	136.43	.404	Male	183	136.55	.444	Male	227	156.31	.843
	Female	76	112.05		Female	86	131.95		Female	86	131.70		Female	85	157.01	
Current Account	Male	156	110.85	.008	Male	183	128.69	.018	Male	183	134.29	.645	Male	227	156.87	.731
	Female	76	128.11		Female	86	148.43		Female	86	136.51		Female	85	155.51	
Salary Account	Male	156	113.97	.300	Male	183	132.60	.328	Male	183	131.64	.230	Male	227	145.28	.000
	Female	76	121.68		Female	86	140.10		Female	86	142.14		Female	85	186.48	
Corporate Account	Male	156	113.53	.197	Male	183	121.41	.000	Male	183	126.73	.003	Male	227	153.08	.122
	Female	76	122.61		Female	86	163.92		Female	86	152.59		Female	85	165.64	
Premium Account	Male	156	111.12	.030	Male	183	139.64	.086	Male	183	133.51	.486	Male	227	155.64	.714
	Female	76	127.55		Female	86	125.13		Female	86	138.17		Female	85	158.79	
Credit Card	Male	156	117.17	.640	Male	183	144.84	.000	Male	183	131.58	.030	Male	227	159.24	.099
	Female	76	115.13		Female	86	114.06		Female	86	142.27		Female	85	149.18	
Deposit Box	Male	156	117.19	.771	Male	183	133.58	.578	Male	183	132.52	.315	Male	227	158.11	.481
	Female	76	115.09		Female	86	138.03		Female	86	140.28		Female	85	152.21	
Letter of Guarantee	Male	156	112.22	.037	Male	183	124.84	.000	Male	183	133.25	.404	Male	227	155.88	.733
	Female	76	125.29		Female	86	156.62		Female	86	138.73		Female	85	158.15	
Letter of Credit	Male	156	112.22	.037	Male	183	125.78	.000	Male	183	133.01	.348	Male	227	155.44	.537
	Female	76	125.29		Female	86	154.62		Female	86	139.23		Female	85	159.32	
Foreign Exchange	Male	156	114.56	.366	Male	183	131.58	.113	Male	183	135.27	.924	Male	227	153.18	.100
	Female	76	120.47		Female	86	142.28		Female	86	134.43		Female	85	165.37	
Telephone Banking	Male	156	116.24	.603	Male	183	134.00	.039	Male	183	135.49	.758	Male	227	156.50	1.000
	Female	76	117.03		Female	86	137.13		Female	86	133.95		Female	85	156.50	
Internet Banking	Male	156	120.51	.061	Male	183	133.84	.634	Male	183	132.77	.413	Male	227	152.66	.156
	Female	76	108.26		Female	86	137.47		Female	86	139.74		Female	85	166.76	
Bond	Male	156	117.18	.743	Male	183	---	---	Male	183	136.84	.436	Male	227	---	---
	Female	76	115.11		Female	86	---		Female	86	131.09		Female	85	---	
Housing Loan	Male	156	112.22	.105	Male	183	---	---	Male	183	133.50	.594	Male	227	---	---
	Female	76	125.29		Female	86	---		Female	86	138.19		Female	85	---	
Car Loan	Male	156	116.67	.947	Male	183	---	---	Male	183	136.84	.436	Male	227	---	---
	Female	76	116.16		Female	86	---		Female	86	131.09		Female	85	---	

Table 7.1(b): (Gender) Mann-Whitney U Test for Respondents from Conventional and Islamic Banks in Kuwait and Qatar

Banks	Kuwait Conventional Banks				Kuwait Islamic Banks				Qatar Conventional Banks				Qatar Islamic Banks			
Products	Gender	N	Mean Rank	Asymp. Sig.	Gender	N	Mean Rank	Asymp. Sig.	Gender	N	Mean Rank	Asym p. Sig.	Gender	N	Mean Rank	Asymp. Sig.
Business Loan	Male	156	113.27	.156	Male	183	---	---	Male	183	130.16	.033	Male	227	---	---
	Female	76	123.13		Female	86	---		Female	86	145.30		Female	85	---	
Personal Loan	Male	156	116.15	.828	Male	183	---	---	Male	183	135.31	.878	Male	227	---	---
	Female	76	117.21		Female	86	---		Female	86	134.33		Female	85	---	
Murabaha	Male	156	---	---	Male	183	131.74	.246	Male	183	---	---	Male	227	150.16	.019
	Female	76	---		Female	86	141.94		Female	86	---		Female	85	173.44	
Mudarabah	Male	156	---	---	Male	183	129.45	.003	Male	183	---	---	Male	227	155.82	.683
	Female	76	---		Female	86	146.81		Female	86	---		Female	85	158.32	
Musharakah	Male	156	---	---	Male	183	131.69	.084	Male	183	---	---	Male	227	152.70	.026
	Female	76	---		Female	86	142.05		Female	86	---		Female	85	166.66	
Ijarah	Male	156	---	---	Male	183	129.43	.014	Male	183	---	---	Male	227	153.07	.097
	Female	76	---		Female	86	146.86		Female	86	---		Female	85	165.65	
Istisnah	Male	156	---	---	Male	183	127.43	.001	Male	183	---	---	Male	227	153.51	.091
	Female	76	---		Female	86	151.12		Female	86	---		Female	85	164.49	
Sukuk	Male	156	---	---	Male	183	132.80	.179	Male	183	---	---	Male	227	153.94	.059
	Female	76	---		Female	86	139.68		Female	86	---		Female	85	163.33	
Bai Al Salam	Male	156	---	---	Male	183	131.83	.057	Male	183	---	---	Male	227	155.69	.532
	Female	76	---		Female	86	141.74		Female	86	---		Female	85	158.66	
Tawarruq	Male	156	---	---	Male	183	131.40	.164	Male	183	---	---	Male	227	147.96	.001
	Female	76	---		Female	86	142.66		Female	86	---		Female	85	179.30	

Table 7.2: (Age range) Kruskal-Wallis Test for Respondents from Conventional and Islamic Banks in Kuwait and Qatar

Banks	Kuwait Conventional Banks				Kuwait Islamic Banks				Qatar Conventional Banks				Qatar Islamic Banks			
Products	Age	N	Mean Rank	Asymp. Sig	Age	N	Mean Rank	Asymp. Sig	Age	N	Mean Rank	Asymp. Sig	Age	N	Mean Rank	Asymp. Sig
Saving account	18-30	128	114.44	.757	18-30	117	133.65	.786	18-30	140	134.68	.039	18-30	174	155.98	.017
	31-40	66	119.55		31-40	107	138.60		31-40	80	127.95		31-40	97	156.32	
	41-50	24	118.67		41-50	30	129.97		41-50	37	154.49		41-50	30	151.50	
	51-60	11	119.55		51-60	13	131.35		51-60	9	114.50		51-60	8	171.00	
	> 60	3	109.00		> 60	2	121.00		> 60	3	159.33		> 60	3	203.50	
Current Account	18-30	128	120.19	.338	18-30	117	140.73	.316	18-30	140	138.41	.437	18-30	174	158.07	.696
	31-40	66	117.61		31-40	107	135.51		31-40	80	134.09		31-40	97	156.43	
	41-50	24	102.67		41-50	30	115.90		41-50	37	127.64		41-50	30	150.00	
	51-60	11	103.55		51-60	13	130.38		51-60	9	124.00		51-60	8	150.00	
	> 60	3	93.00		> 60	2	89.00		> 60	3	124.00		> 60	3	150.00	
Salary Account	18-30	128	123.69	.213	18-30	117	140.09	.333	18-30	140	136.49	.371	18-30	174	159.19	.033
	31-40	66	104.85		31-40	107	127.40		31-40	80	131.70		31-40	97	142.56	
	41-50	24	111.00		41-50	30	132.38		41-50	37	147.00		41-50	30	182.50	
	51-60	11	113.64		51-60	13	152.73		51-60	9	102.67		51-60	8	189.00	
	> 60	3	120.67		> 60	2	168.25		> 60	3	102.67		> 60	3	104.50	
Corporate Account	18-30	128	125.56	.007	18-30	117	138.91	.232	18-30	140	142.81	.012	18-30	174	165.29	.004
	31-40	66	108.59		31-40	107	135.26		31-40	80	133.20		31-40	97	154.12	
	41-50	24	87.50		41-50	30	124.20		41-50	37	128.84		41-50	30	132.30	
	51-60	11	124.41		51-60	13	136.62		51-60	9	82.39		51-60	8	111.50	
	> 60	3	106.83		> 60	2	43.50		> 60	3	52.50		> 60	3	85.50	
Premium Account	18-30	128	124.50	.000	18-30	117	140.47	.568	18-30	140	139.29	.031	18-30	174	165.02	.004
	31-40	66	114.83		31-40	107	128.95		31-40	80	133.28		31-40	97	155.29	
	41-50	24	71.33		41-50	30	133.68		41-50	37	136.69		41-50	30	133.10	
	51-60	11	132.41		51-60	13	131.27		51-60	9	98.72		51-60	8	98.00	
	> 60	3	114.83		> 60	2	183.00		> 60	3	68.83		> 60	3	91.50	
Credit Card	18-30	128	111.13	.007	18-30	117	132.04	.568	18-30	140	136.95	.686	18-30	174	157.93	.521
	31-40	66	121.56		31-40	107	135.13		31-40	80	131.91		31-40	97	156.08	
	41-50	24	117.17		41-50	30	148.37		41-50	37	138.04		41-50	30	150.40	
	51-60	11	139.14		51-60	13	133.19		51-60	9	123.50		51-60	8	140.00	
	> 60	3	146.17		> 60	2	112.50		> 60	3	123.50		> 60	3	192.00	

Table 7.2 Continued

Deposit Box	18-30	128	125.34	.000	18-30	117	134.91	.604	18-30	140	140.22	.489	18-30	174	164.47	.001
	31-40	66	116.79		31-40	107	132.52		31-40	80	129.65		31-40	97	156.59	
	41-50	24	79.63		41-50	30	147.10		41-50	37	133.65		41-50	30	113.00	
	51-60	11	84.00		51-60	13	122.27		51-60	9	110.22		51-60	8	171.13	
	> 60	3	147.00		> 60	2	174.00		> 60	3	125.17		> 60	3	87.17	
Letter of Guarantee	18-30	128	123.00	.094	18-30	117	132.66	.919	18-30	140	137.33	.189	18-30	174	159.47	.010
	31-40	66	107.62		31-40	107	137.09		31-40	80	133.96		31-40	97	158.81	
	41-50	24	103.67		41-50	30	134.62		41-50	37	139.32		41-50	30	150.50	
	51-60	11	116.41		51-60	13	134.96		51-60	9	97.72		51-60	8	118.00	
	> 60	3	137.50		> 60	2	166.00		> 60	3	112.67		> 60	3	72.50	
Letter of Credit	18-30	128	120.28	.499	18-30	117	135.26	.584	18-30	140	138.79	.182	18-30	174	156.97	.143
	31-40	66	109.38		31-40	107	136.35		31-40	80	132.78		31-40	97	162.74	
	41-50	24	113.33		41-50	30	137.10		41-50	37	136.19		41-50	30	142.80	
	51-60	11	116.41		51-60	13	112.27		51-60	9	98.22		51-60	8	135.00	
	> 60	3	137.50		> 60	2	164.00		> 60	3	113.17		> 60	3	122.00	
Foreign Exchange	18-30	128	116.56	.303	18-30	117	136.29	.802	18-30	140	131.68	.048	18-30	174	160.98	.408
	31-40	66	112.33		31-40	107	133.63		31-40	80	140.57		31-40	97	154.62	
	41-50	24	117.17		41-50	30	133.42		41-50	37	151.34		41-50	30	140.90	
	51-60	11	124.64		51-60	13	131.69		51-60	9	89.94		51-60	8	150.00	
	> 60	3	170.33		> 60	2	178.25		> 60	3	75.00		> 60	3	130.50	
Telephone Banking	18-30	128	115.50	.000	18-30	117	135.15	.456	18-30	140	137.41	.745	18-30	174	156.50	1.000
	31-40	66	115.50		31-40	107	134.00		31-40	80	133.09		31-40	97	156.50	
	41-50	24	120.33		41-50	30	138.48		41-50	37	133.91		41-50	30	156.50	
	51-60	11	115.50		51-60	13	134.00		51-60	9	123.00		51-60	8	156.50	
	> 60	3	154.17		> 60	2	134.00		> 60	3	123.00		> 60	3	156.50	
Internet Banking	18-30	128	112.94	.186	18-30	117	140.59	.112	18-30	140	139.76	.093	18-30	174	164.78	.040
	31-40	66	122.88		31-40	107	125.38		31-40	80	138.80		31-40	97	154.48	
	41-50	24	112.33		41-50	30	150.82		41-50	37	121.35		41-50	30	116.90	
	51-60	11	114.09		51-60	13	122.19		51-60	9	85.00		51-60	8	158.50	
	> 60	3	170.33		> 60	2	168.75		> 60	3	129.83		> 60	3	132.50	
Bond	18-30	128	123.50	.006	18-30	117	---	---	18-30	140	139.56	.257	18-30	117	---	---
	31-40	66	115.15		31-40	107	---		31-40	80	133.56		31-40	107	---	
	41-50	24	89.67		41-50	30	---		41-50	37	125.51		41-50	30	---	
	51-60	11	95.82		51-60	13	---		51-60	9	105.72		51-60	13	---	
	> 60	3	138.00		> 60	2	---		> 60	3	165.50		> 60	2	---	

Table 7.2 Continued

Housing Loan	18-30	128	121.19	.265	18-30	117	---	---	18-30	140	139.94	.108	18-30	174	---	---
	31-40	66	117.29		31-40	107	---		31-40	80	130.81		31-40	97	---	
	41-50	24	94.00		41-50	30	---		41-50	37	132.18		41-50	30	---	
	51-60	11	113.77		51-60	13	---		51-60	9	114.00		51-60	8	---	
	> 60	3	89.17		> 60	2	---		> 60	3	114.00		> 60	3	---	
Car Loan	18-30	128	116.97	.877	18-30	117	---	---	18-30	140	137.16	.291	18-30	174	---	---
	31-40	66	120.18		31-40	107	---		31-40	80	126.36		31-40	97	---	
	41-50	24	107.00		41-50	30	---		41-50	37	148.12		41-50	30	---	
	51-60	11	109.64		51-60	13	---		51-60	9	134.39		51-60	8	---	
	> 60	3	116.67		> 60	2	---		> 60	3	104.50		> 60	3	---	
Business Loan	18-30	128	125.47	.017	18-30	117	---	---	18-30	140	137.52	.108	18-30	174	---	---
	31-40	66	111.11		31-40	107	---		31-40	80	137.28		31-40	97	---	
	41-50	24	91.33		41-50	30	---		41-50	37	133.42		41-50	30	---	
	51-60	11	102.32		51-60	13	---		51-60	9	102.72		51-60	8	---	
	> 60	3	105.83		> 60	2	---		> 60	3	72.83		> 60	3	---	
Personal Loan	18-30	128	118.59	.630	18-30	117	---	---	18-30	140	139.94	.361	18-30	174	---	---
	31-40	66	113.79		31-40	107	---		31-40	80	130.81		31-40	97	---	
	41-50	24	119.50		41-50	30	---		41-50	37	132.18		41-50	30	---	
	51-60	11	105.00		51-60	13	---		51-60	9	114.00		51-60	8	---	
	> 60	3	105.00		> 60	2	---		> 60	3	114.00		> 60	3	---	
Murabaha	18-30	128	---	---	18-30	117	142.42	.269	18-30	140	---	---	18-30	174	165.86	.082
	31-40	66	---		31-40	107	129.08		31-40	80	---		31-40	97	148.76	
	41-50	24	---		41-50	30	128.28		41-50	37	---		41-50	30	140.40	
	51-60	11	---		51-60	13	121.73		51-60	9	---		51-60	8	136.50	
	> 60	3	---		> 60	2	204.50		> 60	3	---		> 60	3	78.00	
Mudarabah	18-30	128	---	---	18-30	117	142.30	.091	18-30	140	---	---	18-30	174	156.86	.711
	31-40	66	---		31-40	107	127.62		31-40	80	---		31-40	97	156.92	
	41-50	24	---		41-50	30	138.05		41-50	37	---		41-50	30	157.40	
	51-60	11	---		51-60	13	120.46		51-60	9	---		51-60	8	134.00	
	> 60	3	---		> 60	2	151.50		> 60	3	---		> 60	3	173.00	
Musharakah	18-30	128	---	---	18-30	117	139.21	.445	18-30	140	---	---	18-30	174	159.66	.192
	31-40	66	---		31-40	107	130.37		31-40	80	---		31-40	97	157.92	
	41-50	24	---		41-50	30	139.55		41-50	37	---		41-50	30	142.80	
	51-60	11	---		51-60	13	121.96		51-60	9	---		51-60	8	135.00	
	> 60	3	---		> 60	2	153.00		> 60	3	---		> 60	3	122.00	

Table 7.2 Continued

Ijarah	18-30	128	---	---	18-30	117	140.66	.012	18-30	140	---	---	18-30	174	162.48	.062
	31-40	66	---		31-40	107	123.53		31-40	80	---		31-40	97	153.44	
	41-50	24	---		41-50	30	158.02		41-50	37	---		41-50	30	142.40	
	51-60	11	---		51-60	13	121.12		51-60	9	---		51-60	8	145.00	
	> 60	3	---		> 60	2	162.50		> 60	3	---		> 60	3	80.00	
Istisnah	18-30	128	---	---	18-30	117	143.26	.119	18-30	140	---	---	18-30	174	162.95	.112
	31-40	66	---		31-40	107	126.56		31-40	80	---		31-40	97	149.77	
	41-50	24	---		41-50	30	138.08		41-50	37	---		41-50	30	149.50	
	51-60	11	---		51-60	13	119.12		51-60	9	---		51-60	8	136.50	
	> 60	3	---		> 60	2	160.50		> 60	3	---		> 60	3	123.50	
Sukuk	18-30	128	---	---	18-30	117	131.41	.478	18-30	140	---	---	18-30	174	155.34	.883
	31-40	66	---		31-40	107	139.96		31-40	80	---		31-40	97	158.96	
	41-50	24	---		41-50	30	134.05		41-50	37	---		41-50	30	156.60	
	51-60	11	---		51-60	13	126.81		51-60	9	---		51-60	8	147.50	
	> 60	3	---		> 60	2	147.50		> 60	3	---		> 60	3	167.00	
Bai Al Salam	18-30	128	---	---	18-30	117	134.21	.264	18-30	140	---	---	18-30	174	157.93	.778
	31-40	66	---		31-40	107	134.17		31-40	80	---		31-40	97	153.13	
	41-50	24	---		41-50	30	143.52		41-50	37	---		41-50	30	155.60	
	51-60	11	---		51-60	13	137.65		51-60	9	---		51-60	8	166.00	
	> 60	3	---		> 60	2	80.75		> 60	3	---		> 60	3	166.00	
Tawarruq	18-30	128	---	---	18-30	117	144.46	.108	18-30	140	---	---	18-30	174	162.09	.519
	31-40	66	---		31-40	107	128.99		31-40	80	---		31-40	97	146.17	
	41-50	24	---		41-50	30	135.15		41-50	37	---		41-50	30	153.30	
	51-60	11	---		51-60	13	103.08		51-60	9	---		51-60	8	171.50	
	> 60	3	---		> 60	2	108.25		> 60	3	---		> 60	3	158.50	

Table 7.3: (Education level) Kruskal-Wallis Test for Respondents from Conventional and Islamic Banks in Kuwait and Qatar

Banks	Kuwait Conventional Banks				Kuwait Islamic Banks				Qatar Conventional Banks				Qatar Islamic Banks			
Products	Education level	N	Mean Rank	Asymp. Sig.	Education level	N	Mean Rank	Asymp. Sig.	Education level	N	Mean Rank	Asymp. Sig.	Education level	N	Mean Rank	Asymp. Sig.
Saving Account	< High School certificate	5	109.00	.000	< High School certificate	8	154.63	.350	< High School certificate	2	114.50	.172	< High School certificate	16	171.00	.145
	High school certificate	57	113.07		High school certificate	41	130.84		High school certificate	30	127.95		High school certificate	59	151.50	
	Diploma	47	123.81		Diploma	59	141.52		Diploma	44	151.18		Diploma	19	159.71	
	Bachelor Degree	109	115.39		Bachelor Degree	143	133.23		Bachelor Degree	169	132.80		Bachelor Degree	197	156.25	
	PG Degree	14	117.29		PG Degree	18	128.47		PG Degree	24	131.31		PG Degree	21	158.93	
Current Account	< High School certificate	5	162.60	.040	< High School certificate	8	139.44	.651	< High School certificate	2	191.25	.026	< High School certificate	16	159.75	.306
	High school certificate	57	123.53		High school certificate	41	141.49		High school certificate	30	137.45		High school certificate	59	163.22	
	Diploma	47	125.09		Diploma	59	141.43		Diploma	44	145.40		Diploma	19	150.00	
	Bachelor Degree	109	107.90		Bachelor Degree	143	132.27		Bachelor Degree	169	132.75		Bachelor Degree	197	155.54	
	PG Degree	14	109.57		PG Degree	18	118.89		PG Degree	24	124.00		PG Degree	21	150.00	
Salary Account	< High School certificate	5	151.60	.000	< High School certificate	8	117.81	.714	< High School certificate	2	192.00	.238	< High School certificate	16	150.00	.554
	High school certificate	57	141.02		High school certificate	41	140.37		High school certificate	30	149.90		High school certificate	59	142.40	
	Diploma	47	104.21		Diploma	59	137.47		Diploma	44	118.91		Diploma	19	159.24	
	Bachelor Degree	109	111.80		Bachelor Degree	143	132.04		Bachelor Degree	169	135.70		Bachelor Degree	197	160.20	
	PG Degree	14	82.00		PG Degree	18	145.83		PG Degree	24	136.17		PG Degree	21	163.93	
Corporate Account	< High School certificate	5	122.30	.040	< High School certificate	8	127.56	.439	< High School certificate	2	187.00	.327	< High School certificate	16	121.25	.120
	High school certificate	57	121.08		High school certificate	41	135.35		High school certificate	30	146.65		High school certificate	59	168.35	
	Diploma	47	130.69		Diploma	59	148.36		Diploma	44	119.75		Diploma	19	148.45	
	Bachelor Degree	109	111.44		Bachelor Degree	143	130.97		Bachelor Degree	169	136.07		Bachelor Degree	197	157.03	
	PG Degree	14	87.50		PG Degree	18	125.69		PG Degree	24	136.56		PG Degree	21	152.36	

Table 7.3 Continued

Premium Account	< High School certificate	5	153.50	.027	< High School certificate	8	166.19	.002	< High School certificate	2	158.00	.061	< High School certificate	16	137.00	.202
	High school certificate	57	127.04		High school certificate	41	163.32		High school certificate	30	149.03		High school certificate	59	155.84	
	Diploma	47	126.35		Diploma	59	139.69		Diploma	44	121.32		Diploma	19	154.45	
	Bachelor Degree	109	107.74		Bachelor Degree	143	127.51		Bachelor Degree	169	138.10		Bachelor Degree	197	161.45	
	PG Degree	14	95.50		PG Degree	18	100.81		PG Degree	24	118.77		PG Degree	21	128.64	
Credit Card	< High School certificate	5	107.50	.266	< High School certificate	8	162.94	.557	< High School certificate	2	190.75	.119	< High School certificate	16	179.00	.040
	High school certificate	57	111.57		High school certificate	41	132.18		High school certificate	30	132.47		High school certificate	59	155.86	
	Diploma	47	124.78		Diploma	59	135.30		Diploma	44	141.84		Diploma	19	181.05	
	Bachelor Degree	109	116.01		Bachelor Degree	143	135.07		Bachelor Degree	169	132.25		Bachelor Degree	197	153.46	
	PG Degree	14	115.79		PG Degree	18	127.44		PG Degree	24	140.31		PG Degree	21	147.43	
Deposit Box	< High School certificate	5	147.00	.005	< High School certificate	8	106.75	.253	< High School certificate	2	170.00	.362	< High School certificate	16	151.75	.984
	High school certificate	57	132.82		High school certificate	41	144.48		High school certificate	30	152.07		High school certificate	59	156.35	
	Diploma	47	115.05		Diploma	59	144.36		Diploma	44	139.43		Diploma	19	164.24	
	Bachelor Degree	109	111.75		Bachelor Degree	143	131.67		Bachelor Degree	169	131.00		Bachelor Degree	197	156.49	
	PG Degree	14	81.00		PG Degree	18	121.69		PG Degree	24	130.77		PG Degree	21	153.60	
Letter of Guarantee	< High School certificate	5	137.50	.000	< High School certificate	8	149.19	.816	< High School certificate	2	157.50	.160	< High School certificate	16	157.00	.745
	High school certificate	57	125.29		High school certificate	41	133.20		High school certificate	30	148.53		High school certificate	59	163.28	
	Diploma	47	127.63		Diploma	59	138.64		Diploma	44	126.93		Diploma	19	160.08	
	Bachelor Degree	109	111.96		Bachelor Degree	143	132.14		Bachelor Degree	169	136.81		Bachelor Degree	197	155.12	
	PG Degree	14	71.21		PG Degree	18	143.58		PG Degree	24	118.27		PG Degree	21	146.79	
Letter of Credit	< High School certificate	5	137.50	.014	< High School certificate	8	164.00	.332	< High School certificate	2	158.00	.503	< High School certificate	16	154.50	.913
	High school certificate	57	125.29		High school certificate	41	131.20		High school certificate	30	149.03		High school certificate	59	155.49	
	Diploma	47	125.16		Diploma	59	143.48		Diploma	44	130.49		Diploma	19	157.58	
	Bachelor Degree	109	110.89		Bachelor Degree	143	132.02		Bachelor Degree	169	134.12		Bachelor Degree	197	155.79	
	PG Degree	14	87.79		PG Degree	18	126.64		PG Degree	24	129.98		PG Degree	21	166.57	

Table 7.3 Continued

Foreign Exchange	< High School certificate	5	139.40	.361	< High School certificate	8	144.63	.114	< High School certificate	2	142.25	.423	< High School certificate	16	189.00	.041
	High school certificate	57	123.53		High school certificate	41	143.80		High school certificate	30	146.73		High school certificate	59	159.58	
	Diploma	47	112.74		Diploma	59	145.19		Diploma	44	148.36		Diploma	19	179.76	
	Bachelor Degree	109	115.35		Bachelor Degree	143	126.99		Bachelor Degree	169	130.71		Bachelor Degree	197	151.09	
	PG Degree	14	101.29		PG Degree	18	140.89		PG Degree	24	125.44		PG Degree	21	152.79	
Telephone Banking	< High School certificate	5	115.50	.894	< High School certificate	8	134.00	.874	< High School certificate	2	189.75	.003	< High School certificate	16	156.50	1.000
	High school certificate	57	117.54		High school certificate	41	134.00		High school certificate	30	131.47		High school certificate	59	156.50	
	Diploma	47	115.50		Diploma	59	136.28		Diploma	44	153.07		Diploma	19	156.50	
	Bachelor Degree	109	116.56		Bachelor Degree	143	134.94		Bachelor Degree	169	131.25		Bachelor Degree	197	156.50	
	PG Degree	14	115.50		PG Degree	18	134.00		PG Degree	24	128.10		PG Degree	21	156.50	
Internet Banking	< High School certificate	5	93.00	.005	< High School certificate	8	168.75	.252	< High School certificate	2	152.25	.005	< High School certificate	16	148.75	.021
	High school certificate	57	121.49		High school certificate	41	147.43		High school certificate	30	156.73		High school certificate	59	180.97	
	Diploma	47	134.96		Diploma	59	131.14		Diploma	44	155.31		Diploma	19	146.18	
	Bachelor Degree	109	110.03		Bachelor Degree	143	131.60		Bachelor Degree	169	130.36		Bachelor Degree	197	154.94	
	PG Degree	14	93.00		PG Degree	18	131.39		PG Degree	24	101.81		PG Degree	21	117.64	
Bond	< High School certificate	5	138.00	.000	< High School certificate	8	---	---	< High School certificate	2	165.50	.162	< High School certificate	16	---	---
	High school certificate	57	129.86		High school certificate	41	---		High school certificate	30	152.05		High school certificate	59	---	
	Diploma	47	133.06		Diploma	59	---		Diploma	44	137.99		Diploma	19	---	
	Bachelor Degree	109	109.27		Bachelor Degree	143	---		Bachelor Degree	169	133.67		Bachelor Degree	197	---	
	PG Degree	14	55.14		PG Degree	18	---		PG Degree	24	115.06		PG Degree	21	---	
Housing Loan	< High School certificate	5	166.50	.192	< High School certificate	8	---	---	< High School certificate	2	139.75	.421	< High School certificate	16	---	---
	High school certificate	57	121.73		High school certificate	41	---		High school certificate	30	139.75		High school certificate	59	---	
	Diploma	47	119.61		Diploma	59	---		Diploma	44	133.64		Diploma	19	---	
	Bachelor Degree	109	112.22		Bachelor Degree	143	---		Bachelor Degree	169	134.58		Bachelor Degree	197	---	
	PG Degree	14	100.21		PG Degree	18	---		PG Degree	24	134.15		PG Degree	21	---	

Table 7.3 Continued

Car Loan	< High School certificate	5	147.60	.278	< High School certificate	8	---	---	< High School certificate	2	239.00	.026	< High School certificate	16	---	---
	High school certificate	57	124.81		High school certificate	41	---		High school certificate	30	140.37		High school certificate	59	---	
	Diploma	47	119.96		Diploma	59	---		Diploma	44	147.30		Diploma	19	---	
	Bachelor Degree	109	110.99		Bachelor Degree	143	---		Bachelor Degree	169	129.17		Bachelor Degree	197	---	
	PG Degree	14	102.86		PG Degree	18	---		PG Degree	24	138.13		PG Degree	21	---	
Business Loan	< High School certificate	5	144.50	.019	< High School certificate	8	---	---	< High School certificate	2	162.50	.421	< High School certificate	16	---	---
	High school certificate	57	124.15		High school certificate	41	---		High school certificate	30	144.57		High school certificate	59	---	
	Diploma	47	127.22		Diploma	59	---		Diploma	44	134.99		Diploma	19	---	
	Bachelor Degree	109	110.44		Bachelor Degree	143	---		Bachelor Degree	169	135.44		Bachelor Degree	197	---	
	PG Degree	14	86.50		PG Degree	18	---		PG Degree	24	117.67		PG Degree	21	---	
Personal Loan	< High School certificate	5	105.00	.070	< High School certificate	8	---	---	< High School certificate	2	181.25	.413	< High School certificate	16	---	---
	High school certificate	57	127.39		High school certificate	41	---		High school certificate	30	136.42		High school certificate	59	---	
	Diploma	47	117.34		Diploma	59	---		Diploma	44	141.51		Diploma	19	---	
	Bachelor Degree	109	111.39		Bachelor Degree	143	---		Bachelor Degree	169	131.51		Bachelor Degree	197	---	
	PG Degree	14	113.29		PG Degree	18	---		PG Degree	24	142.02		PG Degree	21	---	
Murabaha	< High School certificate	5	---	---	< High School certificate	8	154.06	.028	< High School certificate	2	---	---	< High School certificate	16	146.25	.970
	High school certificate	57	---		High school certificate	41	155.29		High school certificate	30	---		High school certificate	59	159.97	
	Diploma	47	---		Diploma	59	145.23		Diploma	44	---		Diploma	19	151.89	
	Bachelor Degree	109	---		Bachelor Degree	143	122.67		Bachelor Degree	169	---		Bachelor Degree	197	157.19	
	PG Degree	14	---		PG Degree	18	144.72		PG Degree	24	---		PG Degree	21	152.29	
Mudharabah	< High School certificate	5	---	---	< High School certificate	8	134.69	.206	< High School certificate	2	---	---	< High School certificate	16	163.25	.925
	High school certificate	57	---		High school certificate	41	135.10		High school certificate	30	---		High school certificate	59	157.14	
	Diploma	47	---		Diploma	59	146.94		Diploma	44	---		Diploma	19	148.37	
	Bachelor Degree	109	---		Bachelor Degree	143	130.81		Bachelor Degree	169	---		Bachelor Degree	197	156.37	
	PG Degree	14	---		PG Degree	18	129.08		PG Degree	24	---		PG Degree	21	158.14	

Table 7.3 Continued

Musharakah	< High School certificate	5	---	---	< High School certificate	8	153.00	.517	< High School certificate	2	---	---	< High School certificate	16	144.75	.397
	High school certificate	57	---		High school certificate	41	126.76		High school certificate	30	---		High school certificate	59	160.78	
	Diploma	47	---		Diploma	59	139.32		Diploma	44	---		Diploma	19	141.16	
	Bachelor Degree	109	---		Bachelor Degree	143	135.13		Bachelor Degree	169	---		Bachelor Degree	197	156.58	
	PG Degree	14	---		PG Degree	18	130.58		PG Degree	24	---		PG Degree	21	166.57	
Ijarah	< High School certificate	5	---	---	< High School certificate	8	128.88	.239	< High School certificate	2	---	---	< High School certificate	16	154.75	.193
	High school certificate	57	---		High school certificate	41	136.26		High school certificate	30	---		High school certificate	59	160.20	
	Diploma	47	---		Diploma	59	148.82		Diploma	44	---		Diploma	19	142.95	
	Bachelor Degree	109	---		Bachelor Degree	143	130.52		Bachelor Degree	169	---		Bachelor Degree	197	153.91	
	PG Degree	14	---		PG Degree	18	125.14		PG Degree	24	---		PG Degree	21	184.00	
Istisnah	< High School certificate	5	---	---	< High School certificate	8	160.50	.233	< High School certificate	2	---	---	< High School certificate	16	165.75	.374
	High school certificate	57	---		High school certificate	41	137.54		High school certificate	30	---		High school certificate	59	156.99	
	Diploma	47	---		Diploma	59	144.54		Diploma	44	---		Diploma	19	159.08	
	Bachelor Degree	109	---		Bachelor Degree	143	129.46		Bachelor Degree	169	---		Bachelor Degree	197	153.33	
	PG Degree	14	---		PG Degree	18	130.61		PG Degree	24	---		PG Degree	21	175.50	
Sukuk	< High School certificate	5	---	---	< High School certificate	8	147.50	.410	< High School certificate	2	---	---	< High School certificate	16	167.00	.162
	High school certificate	57	---		High school certificate	41	127.82		High school certificate	30	---		High school certificate	59	148.49	
	Diploma	47	---		Diploma	59	140.66		Diploma	44	---		Diploma	19	167.00	
	Bachelor Degree	109	---		Bachelor Degree	143	133.39		Bachelor Degree	169	---		Bachelor Degree	197	155.91	
	PG Degree	14	---		PG Degree	18	140.03		PG Degree	24	---		PG Degree	21	167.00	
Bai Al Salam	< High School certificate	5	---	---	< High School certificate	8	148.00	.467	< High School certificate	2	---	---	< High School certificate	16	166.00	.347
	High school certificate	57	---		High school certificate	41	128.32		High school certificate	30	---		High school certificate	59	155.42	
	Diploma	47	---		Diploma	59	141.16		Diploma	44	---		Diploma	19	166.00	
	Bachelor Degree	109	---		Bachelor Degree	143	133.89		Bachelor Degree	169	---		Bachelor Degree	197	154.12	
	PG Degree	14	---		PG Degree	18	133.06		PG Degree	24	---		PG Degree	21	166.00	

Table 7.3 Continued

Tawarruq	< High School certificate	5	---	---	< High School certificate	8	175.50	.057	< High School certificate	2	---	---	< High School certificate	16	142.25	.905
	High school certificate	57	---		High school certificate	41	145.98		High school certificate	30	---		High school certificate	59	154.97	
	Diploma	47	---		Diploma	59	143.58		Diploma	44	---		Diploma	19	161.24	
	Bachelor Degree	109	---		Bachelor Degree	143	125.65		Bachelor Degree	169	---		Bachelor Degree	197	156.65	
	PG Degree	14	---		PG Degree	18	138.14		PG Degree	24	---		PG Degree	21	165.93	

Table 7.4: (Number of Years with the Bank) Kruskal-Wallis Test for Respondents from Conventional and Islamic Banks in Kuwait and Qatar

Banks	Kuwait Conventional Banks				Kuwait Islamic Banks				Qatar Conventional Banks				Qatar Islamic Banks			
Products	Years with bank	N	Mean Rank	Asymp. Sig.	Years with bank	N	Mean Rank	Asymp. Sig.	Years with bank	N	Mean Rank	Asymp. Sig.	Years with bank	N	Mean Rank	Asymp. Sig.
Saving Account	> 1 year	23	114.04	.012	> 1 year	8	137.81	.006	> 1 year	39	138.64	.325	> 1 year	41	159.11	.757
	1-2 years	32	109.00		1-2 years	16	154.63		1-2 years	65	133.12		1-2 years	33	156.23	
	2-3 years	32	127.13		2-3 years	34	140.78		2-3 years	38	125.12		2-3 years	40	151.50	
	3-5 years	22	130.09		3-5 years	28	154.63		3-5 years	33	126.73		3-5 years	38	155.61	
	> 5 years	123	113.72		> 5 years	183	129.08		> 5 years	94	141.69		> 5 years	160	157.35	
Current Account	> 1 year	23	138.39	.001	> 1 year	8	156.25	.017	> 1 year	39	151.59	.020	> 1 year	41	161.41	.018
	1-2 years	32	114.75		1-2 years	16	156.25		1-2 years	65	134.35		1-2 years	33	159.45	
	2-3 years	32	140.13		2-3 years	34	156.25		2-3 years	38	124.00		2-3 years	40	169.50	
	3-5 years	22	108.82		3-5 years	28	151.45		3-5 years	33	136.23		3-5 years	38	154.11	
	> 5 years	123	108.09		> 5 years	183	125.75		> 5 years	94	132.59		> 5 years	160	151.95	
Salary Account	> 1 year	23	137.48	.000	> 1 year	8	134.63	.277	> 1 year	39	130.15	.035	> 1 year	41	155.23	.843
	1-2 years	32	143.63		1-2 years	16	134.63		1-2 years	65	126.03		1-2 years	33	147.05	
	2-3 years	32	129.13		2-3 years	34	120.78		2-3 years	38	153.21		2-3 years	40	150.00	
	3-5 years	22	97.82		3-5 years	28	120.21		3-5 years	33	110.79		3-5 years	38	155.13	
	> 5 years	123	105.58		> 5 years	183	139.95		> 5 years	94	144.35		> 5 years	160	160.73	
Corporate Account	> 1 year	23	125.33	.082	> 1 year	8	161.19	.005	> 1 year	39	138.72	.621	> 1 year	41	162.87	.087
	1-2 years	32	123.75		1-2 years	16	152.78		1-2 years	65	137.34		1-2 years	33	170.59	
	2-3 years	32	131.00		2-3 years	34	162.18		2-3 years	38	126.83		2-3 years	40	173.90	
	3-5 years	22	124.41		3-5 years	28	149.18		3-5 years	33	121.79		3-5 years	38	156.66	
	> 5 years	123	107.78		> 5 years	183	125.08		> 5 years	94	139.78		> 5 years	160	147.58	
Premium Account	> 1 year	23	143.41	.001	> 1 year	8	149.38	.217	> 1 year	39	137.81	.872	> 1 year	41	180.28	.000
	1-2 years	32	128.13		1-2 years	16	166.19		1-2 years	65	139.88		1-2 years	33	181.32	
	2-3 years	32	131.75		2-3 years	34	143.44		2-3 years	38	130.18		2-3 years	40	187.70	
	3-5 years	22	127.14		3-5 years	28	134.96		3-5 years	33	134.05		3-5 years	38	154.45	
	> 5 years	123	102.57		> 5 years	183	130.08		> 5 years	94	132.74		> 5 years	160	137.98	
Credit Card	> 1 year	23	107.50	.072	> 1 year	8	129.31	.511	> 1 year	39	140.74	.655	> 1 year	41	170.44	.074
	1-2 years	32	111.13		1-2 years	16	146.13		1-2 years	65	131.78		1-2 years	33	163.64	
	2-3 years	32	129.25		2-3 years	34	144.15		2-3 years	38	130.58		2-3 years	40	163.40	
	3-5 years	22	112.77		3-5 years	28	141.32		3-5 years	33	139.80		3-5 years	38	144.11	
	> 5 years	123	116.93		> 5 years	183	131.61		> 5 years	94	134.95		> 5 years	160	152.68	
Deposit Box	> 1 year	23	131.93	.016	> 1 year	8	174.00	.027	> 1 year	39	142.41	.081	> 1 year	41	178.33	.014
	1-2 years	32	128.95		1-2 years	16	131.97		1-2 years	65	143.10		1-2 years	33	162.32	
	2-3 years	32	128.95		2-3 years	34	150.26		2-3 years	38	134.61		2-3 years	40	174.15	
	3-5 years	22	126.00		3-5 years	28	154.79		3-5 years	33	108.86		3-5 years	38	157.87	
	> 5 years	123	105.43		> 5 years	183	127.70		> 5 years	94	135.66		> 5 years	160	144.97	

Table 7.4 Continued..

Letter of Guarantee	> 1 year	23	132.46	.065	> 1 year	8	149.19	.165	> 1 year	39	129.91	.073	> 1 year	41	168.89	.273
	1-2 years	32	119.38		1-2 years	16	132.38		1-2 years	65	149.22		1-2 years	33	162.32	
	2-3 years	32	130.25		2-3 years	34	142.26		2-3 years	38	122.11		2-3 years	40	157.00	
	3-5 years	22	111.14		3-5 years	28	156.39		3-5 years	33	128.97		3-5 years	38	143.66	
	> 5 years	123	110.15		> 5 years	183	129.99		> 5 years	94	134.61		> 5 years	160	155.05	
Letter of Credit	> 1 year	23	132.46	.032	> 1 year	8	164.00	.077	> 1 year	39	130.41	.053	> 1 year	41	162.59	.521
	1-2 years	32	112.13		1-2 years	16	113.56		1-2 years	65	147.65		1-2 years	33	164.55	
	2-3 years	32	133.88		2-3 years	34	136.31		2-3 years	38	122.61		2-3 years	40	162.30	
	3-5 years	22	116.41		3-5 years	28	154.39		3-5 years	33	121.32		3-5 years	38	153.47	
	> 5 years	123	110.15		> 5 years	183	132.40		> 5 years	94	137.97		> 5 years	160	152.55	
Foreign Exchange	> 1 year	23	113.17	.237	> 1 year	8	178.25	.083	> 1 year	39	143.97	.498	> 1 year	41	176.16	.027
	1-2 years	32	103.88		1-2 years	16	127.81		1-2 years	65	124.66		1-2 years	33	149.41	
	2-3 years	32	125.63		2-3 years	34	122.87		2-3 years	38	128.09		2-3 years	40	173.40	
	3-5 years	22	129.91		3-5 years	28	130.21		3-5 years	33	136.14		3-5 years	38	146.92	
	> 5 years	123	115.63		> 5 years	183	136.72		> 5 years	94	140.82		> 5 years	160	150.98	
Telephone Banking	> 1 year	23	115.50	.631	> 1 year	8	134.00	.918	> 1 year	39	140.24	.803	> 1 year	41	156.50	1.000
	1-2 years	32	115.50		1-2 years	16	134.00		1-2 years	65	137.48		1-2 years	33	156.50	
	2-3 years	32	119.13		2-3 years	34	134.00		2-3 years	38	133.62		2-3 years	40	156.50	
	3-5 years	22	115.50		3-5 years	28	134.00		3-5 years	33	131.15		3-5 years	38	156.50	
	> 5 years	123	116.44		> 5 years	183	135.47		> 5 years	94	133.02		> 5 years	160	156.50	
Internet Banking	> 1 year	23	108.13	.035	> 1 year	8	135.13	.433	> 1 year	39	140.18	.277	> 1 year	41	187.04	.004
	1-2 years	32	107.50		1-2 years	16	151.94		1-2 years	65	147.08		1-2 years	33	170.32	
	2-3 years	32	136.50		2-3 years	34	129.19		2-3 years	38	120.39		2-3 years	40	170.20	
	3-5 years	22	129.91		3-5 years	28	149.54		3-5 years	33	125.76		3-5 years	38	162.61	
	> 5 years	123	112.80		> 5 years	183	132.37		> 5 years	94	133.65		> 5 years	160	140.95	
Bond	> 1 year	23	127.91	.046	> 1 year	8	---	---	> 1 year	39	131.01	.472	> 1 year	41	---	---
	1-2 years	32	119.88		1-2 years	16	---		1-2 years	65	142.74		1-2 years	33	---	
	2-3 years	32	134.38		2-3 years	34	---		2-3 years	38	123.03		2-3 years	40	---	
	3-5 years	22	111.64		3-5 years	28	---		3-5 years	33	141.05		3-5 years	38	---	
	> 5 years	123	109.71		> 5 years	183	---		> 5 years	94	134.02		> 5 years	160	---	
Housing Loan	> 1 year	23	100.93	.000	> 1 year	8	---	---	> 1 year	39	148.37	.534	> 1 year	41	---	---
	1-2 years	32	148.38		1-2 years	16	---		1-2 years	65	138.72		1-2 years	33	---	
	2-3 years	32	126.63		2-3 years	34	---		2-3 years	38	136.21		2-3 years	40	---	
	3-5 years	22	140.14		3-5 years	28	---		3-5 years	33	133.64		3-5 years	38	---	
	> 5 years	123	104.26		> 5 years	183	---		> 5 years	94	126.87		> 5 years	160	---	
Car Loan	> 1 year	23	153.65	.000	> 1 year	8	---	---	> 1 year	39	152.78	.197	> 1 year	41	---	---
	1-2 years	32	117.88		1-2 years	16	---		1-2 years	65	133.47		1-2 years	33	---	
	2-3 years	32	132.38		2-3 years	34	---		2-3 years	38	122.20		2-3 years	40	---	
	3-5 years	22	130.73		3-5 years	28	---		3-5 years	33	137.11		3-5 years	38	---	
	> 5 years	123	102.52		> 5 years	183	---		> 5 years	94	133.12		> 5 years	160	---	

Table 7.4 Continued..

Business Loan	> 1 year	23	124.33	.033	> 1 year	8	---	---	> 1 year	39	141.81	.752	> 1 year	41	---	---
	1-2 years	32	122.75		1-2 years	16	---		1-2 years	65	139.74		1-2 years	33	---	
	2-3 years	32	137.25		2-3 years	34	---		2-3 years	38	134.18		2-3 years	40	---	
	3-5 years	22	118.14		3-5 years	28	---		3-5 years	33	129.89		3-5 years	38	---	
	> 5 years	123	107.72		> 5 years	183	---		> 5 years	94	131.02		> 5 years	160	---	
Personal Loan	> 1 year	23	140.30	.003	> 1 year	8	---	---	> 1 year	39	148.49	.288	> 1 year	41	---	---
	1-2 years	32	119.50		1-2 years	16	---		1-2 years	65	136.76		1-2 years	33	---	
	2-3 years	32	123.13		2-3 years	34	---		2-3 years	38	124.62		2-3 years	40	---	
	3-5 years	22	110.27		3-5 years	28	---		3-5 years	33	134.38		3-5 years	38	---	
	> 5 years	123	110.66		> 5 years	183	---		> 5 years	94	132.60		> 5 years	160	---	
Murabaha	> 1 year	23	---	---	> 1 year	8	187.69	.002	> 1 year	39	---	---	> 1 year	41	169.32	.077
	1-2 years	32	---		1-2 years	16	170.88		1-2 years	65	---		1-2 years	33	167.82	
	2-3 years	32	---		2-3 years	34	149.12		2-3 years	38	---		2-3 years	40	175.50	
	3-5 years	22	---		3-5 years	28	151.66		3-5 years	33	---		3-5 years	38	164.21	
	> 5 years	123	---		> 5 years	183	124.39		> 5 years	94	---		> 5 years	160	144.30	
Mudarabah	> 1 year	23	---	---	> 1 year	8	151.50	.181	> 1 year	39	---	---	> 1 year	41	161.59	.785
	1-2 years	32	---		1-2 years	16	151.50		1-2 years	65	---		1-2 years	33	163.55	
	2-3 years	32	---		2-3 years	34	143.59		2-3 years	38	---		2-3 years	40	157.40	
	3-5 years	22	---		3-5 years	28	137.09		3-5 years	33	---		3-5 years	38	152.47	
	> 5 years	123	---		> 5 years	183	130.92		> 5 years	94	---		> 5 years	160	154.48	
Musharakah	> 1 year	23	---	---	> 1 year	8	153.00	.478	> 1 year	39	---	---	> 1 year	41	162.59	.740
	1-2 years	32	---		1-2 years	16	144.59		1-2 years	65	---		1-2 years	33	164.55	
	2-3 years	32	---		2-3 years	34	133.22		2-3 years	38	---		2-3 years	40	154.50	
	3-5 years	22	---		3-5 years	28	143.39		3-5 years	33	---		3-5 years	38	153.47	
	> 5 years	123	---		> 5 years	183	132.42		> 5 years	94	---		> 5 years	160	154.50	
Ijarah	> 1 year	23	---	---	> 1 year	8	145.69	.308	> 1 year	39	---	---	> 1 year	41	161.17	.898
	1-2 years	32	---		1-2 years	16	145.69		1-2 years	65	---		1-2 years	33	155.64	
	2-3 years	32	---		2-3 years	34	150.63		2-3 years	38	---		2-3 years	40	152.80	
	3-5 years	22	---		3-5 years	28	128.88		3-5 years	33	---		3-5 years	38	163.47	
	> 5 years	123	---		> 5 years	183	131.63		> 5 years	94	---		> 5 years	160	154.75	
Istisnah	> 1 year	23	---	---	> 1 year	8	160.50	.219	> 1 year	39	---	---	> 1 year	41	167.89	.173
	1-2 years	32	---		1-2 years	16	152.09		1-2 years	65	---		1-2 years	33	156.59	
	2-3 years	32	---		2-3 years	34	140.72		2-3 years	38	---		2-3 years	40	159.90	
	3-5 years	22	---		3-5 years	28	141.29		3-5 years	33	---		3-5 years	38	167.29	
	> 5 years	123	---		> 5 years	183	130.37		> 5 years	94	---		> 5 years	160	150.15	
Sukuk	> 1 year	23	---	---	> 1 year	8	147.50	.183	> 1 year	39	---	---	> 1 year	41	167.00	.295
	1-2 years	32	---		1-2 years	16	139.09		1-2 years	65	---		1-2 years	33	162.27	
	2-3 years	32	---		2-3 years	34	147.50		2-3 years	38	---		2-3 years	40	151.40	
	3-5 years	22	---		3-5 years	28	137.89		3-5 years	33	---		3-5 years	38	154.68	
	> 5 years	123	---		> 5 years	183	131.33		> 5 years	94	---		> 5 years	160	154.33	

Table 7.4 Continued..

Bai Al Salam	> 1 year	23	---	---	> 1 year	8	148.00	.872	> 1 year	39	---	---	> 1 year	41	166.00	.129
	1-2 years	32	---		1-2 years	16	139.59		1-2 years	65	---		1-2 years	33	161.27	
	2-3 years	32	---		2-3 years	34	136.13		2-3 years	38	---		2-3 years	40	162.10	
	3-5 years	22	---		3-5 years	28	133.59		3-5 years	33	---		3-5 years	38	157.79	
	> 5 years	123	---		> 5 years	183	134.04		> 5 years	94	---		> 5 years	160	151.38	
Tawarruq	> 1 year	23	---	---	> 1 year	8	158.69	.129	> 1 year	39	---	---	> 1 year	41	164.84	.121
	1-2 years	32	---		1-2 years	16	158.69		1-2 years	65	---		1-2 years	33	149.05	
	2-3 years	32	---		2-3 years	34	135.94		2-3 years	38	---		2-3 years	40	183.20	
	3-5 years	22	---		3-5 years	28	151.48		3-5 years	33	---		3-5 years	38	153.03	
	> 5 years	123	---		> 5 years	183	129.20		> 5 years	94	---		> 5 years	160	150.05	

Table 7.5 Income Level (Monthly) Kruskal-Wallis Test for Respondents from Conventional and Islamic Banks in Kuwait and Qatar

Banks	Kuwait Conventional Banks				Kuwait Islamic Banks				Qatar Conventional Banks				Qatar Islamic Banks			
Products	Income	N	Mean Rank	Asymp. Sig.	Income	N	Mean Rank	Asymp. Sig.	Income	N	Mean Rank	Asymp. Sig.	Income	N	Mean Rank	Asymp. Sig.
Saving Account	KD <300	54	113.30	.141	KD <300	66	149.53	.005	QR <4000	52	137.78	.882	QR <4000	43	154.01	0.112
	KD 301-700	84	122.81		KD 301-700	80	139.49		QR 4001-9000	83	135.57		QR 4001-9000	76	173.67	
	KD 701-1000	31	120.23		KD 701-1000	41	124.28		QR 9001-13000	40	124.59		QR 9001-13000	40	160.49	
	KD 1001-1500	36	109.00		KD1001-1500	48	123.80		QR 13001-20000	47	137.39		QR 13001-20000	71	154.70	
	KD 1501-2000	8	109.00		KD1501-2000	16	121.00		QR 20001-26000	20	134.68		QR 20001-26000	46	145.93	
	KD 2001-2600	8	109.00		KD2001-2600	11	121.00		QR 26001-34000	11	138.95		QR 26001-34000	18	126.39	
	KD >2601	11	109.00		KD >2601	7	140.21		QR >34001	16	139.72		QR >34001	18	145.31	
Current Account	KD <300	54	135.96	.003	KD <300	66	162.36	.000	QR <4000	52	152.45	.009	QR <4000	43	208.84	0.000
	KD 301-700	84	119.24		KD 301-700	80	139.44		QR 4001-9000	83	135.34		QR 4001-9000	76	172.34	
	KD 701-1000	31	111.71		KD 701-1000	41	131.65		QR 9001-13000	40	127.36		QR 9001-13000	40	157.88	
	KD 1001-1500	36	102.67		KD1001-1500	48	119.82		QR 13001-20000	47	129.72		QR 13001-20000	71	129.77	
	KD 1501-2000	8	93.00		KD1501-2000	16	97.41		QR 20001-26000	20	130.73		QR 20001-26000	46	135.50	
	KD 2001-2600	8	93.00		KD2001-2600	11	101.23		QR 26001-34000	11	124.00		QR 26001-34000	18	142.72	
	KD >2601	11	93.00		KD >2601	7	89.00		QR >34001	16	124.00		QR >34001	18	134.42	
Salary Account	KD <300	54	148.59	.000	KD <300	66	131.57	.538	QR <4000	52	127.58	.721	QR <4000	43	142.40	0.000
	KD 301-700	84	111.00		KD 301-700	80	129.58		QR 4001-9000	83	134.81		QR 4001-9000	76	129.22	
	KD 701-1000	31	111.94		KD 701-1000	41	133.80		QR 9001-13000	40	148.45		QR 9001-13000	40	140.68	
	KD 1001-1500	36	104.56		KD1001-1500	48	143.03		QR 13001-20000	47	126.43		QR 13001-20000	71	171.04	
	KD 1501-2000	8	96.50		KD1501-2000	16	159.84		QR 20001-26000	20	145.10		QR 20001-26000	46	188.09	
	KD 2001-2600	8	82.00		KD2001-2600	11	125.45		QR 26001-34000	11	143.27		QR 26001-34000	18	172.25	
	KD >2601	11	92.55		KD >2601	7	139.43		QR >34001	16	133.38		QR >34001	18	186.75	
Corporate Account	KD <300	54	128.31	.000	KD <300	66	145.39	.091	QR <4000	52	140.44	.039	QR <4000	43	175.45	0.002
	KD 301-700	84	123.40		KD 301-700	80	129.24		QR 4001-9000	83	148.11		QR 4001-9000	76	158.83	
	KD 701-1000	31	123.05		KD 701-1000	41	141.91		QR 9001-13000	40	143.29		QR 9001-13000	40	174.40	
	KD 1001-1500	36	113.28		KD1001-1500	48	135.97		QR 13001-20000	47	118.32		QR 13001-20000	71	158.33	
	KD 1501-2000	8	87.50		KD1501-2000	16	144.38		QR 20001-26000	20	106.30		QR 20001-26000	46	142.83	
	KD 2001-2600	8	58.50		KD2001-2600	11	104.64		QR 26001-34000	11	138.09		QR 26001-34000	18	139.17	
	KD >2601	11	61.14		KD >2601	7	81.93		QR >34001	16	111.34		QR >34001	18	106.67	

Table 7.5 Continued..

Premium Account	KD <300	54	134.17	.000	KD <300	66	160.58	.000	QR <4000	52	147.65	.000	QR <4000	43	191.99	0.000
	KD 301-700	84	130.02		KD 301-700	80	164.51		QR 4001-9000	83	140.17		QR 4001-9000	76	183.58	
	KD 701-1000	31	116.08		KD 701-1000	41	127.23		QR 9001-13000	40	151.28		QR 9001-13000	40	187.95	
	KD 1001-1500	36	105.17		KD1001-1500	48	110.15		QR 13001-20000	47	132.24		QR 13001-20000	71	152.96	
	KD 1501-2000	8	52.00		KD1501-2000	16	56.91		QR 20001-26000	20	124.38		QR 20001-26000	46	111.74	
	KD 2001-2600	8	52.00		KD2001-2600	11	48.50		QR 26001-34000	11	84.64		QR 26001-34000	18	115.67	
	KD >2601	11	58.59		KD >2601	7	86.93		QR >34001	16	82.34		QR >34001	18	56.67	
Credit Card	KD <300	54	113.94	.580	KD <300	66	149.18	.006	QR <4000	52	139.02	.331	QR <4000	43	169.63	0.003
	KD 301-700	84	121.31		KD 301-700	80	144.44		QR 4001-9000	83	141.33		QR 4001-9000	76	173.86	
	KD 701-1000	31	114.98		KD 701-1000	41	119.06		QR 9001-13000	40	126.86		QR 9001-13000	40	170.61	
	KD 1001-1500	36	117.17		KD1001-1500	48	123.71		QR 13001-20000	47	132.09		QR 13001-20000	71	157.99	
	KD 1501-2000	8	107.50		KD1501-2000	16	120.91		QR 20001-26000	20	130.23		QR 20001-26000	46	135.52	
	KD 2001-2600	8	107.50		KD2001-2600	11	112.50		QR 26001-34000	11	135.73		QR 26001-34000	18	116.25	
	KD >2601	11	107.50		KD >2601	7	131.71		QR >34001	16	123.50		QR >34001	18	108.50	
Deposit Box	KD <300	54	129.89	.000	KD <300	66	153.62	.007	QR <4000	52	149.31	.225	QR <4000	43	177.22	0.000
	KD 301-700	84	126.38		KD 301-700	80	140.38		QR 4001-9000	83	137.59		QR 4001-9000	76	177.36	
	KD 701-1000	31	117.19		KD 701-1000	41	131.35		QR 9001-13000	40	122.93		QR 9001-13000	40	176.15	
	KD 1001-1500	36	101.24		KD1001-1500	48	120.76		QR 13001-20000	47	129.94		QR 13001-20000	71	138.13	
	KD 1501-2000	8	74.81		KD1501-2000	16	123.56		QR 20001-26000	20	136.38		QR 20001-26000	46	134.77	
	KD 2001-2600	8	89.25		KD2001-2600	11	112.86		QR 26001-34000	11	145.55		QR 26001-34000	18	140.33	
	KD >2601	11	73.50		KD >2601	7	77.93		QR >34001	16	111.16		QR >34001	18	119.39	
Letter of Guarantee	KD <300	54	126.76	.002	KD <300	66	131.36	.394	QR <4000	52	139.39	.425	QR <4000	43	161.94	0.340
	KD 301-700	84	125.07		KD 301-700	80	129.01		QR 4001-9000	83	138.05		QR 4001-9000	76	162.28	
	KD 701-1000	31	111.31		KD 701-1000	41	139.76		QR 9001-13000	40	137.33		QR 9001-13000	40	160.35	
	KD 1001-1500	36	105.28		KD1001-1500	48	149.19		QR 13001-20000	47	131.74		QR 13001-20000	71	143.93	
	KD 1501-2000	8	108.50		KD1501-2000	16	140.78		QR 20001-26000	20	110.43		QR 20001-26000	46	153.01	
	KD 2001-2600	8	94.00		KD2001-2600	11	129.32		QR 26001-34000	11	133.05		QR 26001-34000	18	168.08	
	KD >2601	11	74.23		KD >2601	7	108.36		QR >34001	16	140.69		QR >34001	18	157.44	
Letter of Credit	KD <300	54	124.61	.020	KD <300	66	135.47	.387	QR <4000	52	139.89	.185	QR <4000	43	166.81	0.367
	KD 301-700	84	125.07		KD 301-700	80	130.38		QR 4001-9000	83	140.17		QR 4001-9000	76	157.51	
	KD 701-1000	31	107.56		KD 701-1000	41	141.04		QR 9001-13000	40	141.19		QR 9001-13000	40	161.98	
	KD 1001-1500	36	108.50		KD1001-1500	48	147.19		QR 13001-20000	47	126.52		QR 13001-20000	71	149.82	
	KD 1501-2000	8	108.50		KD1501-2000	16	121.97		QR 20001-26000	20	110.93		QR 20001-26000	46	153.85	
	KD 2001-2600	8	94.00		KD2001-2600	11	127.32		QR 26001-34000	11	121.32		QR 26001-34000	18	139.67	
	KD >2601	11	84.77		KD >2601	7	106.36		QR >34001	16	141.19		QR >34001	18	165.42	

Table 7.5 Continued..

Foreign Exchange	KD <300	54	120.93	.227	KD <300	66	131.38	.252	QR <4000	52	139.66	.504	QR <4000	43	184.40	0.116
	KD 301-700	84	115.10		KD 301-700	80	131.18		QR 4001-9000	83	139.82		QR 4001-9000	76	162.70	
	KD 701-1000	31	111.71		KD 701-1000	41	140.52		QR 9001-13000	40	118.71		QR 9001-13000	40	135.45	
	KD 1001-1500	36	128.44		KD1001-1500	48	150.23		QR 13001-20000	47	140.82		QR 13001-20000	71	152.07	
	KD 1501-2000	8	93.00		KD1501-2000	16	127.81		QR 20001-26000	20	115.35		QR 20001-26000	46	152.68	
	KD 2001-2600	8	122.00		KD2001-2600	11	123.23		QR 26001-34000	11	136.14		QR 26001-34000	18	154.17	
	KD >2601	11	93.00		KD >2601	7	111.00		QR >34001	16	142.25		QR >34001	18	140.03	
Telephone Banking	KD <300	54	117.65	.759	KD <300	66	134.00	.663	QR <4000	52	148.37	.129	QR <4000	43	156.00	0.758
	KD 301-700	84	115.50		KD 301-700	80	134.00		QR 4001-9000	83	135.46		QR 4001-9000	76	156.00	
	KD 701-1000	31	115.50		KD 701-1000	41	137.28		QR 9001-13000	40	132.59		QR 9001-13000	40	156.00	
	KD 1001-1500	36	118.72		KD1001-1500	48	136.80		QR 13001-20000	47	131.09		QR 13001-20000	71	158.20	
	KD 1501-2000	8	115.50		KD1501-2000	16	134.00		QR 20001-26000	20	129.23		QR 20001-26000	46	156.00	
	KD 2001-2600	8	115.50		KD2001-2600	11	134.00		QR 26001-34000	11	122.50		QR 26001-34000	18	156.00	
	KD >2601	11	115.50		KD >2601	7	134.00		QR >34001	16	122.50		QR >34001	18	156.00	
Internet Banking	KD <300	54	120.93	.248	KD <300	66	150.41	.049	QR <4000	52	154.84	.001	QR <4000	43	201.58	0.000
	KD 301-700	84	122.00		KD 301-700	80	135.13		QR 4001-9000	83	144.96		QR 4001-9000	76	174.20	
	KD 701-1000	31	107.97		KD 701-1000	41	127.74		QR 9001-13000	40	128.71		QR 9001-13000	40	173.90	
	KD 1001-1500	36	118.78		KD1001-1500	48	137.93		QR 13001-20000	47	122.20		QR 13001-20000	71	139.85	
	KD 1501-2000	8	107.50		KD1501-2000	16	118.31		QR 20001-26000	20	145.53		QR 20001-26000	46	136.53	
	KD 2001-2600	8	93.00		KD2001-2600	11	101.50		QR 26001-34000	11	97.23		QR 26001-34000	18	124.58	
	KD >2601	11	93.00		KD >2601	7	101.50		QR >34001	16	85.00		QR >34001	18	84.06	
Bond	KD <300	54	127.26	.000	KD <300	66	---	---	QR <4000	52	149.98	.003	QR <4000	---	---	---
	KD 301-700	84	126.95		KD 301-700	80	---		QR 4001-9000	83	147.67		QR 4001-9000	---	---	
	KD 701-1000	31	115.55		KD 701-1000	41	---		QR 9001-13000	40	125.15		QR 9001-13000	---	---	
	KD 1001-1500	36	105.78		KD1001-1500	48	---		QR 13001-20000	47	119.71		QR 13001-20000	---	---	
	KD 1501-2000	8	65.50		KD1501-2000	16	---		QR 20001-26000	20	125.15		QR 20001-26000	---	---	
	KD 2001-2600	8	80.00		KD2001-2600	11	---		QR 26001-34000	11	141.05		QR 26001-34000	---	---	
	KD >2601	11	85.27		KD >2601	7	---		QR >34001	16	98.25		QR >34001	---	---	
Housing Loan	KD <300	54	140.72	.000	KD <300	66	---	---	QR <4000	52	157.86	.000	QR <4000	---	---	---
	KD 301-700	84	136.12		KD 301-700	80	---		QR 4001-9000	83	148.66		QR 4001-9000	---	---	
	KD 701-1000	31	117.85		KD 701-1000	41	---		QR 9001-13000	40	136.39		QR 9001-13000	---	---	
	KD 1001-1500	36	73.06		KD1001-1500	48	---		QR 13001-20000	47	124.01		QR 13001-20000	---	---	
	KD 1501-2000	8	65.00		KD1501-2000	16	---		QR 20001-26000	20	72.50		QR 20001-26000	---	---	
	KD 2001-2600	8	65.00		KD2001-2600	11	---		QR 26001-34000	11	109.18		QR 26001-34000	---	---	
	KD >2601	11	61.05		KD >2601	7	---		QR >34001	16	114.53		QR >34001	---	---	

Table 7.5 Continued..

Car Loan	KD <300	54	138.15	.003	KD <300	66	---	---	QR <4000	52	143.30	.337	QR <4000	---	---	---
	KD 301-700	84	120.81		KD 301-700	80	---		QR 4001-9000	83	143.39		QR 4001-9000	---	---	
	KD 701-1000	31	107.94		KD 701-1000	41	---		QR 9001-13000	40	131.40		QR 9001-13000	---	---	
	KD 1001-1500	36	103.78		KD1001-1500	48	---		QR 13001-20000	47	124.53		QR 13001-20000	---	---	
	KD 1501-2000	8	92.50		KD1501-2000	16	---		QR 20001-26000	20	117.95		QR 20001-26000	---	---	
	KD 2001-2600	8	78.00		KD2001-2600	11	---		QR 26001-34000	11	128.95		QR 26001-34000	---	---	
	KD >2601	11	88.55		KD >2601	7	---		QR >34001	16	129.72		QR >34001	---	---	
Business Loan	KD <300	54	133.76	.000	KD <300	66	---	---	QR <4000	52	144.39	.104	QR <4000	---	---	---
	KD 301-700	84	127.93		KD 301-700	80	---		QR 4001-9000	83	136.57		QR 4001-9000	---	---	
	KD 701-1000	31	118.31		KD 701-1000	41	---		QR 9001-13000	40	142.33		QR 9001-13000	---	---	
	KD 1001-1500	36	102.61		KD1001-1500	48	---		QR 13001-20000	47	128.16		QR 13001-20000	---	---	
	KD 1501-2000	8	57.50		KD1501-2000	16	---		QR 20001-26000	20	101.98		QR 20001-26000	---	---	
	KD 2001-2600	8	72.00		KD2001-2600	11	---		QR 26001-34000	11	138.05		QR 26001-34000	---	---	
	KD >2601	11	60.14		KD >2601	7	---		QR >34001	16	137.28		QR >34001	---	---	
Personal Loan	KD <300	54	130.78	.025	KD <300	66	---	---	QR <4000	52	150.21	.008	QR <4000	---	---	---
	KD 301-700	84	116.05		KD 301-700	80	---		QR 4001-9000	83	144.79		QR 4001-9000	---	---	
	KD 701-1000	31	108.74		KD 701-1000	41	---		QR 9001-13000	40	124.09		QR 9001-13000	---	---	
	KD 1001-1500	36	111.44		KD1001-1500	48	---		QR 13001-20000	47	122.59		QR 13001-20000	---	---	
	KD 1501-2000	8	105.00		KD1501-2000	16	---		QR 20001-26000	20	114.00		QR 20001-26000	---	---	
	KD 2001-2600	8	105.00		KD2001-2600	11	---		QR 26001-34000	11	126.23		QR 26001-34000	---	---	
	KD >2601	11	105.00		KD >2601	7	---		QR >34001	16	130.81		QR >34001	---	---	
Murabah a	KD <300	54	---	---	KD <300	66	167.82	.000	QR <4000	---	---	---	QR <4000	43	220.16	0.000
	KD 301-700	84	---		KD 301-700	80	127.16		QR 4001-9000	---	---		QR 4001-9000	76	153.01	
	KD 701-1000	31	---		KD 701-1000	41	135.61		QR 9001-13000	---	---		QR 9001-13000	40	158.10	
	KD 1001-1500	36	---		KD1001-1500	48	128.84		QR 13001-20000	---	---		QR 13001-20000	71	152.92	
	KD 1501-2000	8	---		KD1501-2000	16	120.44		QR 20001-26000	---	---		QR 20001-26000	46	126.85	
	KD 2001-2600	8	---		KD2001-2600	11	70.00		QR 26001-34000	---	---		QR 26001-34000	18	163.89	
	KD >2601	11	---		KD >2601	7	89.21		QR >34001	---	---		QR >34001	18	98.08	
Mudarab ah	KD <300	54	---	---	KD <300	66	141.31	.000	QR <4000	---	---	---	QR <4000	43	173.00	0.000
	KD 301-700	84	---		KD 301-700	80	133.01		QR 4001-9000	---	---		QR 4001-9000	76	154.78	
	KD 701-1000	31	---		KD 701-1000	41	144.94		QR 9001-13000	---	---		QR 9001-13000	40	161.19	
	KD 1001-1500	36	---		KD1001-1500	48	145.90		QR 13001-20000	---	---		QR 13001-20000	71	164.20	
	KD 1501-2000	8	---		KD1501-2000	16	134.69		QR 20001-26000	---	---		QR 20001-26000	46	149.15	
	KD 2001-2600	8	---		KD2001-2600	11	78.14		QR 26001-34000	---	---		QR 26001-34000	18	146.75	
	KD >2601	11	---		KD >2601	7	55.43		QR >34001	---	---		QR >34001	18	112.06	

Table 7.5 Continued..

Musharakah	KD <300	54	---	---	KD <300	66	144.85	.001	QR <4000	---	---	---	QR <4000	43	174.00	0.021
	KD 301-700	84	---		KD 301-700	80	137.87		QR 4001-9000	---	---		QR 4001-9000	76	157.72	
	KD 701-1000	31	---		KD 701-1000	41	130.04		QR 9001-13000	---	---		QR 9001-13000	40	170.19	
	KD 1001-1500	36	---		KD1001-1500	48	138.99		QR 13001-20000	---	---		QR 13001-20000	71	150.13	
	KD 1501-2000	8	---		KD1501-2000	16	127.78		QR 20001-26000	---	---		QR 20001-26000	46	149.27	
	KD 2001-2600	8	---		KD2001-2600	11	79.64		QR 26001-34000	---	---		QR 26001-34000	18	140.11	
	KD >2601	11	---		KD >2601	7	114.57		QR >34001	---	---		QR >34001	18	139.14	
Ijarah	KD <300	54	---	---	KD <300	66	148.23	.000	QR <4000	---	---	---	QR <4000	43	173.33	0.003
	KD 301-700	84	---		KD 301-700	80	138.96		QR 4001-9000	---	---		QR 4001-9000	76	161.86	
	KD 701-1000	31	---		KD 701-1000	41	132.98		QR 9001-13000	---	---		QR 9001-13000	40	161.05	
	KD 1001-1500	36	---		KD1001-1500	48	137.28		QR 13001-20000	---	---		QR 13001-20000	71	155.60	
	KD 1501-2000	8	---		KD1501-2000	16	120.47		QR 20001-26000	---	---		QR 20001-26000	46	156.79	
	KD 2001-2600	8	---		KD2001-2600	11	64.68		QR 26001-34000	---	---		QR 26001-34000	18	139.97	
	KD >2601	11	---		KD >2601	7	104.86		QR >34001	---	---		QR >34001	18	102.92	
Istisnah	KD <300	54	---	---	KD <300	66	148.27	.000	QR <4000	---	---	---	QR <4000	43	175.00	0.003
	KD 301-700	84	---		KD 301-700	80	135.28		QR 4001-9000	---	---		QR 4001-9000	76	154.67	
	KD 701-1000	31	---		KD 701-1000	41	134.26		QR 9001-13000	---	---		QR 9001-13000	40	163.41	
	KD 1001-1500	36	---		KD1001-1500	48	149.29		QR 13001-20000	---	---		QR 13001-20000	71	155.15	
	KD 1501-2000	8	---		KD1501-2000	16	118.47		QR 20001-26000	---	---		QR 20001-26000	46	154.45	
	KD 2001-2600	8	---		KD2001-2600	11	74.91		QR 26001-34000	---	---		QR 26001-34000	18	157.83	
	KD >2601	11	---		KD >2601	7	45.21		QR >34001	---	---		QR >34001	18	113.89	
Sukuk	KD <300	54	---	---	KD <300	66	139.35	.473	QR <4000	---	---	---	QR <4000	43	167.00	0.000
	KD 301-700	84	---		KD 301-700	80	130.69		QR 4001-9000	---	---		QR 4001-9000	76	164.95	
	KD 701-1000	31	---		KD 701-1000	41	134.38		QR 9001-13000	---	---		QR 9001-13000	40	159.20	
	KD 1001-1500	36	---		KD1001-1500	48	139.09		QR 13001-20000	---	---		QR 13001-20000	71	160.41	
	KD 1501-2000	8	---		KD1501-2000	16	139.09		QR 20001-26000	---	---		QR 20001-26000	46	143.26	
	KD 2001-2600	8	---		KD2001-2600	11	135.27		QR 26001-34000	---	---		QR 26001-34000	18	141.00	
	KD >2601	11	---		KD >2601	7	109.07		QR >34001	---	---		QR >34001	18	123.67	
Bai Al Salam	KD <300	54	---	---	KD <300	66	141.89	.033	QR <4000	---	---	---	QR <4000	43	166.00	0.322
	KD 301-700	84	---		KD 301-700	80	136.23		QR 4001-9000	---	---		QR 4001-9000	76	155.74	
	KD 701-1000	31	---		KD 701-1000	41	134.88		QR 9001-13000	---	---		QR 9001-13000	40	158.20	
	KD 1001-1500	36	---		KD1001-1500	48	139.59		QR 13001-20000	---	---		QR 13001-20000	71	157.21	
	KD 1501-2000	8	---		KD1501-2000	16	114.38		QR 20001-26000	---	---		QR 20001-26000	46	152.43	
	KD 2001-2600	8	---		KD2001-2600	11	111.32		QR 26001-34000	---	---		QR 26001-34000	18	157.33	
	KD >2601	11	---		KD >2601	7	109.57		QR >34001	---	---		QR >34001	18	140.00	

Table 7.5 Continued..

Tawarruq	KD <300	54	---	---	KD <300	66	165.31	.000	QR <4000	---	---	---	QR <4000	43	191.40	0.032
	KD 301-700	84	---		KD 301-700	80	128.43		QR 4001-9000	---	---		QR 4001-9000	76	153.80	
	KD 701-1000	31	---		KD 701-1000	41	136.13		QR 9001-13000	---	---		QR 9001-13000	40	158.53	
	KD 1001-1500	36	---		KD1001-1500	48	122.26		QR 13001-20000	---	---		QR 13001-20000	71	149.89	
	KD 1501-2000	8	---		KD1501-2000	16	108.25		QR 20001-26000	---	---		QR 20001-26000	46	140.43	
	KD 2001-2600	8	---		KD2001-2600	11	114.36		QR 26001-34000	---	---		QR 26001-34000	18	168.94	
	KD >2601	11	---		KD >2601	7	98.64		QR >34001	---	---		QR >34001	18	134.69	

Table 7.6 Profession - Kruskal-Wallis Test for Respondents from Conventional and Islamic Banks in Kuwait and Qatar

Banks	Kuwait Conventional Banks				Kuwait Islamic Banks				Qatar Conventional Banks				Qatar Islamic Banks			
Products	Profession	N	Mean Rank	Asymp. Sig.	Profession	N	Mean Rank	Asymp. Sig.	Profession	N	Mean Rank	Asymp. Sig.	Profession	N	Mean Rank	Asymp. Sig.
Saving Account	Administrative personal	15	124.47	.665	Administrative personal	16	129.41	.003	Administrative personal	31	127.52	.074	Administrative personal	29	151.50	.227
	Professionals	69	119.09		Professionals	103	131.45		Professionals	86	128.58		Professionals	93	156.53	
	Executives	5	109.00		Executives	9	121.00		Executives	25	146.78		Executives	6	151.50	
	Tradesman and salesman	25	118.28		Tradesman and salesman	27	165.83		Tradesman and salesman	70	139.48		Tradesman and salesman	37	151.50	
	Technical personal and craftsman	22	119.55		Technical personal and craftsman	18	128.47		Technical personal and craftsman	25	152.16		Technical personal and craftsman	24	158.00	
	Unemployed	4	109.00		Unemployed	---	---		Unemployed	---	---		Unemployed	4	190.50	
	Public service	30	112.87		Public service	56	140.21		Public service	14	114.50		Public service	79	159.40	
	Students	55	111.11		Students	28	125.80		Students	13	124.85		Students	23	151.50	
	Others	7	125.57		Others	12	121.00		Others	5	168.30		Others	17	160.68	
Current Account	Administrative personal	15	100.73	.086	Administrative personal	16	122.63	.019	Administrative personal	31	137.02	.263	Administrative personal	29	160.76	.167
	Professionals	69	123.26		Professionals	103	138.62		Professionals	86	131.82		Professionals	93	156.71	
	Executives	5	93.00		Executives	9	118.89		Executives	25	129.38		Executives	6	150.00	
	Tradesman and salesman	25	116.20		Tradesman and salesman	27	143.80		Tradesman and salesman	70	145.14		Tradesman and salesman	37	158.43	
	Technical personal and craftsman	22	98.27		Technical personal and craftsman	18	96.47		Technical personal and craftsman	25	129.38		Technical personal and craftsman	24	163.00	
	Unemployed	4	151.00		Unemployed	---	---		Unemployed	---	---		Unemployed	4	189.00	
	Public service	30	104.60		Public service	56	132.23		Public service	14	124.00		Public service	79	150.00	
	Students	55	124.64		Students	28	165.86		Students	13	134.35		Students	23	163.57	
	Others	7	126.14		Others	12	111.42		Others	5	124.00		Others	17	150.00	
Salary Account	Administrative personal	15	89.73	.000	Administrative personal	16	134.63	.006	Administrative personal	31	135.81	.197	Administrative personal	29	154.71	.011
	Professionals	69	95.45		Professionals	103	128.42		Professionals	86	129.67		Professionals	93	148.11	
	Executives	5	82.00		Executives	9	130.89		Executives	25	130.76		Executives	6	130.50	
	Tradesman and salesman	25	123.76		Tradesman and salesman	27	105.98		Tradesman and salesman	70	128.83		Tradesman and salesman	37	132.61	
	Technical personal and craftsman	22	97.82		Technical personal and craftsman	18	138.36		Technical personal and craftsman	25	133.04		Technical personal and craftsman	24	143.50	
	Unemployed	4	111.00		Unemployed	---	---		Unemployed	---	---		Unemployed	4	130.50	
	Public service	30	109.07		Public service	56	139.43		Public service	14	153.71		Public service	79	172.96	
	Students	55	160.04		Students	28	158.64		Students	13	171.38		Students	23	201.72	
	Others	7	131.71		Others	12	179.46		Others	5	192.00		Others	17	153.44	

Table 7.6 Continued..

Corporate Account	Administrative personal	15	106.83	.027	Administrative personal	16	127.56	.001	Administrative personal	31	160.97	.006	Administrative personal	29	162.60	.061
	Professionals	69	116.92		Professionals	103	129.68		Professionals	86	129.13		Professionals	93	166.02	
	Executives	5	52.70		Executives	9	118.22		Executives	25	111.68		Executives	6	137.50	
	Tradesman and salesman	25	99.10		Tradesman and salesman	27	108.26		Tradesman and salesman	70	135.12		Tradesman and salesman	37	147.34	
	Technical personal and craftsman	22	124.41		Technical personal and craftsman	18	125.69		Technical personal and craftsman	25	138.58		Technical personal and craftsman	24	170.00	
	Unemployed	4	116.50		Unemployed	---	---		Unemployed	---	---		Unemployed	4	189.50	
	Public service	30	110.70		Public service	56	156.38		Public service	14	110.14		Public service	79	148.03	
	Students	55	130.74		Students	28	168.39		Students	13	187.00		Students	23	169.15	
	Others	7	128.93		Others	12	99.54		Others	5	106.30		Others	17	116.09	
Premium Account	Administrative personal	15	114.83	.093	Administrative personal	16	166.19	.048	Administrative personal	31	141.15	.085	Administrative personal	29	173.98	.001
	Professionals	69	121.56		Professionals	103	134.68		Professionals	86	124.09		Professionals	93	166.98	
	Executives	5	60.70		Executives	9	123.22		Executives	25	126.22		Executives	6	143.50	
	Tradesman and salesman	25	125.66		Tradesman and salesman	27	153.11		Tradesman and salesman	70	146.97		Tradesman and salesman	37	165.99	
	Technical personal and craftsman	22	95.50		Technical personal and craftsman	18	93.33		Technical personal and craftsman	25	126.22		Technical personal and craftsman	24	169.50	
	Unemployed	4	124.50		Unemployed	---	---		Unemployed	---	---		Unemployed	4	195.50	
	Public service	30	103.23		Public service	56	130.16		Public service	14	139.29		Public service	79	124.41	
	Students	55	126.08		Students	28	139.77		Students	13	158.50		Students	23	175.15	
	Others	7	120.36		Others	12	138.17		Others	5	131.60		Others	17	149.62	
Credit Card	Administrative personal	15	115.23	.000	Administrative personal	16	137.72	.193	Administrative personal	31	136.52	.014	Administrative personal	29	156.14	.061
	Professionals	69	120.95		Professionals	103	136.00		Professionals	86	128.19		Professionals	93	153.42	
	Executives	5	107.50		Executives	9	142.39		Executives	25	128.88		Executives	6	140.00	
	Tradesman and salesman	25	116.78		Tradesman and salesman	27	157.33		Tradesman and salesman	70	150.40		Tradesman and salesman	37	182.16	
	Technical personal and craftsman	22	112.77		Technical personal and craftsman	18	134.92		Technical personal and craftsman	25	128.88		Technical personal and craftsman	24	146.50	
	Unemployed	4	107.50		Unemployed	---	---		Unemployed	---	---		Unemployed	4	179.00	
	Public service	30	115.23		Public service	56	131.71		Public service	14	123.50		Public service	79	155.80	
	Students	55	107.50		Students	28	117.30		Students	13	133.85		Students	23	146.78	
	Others	7	173.79		Others	12	123.71		Others	5	123.50		Others	17	149.18	

Table 7.6 Continued..

Deposit Box	Administrative personal	15	116.20	.017	Administrative personal	16	157.19	.439	Administrative personal	31	148.31	.027	Administrative personal	29	174.47	.003
	Professionals	69	110.17		Professionals	103	133.52		Professionals	86	121.52		Professionals	93	163.83	
	Executives	5	54.60		Executives	9	159.06		Executives	25	121.58		Executives	6	164.67	
	Tradesman and salesman	25	133.14		Tradesman and salesman	27	139.13		Tradesman and salesman	70	148.86		Tradesman and salesman	37	168.64	
	Technical personal and craftsman	22	110.25		Technical personal and craftsman	18	121.69		Technical personal and craftsman	25	148.48		Technical personal and craftsman	24	158.21	
	Unemployed	4	89.25		Unemployed	---	---		Unemployed	---	---		Unemployed	4	190.50	
	Public service	30	111.33		Public service	56	128.37		Public service	14	112.36		Public service	79	127.72	
	Students	55	132.30		Students	28	145.18		Students	13	149.31		Students	23	177.02	
	Others	7	97.50		Others	12	117.96		Others	5	116.20		Others	17	152.03	
Letter of Guarantee	Administrative personal	15	114.30	.205	Administrative personal	16	123.97	.091	Administrative personal	31	144.48	.064	Administrative personal	29	165.74	.333
	Professionals	69	107.24		Professionals	103	125.52		Professionals	86	119.97		Professionals	93	161.40	
	Executives	5	91.10		Executives	9	151.06		Executives	25	141.36		Executives	6	176.50	
	Tradesman and salesman	25	118.94		Tradesman and salesman	27	126.15		Tradesman and salesman	70	144.05		Tradesman and salesman	37	151.20	
	Technical personal and craftsman	22	121.68		Technical personal and craftsman	18	158.53		Technical personal and craftsman	25	130.60		Technical personal and craftsman	24	163.50	
	Unemployed	4	137.50		Unemployed	---	---		Unemployed	---	---		Unemployed	4	176.50	
	Public service	30	110.43		Public service	56	139.58		Public service	14	147.89		Public service	79	150.83	
	Students	55	126.95		Students	28	156.39		Students	13	147.15		Students	23	156.15	
	Others	7	137.50		Others	12	132.38		Others	5	130.60		Others	17	130.62	
Letter of Credit	Administrative personal	15	114.30	.238	Administrative personal	16	121.97	.074	Administrative personal	31	136.31	.028	Administrative personal	29	157.86	.363
	Professionals	69	107.24		Professionals	103	127.44		Professionals	86	120.47		Professionals	93	155.55	
	Executives	5	91.10		Executives	9	149.06		Executives	25	141.86		Executives	6	174.00	
	Tradesman and salesman	25	123.58		Tradesman and salesman	27	129.13		Tradesman and salesman	70	146.47		Tradesman and salesman	37	161.35	
	Technical personal and craftsman	22	121.68		Technical personal and craftsman	18	141.58		Technical personal and craftsman	25	125.72		Technical personal and craftsman	24	161.00	
	Unemployed	4	137.50		Unemployed	---	---		Unemployed	---	---		Unemployed	4	174.00	
	Public service	30	110.43		Public service	56	147.19		Public service	14	158.00		Public service	79	154.25	
	Students	55	124.85		Students	28	154.39		Students	13	147.65		Students	23	167.22	
	Others	7	137.50		Others	12	107.96		Others	5	131.10		Others	17	128.12	

Table 7.6 Continued..

Foreign Exchange	Administrative personal	15	108.47	.215	Administrative personal	16	127.81	.935	Administrative personal	31	148.76	.307	Administrative personal	29	157.40	.244
	Professionals	69	108.13		Professionals	103	134.50		Professionals	86	123.48		Professionals	93	153.98	
	Executives	5	93.00		Executives	9	155.83		Executives	25	150.32		Executives	6	130.50	
	Tradesman and salesman	25	125.48		Tradesman and salesman	27	130.93		Tradesman and salesman	70	136.49		Tradesman and salesman	37	176.88	
	Technical personal and craftsman	22	114.09		Technical personal and craftsman	18	133.42		Technical personal and craftsman	25	128.80		Technical personal and craftsman	24	143.50	
	Unemployed	4	93.00		Unemployed	---	---		Unemployed	---	---		Unemployed	4	169.50	
	Public service	30	116.20		Public service	56	135.02		Public service	14	142.25		Public service	79	154.20	
	Students	55	126.75		Students	28	135.02		Students	13	157.77		Students	23	171.20	
	Others	7	142.71		Others	12	144.63		Others	5	101.90		Others	17	139.68	
Telephone Banking	Administrative personal	15	115.50	.000	Administrative personal	16	134.00	.862	Administrative personal	31	123.00	.069	Administrative personal	29	156.50	1.000
	Professionals	69	115.50		Professionals	103	136.61		Professionals	86	133.95		Professionals	93	156.50	
	Executives	5	115.50		Executives	9	134.00		Executives	25	128.38		Executives	6	156.50	
	Tradesman and salesman	25	115.50		Tradesman and salesman	27	134.00		Tradesman and salesman	70	147.98		Tradesman and salesman	37	156.50	
	Technical personal and craftsman	22	115.50		Technical personal and craftsman	18	134.00		Technical personal and craftsman	25	128.38		Technical personal and craftsman	24	156.50	
	Unemployed	4	115.50		Unemployed	---	---		Unemployed	---	---		Unemployed	4	156.50	
	Public service	30	115.50		Public service	56	134.00		Public service	14	132.61		Public service	79	156.50	
	Students	55	115.50		Students	28	134.00		Students	13	133.35		Students	23	156.50	
	Others	7	148.64		Others	12	134.00		Others	5	123.00		Others	17	156.50	
Internet Banking	Administrative personal	15	100.73	.007	Administrative personal	16	151.94	.429	Administrative personal	31	141.40	.134	Administrative personal	29	161.19	.111
	Professionals	69	123.26		Professionals	103	126.31		Professionals	86	120.97		Professionals	93	154.31	
	Executives	5	93.00		Executives	9	146.33		Executives	25	122.66		Executives	6	158.50	
	Tradesman and salesman	25	134.76		Tradesman and salesman	27	151.31		Tradesman and salesman	70	150.33		Tradesman and salesman	37	160.61	
	Technical personal and craftsman	22	124.64		Technical personal and craftsman	18	131.39		Technical personal and craftsman	25	128.04		Technical personal and craftsman	24	145.50	
	Unemployed	4	122.00		Unemployed	---	---		Unemployed	---	---		Unemployed	4	236.50	
	Public service	30	104.60		Public service	56	139.93		Public service	14	142.64		Public service	79	147.64	
	Students	55	103.55		Students	28	135.13		Students	13	157.42		Students	23	195.80	
	Others	7	159.29		Others	12	123.92		Others	5	138.80		Others	17	135.56	

Table 7.6 Continued..

Bond	Administrative personal	15	122.53	.068	Administrative personal	16	---	---	Administrative personal	31	143.81	.001	Administrative personal	29	---	---
	Professionals	69	109.42		Professionals	103	---		Professionals	86	115.45		Professionals	93	---	
	Executives	5	68.40		Executives	9	---		Executives	25	133.22		Executives	6	---	
	Tradesman and salesman	25	133.36		Tradesman and salesman	27	---		Tradesman and salesman	70	153.97		Tradesman and salesman	37	---	
	Technical personal and craftsman	22	106.36		Technical personal and craftsman	18	---		Technical personal and craftsman	25	138.60		Technical personal and craftsman	24	---	
	Unemployed	4	109.00		Unemployed	--	---		Unemployed	---	---		Unemployed	4	---	
	Public service	30	114.80		Public service	56	---		Public service	14	117.46		Public service	79	---	
	Students	55	125.35		Students	28	---		Students	13	165.50		Students	23	---	
	Others	7	121.43		Others	12	---		Others	5	111.70		Others	17	---	
Housing Loan	Administrative personal	15	96.90	.000	Administrative personal	16	---	---	Administrative personal	31	128.90	.002	Administrative personal	29	---	---
	Professionals	69	121.11		Professionals	103	---		Professionals	86	124.11		Professionals	93	---	
	Executives	5	50.50		Executives	9	---		Executives	25	131.68		Executives	6	---	
	Tradesman and salesman	25	147.94		Tradesman and salesman	27	---		Tradesman and salesman	70	162.81		Tradesman and salesman	37	---	
	Technical personal and craftsman	22	113.77		Technical personal and craftsman	18	---		Technical personal and craftsman	25	131.68		Technical personal and craftsman	24	---	
	Unemployed	4	137.50		Unemployed	--	---		Unemployed	---	---		Unemployed	4	---	
	Public service	30	77.57		Public service	56	---		Public service	14	101.32		Public service	79	---	
	Students	55	132.75		Students	28	---		Students	13	144.92		Students	23	---	
	Others	7	83.64		Others	12	---		Others	5	72.50		Others	17	---	
Car Loan	Administrative personal	15	116.67	.153	Administrative personal	16	---	---	Administrative personal	31	117.52	.004	Administrative personal	29	---	---
	Professionals	69	113.30		Professionals	103	---		Professionals	86	121.70		Professionals	93	---	
	Executives	5	101.20		Executives	9	---		Executives	25	152.92		Executives	6	---	
	Tradesman and salesman	25	129.04		Tradesman and salesman	27	---		Tradesman and salesman	70	156.38		Tradesman and salesman	37	---	
	Technical personal and craftsman	22	104.36		Technical personal and craftsman	18	---		Technical personal and craftsman	25	131.40		Technical personal and craftsman	24	---	
	Unemployed	4	165.00		Unemployed	--	---		Unemployed	---	---		Unemployed	4	---	
	Public service	30	97.33		Public service	56	---		Public service	14	123.71		Public service	79	---	
	Students	55	126.51		Students	28	---		Students	13	135.54		Students	23	---	
	Others	7	127.71		Others	12	---		Others	5	131.40		Others	17	---	

Table 7.6 Continued..

Business Loan	Administrative personal	15	98.10	.012	Administrative personal	16	---	---	Administrative personal	31	136.47	.369	Administrative personal	29	---	---
	Professionals	69	109.20		Professionals	103	---		Professionals	86	124.97		Professionals	93	---	
	Executives	5	51.70		Executives	9	---		Executives	25	140.98		Executives	6	---	
	Tradesman and salesman	25	125.94		Tradesman and salesman	27	---		Tradesman and salesman	70	147.13		Tradesman and salesman	37	---	
	Technical personal and craftsman	22	118.14		Technical personal and craftsman	18	---		Technical personal and craftsman	25	135.60		Technical personal and craftsman	24	---	
	Unemployed	4	144.50		Unemployed	--	---		Unemployed	---	---		Unemployed	4	---	
	Public service	30	113.57		Public service	56	---		Public service	14	133.68		Public service	79	---	
	Students	55	131.85		Students	28	---		Students	13	121.12		Students	23	---	
	Others	7	111.36		Others	12	---		Others	5	135.60		Others	17	---	
Personal Loan	Administrative personal	15	112.73	.104	Administrative personal	16	---	---	Administrative personal	31	122.68	.020	Administrative personal	29	---	---
	Professionals	69	115.09		Professionals	103	---		Professionals	86	128.08		Professionals	93	---	
	Executives	5	105.00		Executives	9	---		Executives	25	130.14		Executives	6	---	
	Tradesman and salesman	25	109.64		Tradesman and salesman	27	---		Tradesman and salesman	70	154.35		Tradesman and salesman	37	---	
	Technical personal and craftsman	22	110.27		Technical personal and craftsman	18	---		Technical personal and craftsman	25	135.52		Technical personal and craftsman	24	---	
	Unemployed	4	105.00		Unemployed	--	---		Unemployed	---	---		Unemployed	4	---	
	Public service	30	108.87		Public service	56	---		Public service	14	123.61		Public service	79	---	
	Students	55	130.31		Students	28	---		Students	13	134.69		Students	23	---	
	Others	7	121.57		Others	12	---		Others	5	114.00		Others	17	---	
Murabaha	Administrative personal	15	---	---	Administrative personal	16	145.66	.025	Administrative personal	31	---	---	Administrative personal	29	180.21	.000
	Professionals	69	---		Professionals	103	133.99		Professionals	86	---		Professionals	93	153.48	
	Executives	5	---		Executives	9	84.94		Executives	25	---		Executives	6	182.00	
	Tradesman and salesman	25	---		Tradesman and salesman	27	154.69		Tradesman and salesman	70	---		Tradesman and salesman	37	191.84	
	Technical personal and craftsman	22	---		Technical personal and craftsman	18	144.72		Technical personal and craftsman	25	---		Technical personal and craftsman	24	149.50	
	Unemployed	4	---		Unemployed	---	---		Unemployed	---	---		Unemployed	4	156.00	
	Public service	30	---		Public service	56	120.44		Public service	14	---		Public service	79	127.37	
	Students	55	---		Students	28	161.27		Students	13	---		Students	23	200.09	
	Others	7	---		Others	12	114.83		Others	5	---		Others	17	133.06	

Table 7.6 Continued..

Mudarah	Administrative personal	15	---	---	Administrative personal	16	117.88	.358	Administrative personal	31	---	---	Administrative personal	29	162.24	.637
	Professionals	69	---		Professionals	103	134.52		Professionals	86	---		Professionals	93	151.19	
	Executives	5	---		Executives	9	121.61		Executives	25	---		Executives	6	147.00	
	Tradesman and salesman	25	---		Tradesman and salesman	27	126.59		Tradesman and salesman	70	---		Tradesman and salesman	37	168.78	
	Technical personal and craftsman	22	---		Technical personal and craftsman	18	144.03		Technical personal and craftsman	25	---		Technical personal and craftsman	24	153.50	
	Unemployed	4	---		Unemployed	--			Unemployed	---	---		Unemployed	4	173.00	
	Public service	30	---		Public service	56	144.29		Public service	14	---		Public service	79	153.25	
	Students	55	---		Students	28	137.09		Students	13	---		Students	23	166.22	
	Others	7	---		Others	12	129.08		Others	5	---		Others	17	154.65	
Musharakah	Administrative personal	15	---	---	Administrative personal	16	144.59	.759	Administrative personal	31	---	---	Administrative personal	29	163.24	.002
	Professionals	69	---		Professionals	103	138.64		Professionals	86	---		Professionals	93	157.23	
	Executives	5	---		Executives	9	123.11		Executives	25	---		Executives	6	174.00	
	Tradesman and salesman	25	---		Tradesman and salesman	27	128.09		Tradesman and salesman	70	---		Tradesman and salesman	37	174.00	
	Technical personal and craftsman	22	---		Technical personal and craftsman	18	130.58		Technical personal and craftsman	25	---		Technical personal and craftsman	24	154.50	
	Unemployed	4	---		Unemployed	---	---		Unemployed	---	---		Unemployed	4	174.00	
	Public service	30	---		Public service	56	136.19		Public service	14	---		Public service	79	150.30	
	Students	55	---		Students	28	133.79		Students	13	---		Students	23	167.22	
	Others	7	---		Others	12	119.38		Others	5	---		Others	17	109.76	
Ijarah	Administrative personal	15	---	---	Administrative personal	16	162.50	.463	Administrative personal	31	---	---	Administrative personal	29	167.86	.115
	Professionals	69	---		Professionals	103	136.38		Professionals	86	---		Professionals	93	160.52	
	Executives	5	---		Executives	9	147.56		Executives	25	---		Executives	6	158.00	
	Tradesman and salesman	25	---		Tradesman and salesman	27	127.63		Tradesman and salesman	70	---		Tradesman and salesman	37	167.14	
	Technical personal and craftsman	22	---		Technical personal and craftsman	18	132.61		Technical personal and craftsman	25	---		Technical personal and craftsman	24	158.00	
	Unemployed	4	---		Unemployed	---	---		Unemployed	---	---		Unemployed	4	145.00	
	Public service	30	---		Public service	56	131.28		Public service	14	---		Public service	79	140.56	
	Students	55	---		Students	28	133.68		Students	13	---		Students	23	177.22	
	Others	7	---		Others	12	117.67		Others	5	---		Others	17	138.12	

Table 7.6 Continued..

Istisnah	Administrative personal	15	---	---	Administrative personal	16	143.69	.608	Administrative personal	31	---	---	Administrative personal	29	175.50	.000
	Professionals	69	---		Professionals	103	138.30		Professionals	86	---		Professionals	93	162.08	
	Executives	5	---		Executives	9	115.67		Executives	25	---		Executives	6	149.50	
	Tradesman and salesman	25	---		Tradesman and salesman	27	120.65		Tradesman and salesman	70	---		Tradesman and salesman	37	175.50	
	Technical personal and craftsman	22	---		Technical personal and craftsman	18	123.14		Technical personal and craftsman	25	---		Technical personal and craftsman	24	156.00	
	Unemployed	4	---		Unemployed	---	---		Unemployed	---	---		Unemployed	4	175.50	
	Public service	30	---		Public service	56	136.48		Public service	14	---		Public service	79	139.96	
	Students	55	---		Students	28	141.29		Students	13	---		Students	23	168.72	
	Others	7	---		Others	12	138.08		Others	5	---		Others	17	111.26	
Sukuk	Administrative personal	15	---	---	Administrative personal	16	139.09	.921	Administrative personal	31	---	---	Administrative personal	29	161.62	.042
	Professionals	69	---		Professionals	103	133.14		Professionals	86	---		Professionals	93	160.29	
	Executives	5	---		Executives	9	147.50		Executives	25	---		Executives	6	141.00	
	Tradesman and salesman	25	---		Tradesman and salesman	27	137.54		Tradesman and salesman	70	---		Tradesman and salesman	37	167.00	
	Technical personal and craftsman	22	---		Technical personal and craftsman	18	140.03		Technical personal and craftsman	25	---		Technical personal and craftsman	24	154.00	
	Unemployed	4	---		Unemployed	--			Unemployed	---	---		Unemployed	4	167.00	
	Public service	30	---		Public service	56	135.49		Public service	14	---		Public service	79	143.30	
	Students	55	---		Students	28	128.29		Students	13	---		Students	23	167.00	
	Others	7	---		Others	12	136.29		Others	5	---		Others	17	157.82	
Bai Al Salam	Administrative personal	15	---	---	Administrative personal	16	148.00	.749	Administrative personal	31	---	---	Administrative personal	29	166.00	.042
	Professionals	69	---		Professionals	103	134.94		Professionals	86	---		Professionals	93	157.61	
	Executives	5	---		Executives	9	148.00		Executives	25	---		Executives	6	166.00	
	Tradesman and salesman	25	---		Tradesman and salesman	27	128.07		Tradesman and salesman	70	---		Tradesman and salesman	37	166.00	
	Technical personal and craftsman	22	---		Technical personal and craftsman	18	133.06		Technical personal and craftsman	25	---		Technical personal and craftsman	24	159.50	
	Unemployed	4	---		Unemployed	--			Unemployed	---	---		Unemployed	4	166.00	
	Public service	30	---		Public service	56	135.99		Public service	14	---		Public service	79	144.28	
	Students	55	---		Students	28	133.59		Students	13	---		Students	23	166.00	
	Others	7	---		Others	12	125.58		Others	5	---		Others	17	147.65	

Table 7.6 Continued..

Tawarruq	Administrative personal	15	---	---	Administrative personal	16	133.47	.033	Administrative personal	31	---	---	Administrative personal	29	167.47	.166
	Professionals	69	---		Professionals	103	135.02		Professionals	86	---		Professionals	93	165.21	
	Executives	5	---		Executives	9	100.78		Executives	25	---		Executives	6	132.50	
	Tradesman and salesman	25	---		Tradesman and salesman	27	140.63		Tradesman and salesman	70	---		Tradesman and salesman	37	155.69	
	Technical personal and craftsman	22	---		Technical personal and craftsman	18	123.19		Technical personal and craftsman	25	---		Technical personal and craftsman	24	158.50	
	Unemployed	4	---		Unemployed	--			Unemployed	---	---		Unemployed	4	210.50	
	Public service	30	---		Public service	56	141.88		Public service	14	---		Public service	79	139.41	
	Students	55	---		Students	28	156.29		Students	13	---		Students	23	176.59	
	Others	7	---		Others	12	85.83		Others	5	---		Others	17	137.09	

Table 7.7 Nationality of Customers – Man Whitney Test for Respondents from Conventional and Islamic Banks in Kuwait and Qatar

Banks	Kuwait Conventional Banks				Kuwait Islamic Banks				Qatar Conventional Banks				Qatar Islamic Banks			
Products	Nationality	N	Mean Rank	Asymp. Sig	Nationality	N	Mean Rank	Asymp. Sig	Nationality	N	Mean Rank	Asymp. Sig	Nationality	N	Mean Rank	Asymp. Sig
Saving Account	Kuwaiti	125	112.71	.029	Kuwaiti	139	126.93	.001	Qatari	38	128.66	.384	Qatari	126	157.69	.529
	Expat	107	120.93		Expat	130	143.25		Expat	231	136.04		Expat	186	155.69	
Current Account	Kuwaiti	125	111.56	.082	Kuwaiti	139	130.54	.247	Qatari	38	127.54	.179	Qatari	126	151.24	.014
	Expat	107	122.27		Expat	130	139.56		Expat	231	136.23		Expat	186	160.06	
Salary Account	Kuwaiti	125	130.26	.000	Kuwaiti	139	143.53	.016	Qatari	38	149.68	.144	Qatari	126	184.98	.000
	Expat	107	100.43		Expat	130	126.28		Expat	231	132.58		Expat	186	137.21	
Corporate Account	Kuwaiti	125	118.59	.495	Kuwaiti	139	144.38	.013	Qatari	38	137.45	.804	Qatari	126	148.64	.073
	Expat	107	114.06		Expat	130	125.41		Expat	231	134.60		Expat	186	161.82	
Premium Account	Kuwaiti	125	106.17	.002	Kuwaiti	139	110.81	.000	Qatari	38	133.72	.868	Qatari	126	126.17	.000
	Expat	107	128.57		Expat	130	159.74		Expat	231	135.21		Expat	186	177.05	
Credit Card	Kuwaiti	125	113.07	.069	Kuwaiti	139	121.40	.000	Qatari	38	134.12	.876	Qatari	126	148.67	.018
	Expat	107	120.51		Expat	130	148.91		Expat	231	135.15		Expat	186	161.81	
Deposit Box	Kuwaiti	125	116.26	.940	Kuwaiti	139	125.54	.010	Qatari	38	145.22	.250	Qatari	126	136.37	.000
	Expat	107	116.78		Expat	130	144.67		Expat	231	133.32		Expat	186	170.13	
Letter of Guarantee	Kuwaiti	125	117.08	.830	Kuwaiti	139	144.24	.007	Qatari	38	143.34	.270	Qatari	126	156.69	.958
	Expat	107	115.82		Expat	130	125.55		Expat	231	133.63		Expat	186	156.37	
Letter of Credit	Kuwaiti	125	116.16	.899	Kuwaiti	139	142.24	.030	Qatari	38	147.38	.105	Qatari	126	157.90	.679
	Expat	107	116.90		Expat	130	127.59		Expat	231	132.96		Expat	186	155.55	
Foreign Exchange	Kuwaiti	125	118.98	.381	Kuwaiti	139	141.66	.032	Qatari	38	142.25	.472	Qatari	126	155.26	.757
	Expat	107	113.60		Expat	130	128.19		Expat	231	133.81		Expat	186	157.34	
Telephone Banking	Kuwaiti	125	116.43	.912	Kuwaiti	139	134.99	.987	Qatari	38	126.54	.143	Qatari	126	156.50	1.000
	Expat	107	116.58		Expat	130	135.01		Expat	231	136.39		Expat	186	156.50	
Internet Banking	Kuwaiti	125	111.56	.082	Kuwaiti	139	128.20	.053	Qatari	38	138.09	.752	Qatari	126	141.17	.004
	Expat	107	122.27		Expat	130	141.95		Expat	231	134.49		Expat	186	166.89	
Bond	Kuwaiti	125	115.73	.778	Kuwaiti	139	---	---	Qatari	38	140.72	.500	Qatari	126	---	---
	Expat	107	117.40		Expat	130	---		Expat	231	134.06		Expat	186	---	
Housing Loan	Kuwaiti	125	99.68	.000	Kuwaiti	139	---	---	Qatari	38	97.28	.000	Qatari	126	---	---
	Expat	107	136.14		Expat	130	---		Expat	231	141.21		Expat	186	---	
Car Loan	Kuwaiti	125	109.55	.037	Kuwaiti	139	---	---	Qatari	38	115.12	.019	Qatari	126	---	---
	Expat	107	124.62		Expat	130	---		Expat	231	138.27		Expat	186	---	
Business Loan	Kuwaiti	125	114.80	.575	Kuwaiti	139	---	---	Qatari	38	137.72	.739	Qatari	126	---	---
	Expat	107	118.48		Expat	130	---		Expat	231	134.55		Expat	186	---	
Personal Loan	Kuwaiti	125	116.14	.863	Kuwaiti	139	---	---	Qatari	38	114.00	.004	Qatari	126	---	---
	Expat	107	116.93		Expat	130	---		Expat	231	138.45		Expat	186	---	

Table 7.7 Continued..

Murabaha	Kuwaiti	125	---	---	Kuwaiti	139	129.34	.163	Qatari	38	---	---	Qatari	126	139.90	.002
	Expat	107	---		Expat	130	140.79		Expat	231	---		Expat	186	167.74	
Mudarabah	Kuwaiti	125	---	---	Kuwaiti	139	134.69	.907	Qatari	38	---	---	Qatari	126	149.48	.034
	Expat	107	---		Expat	130	135.32		Expat	231	---		Expat	186	161.26	
Musharakah	Kuwaiti	125	---	---	Kuwaiti	139	130.25	.086	Qatari	38	---	---	Qatari	126	146.76	.004
	Expat	107	---		Expat	130	139.85		Expat	231	---		Expat	186	163.10	
Ijarah	Kuwaiti	125	---	---	Kuwaiti	139	127.89	.030	Qatari	38	---	---	Qatari	126	144.38	.003
	Expat	107	---		Expat	130	142.27		Expat	231	---		Expat	186	164.71	
Istisnah	Kuwaiti	125	---	---	Kuwaiti	139	134.79	.947	Qatari	38	---	---	Qatari	126	148.26	.019
	Expat	107	---		Expat	130	135.22		Expat	231	---		Expat	186	162.08	
Sukuk	Kuwaiti	125	---	---	Kuwaiti	139	134.64	.880	Qatari	38	---	---	Qatari	126	147.19	.001
	Expat	107	---		Expat	130	135.36		Expat	231	---		Expat	186	162.81	
Bai Al Salam	Kuwaiti	125	---	---	Kuwaiti	139	133.17	.445	Qatari	38	---	---	Qatari	126	152.38	.109
	Expat	107	---		Expat	130	136.88		Expat	231	---		Expat	186	159.29	
Tawarruq	Kuwaiti	125	---	---	Kuwaiti	139	132.97	.587	Qatari	38	---	---	Qatari	126	152.31	.412
	Expat	107	---		Expat	130	137.07		Expat	231	---		Expat	186	159.34	

Table 7.8 Ethnic Origin of Customers - Kruskal-Wallis Test for Respondents from Conventional and Islamic Banks in Kuwait and Qatar

Banks	Kuwait Conventional Banks				Kuwait Islamic Banks				Qatar Conventional Banks				Qatar Islamic Banks			
Products	Ethnic origin	N	Mean Rank	Asymp. Sig.	Profession	N	Mean Rank	Asymp. Sig.	Profession	N	Mean Rank	Asymp. Sig.	Profession	N	Mean Rank	Asymp. Sig.
Saving Account	GCC National	128	111.72	.000	GCC National	137	124.93	.000	GCC National	42	127.31	.824	GCC National	134	157.32	.801
	Non GCC Arab	80	117.70		Non GCC Arab	107	142.37		Non GCC Arab	130	139.33		Non GCC Arab	150	155.66	
	Western- European	---	---		Western- European	---	---		Western- European	3	159.33		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	114.50		Western - Others	---	---	
	Asian Filipino	7	158.71		Asian Filipino	2	255.50		Asian Filipino	30	132.43		Asian Filipino	4	151.50	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	148.13		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	132.20		South Asian	16	163.03		South Asian	39	128.29		South Asian	10	167.10	
	African	---	---		African	---	---		African	9	129.44		African	5	151.50	
	Others	2	109.00		Others	7	121.00		Others	11	138.95		Others	9	151.50	
Current Account	GCC National	128	112.03	.000	GCC National	137	129.25	.276	GCC National	42	127.20	.018	GCC National	134	152.33	.093
	Non GCC Arab	80	114.75		Non GCC Arab	107	138.02		Non GCC Arab	130	136.42		Non GCC Arab	150	159.36	
	Western- European	---	---		Western- European	---	---		Western- European	3	124.00		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	258.50		Western - Others	---	---	
	Asian Filipino	7	192.43		Asian Filipino	2	165.25		Asian Filipino	30	146.42		Asian Filipino	4	189.00	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	124.00		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	131.67		South Asian	16	164.66		South Asian	39	127.45		South Asian	10	165.60	
	African	---	---		African	---	---		African	9	138.94		African	5	150.00	
	Others	2	93.00		Others	7	127.43		Others	11	136.23		Others	9	150.00	
Salary Account	GCC National	128	128.22	.000	GCC National	137	145.18	.008	GCC National	42	144.14	.464	GCC National	134	180.56	.000
	Non GCC Arab	80	103.75		Non GCC Arab	107	126.14		Non GCC Arab	130	137.37		Non GCC Arab	150	138.82	
	Western- European	---	---		Western- European	---	---		Western- European	3	147.33		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	192.00		Western - Others	---	---	
	Asian Filipino	7	98.57		Asian Filipino	2	101.00		Asian Filipino	30	132.03		Asian Filipino	4	91.50	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	125.00		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	82.00		South Asian	16	101.00		South Asian	39	112.97		South Asian	10	146.10	
	African	---	---		African	---	---		African	9	162.22		African	5	146.10	
	Others	2	198.00		Others	7	158.64		Others	11	131.09		Others	9	139.17	

Table 7.8 Continued..

Corporate Account	GCC National	128	117.41	.456	GCC National	137	142.66	.137	GCC National	42	138.96	.768	GCC National	134	151.08	.687
	Non GCC Arab	80	112.15		Non GCC Arab	107	126.46		Non GCC Arab	130	138.37		Non GCC Arab	150	159.34	
	Western- European	---	---		Western- European	---	---		Western- European	3	142.17		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	187.00		Western - Others	---	---	
	Asian Filipino	7	145.50		Asian Filipino	2	178.00		Asian Filipino	30	133.20		Asian Filipino	4	189.50	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	86.13		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	114.57		South Asian	16	135.97		South Asian	39	128.37		South Asian	10	173.90	
	African	---	---		African	---	---		African	9	112.28		African	5	158.30	
	Others	2	145.50		Others	7	101.14		Others	11	138.09		Others	9	154.83	
Premium Account	GCC National	128	106.38	.015	GCC National	137	109.37	.000	GCC National	42	138.79	.812	GCC National	134	129.14	.000
	Non GCC Arab	80	128.85		Non GCC Arab	107	162.89		Non GCC Arab	130	134.20		Non GCC Arab	150	175.74	
	Western- European	---	---		Western- European	---	---		Western- European	3	113.17		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	158.00		Western - Others	---	---	
	Asian Filipino	7	153.50		Asian Filipino	2	183.19		Asian Filipino	30	140.07		Asian Filipino	4	195.50	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	124.38		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	122.57		South Asian	16	166.19		South Asian	39	140.76		South Asian	10	179.90	
	African	---	---		African	---	---		African	9	113.17		African	5	164.30	
	Others	2	95.50		Others	7	125.36		Others	11	121.32		Others	9	195.50	
Credit Card	GCC National	128	112.03	.049	GCC National	137	120.35	.000	GCC National	42	133.11	.450	GCC National	134	148.15	.003
	Non GCC Arab	80	122.00		Non GCC Arab	107	152.72		Non GCC Arab	130	132.81		Non GCC Arab	150	161.84	
	Western- European	---	---		Western- European	---	---		Western- European	3	168.33		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	123.50		Western - Others	---	---	
	Asian Filipino	7	140.64		Asian Filipino	2	179.75		Asian Filipino	30	145.92		Asian Filipino	4	140.00	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	123.50		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	115.23		South Asian	16	146.13		South Asian	39	130.40		South Asian	10	155.60	
	African	---	---		African	---	---		African	9	138.44		African	5	140.00	
	Others	2	107.50		Others	7	112.50		Others	11	147.95		Others	9	209.33	

Table 7.8 Continued..

Deposit Box	GCC National	128	114.28	.793	GCC National	137	124.91	.064	GCC National	42	137.98	.129	GCC National	134	138.45	.002
	Non GCC Arab	80	118.13		Non GCC Arab	107	143.83		Non GCC Arab	130	132.75		Non GCC Arab	150	169.38	
	Western- European	---	---		Western- European	---	---		Western- European	3	170.00		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	35.50		Western - Others	---	---	
	Asian Filipino	7	130.50		Asian Filipino	2	174.00		Asian Filipino	30	161.03		Asian Filipino	4	190.50	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	102.75		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	123.90		South Asian	16	157.19		South Asian	39	125.17		South Asian	10	159.50	
	African	---	---		African	---	---		African	9	125.17		African	5	159.50	
	Others	2	89.25		Others	7	135.57		Others	11	133.32		Others	9	190.50	
Letter of Guarantee	GCC National	128	116.66	.697	GCC National	137	143.42	.036	GCC National	42	135.08	.474	GCC National	134	157.87	.418
	Non GCC Arab	80	114.30		Non GCC Arab	107	128.29		Non GCC Arab	130	132.67		Non GCC Arab	150	152.58	
	Western- European	---	---		Western- European	---	---		Western- European	3	157.50		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	23.00		Western - Others	---	---	
	Asian Filipino	7	137.50		Asian Filipino	2	166.00		Asian Filipino	30	139.57		Asian Filipino	4	137.50	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	157.50		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	114.30		South Asian	16	123.97		South Asian	39	136.81		South Asian	10	176.50	
	African	---	---		African	---	---		African	9	127.61		African	5	176.50	
	Others	2	137.50		Others	7	89.14		Others	11	145.27		Others	9	176.50	
Letter of Credit	GCC National	128	115.75	.722	GCC National	137	141.42	.200	GCC National	42	141.99	.507	GCC National	134	158.87	.792
	Non GCC Arab	80	115.75		Non GCC Arab	107	130.06		Non GCC Arab	130	133.17		Non GCC Arab	150	155.28	
	Western- European	---	---		Western- European	---	---		Western- European	3	158.00		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	23.50		Western - Others	---	---	
	Asian Filipino	7	137.50		Asian Filipino	2	164.00		Asian Filipino	30	135.58		Asian Filipino	4	174.00	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	124.38		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	114.30		South Asian	16	121.97		South Asian	39	133.86		South Asian	10	158.40	
	African	---	---		African	---	---		African	9	128.11		African	5	142.80	
	Others	2	137.50		Others	7	106.36		Others	11	145.77		Others	9	139.33	

Table 7.8 Continued..

Foreign Exchange	GCC National	128	119.28	.646	GCC National	137	142.42	.087	GCC National	42	139.05	.850	GCC National	134	153.78	.422
	Non GCC Arab	80	111.85		Non GCC Arab	107	127.34		Non GCC Arab	130	136.04		Non GCC Arab	150	158.58	
	Western- European	---	---		Western- European	---	---		Western- European	3	164.67		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	75.00		Western - Others	---	---	
	Asian Filipino	7	109.57		Asian Filipino	2	178.25		Asian Filipino	30	133.28		Asian Filipino	4	208.50	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	108.63		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	116.20		South Asian	16	119.41		South Asian	39	137.08		South Asian	10	161.70	
	African	---	---		African	---	---		African	9	104.89		African	5	130.50	
	Others	2	151.00		Others	7	130.21		Others	11	136.14		Others	9	147.83	
Telephone Banking	GCC National	128	116.41	.154	GCC National	137	134.98	.115	GCC National	42	128.90	.855	GCC National	134	156.50	1.000
	Non GCC Arab	80	115.50		Non GCC Arab	107	134.00		Non GCC Arab	130	138.02		Non GCC Arab	150	156.50	
	Western- European	---	---		Western- European	---	---		Western- European	3	122.50		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	122.50		Western - Others	---	---	
	Asian Filipino	7	115.50		Asian Filipino	2	134.00		Asian Filipino	30	140.43		Asian Filipino	4	156.50	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	122.50		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	123.23		South Asian	16	142.41		South Asian	39	129.40		South Asian	10	156.50	
	African	---	---		African	---	---		African	9	137.44		African	5	156.50	
	Others	2	115.50		Others	7	134.00		Others	11	134.73		Others	9	156.50	
Internet Banking	GCC National	128	110.22	.003	GCC National	137	127.03	.070	GCC National	42	139.44	.171	GCC National	134	143.37	.051
	Non GCC Arab	80	119.10		Non GCC Arab	107	142.98		Non GCC Arab	130	135.70		Non GCC Arab	150	162.66	
	Western- European	---	---		Western- European	---	---		Western- European	3	129.83		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	219.50		Western - Others	---	---	
	Asian Filipino	7	175.86		Asian Filipino	2	101.50		Asian Filipino	30	156.73		Asian Filipino	4	197.50	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	85.00		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	131.67		South Asian	16	160.34		South Asian	39	116.04		South Asian	10	205.30	
	African	---	---		African	---	---		African	9	144.78		African	5	142.90	
	Others	2	93.00		Others	7	120.71		Others	11	121.68		Others	9	184.50	

Table 7.8 Continued..

Bond	GCC National	128	114.44	.485	GCC National	137	---	---	GCC National	42	136.18	.068	GCC National	134	---	---
	Non GCC Arab	80	119.15		Non GCC Arab	107	---		Non GCC Arab	130	135.00		Non GCC Arab	150	---	
	Western- European	---	---		Western- European	---	---		Western- European	3	165.00		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	165.00		Western - Others	---	---	
	Asian Filipino	7	138.00		Asian Filipino	2	---		Asian Filipino	30	151.55		Asian Filipino	4	---	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	64.13		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	114.80		South Asian	16	---		South Asian	39	127.06		South Asian	10	---	
	African	---	---		African	---	---		African	9	105.22		African	5	---	
	Others	2	80.00		Others	7	---		Others	11	152.77		Others	9	---	
Housing Loan	GCC National	128	100.34	.000	GCC National	137	---	---	GCC National	42	97.62	.001	GCC National	134	---	---
	Non GCC Arab	80	134.60		Non GCC Arab	107	---		Non GCC Arab	130	137.18		Non GCC Arab	150	---	
	Western- European	---	---		Western- European	---	---		Western- European	3	161.67		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	206.50		Western - Others	---	---	
	Asian Filipino	7	149.93		Asian Filipino	2	---		Asian Filipino	30	170.63		Asian Filipino	4	---	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	105.63		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	143.30		South Asian	16	---		South Asian	39	140.97		South Asian	10	---	
	African	---	---		African	---	---		African	9	116.83		African	5	---	
	Others	2	108.50		Others	7	---		Others	11	145.36		Others	9	---	
Car Loan	GCC National	128	108.81	.011	GCC National	137	---	---	GCC National	42	114.11	.118	GCC National	134	---	---
	Non GCC Arab	80	120.05		Non GCC Arab	107	---		Non GCC Arab	130	142.78		Non GCC Arab	150	---	
	Western- European	---	---		Western- European	---	---		Western- European	3	149.33		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	104.50		Western - Others	---	---	
	Asian Filipino	7	177.43		Asian Filipino	2	---		Asian Filipino	30	135.88		Asian Filipino	4	---	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	104.50		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	132.13		South Asian	16	---		South Asian	39	125.19		South Asian	10	---	
	African	---	---		African	---	---		African	9	149.33		African	5	---	
	Others	2	136.00		Others	7	---		Others	11	153.41		Others	9	---	

Table 7.8 Continued..

Business Loan	GCC National	128	113.69	.489	GCC National	137	---	---	GCC National	42	133.68	.372	GCC National	134	---	---
	Non GCC Arab	80	118.40		Non GCC Arab	107	---		Non GCC Arab	130	134.57		Non GCC Arab	150	---	
	Western- European	---	---		Western- European	---	---		Western- European	3	117.67		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	162.50		Western - Others	---	---	
	Asian Filipino	7	144.50		Asian Filipino	2	---		Asian Filipino	30	153.53		Asian Filipino	4	---	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	95.25		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	113.57		South Asian	16	---		South Asian	39	128.01		South Asian	10	---	
	African	---	---		African	---	---		African	9	117.67		African	5	---	
	Others	2	144.50		Others	7	---		Others	11	150.27		Others	9	---	
Personal Loan	GCC National	128	116.78	.518	GCC National	137	---	---	GCC National	42	114.00	.012	GCC National	134	---	---
	Non GCC Arab	80	115.15		Non GCC Arab	107	---		Non GCC Arab	130	137.80		Non GCC Arab	150	---	
	Western- European	---	---		Western- European	---	---		Western- European	3	203.67		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	114.00		Western - Others	---	---	
	Asian Filipino	7	138.14		Asian Filipino	2	---		Asian Filipino	30	140.90		Asian Filipino	4	---	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	114.00		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	112.73		South Asian	16	---		South Asian	39	131.24		South Asian	10	---	
	African	---	---		African	---	---		African	9	143.89		African	5	---	
	Others	2	105.00		Others	7	---		Others	11	162.91		Others	9	---	
Murabaha	GCC National	128	---	---	GCC National	137	128.91	.001	GCC National	42	---	---	GCC National	134	139.70	.001
	Non GCC Arab	80	---		Non GCC Arab	107	130.34		Non GCC Arab	130	---		Non GCC Arab	150	162.24	
	Western- European	---	---		Western- European	---	---		Western- European	3	---		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	---		Western - Others	---	---	
	Asian Filipino	7	---		Asian Filipino	2	204.50		Asian Filipino	30	---		Asian Filipino	4	234.00	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	---		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	---		South Asian	16	196.09		South Asian	39	---		South Asian	10	202.80	
	African	---	---		African	---	---		African	9	---		African	5	171.60	
	Others	2	---		Others	7	166.07		Others	11	---		Others	9	216.67	

Table 7.8 Continued..

Mudarabah	GCC National	128	---	---	GCC National	137	134.81	.367	GCC National	42	---	---	GCC National	134	148.55	.189
	Non GCC Arab	80	---		Non GCC Arab	107	133.90		Non GCC Arab	130	---		Non GCC Arab	150	161.56	
	Western- European	---	---		Western- European	---	---		Western- European	3	---		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	---		Western - Others	---	---	
	Asian Filipino	7	---		Asian Filipino	2	151.50		Asian Filipino	30	---		Asian Filipino	4	173.00	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	---		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	---		South Asian	16	151.50		South Asian	39	---		South Asian	10	157.40	
	African	---	---		African	---	---		African	9	---		African	5	173.00	
	Others	2	---		Others	7	113.07		Others	11	---		Others	9	173.00	
Musharakah	GCC National	128	---	---	GCC National	137	130.42	.253	GCC National	42	---	---	GCC National	134	147.22	.098
	Non GCC Arab	80	---		Non GCC Arab	107	136.66		Non GCC Arab	130	---		Non GCC Arab	150	162.56	
	Western- European	---	---		Western- European	---	---		Western- European	3	---		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	---		Western - Others	---	---	
	Asian Filipino	7	---		Asian Filipino	2	153.00		Asian Filipino	30	---		Asian Filipino	4	174.00	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	---		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	---		South Asian	16	153.00		South Asian	39	---		South Asian	10	158.40	
	African	---	---		African	---	---		African	9	---		African	5	174.00	
	Others	2	---		Others	7	153.00		Others	11	---		Others	9	174.00	
Ijarah	GCC National	128	---	---	GCC National	137	128.14	.139	GCC National	42	---	---	GCC National	134	144.42	.036
	Non GCC Arab	80	---		Non GCC Arab	107	138.62		Non GCC Arab	130	---		Non GCC Arab	150	164.24	
	Western- European	---	---		Western- European	---	---		Western- European	3	---		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	---		Western - Others	---	---	
	Asian Filipino	7	---		Asian Filipino	2	162.50		Asian Filipino	30	---		Asian Filipino	4	184..00	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	---		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	---		South Asian	16	154.09		South Asian	39	---		South Asian	10	152.80	
	African	---	---		African	---	---		African	9	---		African	5	184.00	
	Others	2	---		Others	7	162.50		Others	11	---		Others	9	184.00	

Table 7.8 Continued..

Istisnah	GCC National	128	---	---	GCC National	137	134.97	.602	GCC National	42	---	---	GCC National	134	148.72	.238
	Non GCC Arab	80	---		Non GCC Arab	107	132.85		Non GCC Arab	130	---		Non GCC Arab	150	160.94	
	Western- European	---	---		Western- European	---	---		Western- European	3	---		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	---		Western - Others	---	---	
	Asian Filipino	7	---		Asian Filipino	2	160.50		Asian Filipino	30	---		Asian Filipino	4	175.50	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	---		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	---		South Asian	16	152.09		South Asian	39	---		South Asian	10	159.90	
	African	---	---		African	---	---		African	9	---		African	5	175.50	
	Others	2	---		Others	7	122.07		Others	11	---		Others	9	175.50	
Sukuk	GCC National	128	---	---	GCC National	137	133.76	.272	GCC National	42	---	---	GCC National	134	146.04	.003
	Non GCC Arab	80	---		Non GCC Arab	107	136.19		Non GCC Arab	130	---		Non GCC Arab	150	164.92	
	Western- European	---	---		Western- European	---	---		Western- European	3	---		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	---		Western - Others	---	---	
	Asian Filipino	7	---		Asian Filipino	2	147.50		Asian Filipino	30	---		Asian Filipino	4	167.00	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	---		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	---		South Asian	16	147.50		South Asian	39	---		South Asian	10	151.40	
	African	---	---		African	---	---		African	9	---		African	5	167.00	
	Others	2	---		Others	7	109.07		Others	11	---		Others	9	167.00	
Bai Al Salam	GCC National	128	---	---	GCC National	137	132.29	.572	GCC National	42	---	---	GCC National	134	150.87	0.264
	Non GCC Arab	80	---		Non GCC Arab	107	136.69		Non GCC Arab	130	---		Non GCC Arab	150	160.80	
	Western- European	---	---		Western- European	---	---		Western- European	3	---		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	---		Western - Others	---	---	
	Asian Filipino	7	---		Asian Filipino	2	148.00		Asian Filipino	30	---		Asian Filipino	4	166.00	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	---		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	---		South Asian	16	148.00		South Asian	39	---		South Asian	10	150.40	
	African	---	---		African	---	---		African	9	---		African	5	166.00	
	Others	2	---		Others	7	128.79		Others	11	---		Others	9	166.00	

Table 7.8 Continued..

Tawarruq	GCC National	128	---	---	GCC National	137	131.32	.638	GCC National	42	---	---	GCC National	134	151.13	.514
	Non GCC Arab	80	---		Non GCC Arab	107	139.05		Non GCC Arab	130	---		Non GCC Arab	150	157.46	
	Western- European	---	---		Western- European	---	---		Western- European	3	---		Western- European	---	---	
	Western - Others	---	---		Western - Others	---	---		Western - Others	1	---		Western - Others	---	---	
	Asian Filipino	7	---		Asian Filipino	2	175.50		Asian Filipino	30	---		Asian Filipino	4	210.50	
	Asian Indonesian	---	---		Asian Indonesian	---	---		Asian Indonesian	4	---		Asian Indonesian	---	---	
	Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---		Asian Chinese	---	---	
	South Asian	15	---		South Asian	16	141.88		South Asian	39	---		South Asian	10	179.30	
	African	---	---		African	---	---		African	9	---		African	5	179.30	
	Others	2	---		Others	7	117.86		Others	11	---		Others	9	158.50	

Table 7.10 Kaiser-Meyer-Olkin and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.916
Bartlett's Test of Sphericity	Approx. Chi-Square	11227.419
	Df	861
	Sig.	0.000

Table 7.11 Total Variance Explained for perception of service quality

Item	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.484	29.724	29.724	12.484	29.724	29.724	5.524	13.151	13.151
2	3.176	7.562	37.285	3.176	7.562	37.285	3.785	9.013	22.164
3	2.149	5.117	42.403	2.149	5.117	42.403	3.332	7.934	30.097
4	1.940	4.618	47.021	1.940	4.618	47.021	3.055	7.274	37.372
5	1.667	3.970	50.991	1.667	3.970	50.991	2.703	6.435	43.806
6	1.486	3.537	54.528	1.486	3.537	54.528	2.404	5.724	49.530
7	1.313	3.127	57.655	1.313	3.127	57.655	1.858	4.423	53.953
8	1.172	2.791	60.446	1.172	2.791	60.446	1.646	3.919	57.871
9	1.107	2.635	63.081	1.107	2.635	63.081	1.633	3.888	61.759
10	1.049	2.497	65.578	1.049	2.497	65.578	1.604	3.819	65.578
11	.967	2.301	67.880						
12	.849	2.022	69.901						
13	.797	1.897	71.799						
14	.753	1.793	73.592						
15	.723	1.721	75.313						
16	.701	1.670	76.983						
17	.649	1.546	78.529						
18	.633	1.506	80.035						
19	.588	1.400	81.435						
20	.575	1.368	82.803						
21	.553	1.317	84.120						
22	.537	1.279	85.399						
23	.490	1.167	86.566						
24	.485	1.156	87.722						
25	.453	1.079	88.800						
26	.439	1.045	89.846						
27	.427	1.018	90.863						
28	.410	.975	91.839						
29	.388	.924	92.762						
30	.347	.827	93.590						
31	.314	.748	94.338						
32	.300	.714	95.051						
33	.284	.675	95.727						
34	.264	.629	96.356						
35	.251	.597	96.953						
36	.237	.564	97.517						
37	.212	.504	98.021						
38	.204	.486	98.508						
39	.185	.440	98.948						
40	.163	.389	99.337						
41	.148	.352	99.689						
42	.131	.311	100.000						
Extraction Method: Principal Component Analysis.									

Table 7.12 Rotated Component Matrix for Perception of Service quality

Items	Component										Communalities
	1	2	3	4	5	6	7	8	9	10	
The bank staff provides a pleasant experience	.811										.760
Sufficient time is given to customers to solve their need	.763										.684
All the features of the product/s and services was explained clearly when bank staff are approached	.747										.661
The bank always delivers products as promised	.743										.708
The bank staffs are always helpful when approached	.732										.652
The bank staffs are confident and competent	.707	.302									.659
The bank's staff are well trained and knowledgeable	.658	.426									.691
The staff at bank are polite	.648										.542
The bank has good customer relationship	.439	.312									.549
The processing of application always is done efficiently	.305	.748									.752
The bank always process all matters and transaction in set timely manner	.341	.736									.745
Always accurate transaction without errors		.688									.617
Quick response in delivering service efficiently		.680									.611
Adequate staff availability to solve my problems		.585								.319	.598
Forms are clear and easy to understand		.549									.439
The bank provides secured banking at all time (non-internet based)			.820								.762
The bank has a good management team			.734								.663
The ability of the bank to provide confidentiality is excellent			.731								.670
The bank is well established			.702								.534
Internet banking is secured for use with personal details			.570	.465							.601
Clear bank statement			.322								.347
The information provided by the banks website is always detailed and well-structured to meet the need of customers				.868							.840
The internet banking provided by the bank is always easy to use and clear.				.867							.825
The website is always tailored/customized to solve individual customer need and problem				.806							.766

Table 7.12 Continued..

The bank uses latest technology and equipment's				.411				.400			.471
The phone banking customer service answered my calls promptly					.836						.819
All my complaints were dealt efficiently and promptly					.802						.814
The bank always provides good reliable telephone banking (help and support)					.802						.772
The bank provide reliable and efficient SMS service					.446	.300					.433
The bank pays competitive return on investment						.739					.612
The bank provides good availability of credit limit						.675					.584
The CSR role of the bank is satisfactory (such as helping the community, helping the poor <i>etc.</i>)						.632					.546
The banks financial performance is very important						.560					.443
Brochure are clear and easy to understand		.301	.316			.319					.422
Modern exterior features							.907				.904
Modern interior decoration							.902				.903
Convenient locations								.740			.702
Availability of sufficient car parking space								.731			.667
The bank provides competitive service charge									.803		.744
The bank provides variety products and services									.783		.739
ATM machines is always full cash availability										.791	.679
The timing and opening hours of the bank is convenient										.707	.611
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 7 iterations. Only coefficients (components values) > 0.30											

**Table 7.13 Ranking of Newly Formed Components for All Kuwaiti Banks
(Perception)**

Components	RCM	Mean	Component Ranking
1- Banking Services			
The bank staff provides a pleasant experience	0.811	4.24	1
Sufficient time is given to customers to solve their need	0.763	4.32	
All the features of the product/s and services was explained clearly when bank staff are approached	0.747	4.18	
The bank always delivers products as promised	0.743	4.20	
The bank staffs are always helpful when approached	0.732	4.36	
The bank staffs are confident and competent	0.707	4.24	
The bank's staff are well trained and knowledgeable	0.658	4.22	
The staff at bank are polite	0.648	4.44	
The bank has good customer relationship	0.439	4.16	
Average mean		4.26	
2- Baking Transactions Processing			
The processing of application is always done efficiently	0.748	4.24	5
The bank always process all matters and transaction in set timely manner	0.736	4.24	
Always accurate transaction without errors	0.688	4.18	
Quick response in delivering service efficiently	0.680	4.24	
Adequate staff availability to solve my problems	0.585	4.04	
Forms are clear and easy to understand	0.549	4.13	
Average Mean		4.18	
3- Security and Management			
The bank provides secured banking at all time (non-internet based)	0.820	4.37	1
The bank has a good management team	0.734	4.15	
The ability of the bank to provide confidentiality is excellent	0.731	4.41	
The bank is well established	0.702	4.27	
Internet banking is secured for use with personal details	0.570	4.21	
Clear bank statement	0.322	4.13	
Average Mean		4.26	
4- Banks Website, Internet Banking and Technology			
The information provided by the banks website is always detailed and well-structured to meet the need of customers	0.868	3.94	8
The internet banking provided by the bank is always easy to use and clear	0.867	3.96	
The website is always tailored/customized to solve individual customer need and problem	0.806	3.82	
The bank uses latest technology and equipment's	0.411	4.15	
Average Mean		3.97	

Table 7.13 Continued..

5- Telephone Banking Services			
The phone banking customer service answered my calls promptly	0.836	3.90	9
All my complaints were dealt efficiently and promptly	0.802	3.87	
The bank always provides good reliable telephone banking (help and support)	0.802	4.06	
The bank provide reliable and efficient SMS service	0.446	4.00	
Average Mean		3.96	
6- Financial Performance and CSR			
The bank pays competitive return on investment	0.739	3.49	10
The bank provides good availability of credit limit	0.675	3.83	
The CSR role of the bank is satisfactory (such as helping the community, helping the poor <i>etc.</i>)	0.632	3.61	
The banks financial performance is very important	0.560	3.58	
Brochure are clear and easy to understand	0.319	3.82	
Average Mean		3.67	
7- Banks Design			
Modern exterior features	.907	4.21	4
Modern interior decoration	.902	4.23	
Average Mean		4.22	
8- Location and Parking Facilities			
Convenient locations	0.740	4.40	6
Availability of sufficient car parking space	0.731	3.89	
Average Mean		4.15	
9- Products and Charges			
The bank provides competitive service charge	0.803	3.89	7
The bank provides variety products and services	0.783	4.27	
Average Mean		4.08	
10- Opening Hours and ATM Services			
ATM machines is always full cash availability	0.791	4.42	3
The timing and opening hours of the bank is convenient	0.707	4.04	
Average Mean		4.23	

Table 7.14 Kaiser-Meyer-Olkin and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.901
Bartlett's Test of Sphericity	Approx. Chi-Square	10671.801
	Df	861
	Sig.	0.000

Table 7.15 Total Variance Explained for Expectation of Service Quality

Item	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.018	26.233	26.233	11.018	26.233	26.233	6.068	14.448	14.448
2	4.066	9.681	35.914	4.066	9.681	35.914	3.996	9.514	23.962
3	2.143	5.103	41.017	2.143	5.103	41.017	3.054	7.271	31.233
4	1.673	3.983	45.000	1.673	3.983	45.000	2.762	6.576	37.809
5	1.590	3.786	48.786	1.590	3.786	48.786	2.167	5.161	42.970
6	1.406	3.346	52.132	1.406	3.346	52.132	2.131	5.074	48.043
7	1.260	3.001	55.133	1.260	3.001	55.133	1.847	4.398	52.441
8	1.244	2.961	58.094	1.244	2.961	58.094	1.587	3.778	56.219
9	1.150	2.738	60.833	1.150	2.738	60.833	1.553	3.698	59.917
10	1.130	2.691	63.523	1.130	2.691	63.523	1.361	3.241	63.159
11	1.046	2.491	66.014	1.046	2.491	66.014	1.199	2.855	66.014
12	.928	2.209	68.222						
13	.844	2.009	70.231						
14	.831	1.978	72.209						
15	.802	1.908	74.118						
16	.767	1.826	75.944						
17	.721	1.716	77.660						
18	.663	1.578	79.237						
19	.651	1.549	80.786						
20	.591	1.407	82.193						
21	.583	1.389	83.582						
22	.542	1.290	84.871						
23	.525	1.250	86.122						
24	.518	1.233	87.355						
25	.472	1.123	88.478						
26	.443	1.055	89.533						
27	.426	1.014	90.547						
28	.406	.966	91.513						
29	.382	.910	92.423						
30	.380	.905	93.328						
31	.358	.853	94.181						
32	.341	.813	94.994						
33	.325	.775	95.768						
34	.281	.669	96.437						
35	.279	.664	97.101						
36	.236	.562	97.663						
37	.224	.532	98.195						
38	.201	.478	98.673						
39	.181	.430	99.103						
40	.155	.369	99.472						
41	.128	.305	99.778						
42	.093	.222	100.000						
Extraction Method: Principal Component Analysis.									

Table 7.16 Rotated Component Matrix Expectation of Service Quality

Items	Component											Communalities
	1	2	3	4	5	6	7	8	9	10	11	
The bank staffs are confident and competent	.760											.664
The bank staffs are always helpful when approached	.756											.673
Sufficient time is given to customers to solve their need	.743											.663
The bank always delivers products as promised	.740											.667
All the features of the product/s and services was explained clearly when bank staff are approached	.738											.678
The bank staff provides a pleasant experience	.725											.635
The bank's staff are well trained and knowledgeable	.720											.635
The staff at bank are polite	.701											.561
The bank has good customer relationship	.437						.350					.534
Always accurate transaction without errors	.305	.746										.712
Quick response in delivering service efficiently	.332	.717										.666
The bank always process all matters and transaction in set timely manner	.413	.710										.708
Adequate staff availability to solve my problems		.659										.561
The processing of application is always done efficiently	.468	.599										.666
Forms are clear and easy to understand	.407	.578										.576
Availability of sufficient car parking space		.483				.310						.529
Convenient locations		.461				.338						.594
The information provided by the banks website is always detailed and well-structured to meet the need of customers			.889									.866
The internet banking provided by the bank is always easy to use and clear			.865									.854
The website is always tailored/customized to solve individual customer need and problem			.865									.848
Internet banking is secured for use with personal details			.504		.459							.584
The phone banking customer service answered my calls promptly				.865								.821
All my complaints were dealt efficiently and promptly				.813								.788
The bank always provides good reliable telephone banking (help and support)				.774								.749
The bank provide reliable and efficient SMS service				.479								.431
The ability of the bank to provide confidentiality is excellent					.752							.742
The bank has a good management team					.711							.682

Table 7.16 Continued..

The bank provides secured banking at all time (non-internet based)					.681							.654
Modern exterior features						.922						.897
Modern interior decoration						.921						.893
The bank provides good availability of credit limit							.791					.698
The bank pays competitive return on investment							.787					.683
The CSR role of the bank is satisfactory (such as helping the community, helping the poor <i>etc.</i>)							.455					.422
The bank provides competitive service charge								.786				.683
The bank provides variety products and services								.759				.679
The timing and opening hours of the bank is convenient									.698			.616
The bank uses latest technology and equipment's			.321						.599			.607
The bank is well established					.310				.495			.503
Brochure are clear and easy to understand										.686		.621
Clear bank statement		.313								.614		.630
The banks financial performance is very important											-.660	.586
ATM machines is always full cash availability											.473	.462
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. Rotation converged in 9 iterations. Only coefficients (components values) > 0.30												

**Table 7.17 Ranking of Newly formed Component for All Kuwaiti Banks
(Expectation)**

Components	RCM	Mean	Component Ranking
1- Customer Services and Staff Attitudes			
The bank staffs are confident and competent	0.760	4.74	1
The bank staffs are always helpful when approached	0.756	4.77	
Sufficient time is given to customers to solve their need	0.743	4.71	
The bank always delivers products as promised	0.740	4.72	
All the features of the product/s and services was explained clearly when bank staff are approached	0.738	4.77	
The bank staff provides a pleasant experience	0.725	4.73	
The bank's staff are well trained and knowledgeable	0.720	4.78	
The staff at bank are polite	0.701	4.82	
The bank has good customer relationship	0.437	4.62	
Average Mean		4.74	
2- Problem Solving and Efficiency			
Always accurate transaction without errors	0.746	4.81	2
Quick response in delivering service efficiently	0.717	4.76	
The bank always process all matters and transaction in set timely manner	0.710	4.73	
Adequate staff availability to solve my problems	0.659	4.79	
The processing of application is always done efficiently	0.599	4.73	
Forms are clear and easy to understand	0.578	4.67	
Availability of sufficient car parking space	0.483	4.60	
Convenient locations	0.461	4.71	
Average Mean		4.73	
3- Website Services and Security			
The information provided by the banks website is always detailed and well-structured to meet the need of customers	0.889	4.35	6
The internet banking provided by the bank is always easy to use and clear	0.865	4.34	
The website is always tailored/customized to solve individual customer need and problem	0.865	4.29	
Internet banking is secured for use with personal details	0.504	4.63	
Average Mean		4.40	
4- Telephone Banking, Complaints and SMS			
The phone banking customer service answered my calls promptly	0.865	4.53	5
All my complaints were dealt efficiently and promptly	0.813	4.56	
The bank always provides good reliable telephone banking (help and support)	0.774	4.51	
The bank provide reliable and efficient SMS service	0.479	4.44	
Average Mean		4.51	
5- Confidentiality and Management			
The ability of the bank to provide confidentiality is excellent	0.752	4.70	3
The bank has a good management team	0.711	4.54	
The bank provides secured banking at all time (non-internet based)	0.681	4.69	
Average Mean		4.64	

Table 7.17 Continued..

6- Bank Design			
Modern exterior features	.922	4.14	11
Modern interior decoration	.921	4.21	
Average Mean		4.18	
7- CSR, Credit Services and Returns			
The bank provides good availability of credit limit	0.791	4.36	9
The bank pays competitive return on investment	0.787	4.12	
The CSR role of the bank is satisfactory (such as helping the community, helping the poor <i>etc.</i>)	0.455	4.34	
Average Mean		4.27	
8- Products Variety and Service Charges			
The bank provides competitive service charge	0.786	4.61	4
The bank provides variety products and services	0.759	4.62	
Average Mean		4.62	
9- Banks Establishment and Location			
The timing and opening hours of the bank is convenient	0.698	4.55	7
The bank uses latest technology and equipment's	0.599	4.50	
The bank is well established	0.495	4.09	
Average Mean		4.38	
10- Information Clarity			
Brochure are clear and easy to understand	0.686	4.10	8
Clear bank statement	0.614	4.49	
Average Mean		4.30	
11- Financial Performance and ATM			
The banks financial performance is very important	-0.660	3.67	10
ATM machines is always full cash availability	0.473	4.78	
Average Mean		4.23	

Table 7.18 Kaiser-Meyer-Olkin and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.895
Bartlett's Test of Sphericity	Approx. Chi-Square	7348.021
	Df	1035
	Sig.	0.000

Table 7.19 Total Variance Explained

Item	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.523	29.399	29.399	13.523	29.399	29.399	6.530	14.195	14.195
2	3.918	8.518	37.916	3.918	8.518	37.916	3.124	6.791	20.985
3	2.173	4.725	42.641	2.173	4.725	42.641	3.027	6.580	27.565
4	2.144	4.661	47.302	2.144	4.661	47.302	2.874	6.247	33.812
5	1.841	4.003	51.304	1.841	4.003	51.304	2.692	5.852	39.665
6	1.595	3.468	54.773	1.595	3.468	54.773	2.682	5.830	45.495
7	1.424	3.096	57.869	1.424	3.096	57.869	2.390	5.195	50.689
8	1.296	2.818	60.687	1.296	2.818	60.687	1.974	4.291	54.981
9	1.170	2.544	63.232	1.170	2.544	63.232	1.901	4.134	59.114
10	1.111	2.414	65.646	1.111	2.414	65.646	1.837	3.993	63.107
11	1.083	2.355	68.001	1.083	2.355	68.001	1.772	3.851	66.958
12	1.015	2.206	70.207	1.015	2.206	70.207	1.494	3.249	70.207
13	.985	2.140	72.347						
14	.794	1.726	74.073						
15	.754	1.639	75.712						
16	.734	1.595	77.306						
17	.701	1.524	78.830						
18	.684	1.486	80.316						
19	.629	1.368	81.685						
20	.588	1.279	82.963						
21	.555	1.208	84.171						
22	.537	1.166	85.337						
23	.518	1.126	86.463						
24	.480	1.043	87.506						
25	.447	.972	88.478						
26	.437	.951	89.428						
27	.426	.926	90.355						
28	.397	.864	91.219						
29	.381	.828	92.047						
30	.351	.762	92.809						
31	.335	.728	93.537						
32	.313	.680	94.217						
33	.280	.608	94.825						
34	.270	.586	95.411						
35	.253	.551	95.962						
36	.233	.507	96.469						
37	.226	.491	96.960						
38	.203	.442	97.401						
39	.201	.437	97.838						
40	.187	.405	98.244						
41	.169	.368	98.612						
42	.156	.339	98.950						
43	.131	.285	99.235						
44	.127	.277	99.512						
45	.118	.258	99.770						
46	.106	.230	100.000						
Extraction Method: Principal Component Analysis.									

Table 7.20 Rotated Component Matrix^a

Items	Component												Communalities
	1	2	3	4	5	6	7	8	9	10	11	12	
The bank staff provides a pleasant experience	.856												.803
The bank always delivers products as promised	.779												.722
The bank staffs are always helpful when approached	.765												.724
Sufficient time is given to customers to solve their need	.761												.701
All the features of the product/s and services was explained clearly when bank staff are approached	.729												.679
The bank staffs are confident and competent	.678		.306										.634
The bank's staff are well trained and knowledgeable	.674		.410										.689
The staff at bank are polite	.639												.566
The bank has good customer relationship	.563												.619
Forms are clear and easy to understand	.463								.337				.435
The information provided by the banks website is always detailed and well-structured to meet the need of customers		.861											.844
The internet banking provided by the bank is always easy to use and clear		.830											.813
The website is always tailored/customized to solve individual customer need and problem		.790											.786
Internet banking is secured for use with personal details		.589		.419									.650
The processing of application is always done efficiently	.397		.756										.839
The bank always process all matters and transaction in set timely manner	.395		.744										.813
Always accurate transaction without errors	.307		.732										.752
Quick response in delivering service efficiently			.533							.308			.601
Adequate staff availability to solve my problems	.372		.486							.413			.734
The bank provides secured banking at all time (non-internet based)				.757									.756
The bank is well established				.703									.603
The ability of the bank to provide confidentiality is excellent				.703									.642
The bank has a good management team	.327			.648									.653
The members of the bank's <i>Shari'ah</i> board are trustful and competent					.841								.831
The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking					.828								.814
The banks is <i>Shari'ah</i> compliant/ <i>riba</i> free					.808								.761

Table 7.20 Continued..

The bank should have a separate part for female customers					.427		.377		.323		-.307		.645
The phone banking customer service answered my calls promptly	.309					.826							.844
The bank always provides good reliable telephone banking (help and support)						.807							.794
All my complaints were dealt efficiently and promptly	.347					.742							.799
The bank provide reliable and efficient SMS service						.413							.572
The bank pays competitive return on investment							.702						.587
The bank provides good availability of credit limit							.699						.659
The CSR role of the bank is satisfactory (such as helping the community, helping the poor etc)				.309			.623						.582
The banks financial performance is very important							.493						.525
Modern interior decoration								.898					.898
Modern exterior features								.871					.860
Brochure are clear and easy to understand									.615				.602
The bank uses latest technology and equipment's									.597				.587
Clear bank statement									.563				.521
ATM machines is always full cash availability										.827			.753
The timing and opening hours of the bank is convenient										.670			.651
The bank provides variety products and services											.754		.747
The bank provides competitive service charge											.744		.714
Convenient locations												.761	.766
Availability of sufficient car parking space												.735	.727
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 7 iterations. Only coefficients (components values) > 0.30													

Table 7.21 Ranking of Newly Formed Component for Islamic Kuwaiti Banks (Perception)

Components	RCM	Mean	Component Ranking
1- Customer Services and CRM			
The bank staff provides a pleasant experience	0.856	4.19	2
The bank always delivers products as promised	0.779	4.17	
The bank staffs are always helpful when approached	0.765	4.32	
Sufficient time is given to customers to solve their need	0.761	4.30	
All the features of the product/s and services was explained clearly when bank staff are approached	0.729	4.11	
The bank staffs are confident and competent	0.678	4.21	
The bank's staff are well trained and knowledgeable	0.674	4.19	
The staff at bank are polite	0.639	4.43	
The bank has good customer relationship	0.563	4.13	
Forms are clear and easy to understand	0.463	4.13	
Average Mean		4.23	
2- Website Information and Internet Banking			
The information provided by the banks website is always detailed and well-structured to meet the need of customers	0.861	3.89	11
The internet banking provided by the bank is always easy to use and clear	0.83	3.93	
The website is always tailored/customized to solve individual customer need and problem	0.79	3.79	
Internet banking is secured for use with personal details	0.589	4.18	
Average Mean		3.95	
3- Problem Solving and Efficiency			
The processing of application is always done efficiently	0.756	4.17	7
The bank always process all matters and transaction in set timely manner	0.744	4.18	
Always accurate transaction without errors	0.732	4.17	
Quick response in delivering service efficiently	0.533	3.97	
Adequate staff availability to solve my problems	0.486	3.91	
Average Mean		4.08	
4- Management, Establishment and Confidentiality			
The bank provides secured banking at all time (non-internet based)	0.757	4.42	1
The bank is well established	0.703	4.24	
The ability of the bank to provide confidentiality is excellent	0.703	4.43	
The bank has a good management team	0.648	4.19	
Average Mean		4.32	
5- Shari'ah and Religious Reasons			
The members of the bank's Shari'ah board are trustful and competent	0.841	4.12	5
The employees of bank are fully aware of Shari'ah compliance and have sufficient knowledge about Islamic banking	0.828	3.95	
The banks is Shari'ah compliant/riba free	0.808	4.38	
The bank should have a separate part for female customers	0.427	4.04	
Average Mean		4.12	

Table 7.21 Continued..

6- Telephone Banking and Complaints			
The phone banking customer service answered my calls promptly	0.826	3.85	10
The bank always provides good reliable telephone banking (help and support)	0.807	4.04	
All my complaints were dealt efficiently and promptly	0.742	3.85	
The bank provide reliable and efficient SMS service	0.413	4.08	
Average Mean		3.99	
7- Credit limits, Returns and Financial Performance			
The bank pays competitive return on investment	0.702	3.44	12
The bank provides good availability of credit limit	0.699	3.81	
The CSR role of the bank is satisfactory (such as helping the community, helping the poor <i>etc.</i>)	0.623	3.62	
The banks financial performance is very important	0.493	3.49	
Average Mean		3.59	
8- Bank Design			
Modern interior decoration	0.898	4.16	4
Modern exterior features	0.871	4.16	
Average Mean		4.16	
9- Information Clarity and Technology			
Brochure are clear and easy to understand	0.615	3.84	9
The bank uses latest technology and equipment's	0.597	4.06	
Clear bank statement	0.563	4.20	
Average Mean		4.03	
10- Opening Hours and ATM			
ATM machines is always full cash availability	0.827	4.44	2
The timing and opening hours of the bank is convenient	0.670	4.03	
Average mean		4.23	
11- Products Variety and Charges			
The bank provides variety products and services	.754	4.30	6
The bank provides competitive service charge	.744	3.89	
Average Mean		4.09	
12- Locations and Parking			
Convenient locations	.761	4.36	8
Availability of sufficient car parking space	.735	3.74	
Average Mean		4.05	

Table 7.22 Kaiser-Meyer-Olkin and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.831
Bartlett's Test of Sphericity	Approx. Chi-Square	6860.037
	Df	1035
	Sig.	0.000

Table 7.23 Total Variance Explained

Item	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.031	21.805	21.805	10.031	21.805	21.805	5.718	12.431	12.431
2	4.931	10.720	32.526	4.931	10.720	32.526	3.598	7.821	20.253
3	2.922	6.352	38.878	2.922	6.352	38.878	3.187	6.928	27.180
4	2.160	4.696	43.574	2.160	4.696	43.574	2.827	6.147	33.327
5	1.803	3.920	47.495	1.803	3.920	47.495	2.820	6.130	39.456
6	1.741	3.784	51.279	1.741	3.784	51.279	2.354	5.118	44.575
7	1.543	3.354	54.633	1.543	3.354	54.633	2.243	4.875	49.450
8	1.416	3.079	57.712	1.416	3.079	57.712	2.003	4.355	53.805
9	1.292	2.808	60.520	1.292	2.808	60.520	1.805	3.923	57.728
10	1.182	2.569	63.089	1.182	2.569	63.089	1.652	3.591	61.319
11	1.105	2.403	65.492	1.105	2.403	65.492	1.615	3.510	64.830
12	1.038	2.257	67.749	1.038	2.257	67.749	1.343	2.919	67.749
13	.996	2.165	69.914						
14	.881	1.914	71.828						
15	.853	1.855	73.683						
16	.836	1.817	75.500						
17	.769	1.671	77.171						
18	.737	1.602	78.773						
19	.711	1.546	80.319						
20	.690	1.501	81.820						
21	.640	1.392	83.212						
22	.597	1.298	84.510						
23	.566	1.230	85.740						
24	.554	1.205	86.945						
25	.501	1.090	88.035						
26	.489	1.062	89.097						
27	.455	.988	90.086						
28	.442	.961	91.046						
29	.388	.843	91.889						
30	.378	.821	92.710						
31	.359	.780	93.490						
32	.327	.711	94.201						
33	.306	.666	94.867						
34	.289	.628	95.495						
35	.281	.611	96.106						
36	.269	.584	96.691						
37	.240	.522	97.213						
38	.233	.507	97.720						
39	.189	.411	98.131						
40	.175	.380	98.511						

Table 7.23 Continued..

41	.156	.339	98.850						
42	.142	.309	99.159						
43	.118	.257	99.415						
44	.109	.238	99.653						
45	.087	.190	99.843						
46	.072	.157	100.000						
Extraction Method: Principal Component Analysis.									

Table 7.24 Rotated Component Matrix^a

Items	Component												Communalities
	1	2	3	4	5	6	7	8	9	10	11	12	
The staff at bank are polite	.774												.654
The bank staffs are confident and competent	.739												.613
All the features of the product/s and services was explained clearly when bank staff are approached	.728												.603
Sufficient time is given to customers to solve their need	.726												.669
The bank always delivers products as promised	.726	.306											.668
The bank staffs are always helpful when approached	.725												.601
The bank staff provides a pleasant experience	.703												.655
The bank's staff are well trained and knowledgeable	.694												.660
Always accurate transaction without errors		.777											.699
The bank always process all matters and transaction in set timely manner		.723											.689
Quick response in delivering service efficiently		.712											.674
Adequate staff availability to solve my problems		.685											.619
Forms are clear and easy to understand	.426	.600											.633
The processing of application is always done efficiently	.450	.500											.650
The information provided by the banks website is always detailed and well-structured to meet the need of customers			.907										.894
The internet banking provided by the bank is always easy to use and clear			.895										.876
The website is always tailored/customized to solve individual customer need and problem			.890										.875
Internet banking is secured for use with personal details			.485			.364						-.396	.665
The members of the bank's <i>Shari'ah</i> board are trustful and competent				.926									.886
The banks is <i>Shari'ah</i> compliant/ <i>riba</i> free				.905									.860
The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking				.890									.822
The phone banking customer service answered my calls promptly					.874								.867
All my complaints were dealt efficiently and promptly					.871								.858
The bank always provides good reliable telephone banking (help and support)					.817								.789
The bank has a good management team						.785							.746

Table 7.24 Continued..

The ability of the bank to provide confidentiality is excellent						.719							.693
The bank provides secured banking at all time (non-internet based)						.619							.597
Modern interior decoration							.909						.883
Modern exterior features							.898						.865
The bank provides good availability of credit limit								.786					.672
The bank pays competitive return on investment								.671					.597
Brochure are clear and easy to understand			.326					.430				.405	.553
ATM machines is always full cash availability								.396		.318	.303		.537
The bank has good customer relationship	.346							.391					.566
The bank uses latest technology and equipment's									.678				.654
The timing and opening hours of the bank is convenient									.648	.360			.733
The bank should have a separate part for female customers				.332					.550				.511
The bank provides competitive service charge										.735			.724
The bank provides variety products and services										.583			.525
The bank is well established						.382				-.448		.334	.618
Convenient locations							.350				.622		.677
Availability of sufficient car parking space											.619		.596
Clear bank statement											.358		.486
The banks financial performance is very important												.546	.470
The bank provide reliable and efficient SMS service					.324							.352	.428
The CSR role of the bank is satisfactory (such as helping the community, helping the poor etc.)	.315											-.347	.554
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 14 iterations. Only coefficients (components values) > 0.30													

Table 7.25 Ranking of Newly Formed Component for Islamic Kuwaiti Banks (Expectation)

Components	RCM	Mean	Component Ranking
1- Customer Services			
The staff at bank are polite	0.774	4.80	1
The bank staffs are confident and competent	0.739	4.73	
All the features of the product/s and services was explained clearly when bank staff are approached	0.728	4.76	
Sufficient time is given to customers to solve their need	0.726	4.71	
The bank always delivers products as promised	0.726	4.74	
The bank staffs are always helpful when approached	0.725	4.77	
The bank staff provides a pleasant experience	0.703	4.76	
The bank's staff are well trained and knowledgeable	0.694	4.77	
Average Mean		4.76	
2- Accuracy and Efficiency			
Always accurate transaction without errors	0.777	4.82	2
The bank always process all matters and transaction in set timely manner	0.723	4.72	
Quick response in delivering service efficiently	0.712	4.75	
Adequate staff availability to solve my problems	0.685	4.78	
Forms are clear and easy to understand	0.600	4.71	
The processing of application is always done efficiently	0.500	4.72	
Average Mean		4.75	
3- Website Services and Online Banking			
The information provided by the banks website is always detailed and well-structured to meet the need of customers	0.907	4.35	9
The internet banking provided by the bank is always easy to use and clear	0.895	4.35	
The website is always tailored/customized to solve individual customer need and problem	0.890	4.30	
Internet banking is secured for use with personal details	0.485	4.61	
Average Mean		4.40	
4- Shari'ah and Religious Reasons			
The members of the bank's <i>Shari'ah</i> board are trustful and competent	0.926	4.42	8
'The banks is <i>Shari'ah</i> compliant/ <i>riba</i> free	0.905	4.49	
The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking	0.890	4.33	
Average Mean		4.41	
5- Telephone Banking and Complaints			
The phone banking customer service answered my calls promptly	0.874	4.54	5
All my complaints were dealt efficiently and promptly	0.871	4.55	
The bank always provides good reliable telephone banking (help and support)	0.817	4.56	
Average Mean		4.55	
6- Bank Management and Confidentiality			
The bank has a good management team	0.785	4.62	3
The ability of the bank to provide confidentiality is excellent	0.719	4.73	
The bank provides secured banking at all time (non-internet based)	0.619	4.75	
Average Mean		4.70	

Table 7.25 Continued..

7- Bank Design			
Modern interior decoration	0.909	4.22	11
Modern exterior features	0.898	4.14	
Average Mean		4.18	
8- Credit Limits and Returns			
The bank provides good availability of credit limit	0.786	4.38	7
The bank pays competitive return on investment	0.671	4.16	
Brochure are clear and easy to understand	0.43	4.10	
ATM machines is always full cash availability	0.396	4.80	
The bank has good customer relationship	0.391	4.65	
Average Mean		4.42	
9- Opening Hours, Technology and Female Section			
The bank uses latest technology and equipment's	0.678	4.44	10
The timing and opening hours of the bank is convenient	0.648	4.35	
The bank should have a separate part for female customers	0.550	4.09	
Average Mean		4.29	
10- Products, Charges and Establishment			
The bank provides competitive service charge	0.735	4.62	6
The bank provides variety products and services	0.583	4.65	
The bank is well established	-0.448	4.04	
Average Mean		4.44	
11- Location, Parking and Clarity of Information			
Convenient locations	0.622	4.71	4
Availability of sufficient car parking space	0.619	4.57	
Clear bank statement	0.358	4.57	
Average Mean		4.62	
12- Financial Performance, SMS and CSR			
The banks financial performance is very important	0.557	3.50	12
The bank provide reliable and efficient SMS service	0.352	4.45	
The CSR role of the bank is satisfactory	-0.347	4.36	
Average Mean		4.10	

Table 7.26 Kaiser-Meyer-Olkin and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.875
Bartlett's Test of Sphericity	Approx. Chi-Square	5389.256
	Df	861
	Sig.	0.000

Table 7.27 Total Variance Explained

Item	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.877	28.278	28.278	11.877	28.278	28.278	5.258	12.518	12.518
2	3.018	7.187	35.465	3.018	7.187	35.465	3.851	9.170	21.688
3	2.433	5.793	41.258	2.433	5.793	41.258	3.563	8.484	30.173
4	2.102	5.005	46.263	2.102	5.005	46.263	2.940	7.001	37.173
5	1.906	4.538	50.801	1.906	4.538	50.801	2.824	6.725	43.898
6	1.614	3.842	54.643	1.614	3.842	54.643	2.450	5.833	49.731
7	1.528	3.639	58.282	1.528	3.639	58.282	1.968	4.686	54.417
8	1.245	2.964	61.245	1.245	2.964	61.245	1.923	4.579	58.995
9	1.095	2.607	63.852	1.095	2.607	63.852	1.718	4.090	63.086
10	1.092	2.601	66.453	1.092	2.601	66.453	1.414	3.367	66.453
11	.953	2.268	68.721						
12	.926	2.205	70.926						
13	.829	1.974	72.900						
14	.771	1.835	74.735						
15	.738	1.757	76.492						
16	.719	1.712	78.203						
17	.672	1.600	79.803						
18	.649	1.544	81.347						
19	.643	1.530	82.877						
20	.613	1.459	84.336						
21	.548	1.306	85.642						
22	.531	1.265	86.907						
23	.514	1.223	88.130						
24	.482	1.147	89.277						
25	.438	1.043	90.319						
26	.390	.928	91.248						
27	.376	.896	92.144						
28	.357	.850	92.994						
29	.338	.805	93.799						
30	.290	.691	94.490						
31	.286	.680	95.170						
32	.264	.628	95.798						
33	.262	.623	96.421						
34	.226	.538	96.958						
35	.218	.519	97.477						
36	.202	.481	97.958						
37	.198	.471	98.429						
38	.179	.426	98.856						
39	.143	.341	99.197						
40	.128	.304	99.501						
41	.109	.259	99.760						
42	.101	.240	100.000						
Extraction Method: Principal Component Analysis.									

Table 7.28 Rotated Component Matrix^a

Items	Component										Communalities
	1	2	3	4	5	6	7	8	9	10	
All the features of the product/s and services was explained clearly when bank staff are approached	.793										.738
The bank staff provides a pleasant experience	.775										.727
Sufficient time is given to customers to solve their need	.763										.713
The bank always delivers products as promised	.733										.716
The bank staffs are always helpful when approached	.711										.670
The bank staffs are confident and competent	.706									.345	.744
The staff at bank are polite	.661										.589
The bank's staff are well trained and knowledgeable	.637	.386								.317	.714
Forms are clear and easy to understand		.710									.610
Quick response in delivering service efficiently		.705									.678
The processing of application is always done efficiently		.693									.681
The bank always process all matters and transaction in set timely manner	.338	.682									.677
Adequate staff availability to solve my problems		.577								.347	.581
Always accurate transaction without errors		.577									.562
Brochure are clear and easy to understand		.456				.369					.521
Clear bank statement		.409								-.365	.604
The bank provides secured banking at all time (non-internet based)			.846								.768
The bank is well established			.768								.624
The bank has a good management team			.745								.678
The ability of the bank to provide confidentiality is excellent			.741								.729
Internet banking is secured for use with personal details			.679	.387							.680
The internet banking provided by the bank is always easy to use and clear				.876							.843
The information provided by the banks website is always detailed and well-structured to meet the need of customers				.855							.840
The website is always tailored/customized to solve individual customer need and problem				.774							.755
All my complaints were dealt efficiently and promptly					.838						.836
The phone banking customer service answered my calls promptly					.829						.789
The bank always provides good reliable telephone banking (help and support)					.807						.767
The bank provide reliable and efficient SMS service					.452						.427
The bank pays competitive return on investment						.751					.635
The CSR role of the bank is satisfactory (such as helping the community, helping the poor <i>etc.</i>)						.679					.568

Table 7.28 Continued..

The banks financial performance is very important						.552					.402
The bank provides good availability of credit limit						.526			.305		.454
The timing and opening hours of the bank is convenient						.379				.329	.491
Modern exterior features							.893				.884
Modern interior decoration							.875				.872
Convenient locations								.758			.701
Availability of sufficient car parking space								.747			.658
The bank uses latest technology and equipment's				.374				.402			.483
The bank provides variety products and services									.754		.686
The bank provides competitive service charge									.720		.617
ATM machines is always full cash availability										.672	.607
The bank has good customer relationship	.304		.312						.377	.398	.589
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 8 iterations. Only coefficients (components values) > 0.30											

Table 7.29 Ranking of Newly Formed Component for Conventional Kuwaiti Banks (Perception)

Components	RCM	Mean	Component Ranking
1- Customer Services and Staff			
All the features of the product/s and services was explained clearly when bank staff are approached	0.793	4.25	1
The bank staff provides a pleasant experience	0.775	4.29	
Sufficient time is given to customers to solve their need	0.763	4.34	
The bank always delivers products as promised	0.733	4.24	
The bank staffs are always helpful when approached	0.711	4.40	
The bank staffs are confident and competent	0.706	4.27	
The staff at bank are polite	0.661	4.45	
The bank's staff are well trained and knowledgeable	0.637	4.26	
Average Mean		4.31	
2- Efficiency and Accuracy			
Forms are clear and easy to understand	0.710	4.14	6
Quick response in delivering service efficiently	0.705	4.24	
The processing of application is always done efficiently	0.693	4.32	
The bank always process all matters and transaction in set timely manner	0.682	4.31	
Adequate staff availability to solve my problems	0.577	4.18	
Always accurate transaction without errors	0.577	4.20	
Brochure are clear and easy to understand	0.456	3.80	
Clear bank statement	0.409	4.04	
Average Mean		4.15	
3- Management, Establishment and Confidentiality			
The bank provides secured banking at all time (non-internet based)	0.846	4.31	4
The bank is well established	0.768	4.31	
The bank has a good management team	0.745	4.10	
The ability of the bank to provide confidentiality is excellent	0.741	4.38	
Internet banking is secured for use with personal details	0.679	4.25	
Average Mean		4.27	
4- Internet Banking and Bank Website			
The internet banking provided by the bank is always easy to use and clear	0.876	4.00	9
The information provided by the banks website is always detailed and well-structured to meet the need of customers	0.855	4.00	
The website is always tailored/customized to solve individual customer need and problem	0.774	3.85	
Average Mean		3.95	
5- Telephone Banking and Complaints			
All my complaints were dealt efficiently and promptly	0.838	3.89	8
The phone banking customer service answered my calls promptly	0.829	3.97	
The bank always provides good reliable telephone banking (help and support)	0.807	4.09	
The bank provide reliable and efficient SMS service	0.452	3.91	
Average Mean		3.96	

Table 7.29 Continued..

6- Financial Performance, CSR and Opening Hours				
The bank pays competitive return on investment	0.751	3.54	10	
The CSR role of the bank is satisfactory	0.679	3.60		
The banks financial performance is very important	0.552	3.68		
The bank provides good availability of credit limit	0.526	3.86		
The timing and opening hours of the bank is convenient	0.379	4.06		
Average Mean		3.74		
7- Bank Design				
Modern exterior features	0.893	4.27	3	
Modern interior decoration	0.875	4.32		
Average Mean		4.29		
8- Locations, Car Parking and Technology				
Convenient locations	0.758	4.44	5	
Availability of sufficient car parking space	0.747	4.07		
The bank uses latest technology and equipment's	0.402	4.25		
Average Mean		4.25		
9- Banks Products and Charges				
The bank provides variety products and services	0.754	4.22	7	
The bank provides competitive service charge	0.720	3.89		
Average Mean		4.05		
10- ATM and CRM				
ATM machines is always full cash availability	0.672	4.40	2	
The bank has good customer relationship	0.398	4.19		
Average Mean		4.30		

Table 7.30 Kaiser-Meyer-Olkin and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.874
Bartlett's Test of Sphericity	Approx. Chi-Square	5754.254
	Df	861
	Sig.	0.000

Table 7.31 Total Variance Explained

Item	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	12.251	29.169	29.169	12.251	29.169	29.169	8.125	19.345	19.345
2	3.804	9.057	38.226	3.804	9.057	38.226	3.124	7.438	26.783
3	2.147	5.113	43.338	2.147	5.113	43.338	2.887	6.873	33.656
4	1.836	4.370	47.709	1.836	4.370	47.709	2.720	6.477	40.134
5	1.583	3.770	51.478	1.583	3.770	51.478	2.141	5.097	45.230
6	1.473	3.508	54.987	1.473	3.508	54.987	2.022	4.813	50.044
7	1.409	3.354	58.341	1.409	3.354	58.341	1.930	4.594	54.638
8	1.204	2.866	61.207	1.204	2.866	61.207	1.690	4.024	58.661
9	1.194	2.842	64.049	1.194	2.842	64.049	1.566	3.728	62.390
10	1.128	2.685	66.734	1.128	2.685	66.734	1.556	3.706	66.096
11	1.036	2.468	69.202	1.036	2.468	69.202	1.305	3.106	69.202
12	.934	2.223	71.425						
13	.854	2.034	73.458						
14	.796	1.894	75.353						
15	.753	1.793	77.145						
16	.729	1.736	78.882						
17	.682	1.624	80.505						
18	.648	1.543	82.048						
19	.625	1.487	83.535						
20	.622	1.481	85.016						
21	.538	1.280	86.296						
22	.530	1.263	87.559						
23	.463	1.101	88.660						
24	.442	1.052	89.712						
25	.438	1.044	90.756						
26	.399	.949	91.705						
27	.379	.901	92.607						
28	.361	.859	93.466						
29	.337	.801	94.267						
30	.307	.730	94.998						
31	.277	.659	95.656						
32	.273	.650	96.307						
33	.262	.625	96.931						
34	.203	.482	97.413						
35	.190	.452	97.866						
36	.181	.432	98.297						
37	.168	.400	98.698						
38	.145	.345	99.043						
39	.129	.307	99.350						
40	.103	.246	99.596						
41	.098	.233	99.829						
42	.072	.171	100.000						
Extraction Method: Principal Component Analysis.									

Table 7.32 Rotated Component Matrix^a

Items	Component											Communalities
	1	2	3	4	5	6	7	8	9	10	11	
The bank staffs are always helpful when approached	.838											.766
The bank staffs are confident and competent	.823											.746
All the features of the product/s and services was explained clearly when bank staff are approached	.787											.745
Sufficient time is given to customers to solve their need	.759											.690
The bank always delivers products as promised	.758											.701
The bank staff provides a pleasant experience	.755											.700
The bank's staff are well trained and knowledgeable	.746											.691
The staff at bank are polite	.704											.631
The bank always process all matters and transaction in set timely manner	.673		.472									.760
The processing of application is always done efficiently	.658		.450									.734
The bank has good customer relationship	.555						.373					.572
Forms are clear and easy to understand	.538		.423									.563
The information provided by the banks website is always detailed and well-structured to meet the need of customers		.874										.849
The internet banking provided by the bank is always easy to use and clear		.837										.846
The website is always tailored/customized to solve individual customer need and problem		.829										.822
The bank uses latest technology and equipment's		.487									.475	.653
Availability of sufficient car parking space			.711									.636
Always accurate transaction without errors	.532		.581									.743
Convenient locations	.388		.579									.596
Adequate staff availability to solve my problems	.427		.576									.658
Quick response in delivering service efficiently	.548		.550									.662
The phone banking customer service answered my calls promptly				.860								.837
All my complaints were dealt efficiently and promptly				.802								.794
The bank always provides good reliable telephone banking (help and support)				.735								.736
The bank provide reliable and efficient SMS service				.528								.429
The ability of the bank to provide confidentiality is excellent					.720							.735
The bank provides secured banking at all time (non-internet based)	.385				.668							.672
The bank has a good management team					.579		.331					.606
Internet banking is secured for use with personal details		.454			.519							.620

Table 7.32 Continued..

Modern interior decoration						.921						.920
Modern exterior features						.921						.921
The bank pays competitive return on investment							.708					.600
The bank provides good availability of credit limit							.655					.613
The CSR role of the bank is satisfactory (such as helping the community, helping the poor <i>etc.</i>)							.564					.571
The bank provides variety products and services								.719				.650
The bank provides competitive service charge								.671				.630
ATM machines is always full cash availability								.495				.579
The bank is well established									.744			.677
The timing and opening hours of the bank is convenient									.723			.652
Clear bank statement										.715		.709
Brochure are clear and easy to understand										.702		.691
The banks financial performance is very important											.667	.660
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 11 iterations. Only coefficients (components values) > 0.30												

Table 7.33 Ranking of Newly Formed Component for Conventional Kuwaiti Banks (Expectation)

Components	RCM	Mean	Component Ranking
1- Customer Services and Service Quality			
The bank staffs are always helpful when approached	0.838	4.76	2
The bank staffs are confident and competent	0.823	4.75	
All the features of the product/s and services was explained clearly when bank staff are approached	0.787	4.68	
Sufficient time is given to customers to solve their need	0.759	4.70	
The bank always delivers products as promised	0.758	4.70	
The bank staff provides a pleasant experience	0.755	4.70	
The bank's staff are well trained and knowledgeable	0.746	4.81	
The staff at bank are polite	0.704	4.84	
The bank always process all matters and transaction in set timely manner	0.673	4.75	
The processing of application is always done efficiently	0.658	4.75	
The bank has good customer relationship	0.555	4.58	
Forms are clear and easy to understand	0.538	4.62	
Average Mean		4.72	
2- Internet Banking and Website			
The information provided by the banks website is always detailed and well-structured to meet the need of customers	0.874	4.34	10
The internet banking provided by the bank is always easy to use and clear	0.837	4.32	
The website is always tailored/customized to solve individual customer need and problem	0.829	4.28	
The bank uses latest technology and equipment's	0.487	3.87	
Average Mean		4.20	
3- Location, Car parking and Accuracy			
Availability of sufficient car parking space	0.711	4.68	1
Always accurate transaction without errors	0.581	4.81	
Convenient locations	0.579	4.71	
Adequate staff availability to solve my problems	0.576	4.79	
Quick response in delivering service efficiently	0.550	4.78	
Average Means		4.75	
4- Telephone Banking and Complaints			
The phone banking customer service answered my calls promptly	0.860	4.52	6
All my complaints were dealt efficiently and promptly	0.802	4.57	
The bank always provides good reliable telephone banking (help and support)	0.735	4.45	
The bank provide reliable and efficient SMS service	0.528	4.43	
Average Mean		4.49	
5- Confidentiality, Management and Security			
The ability of the bank to provide confidentiality is excellent	0.720	4.68	4
The bank provides secured banking at all time (non-internet based)	0.668	4.62	
The bank has a good management team	0.579	4.46	
Internet banking is secured for use with personal details	0.519	4.66	
Average means		4.60	

Table 7.33 Continued..

6- Bank Design			
Modern exterior features	0.921	4.14	11
Modern interior decoration	0.921	4.20	
Average mean		4.17	
7- CSR, Credit Limits and Returns			
The bank pays competitive return on investment	0.708	4.08	9
The bank provides good availability of credit limit	0.655	4.34	
The CSR role of the bank is satisfactory	0.564	4.31	
Average Means		4.24	
8- Products Services and Charges			
The bank provides variety products and services	0.719	4.59	3
The bank provides competitive service charge	0.671	4.60	
ATM machines is always full cash availability	0.495	4.77	
Average mean		4.65	
9- Establishment and Opening Hours			
The bank is well established	0.744	4.14	7
The timing and opening hours of the bank is convenient	0.723	4.59	
Average mean		4.36	
10- Clarity of Printed Information			
Clear bank statement	0.715	4.40	8
Brochure are clear and easy to understand	0.702	4.10	
Average mean		4.25	
11- Financial Performance			
The banks financial performance is very important	0.667	4.56	5
Average mean		4.56	

Table 7.34 Kaiser-Meyer-Olkin and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.906
Bartlett's Test of Sphericity	Approx. Chi-Square	10122.174
	Df	861
	Sig.	0.000

Table 7.35 Total Variance Explained

Item	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.057	26.326	26.326	11.057	26.326	26.326	5.066	12.062	12.062
2	2.359	5.616	31.941	2.359	5.616	31.941	3.385	8.059	20.121
3	2.005	4.775	36.716	2.005	4.775	36.716	3.069	7.308	27.429
4	1.894	4.509	41.226	1.894	4.509	41.226	2.420	5.762	33.191
5	1.560	3.715	44.941	1.560	3.715	44.941	2.412	5.742	38.933
6	1.545	3.677	48.618	1.545	3.677	48.618	2.102	5.004	43.937
7	1.421	3.382	52.001	1.421	3.382	52.001	2.027	4.825	48.763
8	1.325	3.156	55.157	1.325	3.156	55.157	1.771	4.216	52.979
9	1.100	2.618	57.775	1.100	2.618	57.775	1.641	3.907	56.886
10	1.037	2.469	60.244	1.037	2.469	60.244	1.411	3.358	60.244
11	.992	2.361	62.605						
12	.968	2.304	64.910						
13	.892	2.124	67.034						
14	.857	2.041	69.075						
15	.801	1.908	70.982						
16	.759	1.806	72.789						
17	.750	1.785	74.574						
18	.709	1.687	76.261						
19	.659	1.570	77.831						
20	.645	1.535	79.366						
21	.622	1.482	80.847						
22	.588	1.401	82.248						
23	.571	1.361	83.609						
24	.544	1.296	84.905						
25	.534	1.271	86.176						
26	.517	1.232	87.408						
27	.506	1.204	88.612						
28	.450	1.071	89.682						
29	.440	1.047	90.729						
30	.421	1.003	91.732						
31	.374	.891	92.623						
32	.368	.876	93.499						
33	.347	.825	94.325						
34	.334	.795	95.120						
35	.311	.741	95.861						
36	.306	.728	96.589						
37	.298	.710	97.299						
38	.274	.653	97.951						
39	.273	.649	98.601						
40	.237	.564	99.165						
41	.194	.463	99.628						
42	.156	.372	100.000						
Extraction Method: Principal Component Analysis.									

Table 7.36 Rotated Component Matrix^a

Items	Component										Communalities
	1	2	3	4	5	6	7	8	9	10	
The bank staffs are always helpful when approached	.779										.691
Sufficient time is given to customers to solve their need	.755										.636
The bank staff provides a pleasant experience	.733										.678
The bank staffs are confident and competent	.701										.660
The bank always delivers products as promised	.638										.568
The staff at bank are polite	.629										.486
The bank's staff are well trained and knowledgeable	.598										.541
The bank has good customer relationship	.575										.555
All the features of the product/s and services was explained clearly when bank staff are approached	.538										.501
Quick response in delivering service efficiently		.737									.688
The processing of application is always done efficiently		.714									.669
The bank always process all matters and transaction in set timely manner	.301	.632									.636
Always accurate transaction without errors		.602									.521
Adequate staff availability to solve my problems		.574									.452
Forms are clear and easy to understand		.480									.513
Availability of sufficient car parking space		.463									.508
The information provided by the banks website is always detailed and well-structured to meet the need of customers			.848								.813
The internet banking provided by the bank is always easy to use and clear			.838								.757
The website is always tailored/customized to solve individual customer need and problem			.785								.703
Clear bank statement			.496								.465
Brochure are clear and easy to understand			.391								.383
The bank is well established				.748							.631
The bank provides secured banking at all time (non-internet based)				.709							.642
The bank has a good management team				.654							.596
The phone banking customer service answered my calls promptly					.803						.743
The bank always provides good reliable telephone banking (help and support)					.760						.716
All my complaints were dealt efficiently and promptly					.750						.736
ATM machines is always full cash availability						.657					.499
The bank uses latest technology and equipment's						.580					.548
Convenient locations						.469	.340				.488
The timing and opening hours of the bank is convenient						.460					.441

Table 7.36 Continued..

The bank provide reliable and efficient SMS service					.340	.411						.365
Modern interior decoration							.897					.860
Modern exterior features							.887					.861
The bank pays competitive return on investment								.752				.612
The bank provides good availability of credit limit								.727				.605
The CSR role of the bank is satisfactory								.510				.393
The bank provides competitive service charge									.785			.713
The bank provides variety products and services						.343			.628			.587
The banks financial performance is very important									.471			.453
Internet banking is secured for use with personal details				.334							.698	.687
The ability of the bank to provide confidentiality is excellent					.435						.601	.701
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 7 iterations. Only coefficients (components values) > 0.30												

Table 7.37 Ranking of Newly formed component for All Qatari Banks (Perception)

Components	RCM	Mean	Component Ranking
1- Customers Services and Relationship Management			
The bank staffs are always helpful when approached	0.779	4.06	5
Sufficient time is given to customers to solve their need	0.755	4.06	
The bank staff provides a pleasant experience	0.733	3.98	
The bank staffs are confident and competent	0.701	3.98	
The bank always delivers products as promised	0.638	3.79	
The staff at bank are polite	0.629	4.19	
The bank's staff are well trained and knowledgeable	0.598	4.01	
The bank has good customer relationship	0.575	3.96	
All the features of the product/s and services was explained clearly when bank staff are approached	0.538	3.71	
Average mean		3.97	
2- Efficiency and Accuracy			
Quick response in delivering service efficiently	0.737	3.68	6
The processing of application is always done efficiently	0.714	3.82	
The bank always process all matters and transaction in set timely manner	0.632	3.97	
Always accurate transaction without errors	0.602	3.87	
Adequate staff availability to solve my problems	0.574	3.72	
Forms are clear and easy to understand	0.48	3.81	
Availability of sufficient car parking space	0.463	2.84	
Average Mean		3.67	
3- Website, Internet Services and Printed Information			
The information provided by the banks website is always detailed and well-structured to meet the need of customers	0.848	3.57	7
The internet banking provided by the bank is always easy to use and clear	0.838	3.64	
The website is always tailored/customized to solve individual customer need and problem	0.785	3.41	
Clear bank statement	0.496	3.96	
Brochure are clear and easy to understand	0.391	3.66	
Average mean		3.64	
4- Establishment, Security and Management			
The bank is well established	0.748	4.18	1
The bank provides secured banking at all time (non-internet based)	0.709	4.33	
The bank has a good management team	0.654	3.95	
Average Mean		4.15	
5- Telephone Banking and Complaints Handling			
The phone banking customer service answered my calls promptly	0.803	3.54	9
The bank always provides good reliable telephone banking (help and support)	0.760	3.76	
All my complaints were dealt efficiently and promptly	0.750	3.56	
Average Mean		3.62	

Table 7.37 Continued..

6- ATM and Technology			
ATM machines is always full cash availability	0.657	4.34	3
The bank uses latest technology and equipment's	0.580	3.83	
Convenient locations	0.469	3.87	
The timing and opening hours of the bank is convenient	0.460	3.87	
The bank provide reliable and efficient SMS service	0.411	4.24	
Average Mean		4.03	
7- Bank Design			
Modern interior decoration	0.897	4.02	4
Modern exterior features	0.887	3.99	
Average Mean		4.00	
8- CSR, Credit Limit and Returns			
The bank pays competitive return on investment	0.752	3.29	10
The bank provides good availability of credit limit	0.727	3.73	
The CSR role of the bank is satisfactory	0.510	3.36	
Average Mean		3.46	
9- Bank Products and Charges			
The bank provides competitive service charge	0.785	3.52	7
The bank provides variety products and services	0.628	3.93	
The banks financial performance is very important	0.471	3.48	
Average mean		3.64	
10- Internet Security and Confidentiality			
Internet banking is secured for use with personal details	0.698	3.94	2
The ability of the bank to provide confidentiality is excellent	0.601	4.25	
Average Mean		4.09	

Table 7.38 Kaiser-Meyer-Olkin and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.870
Bartlett's Test of Sphericity	Approx. Chi-Square	8581.529
	Df	861
	Sig.	0.000

Table 7.39 Total Variance Explained

Item	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.558	20.376	20.376	8.558	20.376	20.376	4.658	11.091	11.091
2	3.031	7.218	27.593	3.031	7.218	27.593	2.940	7.001	18.091
3	2.225	5.297	32.890	2.225	5.297	32.890	2.914	6.937	25.028
4	1.845	4.394	37.284	1.845	4.394	37.284	2.546	6.062	31.091
5	1.620	3.858	41.142	1.620	3.858	41.142	2.048	4.875	35.966
6	1.553	3.698	44.840	1.553	3.698	44.840	1.747	4.158	40.124
7	1.357	3.230	48.069	1.357	3.230	48.069	1.599	3.808	43.932
8	1.288	3.067	51.137	1.288	3.067	51.137	1.537	3.659	47.591
9	1.217	2.897	54.034	1.217	2.897	54.034	1.496	3.561	51.152
10	1.124	2.677	56.711	1.124	2.677	56.711	1.475	3.511	54.663
11	1.075	2.558	59.269	1.075	2.558	59.269	1.430	3.406	58.069
12	1.046	2.490	61.760	1.046	2.490	61.760	1.282	3.052	61.121
13	1.004	2.391	64.150	1.004	2.391	64.150	1.272	3.029	64.150
14	.914	2.177	66.327						
15	.899	2.141	68.468						
16	.871	2.073	70.541						
17	.804	1.915	72.456						
18	.780	1.856	74.312						
19	.726	1.728	76.040						
20	.688	1.639	77.678						
21	.674	1.604	79.282						
22	.639	1.520	80.803						
23	.623	1.483	82.286						
24	.606	1.442	83.728						
25	.577	1.374	85.102						
26	.547	1.303	86.404						
27	.522	1.242	87.646						
28	.500	1.191	88.837						
29	.470	1.118	89.955						
30	.458	1.090	91.045						
31	.432	1.029	92.074						
32	.427	1.018	93.092						
33	.414	.985	94.076						
34	.394	.939	95.015						
35	.339	.807	95.822						
36	.320	.762	96.584						
37	.302	.720	97.304						
38	.288	.686	97.991						
39	.247	.589	98.580						
40	.225	.536	99.115						
41	.193	.458	99.574						
42	.179	.426	100.000						
Extraction Method: Principal Component Analysis.									

Table 7.40 Rotated Component Matrix^a

Items	Component													Communalities
	1	2	3	4	5	6	7	8	9	10	11	12	13	
The bank staffs are always helpful when approached	.785													.659
The bank staff provides a pleasant experience	.753													.672
The bank staffs are confident and competent	.753													.659
Sufficient time is given to customers to solve their need	.708													.599
The staff at bank are polite	.699													.563
The bank's staff are well trained and knowledgeable	.670													.592
The bank always delivers products as promised	.604													.665
All the features of the product/s and services was explained clearly when bank staff are approached	.561													.559
The bank has good customer relationship	.394									.306				.518
Quick response in delivering service efficiently		.677												.603
The processing of application is always done efficiently		.654												.593
The bank always process all matters and transaction in set timely manner		.625												.583
Always accurate transaction without errors		.617												.600
Adequate staff availability to solve my problems		.599												.470
Forms are clear and easy to understand		.513					.314							.529
The internet banking provided by the bank is always easy to use and clear			.879											.835
The information provided by the banks website is always detailed and well-structured to meet the need of customers			.851											.807
The website is always tailored/customized to solve individual customer need and problem			.829											.795
The phone banking customer service answered my calls promptly				.843										.790
The bank always provides good reliable telephone banking (help and support)				.838										.806
All my complaints were dealt efficiently and promptly				.834										.814
Modern exterior features					.870									.798
Modern interior decoration					.866									.812
Availability of sufficient car parking space					.445									.479
The bank has a good management team						.799								.683
The bank provides secured banking at all time (non-internet based)						.696								.615

Table 7.40 Continued..

Brochure are clear and easy to understand							.734							.649
Clear bank statement							.647							.551
The bank provides competitive service charge								.784						.674
The bank provides variety products and services								.761						.692
Internet banking is secured for use with personal details			.427						.678					.713
The ability of the bank to provide confidentiality is excellent						.326			.611					.571
The banks financial performance is very important							.374		.559					.659
The bank pays competitive return on investment										.811				.748
The bank provides good availability of credit limit										.740				.689
The timing and opening hours of the bank is convenient											.651			.575
The bank uses latest technology and equipment's											.497			.541
Convenient locations											.461			.485
The CSR role of the bank is satisfactory												.652		.529
The bank is well established						.312						.646		.594
ATM machines is always full cash availability													.788	.695
The bank provide reliable and efficient SMS service													.528	.480
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 10 iterations. Only coefficients (components values) > 0.30														

Table 7.41 Ranking of Newly Formed Component for All Qatari Banks (Expectation)

Components	RCM	Mean	Component Ranking
1- Customer Services and Relationship Management			
The bank staffs are always helpful when approached	0.785	4.67	2
The bank staff provides a pleasant experience	0.753	4.60	
The bank staffs are confident and competent	0.753	4.61	
Sufficient time is given to customers to solve their need	0.708	4.61	
The staff at bank are polite	0.699	4.72	
The bank's staff are well trained and knowledgeable	0.670	4.72	
The bank always delivers products as promised	0.604	4.60	
All the features of the product/s and services was explained clearly when bank staff are approached	0.561	4.50	
The bank has good customer relationship	0.394	4.68	
Average Mean		4.63	
2- Efficiency and Accuracy			
Quick response in delivering service efficiently	0.677	4.62	4
The processing of application is always done efficiently	0.654	4.54	
The bank always process all matters and transaction in set timely manner	0.625	4.54	
Always accurate transaction without errors	0.617	4.64	
Adequate staff availability to solve my problems	0.599	4.61	
Forms are clear and easy to understand	0.513	4.46	
Average Mean		4.56	
3- Website and Internet Banking			
The internet banking provided by the bank is always easy to use and clear	0.879	4.29	9
The information provided by the banks website is always detailed and well-structured to meet the need of customers	0.851	4.26	
The website is always tailored/customized to solve individual customer need and problem	0.829	4.25	
Average Mean		4.26	
4- Telephone Banking and Complaints			
The phone banking customer service answered my calls promptly	0.843	4.45	6
The bank always provides good reliable telephone banking (help and support)	0.838	4.38	
All my complaints were dealt efficiently and promptly	0.834	4.38	
Average Mean		4.40	
5- Bank Design and Parking			
Modern exterior features	0.870	3.97	11
Modern interior decoration	0.866	4.09	
Availability of sufficient car parking space	0.445	4.56	
Average mean		4.20	
6- Management and Security			
The bank has a good management team	0.799	4.53	3
The bank provides secured banking at all time (non-internet based)	0.696	4.67	
Average mean		4.60	

Table 7.41 Continued..

7- Clarity of Printed Information			
Brochure are clear and easy to understand	0.734	4.03	10
Clear bank statement	0.647	4.41	
Average mean		4.22	
8- Bank Products and Charges			
The bank provides competitive service charge	0.784	4.18	8
The bank provides variety products and services	0.761	4.42	
Average mean		4.30	
9- Internet Security, Confidentiality and Financial Performance			
Internet banking is secured for use with personal details	0.678	4.53	7
The ability of the bank to provide confidentiality is excellent	0.611	4.71	
The banks financial performance is very important	0.559	3.86	
Average mean		4.36	
10- CRM, Credit Limits and Returns			
The bank pays competitive return on investment	0.811	3.90	12
The bank provides good availability of credit limit	0.740	4.38	
Average mean		4.14	
11- Opening Hours, Location and Technology			
The timing and opening hours of the bank is convenient	0.651	4.44	5
The bank uses latest technology and equipment's	0.497	4.43	
Convenient locations	0.461	4.53	
Average mean		4.46	
12- CSR and Establishment			
The CSR role of the bank is satisfactory	0.652	4.10	13
The bank is well established	0.646	3.93	
Average mean		4.01	
13- ATM and SMS Services			
ATM machines is always full cash availability	0.788	4.77	1
The bank provide reliable and efficient SMS service	0.528	4.65	
Average mean		4.71	

Table 7.42 Kaiser-Meyer-Olkin and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.875
Bartlett's Test of Sphericity	Approx. Chi-Square	6085.324
	Df	1035
	Sig.	0.000

Table 7.43 Total Variance Explained

Item	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.611	25.241	25.241	11.611	25.241	25.241	3.021	6.566	6.566
2	2.319	5.041	30.282	2.319	5.041	30.282	2.954	6.421	12.987
3	2.169	4.715	34.997	2.169	4.715	34.997	2.893	6.290	19.277
4	1.997	4.341	39.339	1.997	4.341	39.339	2.730	5.934	25.212
5	1.709	3.715	43.054	1.709	3.715	43.054	2.664	5.791	31.002
6	1.591	3.459	46.512	1.591	3.459	46.512	2.460	5.349	36.351
7	1.452	3.157	49.670	1.452	3.157	49.670	2.113	4.594	40.945
8	1.403	3.051	52.720	1.403	3.051	52.720	2.102	4.570	45.515
9	1.280	2.783	55.504	1.280	2.783	55.504	1.976	4.296	49.810
10	1.206	2.623	58.126	1.206	2.623	58.126	1.948	4.234	54.044
11	1.167	2.537	60.663	1.167	2.537	60.663	1.937	4.210	58.254
12	1.064	2.314	62.977	1.064	2.314	62.977	1.876	4.078	62.332
13	1.044	2.270	65.248	1.044	2.270	65.248	1.341	2.916	65.248
14	.921	2.002	67.250						
15	.896	1.947	69.197						
16	.859	1.867	71.064						
17	.815	1.771	72.835						
18	.773	1.681	74.516						
19	.758	1.648	76.164						
20	.712	1.547	77.710						
21	.686	1.491	79.202						
22	.663	1.441	80.643						
23	.638	1.387	82.030						
24	.592	1.287	83.317						
25	.546	1.187	84.504						
26	.535	1.163	85.667						
27	.511	1.111	86.778						
28	.503	1.094	87.872						
29	.479	1.041	88.913						
30	.446	.969	89.882						
31	.426	.927	90.809						
32	.409	.889	91.698						
33	.376	.817	92.515						
34	.367	.798	93.313						
35	.347	.754	94.067						
36	.322	.699	94.766						
37	.317	.689	95.455						
38	.299	.649	96.104						
39	.289	.628	96.732						
40	.274	.596	97.328						
41	.255	.554	97.882						
42	.249	.542	98.424						
43	.232	.504	98.928						
44	.196	.427	99.355						
45	.164	.356	99.711						
46	.133	.289	100.000						
Extraction Method: Principal Component Analysis.									

Table 7.44 Rotated Component Matrix^a

Items	Component													Communalities
	1	2	3	4	5	6	7	8	9	10	11	12	13	
Sufficient time is given to customers to solve their need	.794													.728
The staff at bank are polite	.666													.565
The bank staffs are always helpful when approached	.653	.349												.675
The bank staff provides a pleasant experience	.500	.454												.683
The bank has good customer relationship	.392	.331			.335									.574
The bank's staff are well trained and knowledgeable		.714												.728
All the features of the product/s and services was explained clearly when bank staff are approached		.637												.588
The bank staffs are confident and competent	.330	.627												.668
The bank always delivers products as promised	.387	.446										.318		.614
Forms are clear and easy to understand		.401		.366									.356	.608
The internet banking provided by the bank is always easy to use and clear			.843											.770
The information provided by the banks website is always detailed and well-structured to meet the need of customers			.839											.834
The website is always tailored/customized to solve individual customer need and problem			.782											.745
Clear bank statement			.403										.365	.483
Always accurate transaction without errors				.677										.665
The bank always process all matters and transaction in set timely manner				.663										.690
The processing of application is always done efficiently		.368		.649										.734
Quick response in delivering service efficiently				.621									.320	.672
Adequate staff availability to solve my problems	.338			.492						.322				.578
The bank provides secured banking at all time (non-internet based)					.729									.669
The bank is well established					.716									.608
The ability of the bank to provide confidentiality is excellent					.630									.675
Internet banking is secured for use with personal details			.316		.448					.350				.590
The bank has a good management team	.329				.405								.323	.577
The phone banking customer service answered my calls promptly						.828								.779
The bank always provides good reliable telephone banking (help and support)						.721								.709
All my complaints were dealt efficiently and promptly						.679								.690

Table 7.44 Continued..

The members of the bank's <i>Shari'ah</i> board are trustful and competent							.808							.754
The banks is <i>Shari'ah</i> compliant/ <i>riba</i> free							.747							.691
The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking							.738							.697
Modern interior decoration								.888						.854
Modern exterior features								.872						.841
ATM machines is always full cash availability									.699					.579
The bank provide reliable and efficient SMS service									.561					.547
The timing and opening hours of the bank is convenient		.321							.475	.381				.590
The bank should have a separate part for female customers									.470					.504
The bank uses latest technology and equipment's									.451			.422		.626
Convenient locations										.618				.637
Availability of sufficient car parking space						.306				.608				.655
Brochure are clear and easy to understand										.510				.544
The bank pays competitive return on investment											.779			.683
The bank provides good availability of credit limit											.630			.585
The CSR role of the bank is satisfactory											.556			.462
The bank provides variety products and services												.744		.691
The bank provides competitive service charge												.679		.615
The banks financial performance is very important													.670	.563
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 11 iterations. Only coefficients (components values) > 0.30														

Table 7.45 Ranking of Newly Formed Component for Islamic Qatari Banks (Perception)

Components	RCM	Mean	Component Ranking
1- Staff Helpful and Good Relationship Management			
Sufficient time is given to customers to solve their need	0.794	4.07	3
The staff at bank are polite	0.666	4.18	
The bank staffs are always helpful when approached	0.653	4.04	
The bank staff provides a pleasant experience	0.500	3.99	
The bank has good customer relationship	0.392	3.97	
Average Mean		4.05	
2- Customers Services and Competence			
The bank's staff are well trained and knowledgeable	0.714	4.03	6
All the features of the product/s and services was explained clearly when bank staff are approached	0.637	3.71	
The bank staffs are confident and competent	0.627	3.97	
The bank always delivers products as promised	0.446	3.79	
Forms are clear and easy to understand	0.401	3.79	
Average Mean		3.86	
3- Internet Banking and Website			
The internet banking provided by the bank is always easy to use and clear	0.843	3.49	10
The information provided by the banks website is always detailed and well-structured to meet the need of customers	0.839	3.40	
The website is always tailored/customized to solve individual customer need and problem	0.782	3.25	
Clear bank statement	0.403	3.91	
Average Mean		3.51	
4- Accuracy, Problem Solving and Efficiency			
Always accurate transaction without errors	0.677	3.81	7
The bank always process all matters and transaction in set timely manner	0.663	3.93	
The processing of application is always done efficiently	0.649	3.76	
Quick response in delivering service efficiently	0.621	3.59	
Adequate staff availability to solve my problems	0.492	3.57	
Average Mean		3.73	
5- Management, Establishment and Confidentiality			
The bank provides secured banking at all time (non-internet based)	0.729	4.33	1
The bank is well established	0.716	4.22	
The ability of the bank to provide confidentiality is excellent	0.630	4.29	
Internet banking is secured for use with personal details	0.448	3.99	
The bank has a good management team	0.405	3.95	
Average Mean		4.16	
6- Telephone Banking			
The phone banking customer service answered my calls promptly	0.828	3.54	9
The bank always provides good reliable telephone banking (help and support)	0.721	3.70	
All my complaints were dealt efficiently and promptly	0.679	3.57	
Average Mean		3.60	

Table 7.45 Continued..

7- Shari'ah Reasons			
The members of the bank's <i>Shari'ah</i> board are trustful and competent	0.808	3.96	2
The banks is <i>Shari'ah</i> compliant/ <i>riba</i> free	0.747	4.46	
The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking	0.738	3.81	
Average Mean		4.08	
8- Bank Design			
Modern interior decoration	0.888	3.99	5
Modern exterior features	0.872	3.99	
Average Mean		3.99	
9- ATM, Opening Hours			
ATM machines is always full cash availability	0.699	4.29	3
The bank provide reliable and efficient SMS service	0.561	4.20	
The timing and opening hours of the bank is convenient	0.475	3.81	
The bank should have a separate part for female customers	0.470	4.26	
The bank uses latest technology and equipment's	0.451	3.70	
Average Mean		4.05	
10- Locations and Parking			
Convenient locations	0.618	3.68	13
Availability of sufficient car parking space	0.608	2.44	
Brochure are clear and easy to understand	0.510	3.62	
Average Mean		3.25	
11- CSR, Credit Limits and Returns			
The bank pays competitive return on investment	0.779	3.35	10
The bank provides good availability of credit limit	0.630	3.78	
The CSR role of the bank is satisfactory	0.556	3.39	
Average Mean		3.51	
12- Products, Technology and Charges			
The bank provides variety products and services	0.744	3.88	8
The bank provides competitive service charge	0.679	3.53	
Average Mean		3.71	
13- Financial Performance			
The banks financial performance is very important	0.67	3.41	12
Average Mean		3.41	

Table 7.46 Kaiser-Meyer-Olkin and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.849
Bartlett's Test of Sphericity	Approx. Chi-Square	5636.545
	Df	1035
	Sig.	0.000

Table 7.47 Total Variance Explained

Item	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.551	20.763	20.763	9.551	20.763	20.763	5.205	11.316	11.316
2	3.063	6.659	27.422	3.063	6.659	27.422	3.051	6.633	17.949
3	2.648	5.756	33.178	2.648	5.756	33.178	2.690	5.848	23.797
4	2.175	4.729	37.907	2.175	4.729	37.907	2.634	5.725	29.522
5	1.731	3.764	41.670	1.731	3.764	41.670	2.301	5.002	34.525
6	1.595	3.468	45.138	1.595	3.468	45.138	1.985	4.316	38.840
7	1.425	3.098	48.237	1.425	3.098	48.237	1.896	4.121	42.961
8	1.389	3.019	51.255	1.389	3.019	51.255	1.723	3.745	46.706
9	1.244	2.704	53.959	1.244	2.704	53.959	1.575	3.423	50.129
10	1.199	2.606	56.565	1.199	2.606	56.565	1.574	3.422	53.551
11	1.140	2.478	59.043	1.140	2.478	59.043	1.493	3.247	56.798
12	1.088	2.366	61.409	1.088	2.366	61.409	1.462	3.179	59.977
13	1.023	2.223	63.632	1.023	2.223	63.632	1.352	2.938	62.915
14	1.000	2.175	65.807	1.000	2.175	65.807	1.330	2.892	65.807
15	.911	1.980	67.787						
16	.901	1.958	69.745						
17	.848	1.842	71.588						
18	.821	1.784	73.372						
19	.802	1.743	75.115						
20	.744	1.617	76.731						
21	.715	1.553	78.284						
22	.697	1.516	79.800						
23	.669	1.454	81.255						
24	.655	1.423	82.678						
25	.583	1.268	83.946						
26	.558	1.213	85.159						
27	.539	1.172	86.331						
28	.511	1.112	87.442						
29	.497	1.079	88.522						
30	.476	1.035	89.556						
31	.459	.997	90.554						
32	.439	.954	91.507						
33	.412	.895	92.403						
34	.398	.865	93.268						
35	.376	.818	94.086						
36	.363	.789	94.875						
37	.333	.723	95.598						
38	.296	.644	96.242						
39	.288	.626	96.867						
40	.256	.557	97.424						
41	.237	.514	97.939						

Table 7.47 Continued..

42	.220	.478	98.417						
43	.209	.455	98.872						
44	.191	.416	99.288						
45	.178	.387	99.675						
46	.150	.325	100.000						
Extraction Method: Principal Component Analysis.									

Table 7.48 Rotated Component Matrix^a

Items	Component														Communalities
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	
The bank staff provides a pleasant experience	.777														.723
The bank staffs are always helpful when approached	.764														.667
The bank staffs are confident and competent	.749														.675
Sufficient time is given to customers to solve their need	.724														.600
The staff at bank are polite	.690														.611
The bank always delivers products as promised	.640														.630
The bank's staff are well trained and knowledgeable	.638														.621
All the features of the product/s and services was explained clearly when bank staff are approached	.607														.601
The CSR role of the bank is satisfactory	.360							.312						.322	.605
The bank uses latest technology and equipment's	.333	.329								.320					.464
The internet banking provided by the bank is always easy to use and clear		.873													.848
The information provided by the banks website is always detailed and well-structured to meet the need of customers		.854													.813
The website is always tailored/customized to solve individual customer need and problem		.793													.787
The phone banking customer service answered my calls promptly			.818												.773
The bank always provides good reliable telephone banking (help and support)			.792												.772
All my complaints were dealt efficiently and promptly			.780												.768
The bank always process all matters and transaction in set timely manner				.651											.667
The processing of application is always done efficiently	.340			.573					.303						.660
Always accurate transaction without errors				.558											.605
The timing and opening hours of the bank is convenient				.553											.539
Quick response in delivering service efficiently				.521											.625
Forms are clear and easy to understand				.437											.573
The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking					.861										.787
The members of the bank's <i>Shari'ah</i> board are trustful and competent					.839										.792
The banks is <i>Shari'ah</i> compliant/ <i>riba</i> free					.775										.683

Table 7.48 Continued..

Modern exterior features						.881									.834
Modern interior decoration						.860									.812
The ability of the bank to provide confidentiality is excellent							.719								.659
The bank provides secured banking at all time (non-internet based)							.646								.618
The bank has a good management team							.628	.347							.682
The bank pays competitive return on investment								.750							.703
The bank provides good availability of credit limit								.739		.308					.727
The bank provides competitive service charge									.768						.665
The bank provides variety products and services									.564	.355					.636
ATM machines is always full cash availability										.684					.581
The bank provide reliable and efficient SMS service										.450					.508
Availability of sufficient car parking space											.690				.579
Convenient locations											.633				.552
Brochure are clear and easy to understand												.634			.592
Clear bank statement												.487			.574
The bank has good customer relationship	.353												-.468		.605
Internet banking is secured for use with personal details		.382												.664	.715
Adequate staff availability to solve my problems	.304			.337										.396	.523
The banks financial performance is very important												.346	.347		.553
The bank should have a separate part for female customers														.716	.662
The bank is well established														.549	.602

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 42 iterations.
Only coefficients (components values) > 0.30

Table 7.49 Ranking of Newly Formed Component for Islamic Qatari Banks (Expectation)

Components	RCM	Mean	Component Ranking
1- Customer Services and Staff			
The bank staff provides a pleasant experience	0.777	4.56	4
The bank staffs are always helpful when approached	0.764	4.60	
The bank staffs are confident and competent	0.749	4.54	
Sufficient time is given to customers to solve their need	0.724	4.56	
The staff at bank are polite	0.69	4.67	
The bank always delivers products as promised	0.64	4.55	
The bank's staff are well trained and knowledgeable	0.638	4.66	
All the features of the product/s and services was explained clearly when bank staff are approached	0.607	4.42	
The CSR role of the bank is satisfactory	0.360	3.99	
The bank uses latest technology and equipment's	0.333	4.34	
Average Mean		4.49	
2- Internet Banking and Website			
The internet banking provided by the bank is always easy to use and clear	0.873	4.18	12
The information provided by the banks website is always detailed and well-structured to meet the need of customers	0.854	4.14	
The website is always tailored/customized to solve individual customer need and problem	0.793	4.13	
Average Mean		4.15	
3- Telephone Banking and Complaints			
The phone banking customer service answered my calls promptly	0.818	4.44	7
The bank always provides good reliable telephone banking (help and support)	0.792	4.35	
All my complaints were dealt efficiently and promptly	0.780	4.32	
Average Mean		4.34	
4- Transactions Efficiency and Convenience			
The bank always process all matters and transaction in set timely manner	0.651	4.46	6
The processing of application is always done efficiently	0.573	4.44	
Always accurate transaction without errors	0.558	4.58	
The timing and opening hours of the bank is convenient	0.553	4.42	
Quick response in delivering service efficiently	0.521	4.53	
Forms are clear and easy to understand	0.437	4.39	
Average Mean		4.47	
5- Shari'ah and Religious Reasons			
The employees of bank are fully aware of <i>Shari'ah</i> compliance and have sufficient knowledge about Islamic banking	0.861	4.38	5
The members of the bank's <i>Shari'ah</i> board are trustful and competent	0.839	4.39	
The banks is <i>Shari'ah</i> compliant/ <i>riba</i> free	0.775	4.68	
Average Mean		4.48	
6- Bank Design			
Modern exterior features	0.881	4.04	13
Modern interior decoration	0.860	4.19	
Average Mean		4.12	

Table 7.49 Continued..

7- Management, Security and Confidentiality			
The ability of the bank to provide confidentiality is excellent	0.719	4.66	2
The bank provides secured banking at all time (non-internet based)	0.646	4.67	
The bank has a good management team	0.628	4.53	
Average Mean		4.62	
8- Returns and Credit Limit			
The bank pays competitive return on investment	0.750	3.90	11
The bank provides good availability of credit limit	0.739	4.45	
Average Mean		4.18	
9- Products and Charges			
The bank provides competitive service charge	0.768	4.12	9
The bank provides variety products and services	0.564	4.40	
Average Mean		4.26	
10-ATM and SMS Services			
ATM machines is always full cash availability	0.684	4.74	1
The bank provide reliable and efficient SMS service	0.450	4.61	
Average Mean		4.68	
11- Parking and Locations			
Availability of sufficient car parking space	0.690	4.60	3
Convenient locations	0.633	4.51	
Average Mean		4.56	
12- CRM and Printed Information			
Brochure are clear and easy to understand	0.634	3.99	8
Clear bank statement	0.487	4.37	
The bank has good customer relationship	-0.468	4.63	
Average Mean		4.33	
13- Banking Security and Services			
Internet banking is secured for use with personal details	0.664	4.41	9
Adequate staff availability to solve my problems	0.396	4.56	
The banks financial performance is very important	0.347	3.82	
Average Mean		4.26	
14- Bank Facilities and Establishment			
The bank should have a separate part for female customers	0.716	4.29	14
The bank is well established	0.549	3.90	
Average Mean		4.10	

Table 7.50 Kaiser-Meyer-Olkin and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.871
Bartlett's Test of Sphericity	Approx. Chi-Square	5487.573
	Df	861
	Sig.	0.000

Table 7.51 Total Variance Explained

Item	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.807	25.730	25.730	10.807	25.730	25.730	5.454	12.987	12.987
2	2.855	6.798	32.528	2.855	6.798	32.528	3.386	8.062	21.049
3	2.386	5.681	38.209	2.386	5.681	38.209	3.034	7.223	28.272
4	2.057	4.898	43.107	2.057	4.898	43.107	2.773	6.602	34.874
5	1.857	4.421	47.529	1.857	4.421	47.529	2.632	6.267	41.141
6	1.752	4.171	51.699	1.752	4.171	51.699	2.457	5.849	46.990
7	1.482	3.530	55.229	1.482	3.530	55.229	1.853	4.411	51.401
8	1.392	3.313	58.542	1.392	3.313	58.542	1.831	4.360	55.761
9	1.198	2.853	61.395	1.198	2.853	61.395	1.685	4.011	59.772
10	1.096	2.610	64.006	1.096	2.610	64.006	1.508	3.591	63.363
11	1.008	2.401	66.407	1.008	2.401	66.407	1.278	3.043	66.407
12	.955	2.273	68.679						
13	.871	2.073	70.753						
14	.810	1.927	72.680						
15	.799	1.902	74.582						
16	.786	1.870	76.453						
17	.721	1.718	78.170						
18	.649	1.546	79.716						
19	.620	1.477	81.193						
20	.593	1.411	82.604						
21	.565	1.346	83.951						
22	.536	1.277	85.228						
23	.489	1.164	86.392						
24	.484	1.152	87.544						
25	.462	1.099	88.643						
26	.424	1.010	89.654						
27	.419	.998	90.651						
28	.404	.962	91.613						
29	.383	.912	92.526						
30	.369	.878	93.404						
31	.333	.793	94.196						
32	.320	.761	94.958						
33	.299	.713	95.671						
34	.294	.699	96.370						
35	.259	.617	96.987						
36	.244	.581	97.568						
37	.226	.538	98.106						
38	.212	.504	98.610						
39	.186	.443	99.053						
40	.159	.379	99.432						
41	.135	.322	99.755						
42	.103	.245	100.000						
Extraction Method: Principal Component Analysis.									

Table 7.52 Rotated Component Matrix^a

Items	Component											Communalities
	1	2	3	4	5	6	7	8	9	10	11	
Sufficient time is given to customers to solve their need	.813											.738
The bank staffs are always helpful when approached	.810											.755
The bank staff provides a pleasant experience	.793											.737
The bank staffs are confident and competent	.769											.746
The bank's staff are well trained and knowledgeable	.664								.316			.629
The staff at bank are polite	.650											.542
The bank always delivers products as promised	.646											.659
The bank has good customer relationship	.593											.627
All the features of the product/s and services was explained clearly when bank staff are approached	.564											.618
The processing of application is always done efficiently		.768										.741
Quick response in delivering service efficiently	.305	.759										.757
The bank always process all matters and transaction in set timely manner	.348	.702										.691
Adequate staff availability to solve my problems		.600										.584
Accurate transaction without error free		.575										.489
Availability of sufficient car parking space		.453				.378						.527
The information provided by the banks website is always detailed and well-structured to meet the need of customers			.878									.814
The internet banking provided by the bank is easy to use, clear			.858									.803
The website is always tailored/customized to solve individual customer need and problem			.760									.713
Internet banking is secured for use with personal details			.581								-.409	.719
The bank provides secured banking at all time (non-internet based)				.777								.693
The bank has a good management team				.751								.725
The bank is well established				.750								.702
The ability of the bank to provide confidentiality is excellent				.586							-.379	.671
All my complaints were dealt efficiently and promptly					.797							.792
The bank always provides good reliable telephone banking (help and support)					.786							.741
The phone banking customer service answered my calls promptly					.775							.729
The bank provide reliable and efficient SMS service					.462				.328			.489
Modern exterior features						.906						.884
Modern interior decoration						.904						.854
Convenient locations						.534	.310					.503

Table 7.52 Continued..

ATM machines is always full cash availability							.717					.650
The bank uses latest technology and equipment's							.570				.340	.648
The banks financial performance is very important							.476		.327			.512
The bank provides good availability of credit limit								.789				.683
The bank pays competitive return on investment								.655				.607
The CSR role of the bank is satisfactory (such as helping the community, helping the poor <i>etc.</i>)								.454				.386
The bank provides competitive service charge									.797			.691
The bank provides variety products and services							.396		.540			.601
Brochure are clear and easy to understand										.701		.670
Forms are clear and easy to understand		.351								.595		.663
Clear bank statement			.342							.468	.370	.564
The timing and opening hours of the bank is convenient											.548	.545
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 9 iterations. Only coefficients (components values) > 0.30												

Table 7.53 Ranking of Newly Formed Component for Conventional Qatari Banks (Perception)

Components	RCM	Mean	Component Ranking
1- Customer Services and Helpful Staff			
Sufficient time is given to customers to solve their need	0.813	4.03	4
The bank staffs are always helpful when approached	0.810	4.09	
The bank staff provides a pleasant experience	0.793	3.98	
The bank staffs are confident and competent	0.769	4.00	
The bank's staff are well trained and knowledgeable	0.664	4.00	
The staff at bank are polite	0.650	4.20	
The bank always delivers products as promised	0.646	3.80	
The bank has good customer relationship	0.593	3.94	
All the features of the product/s and services was explained clearly when bank staff are approached	0.564	3.71	
Average Mean		3.97	
2- Efficiency and Banking Facilities			
The processing of application is always done efficiently	0.768	3.89	7
Quick response in delivering service efficiently	0.759	3.78	
The bank always process all matters and transaction in set timely manner	0.702	4.01	
Adequate staff availability to solve my problems	0.600	3.89	
Accurate transaction without error free	0.575	3.94	
Availability of sufficient car parking space	0.453	3.30	
Average Mean		3.80	
3- Website and Internet Banking			
The information provided by the banks website is always detailed and well-structured to meet the need of customers	0.878	3.77	9
The internet banking provided by the bank is always easy to use and clear	0.858	3.82	
The website is always tailored/customized to solve individual customer need and problem	0.760	3.60	
Internet banking is secured for use with personal details	0.581	3.87	
Average Mean		3.76	
4- Management, Establishment and Confidentiality			
The bank provides secured banking at all time (non-internet based)	0.777	4.33	1
The bank has a good management team	0.751	3.95	
The bank is well established	0.75	4.13	
The ability of the bank to provide confidentiality is excellent	0.586	4.21	
Average Mean		4.15	
5- Telephone Banking's and Complaints			
All my complaints were dealt efficiently and promptly	0.797	3.56	7
The bank always provides good reliable telephone banking (help and support)	0.786	3.83	
The phone banking customer service answered my calls promptly	0.775	3.55	
The bank provide reliable and efficient SMS service	0.462	4.29	
Average Mean		3.80	

Table 7.53 Continued..

6- Bank Design and Location			
Modern exterior features	0.906	3.98	2
Modern interior decoration	0.904	4.04	
Convenient locations	0.534	4.10	
Average Mean		4.04	
7- ATM, Technology and Financial Performance			
ATM machines is always full cash availability	0.717	4.41	3
The bank uses latest technology and equipment's	0.57	3.99	
The banks financial performance is very important	0.476	3.56	
Average Mean		3.98	
8- ROI, CSR and Credit Limits			
The bank provides good availability of credit limit	0.789	3.67	11
The bank pays competitive return on investment	0.655	3.23	
The CSR role of the bank is satisfactory	0.454	3.32	
Average Mean		3.40	
9- Products and Charges			
The bank provides competitive service charge	0.797	3.51	10
The bank provides variety products and services	0.540	3.99	
Average Mean		3.75	
10- Clarity of Printed Information			
Brochure are clear and easy to understand	0.701	3.70	6
Forms are clear and easy to understand	0.595	3.84	
Clear bank statement	0.468	4.01	
Average Mean		3.85	
11- Opening Hours			
The timing and opening hours of the bank is convenient	0.548	3.94	5
Average Mean		3.94	

Table 7.54 Kaiser-Meyer-Olkin and Bartlett's Test Results

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.776
Bartlett's Test of Sphericity	Approx. Chi-Square	4208.043
	Df	861
	Sig.	0.000

7.55 Total Variance Explained

Item	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.969	16.593	16.593	6.969	16.593	16.593	4.481	10.670	10.670
2	3.279	7.806	24.399	3.279	7.806	24.399	2.996	7.132	17.802
3	2.474	5.890	30.289	2.474	5.890	30.289	2.708	6.448	24.250
4	2.212	5.266	35.555	2.212	5.266	35.555	2.571	6.122	30.372
5	2.079	4.950	40.504	2.079	4.950	40.504	2.116	5.037	35.409
6	1.751	4.170	44.674	1.751	4.170	44.674	1.952	4.648	40.057
7	1.512	3.601	48.275	1.512	3.601	48.275	1.702	4.051	44.108
8	1.477	3.516	51.790	1.477	3.516	51.790	1.639	3.901	48.010
9	1.389	3.307	55.098	1.389	3.307	55.098	1.620	3.858	51.867
10	1.275	3.037	58.135	1.275	3.037	58.135	1.585	3.774	55.642
11	1.143	2.721	60.856	1.143	2.721	60.856	1.548	3.686	59.328
12	1.077	2.564	63.420	1.077	2.564	63.420	1.446	3.442	62.769
13	1.022	2.434	65.853	1.022	2.434	65.853	1.295	3.084	65.853
14	.943	2.245	68.099						
15	.934	2.224	70.322						
16	.880	2.096	72.419						
17	.840	2.000	74.419						
18	.778	1.852	76.270						
19	.737	1.756	78.026						
20	.679	1.617	79.643						
21	.671	1.598	81.241						
22	.626	1.491	82.732						
23	.616	1.467	84.199						
24	.591	1.408	85.606						
25	.554	1.319	86.925						
26	.507	1.206	88.132						
27	.484	1.152	89.284						
28	.464	1.105	90.389						
29	.436	1.037	91.426						
30	.419	.998	92.424						
31	.397	.944	93.368						
32	.377	.897	94.265						
33	.353	.841	95.107						
34	.328	.781	95.888						
35	.302	.718	96.606						
36	.280	.667	97.272						
37	.257	.612	97.885						
38	.230	.549	98.433						
39	.210	.499	98.932						
40	.168	.399	99.332						
41	.150	.358	99.690						
42	.130	.310	100.000						
Extraction Method: Principal Component Analysis.									

Table 7.56 Rotated Component Matrix^a

Items	Component													Communalities
	1	2	3	4	5	6	7	8	9	10	11	12	13	
The bank staffs are always helpful when approached	.790													.665
The bank staffs are confident and competent	.737													.679
The bank staff provides a pleasant experience	.724													.646
Sufficient time is given to customers to solve their need	.721													.653
The bank's staff are well trained and knowledgeable	.716													.660
The staff at bank are polite	.676													.598
The bank always delivers products as promised	.612													.679
All the features of the product/s and services was explained clearly when bank staff are approached	.548										.364			.655
The bank has good customer relationship	.403					.333								.461
The internet banking provided by the bank is always easy to use and clear		.896												.835
The information provided by the banks website is always detailed and well-structured to meet the need of customers		.863												.807
The website is always tailored/customized to solve individual customer need and problem		.841												.802
Internet banking is secured for use with personal details		.569									.397			.556
The bank always provides good reliable telephone banking (help and support)			.893											.847
The phone banking customer service answered my calls promptly			.885											.846
All my complaints were dealt efficiently and promptly			.863											.808
Adequate staff availability to solve my problems				.681										.578
Quick response in delivering service efficiently				.669										.648
The processing of application is always done efficiently				.658										.544
Always accurate transaction without errors				.655										.673
The bank always process all matters and transaction in set timely manner				.525							.343			.602
Forms are clear and easy to understand				.360			.347							.560
Modern interior decoration					.876									.835
Modern exterior features					.873									.813
Availability of sufficient car parking space					.503									.569

Table 7.56 Continued..

The bank has a good management team						.726								.647
The bank provides secured banking at all time (non-internet based)						.706								.641
Brochure are clear and easy to understand							.727							.637
Clear bank statement							.709							.672
The timing and opening hours of the bank is convenient								.707						.624
The bank uses latest technology and equipment's		.304						.639						.640
Convenient locations								.490				.414		.600
The bank provides variety products and services									.778					.690
The bank provides competitive service charge									.707					.634
The bank pays competitive return on investment										.799				.704
The bank provides good availability of credit limit										.642				.582
The ability of the bank to provide confidentiality is excellent											.760			.729
The banks financial performance is very important									.373		.396			.643
ATM machines is always full cash availability												.651		.507
The bank provide reliable and efficient SMS service												.536		.477
The CSR role of the bank is satisfactory (such as helping the community, helping the poor <i>etc.</i>)													.801	.696
The bank is well established						.338							.419	.516
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 9 iterations. Only coefficients (components values) > 0.30														

**Table 7.57 Ranking of Newly Formed Component for Conventional Qatari Banks
(Expectation)**

Components	RCM	Mean	Component Ranking
1- Customer Services and Relationship			
The bank staffs are always helpful when approached	0.790	4.75	2
The bank staffs are confident and competent	0.737	4.68	
The bank staff provides a pleasant experience	0.724	4.63	
Sufficient time is given to customers to solve their need	0.721	4.67	
The bank's staff are well trained and knowledgeable	0.716	4.80	
The staff at bank are polite	0.676	4.77	
The bank always delivers products as promised	0.612	4.66	
All the features of the product/s and services was explained clearly when bank staff are approached	0.548	4.59	
The bank has good customer relationship	0.403	4.74	
Average Mean		4.70	
2- Internet Banking and Website			
The internet banking provided by the bank is always easy to use and clear	0.896	4.42	6
The information provided by the banks website is always detailed and well-structured to meet the need of customers	0.863	4.40	
The website is always tailored/customized to solve individual customer need and problem	0.841	4.39	
Internet banking is secured for use with personal details	0.569	4.66	
Average Mean		4.47	
3- Telephone Banking and Complaints			
The bank always provides good reliable telephone banking (help and support)	0.893	4.42	7
The phone banking customer service answered my calls promptly	0.885	4.46	
All my complaints were dealt efficiently and promptly	0.863	4.45	
Average Mean		4.44	
4- Efficiency, Accuracy and Problem Solving			
Adequate staff availability to solve my problems	0.681	4.67	3
Quick response in delivering service efficiently	0.669	4.74	
The processing of application is always done efficiently	0.658	4.64	
Always accurate transaction without errors	0.655	4.70	
The bank always process all matters and transaction in set timely manner	0.525	4.63	
Forms are clear and easy to understand	0.360	4.55	
Average Mean		4.66	
5- Bank Design and Parking			
Modern interior decoration	0.876	3.99	11
Modern exterior features	0.873	3.89	
Availability of sufficient car parking space	0.503	4.52	
Average Mean		4.13	

Table 7.57 Continued..

6- Management and Security			
The bank has a good management team	0.726	4.54	4
The bank provides secured banking at all time (non-internet based)	0.706	4.66	
Average Mean		4.60	
7- Clarity of Printed Information			
Brochure are clear and easy to understand	0.727	4.08	10
Clear bank statement	0.709	4.47	
Average Mean		4.28	
8- Opening Hours, Technology and Location			
The timing and opening hours of the bank is convenient	0.707	4.45	5
The bank uses latest technology and equipment's	0.639	4.54	
Convenient locations	0.490	4.56	
Average Mean		4.52	
9- Products and Charges			
The bank provides variety products and services	0.778	4.43	8
The bank provides competitive service charge	0.707	4.26	
Average Mean		4.35	
10- Returns and Credit Limits			
The bank pays competitive return on investment	0.799	3.89	13
The bank provides good availability of credit limit	0.642	4.29	
Average Mean		4.09	
11- Financial Performance and Confidentiality			
The ability of the bank to provide confidentiality is excellent	0.760	4.77	9
The banks financial performance is very important	0.396	3.91	
Average Mean		4.34	
12- ATM and SMS Services			
ATM machines is always full cash availability	0.651	4.80	1
The bank provide reliable and efficient SMS service	0.536	4.69	
Average Mean		4.75	
13- CSR and Establishment			
The CSR role of the bank is satisfactory (such as helping the community, helping the poor <i>etc.</i>)	0.801	4.22	12
The bank is well established	0.419	3.97	
Average Mean		4.10	

Appendix 2

A Survey of Customers' Expectation and Perception on Service Quality of Banks

This is an empirical study exploring the expectations and perceptions of customers by measuring the your opinions about banks service quality. The survey is part of postgraduate studies and all data collected will be later on used for analysis and research purpose.

Please be assured that all data and responses will remain private and strictly confidential and will only be used for academic purpose.

The Questionnaire is made of two parts, the first is your expectations about banks services. The second part is your actual opinion and perception about the services of your bank. While the questions may sound similar, they however address different aspects.

Please answer as accurately as possible based on your own judgment.

Thank you very much for your time and contribution.

Once you filled the questionnaires please enclose in the envelope provided or return it directly to us.

Administration use only

Date of questionnaire filled:	
Bank branch location/ Location of area where survey is being conducted:	
Time and date:	
Reference number:	

Customer Expectations about banking services in general (Section A)

*Please answer these question based on your general **expectations** about the banks service. Please answer each question on a scale of 'Strongly Disagree' to 'Strongly Agree'. Please chose one answer for each question and tick (✓) accordingly*

Technology - Tangibles	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The bank uses latest technology and equipment's					
Forms are clear and easy to understand					
Brochure are clear & easy to understand					
Clear bank statement					
Modern exterior features					
Modern interior decoration					

Please answer each question on a scale of 'Strongly Disagree' to 'Strongly Agree'.

Please chose one answer for each question and tick (✓) accordingly

Responsiveness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Quick response in delivering service efficiently					
The bank staff are helpful when approached					
The phone banking customer service answered my calls promptly					
All my complaints were dealt efficiently and promptly					
All the features of the product/s and services was explained clearly when bank staff are approached					

Please answer each question on a scale of 'Strongly Disagree' to 'Strongly Agree'.

Please chose one answer for each question and tick (✓) accordingly

Empathy	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Sufficient time is given to customers to solve their need					
The timing and opening hours of the bank is convenient					
Convenient locations					
The bank has good customer relationship					
Availability of sufficient car parking space					

Please answer each question on a scale of 'Strongly Disagree' to 'Strongly Agree'.

Please chose one answer for each question and tick (✓) accordingly

Assurance	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The bank staff provides a pleasant experience					
Internet banking is secured for use with personal details					
The bank provides secured banking at all time (non-internet based)					
The staff at bank are polite					
The bank staff are confident and competent					
Adequate staff availability to solve my problems					
The bank's staff are well trained and knowledgeable					
The bank is well established					
The bank has a good management team					
The ability of the bank to provide confidentiality is excellent					

Please answer each question on a scale of 'Strongly Disagree' to 'Strongly Agree'.

Please chose one answer for each question and tick (✓) accordingly

Reliability	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Always accurate transaction without errors					
The information provided by the banks website is always detailed and well-structured to meet the need of customers					
The bank always process all matters and transaction in set timely manner					
ATM machines is always full cash availability					
The internet banking provided by the bank is always easy to use and clear					
The bank always provides good reliable telephone banking (the bank provides vast help and support)					
The bank provide reliable and efficient SMS service					
The bank always delivers products as promised					
The website is always tailored/customized to solve individual customer need and problem					
The processing of application is always done efficiently					

Please answer each question on a scale of 'Strongly Disagree' to 'Strongly Agree'.

Please chose one answer for each question and tick (✓) accordingly

CSR – Competitiveness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The corporate social responsibility role of the bank is satisfactory (such as helping the community, helping the poor etc.)					
The bank provides variety products and services					
The bank provides competitive service charge					
The bank provides good availability of credit limit provided by the bank					
The bank pays competitive return on investment					
The banks financial performance is very important					

The following questions are only applicable for ISLAMIC BANKS CUSTOMERS ONLY

Please answer each question on a scale of 'Strongly Disagree' to 'Strongly Agree'.

Please chose one answer for each question and tick (✓) accordingly

Religious Reasons	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The bank is Shariah compliant/Riba free					
The members of the bank's Shariah board are trustful and competent					
The employees of bank are fully aware of Shariah compliance and have sufficient knowledge about Islamic banking					
The bank should have a separate part for female customers					

Customer Perceptions about banking services in general (Section B)

*Please answer these question based on your general personal opinion and **perceptions** about the banks services. Please answer each question on a scale of 'Strongly Disagree' to 'Strongly Agree'.*

Please chose one answer for each question and tick (✓) accordingly

Technology - Tangibles	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The bank uses latest technology and equipment's					
Forms are clear and easy to understand					
Brochure are clear & easy to understand					
Clear bank statement					
Modern exterior features					
Modern interior decoration					

Please answer each question on a scale of 'Strongly Disagree' to 'Strongly Agree'.

Please chose one answer for each question and tick (✓) accordingly

Responsiveness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Quick response in delivering service efficiently					
The bank staffs are helpful when approached					
The phone banking customer service answered my calls promptly					
All my complaints were dealt efficiently and promptly					
All the features of the product/s and services was explained clearly when bank staff are approached					

Please answer each question on a scale of 'Strongly Disagree' to 'Strongly Agree'.

Please chose one answer for each question and tick (✓) accordingly

Empathy	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Sufficient time is given to customers to solve their need					
The timing and opening hours of the bank is convenient					
Convenient locations					
The bank has good customer relationship					
Availability of sufficient car parking space					

Please answer each question on a scale of 'Strongly Disagree' to 'Strongly Agree'.

Please chose one answer for each question and tick (✓) accordingly

Assurance	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The bank staff provides a pleasant experience					
Internet banking is secured for use with personal details					
The bank provides secured banking at all time (non-internet based)					
The staff at bank are polite					
The bank staffs are confident and competent					
Adequate staff availability to solve my problems					
The bank's staff are well trained and knowledgeable					
The bank is well established					
The bank has a good Management team					
The ability of the bank to provide confidentiality is excellent					

Please answer each question on a scale of 'Strongly Disagree' to 'Strongly Agree'.

Please chose one answer for each question and tick (✓) accordingly

Reliability	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Always accurate transaction without errors					
The information provided by the banks website is always detailed and well-structured to meet the need of customers					
The bank always process all matters and transaction in set timely manner					
ATM machines is always full cash availability					
The internet banking provided by the bank is always easy to use and clear					
The bank always provides good reliable telephone banking (the bank provides vast help and support)					
The bank provide reliable and efficient SMS service					
The bank always delivers products as promised					
The website is always tailored/customized to solve individual customer need and problem					
The processing of application is always done efficiently					

Please answer each question on a scale of 'Strongly Disagree' to 'Strongly Agree'.

Please chose one answer for each question and tick (✓) accordingly

CSR - Competitiveness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The corporate social responsibility role of the bank is satisfactory (such as helping the community, helping the poor <i>etc.</i>)					
The bank provides variety products and services					
The bank provides competitive service charge					
The bank provides good availability of credit limit provided by the bank					
The bank pays competitive return on investment					
The banks financial performance is very important					

Please answer each question on a scale of 'Strongly Disagree' to 'Strongly Agree'.

Please chose one answer for each question and tick (✓) accordingly

Overall Satisfaction	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am happy with the overall Service Quality provided by the bank					

The following questions are applicable for ISLAMIC BANKS CUSTOMERS only

Please answer each question on a scale of 'Strongly Disagree' to 'Strongly Agree'.

Please chose one answer for each question and tick (✓) accordingly

Religious Reasons	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The bank is Shariah compliant/Riba free					
The members of the Bank's Shariah board are trustful and competent					
The employees of bank are fully aware of Shariah compliance and have sufficient knowledge about Islamic banking					
The bank have a separate part for female customers					

Bank Products Awareness

Please indicate which of the following products you are aware of and indicate if you have used it or not. Please chose one answer for each question and tick (✓) accordingly

Bank services	Yes-Aware + Yes-Used	Yes-Aware + Not-Used	Not Aware
Banks accounts			
Saving Account			
Current Account			
Salary Account			
Corporate Account			
Premium Account			
Financing options			
Credit Cards			
Personal loans			
Car Loan			
Housing Loan			
Business Loan			
Business transactions			
Letter of Guarantee			
Letter of Credit			
Foreign Exchange			
Miscellaneous services			
Telephone Banking			
Internet Banking			
Bond			
Deposit box			

The following products are for ISLAMIC BANKS CUSTOMERS only

Please indicate which of the following products you are aware of and indicate if you have used it or not. Please chose one answer for each question and tick (✓) accordingly

Customer of Islamic Banks	Yes Aware + Yes Used	Yes Aware +Not Used	Not Aware
Murabaha			
Mudarabah			
Musharakah			
Ijarah			
Istisnah			
Sukuk			
Bai Al Salam			
Tawarruq			

Banking Group

Please indicate which types of banks do you currently banks do deal with (please tick as appropriate making only one choice for each question). Please chose one answer for each question and tick (✓) accordingly

Conventional Bank only	
Islamic Bank only	
Both Conventional and Islamic Banks	

Experience (Number of years with the Bank)

Please tick the option that applies to you. Please chose one answer for each question and tick (✓) accordingly.

Less than one year	
1-2 years	
2-3 years	
3-5 years	
More than 5 years	

Demographics

Gender

Please tick the option that applies to you. Please chose one answer for each question and tick (✓) accordingly.

Male	
Female	

Age

Please tick the option that applies to you. Please chose one answer for each question and tick (✓) accordingly.

18-30 years	
31-40 years	
41-50 years	
51-60 years	
Over 60 years	

Job Position

Please tick the option that applies to you. Please chose one answer for each question and tick (✓) accordingly.

Accounting / Finance		Domestic Worker	
Computer Related Profession		Professional Service	
Customer Services		Medical Related Profession	
Education / Training		Legal Profession	
Engineering		Research and Development	
Executive/Senior management		Retired	
General Admin / Supervisor		Sales / Marketing Advertising	
Government Employee		Self-employed	
Military / Police		Entrepreneur	
Manufacturing / Production		Students	
Unemployed			

Income (Choose the applicable currency applicable to your country)

Please tick the option that applies to you. Please chose one answer for each question and tick (✓) accordingly.

Kuwait Respondents	Qatar Respondents
KD <300	QR < 4000
KD 301-700	QR 4001-9000
KD 701-1000	QR 9001/13000
KD 1001-1500	QR 13001/ 20000
KD 1501-2000	QR 20001 / 26000
KD 2001-2600	QR 26001-34000
KD > 2601	QR > 34001

Education

Please tick the option that applies to you. Please chose one answer for each question and tick (✓) accordingly.

Less than high school certificate	
High school certificate	
Diploma	
Bachelor degree	
Post graduate degree	

Ethnicity

Please tick the option that applies to you. Please chose one answer for each question and tick (✓) accordingly.

GCC Arab	
Non GCC Arab	
Western European	
Western - Others	
Asian Filipino	
Asian Indonesian	
Asian Chinese	
South Asian (Indian, Bangladeshi, Pakistani)	
African	
Others	

Thank you for taking the time to take part in our research.

دراسة و استبيان عن رأي العملاء و توقعاتهم عن جودة الخدمة من البنك

هذه دراسة و استطلاع لمعرفة رأي العملاء و توقعاتهم بخصوص جودة الخدمات المقدمة من البنك الذي تتعاملون معه. لذا نرجو منكم اخذ الوقت الكافي لقراءة الاسئلة و الاجابة بدقة و موضوعية حيث انه سيساعد في نجاح الدراسة و الحصول على نتائج دقيقة.

الاستبيان ينقسم الى قسمين الاول للتعبير عن توقعاتكم بشكل عام عن الخدمات من البنك و القسم الثاني هو الرأي الفعلي عن خدمة البنك.

جميع البيانات سيتم التعامل معها بكامل السرية و الخصوصية و ستستخدم للدراسة الجامعية فقط.

و تقبلوا منا جزيل الشكر و التقدير,,,

يرجي تعبئة كافة البيانات و تسليمها للشخص المسؤول او وضعها في الظرف المرفق

استخدام اداري فقط

	تاريخ عمل الاستبيان
	عنوان فرع البنك او الموقع الذي تم فيه عمل الاستبيان
	وقت عمل الاستبيان
	رقم المرجع

(قسم أ) **يرجى التعبير عن رأيك الشخصي بخصوص توقعاتك بالنسبة لكم**

يرجى الاجابة هنا عن رأيك الشخصي بخصوص توقعاتك عن الخدمات البنكية. يرجى إختيار جواب واحد فقط عند لكل سؤال من "معارض بشدة" إلى "موافق بشدة" مع وضع علامة ✓الجواب.

موافق بشدة	موافق	محايد	معارض	معارض بشدة	الخدمات البنكية العامة
					يستخدم البنك أحدث التكنولوجيا و التقنيات
					النماذج البنكية واضحة و سهلة الفهم
					الكتيبات و المطبوعات المقدمة من البنك واضحة و سهلة الفهم
					كشف الحساب البنكي واضح و سهل الفهم
					المظهر الخارجي للبنك حديث التصميم
					التصميم و المظهر الداخلي للبنك حديث

يرجى الاجابة هنا عن رأيك الشخصي بخصوص توقعاتك عن الخدمات البنكية. يرجى إختيار جواب واحد فقط عند لكل سؤال من "معارض بشدة" إلى "موافق بشدة" مع وضع علامة ✓الجواب.

موافق بشدة	موافق	محايد	معارض	معارض بشدة	سرعة الخدمات البنكية
					يتم تقديم الخدمات البنكية بسرعة و بشكل فعال
					موظفين البنك يهتمون بمساعدة العميل عند التعامل معهم
					يتم الرد بسرعة و بدون تأخير بالخدمة الهاتفية للبنك
					يتم التعامل مع شكاوي العملاء بكفاءة و بشكل فعال
					يتم شرح مواصفات المنتجات البنكية أو الخدمات البنكية بالكامل و بوضوح للعميل عن الطالب من موظفين البنك

يرجى الاجابة هنا عن رأيك الشخصي بخصوص توقعاتك عن الخدمات البنكية. يرجى إختيار جواب واحد فقط عند لكل سؤال من "معارض بشدة" إلى "موافق بشدة" مع وضع علامة ✓الجواب.

موافق بشدة	موافق	محايد	معارض	معارض بشدة	ساعات العمل للبنك و موقع البنك
					يتم إعطاء العميل الوقت الكافي لتلبية احتياجاتهم
					اوقات العمل الرسمية للبنك مريحة
					مواقع فروع البنوك مناسبة و مريحة للعميل
					لدي البنك ادارة خدمة عملاء ممتازة
					يوفر البنك مواقف كافية للسيارات

يرجى الاجابة هنا عن رأيك الشخصي بخصوص توقعاتك عن الخدمات البنكية. يرجى إختيار جواب واحد فقط عند لكل سؤال من "معارض بشدة" إلى "موافق بشدة" مع وضع علامة ✓الجواب.

موافق بشدة	موافق	محايد	معارض	معارض بشدة	خدمة العملاء
					تعامل الموظفين معي كان تجربة مرضية
					يوفر البنك خدمة آمنة (للخدمات الانترنت البنكية) ببياناتي الشخصية بالتعامل بالانترنت
					يقدم البنك دائما خدمة آمنة في التعاملات المصرفية
					موظفين البنك محترمين في التعامل
					موظف البنك يظهر الثقة في التعامل مع العملاء
					لدي البنك عدد كافي من الموظفين للرد على الاستفسارات و المساعدة
					الموظفين مدربين بشكل ممتاز و لديهم معلومات وافية
					البنك له تاريخ عريق
					لدي البنك فريق عمل و إدارة ممتازة
					يوفر البنك الخصوصية و السرية في التعامل بشكل ممتاز

يرجى الاجابة هنا عن رأيك الشخصي بخصوص توقعاتك عن الخدمات البنكية. يرجى اختيار جواب واحد فقط عند لكل سؤال من "معارض بشدة" إلى "موافق بشدة" مع وضع علامة ✓ الجواب.

جودة الخدمة	معارض بشدة	معارض	محايد	موافق	موافق بشدة
يلتزم البنك دائما بالدقة في التعاملات البنكية و بدون أخطاء					
المعلومات في الموقع الالكتروني للبنك دائما واضحة و مرتبة و تلبي احتياجاتي					
يقوم البنك دائما بالتعاملات البنكية بشكل سريع					
تلبي اجهزة السحب الآلي احتياجاتي في توفر النقود دائما					
الخدمات المصرفية للبنك عبر الانترنت واضحة و سهلة					
يقدم البنك خدمة هاتفية آمنة و تساعد العميل دائما لإنجاز معاملاته البنكية					
يقدم البنك خدمة آمنة و فعالة بالرسائل الهاتفية (س.م.س.)					
يلتزم البنك بتقديم الخدمات للعميل بالطريقة الموعودة دائما من قبل البنك					
يقدم موقع البنك الالكتروني دائما الحلول و الاجوبة لاستفسارات و المشاكل التي تواجه العملاء					
البنك دائما ينجز الطلبات البنكية بشكل مرتب و فعال					

يرجى الاجابة هنا عن رأيك الشخصي بخصوص توقعاتك عن الخدمات البنكية. يرجى اختيار جواب واحد فقط عند لكل سؤال من "معارض بشدة" إلى "موافق بشدة" مع وضع علامة ✓ الجواب.

اسئلة أخرى	معارض بشدة	معارض	محايد	موافق	موافق بشدة
يهتم البنك بالمسؤولية الاجتماعية و يقدمه بشكل ممتاز (مثل الاعمال الخيرية للمجتمع و تقديم المساعدات للمحتاجين ... إلخ)					
يقدم البنك خدمات و منتجات بنكية متنوعة للعملاء					
الرسوم البنكية للخدمات مناسبة للعميل					
يوفر البنك الحدود الائتمانية الكافية و المرضية للعملاء					
يقدم البنك أرباح عالية للودائع و الاستثمارات					
أداء البنك المالي مهم جدا بالنسبة لي					

يرجى الاجابة هنا عن رأيك الشخصي بخصوص توقعاتك عن الخدمات البنكية. يرجى اختيار جواب واحد فقط عند لكل سؤال من "معارض بشدة" إلى "موافق بشدة" مع وضع علامة ✓ الجواب.

اسئلة لعملاء البنوك الاسلامية فقط	معارض بشدة	معارض	محايد	موافق	موافق بشدة
يجب ان يكون البنك ملتزم بالشريعة الاسلامية و لا يتعامل بالربا					
أعضاء الهيئة الشرعية للبنك هم أهل للثقة و مقتدرين					
الموظفين لديهم معرفة تامة بالمصرفية الاسلامية و توفيقها مع الشريعة الاسلامية					
يجب أن يوفر البنك قسم خاص للسيدات					

(قسم ب) يرجى التعبير عن رأيك الفعلي بخصوص الخدمات البنكية و طريقة تعامل البنك معك

يرجى الاجابة هنا عن رأيك الفعلي من خلال التعامل مع البنك و موظفين البنك و الخدمات و المنتجات المقدمة من قبل البنك. يرجى إختيار جواب واحد فقط عند الجواب. لكل سؤال من "معارض بشدة" إلى "موافق بشدة" مع وضع علامة √ عند الاجابة.

موافق بشدة	موافق	محايد	معارض	معارض بشدة	الخدمات البنكية العامة
					يستخدم البنك احدث التكنولوجيا و التقنيات
					النماذج البنكية واضحة و سهلة الفهم
					الكتيبات و المطبوعات المقدمة من البنك واضحة و سهلة الفهم
					كشف الحساب البنكي واضح و سهل الفهم
					المظهر الخارجي للبنك حديث التصميم
					التصميم و المظهر الداخلي للبنك حديث

يرجى الاجابة هنا عن رأيك الفعلي من خلال التعامل مع البنك و موظفين البنك و الخدمات و المنتجات المقدمة من قبل البنك. يرجى إختيار جواب واحد فقط عند الجواب. لكل سؤال من "معارض بشدة" إلى "موافق بشدة" مع وضع علامة √ عند الاجابة.

موافق بشدة	موافق	محايد	معارض	معارض بشدة	سرعة الخدمات البنكية
					يتم تقديم الخدمات البنكية بسرعة و بشكل فعال
					موظفين البنك يهتمون بمساعدة العميل عند التعامل معهم
					يتم الرد بسرعة و بدون تأخير بالخدمة الهاتفية للبنك
					يتم التعامل مع شكاوي العملاء بكفاءة و بشكل فعال
					يتم شرح مواصفات المنتجات البنكية أو الخدمات البنكية بالكامل و بوضوح للعميل عن الطلب من موظفين البنك

يرجى الاجابة هنا عن رأيك الفعلي من خلال التعامل مع البنك و موظفين البنك و الخدمات و المنتجات المقدمة من قبل البنك. يرجى إختيار جواب واحد فقط عند الجواب. لكل سؤال من "معارض بشدة" إلى "موافق بشدة" مع وضع علامة √ عند الاجابة.

موافق بشدة	موافق	محايد	معارض	معارض بشدة	ساعات العمل للبنك و موقع البنك
					يتم إعطاء العميل الوقت الكافي لتلبية احتياجاتهم
					اوقات العمل الرسمية للبنك مريحة
					مواقع فروع البنوك مناسبة و مريحة للعميل
					لدي البنك ادارة خدمة عملاء ممتازة
					يوفر البنك مواقف كافية للسيارات

يرجى الاجابة هنا عن رأيك الفعلي من خلال التعامل مع البنك و موظفين البنك و الخدمات و المنتجات المقدمة من قبل البنك. يرجى إختيار جواب واحد فقط عند الجواب. لكل سؤال من "معارض بشدة" إلى "موافق بشدة" مع وضع علامة √ عند الاجابة.

موافق بشدة	موافق	محايد	معارض	معارض بشدة	خدمة العملاء
					تعامل الموظفين معي كان تجربة مرضية
					يوفر البنك خدمة آمنة (للخدمات الانترنت البنكية) ببياناتي الشخصية بالتعامل بالانترنت
					يقدم البنك دائما خدمة آمنة في التعاملات المصرفية
					موظفين البنك محترمين في التعامل
					موظف البنك يظهر الثقة في التعامل مع العملاء
					لدي البنك عدد كافي من الموظفين للرد على الاستفسارات و المساعدة
					الموظفين مدربين بشكل ممتاز و لديهم معلومات وافية
					البنك له تاريخ عريق
					لدي البنك فريق عمل و إدارة ممتازة
					يوفر البنك الخصوصية و السرية في التعامل بشكل ممتاز

يرجى الاجابة هنا عن رأيك الفعلي من خلال التعامل مع البنك و موظفين البنك و الخدمات و المنتجات المقدمة من قبل البنك. يرجى إختيار جواب واحد فقط عند الجواب. لكل سؤال من "معارض بشدة" إلي "موافق بشدة" مع وضع علامة √ عند الاجابة

جودة الخدمة	معارض بشدة	معارض	محايد	موافق	موافق بشدة
يلتزم البنك دائما بالدقة في التعاملات البنكية و بدون أخطاء					
المعلومات في الموقع الالكتروني للبنك دائما واضحة و مرتبة و تلبي احتياجاتي					
يقوم البنك دائما بالتعاملات البنكية بشكل سريع					
تلبي اجهزة السحب الآلي احتياجاتي في توفر النقود دائما					
الخدمات المصرفية للبنك عبر الانترنت واضحة و سهلة					
يقدم البنك خدمة هاتفية آمنة و تساعد العميل دائما لإنجاز معاملاته البنكية					
يقدم البنك خدمة آمنة و فعالة بالرسائل الهاتفية (س.م.س.)					
يلتزم البنك بتقديم الخدمات للعميل بالطريقة الموعودة دائما من قبل البنك					
يقدم موقع البنك الالكتروني دائما الحلول و الاجوبة لاستفسارات و المشاكل التي تواجه العملاء					
البنك دائما ينجز الطلبات البنكية بشكل مرتب و فعال					

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اسئلة أخرى	معارض بشدة	معارض	محايد	موافق	موافق بشدة
يهتم البنك بالمسؤولية الاجتماعية و يقدمه بشكل ممتاز (مثل الاعمال الخيرية للمجتمع و تقديم المساعدات للمحتاجين ... إلخ)					
يقدم البنك خدمات و منتجات بنكية متنوعة للعملاء					
الرسوم البنكية للخدمات مناسبة للعميل					
يوفر البنك الحدود الائتمانية الكافية و المرضية للعملاء					
يقدم البنك أرباح عالية للودائع و الاستثمارات					
أداء البنك المالي مهم جدا بالنسبة لي					

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مدي رضاك عن الخدمات بشكل عام	معارض بشدة	معارض	محايد	موافق	موافق بشدة
انا راضي بشكل عام عن الخدمات و المنتجات البنكية المقدمة من البنك					

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اسئلة لعملاء البنوك الاسلامية فقط	معارض بشدة	معارض	محايد	موافق	موافق بشدة
يجب ان يكون البنك ملتزم بالشريعة الاسلامية و لا يتعامل بالربا					
أعضاء الهيئة الشرعية للبنك هم أهل للثقة و مقدرين					
الموظفين لديهم معرفة تامة بالمصرفية الاسلامية و توفيقها مع الشريعة الاسلامية					
لدي البنك قسم خاص للسيدات					

معرفة المنتجات و الخدمات البنكية

يرجي التوضيح أي من المنتجات البنكية معروفة لديكم أم لا و هل تم استخدامها؟ يرجى اختيار جواب واحد مع وضع علامة ✓ عند الجواب.

معاملات بنكية متوافقة مع الشريعة الإسلامية	لدي معرفة و استخدمت	لدي معرفة و لكن لم تستخدم	لا أعرفها
مراجعة			
مضاربة			
مشاركة			
إجارة			
إستصناع			
صكوك			
بيع السلم			
التورق			

عملاء البنوك الإسلامية فقط

يرجي التوضيح أي من المنتجات البنكية معروفة لديكم أم لا و هل تم استخدامها؟ يرجى اختيار جواب واحد مع وضع علامة ✓ عند الجواب.

الخدمات البنكية	لدي معرفة و استخدمت	لدي معرفة و لكن لم تستخدم	لا أعرفها
حسابات بنكية			
حساب توفير			
حساب جاري			
حساب راتب			
حساب مؤسسة			
حساب مميز / بريميز			
معاملات تمويل			
بطاقة إئتمانية			
قرض شخصي			
قرض سيارة			
قرض منزل			
قرض تجاري			
معاملات تجارية			
شهادة ضمان بنكية			
شهادة إعتماذ بنكي			
تحويل عملات			
معاملات متنوعة			
خدمة هاتفية بنكية			
خدمة انترنت للبنك			
سند مالي			
صندوق أمانات			

المعلومات الشخصية

ما هو نوع البنوك التي تتعامل معهم (يرجى اختيار جواب واحد فقط) مع وضع علامة / عند الجواب.

بنك إسلامي	بنك تقليدي	بنك إسلامي و بنك تقليدي

ما هي فترة تعاملك مع هذا البنك. (يرجى اختيار جواب واحد فقط) مع وضع علامة / عند الجواب.

أقل من سنة	2-1 سنة	3-2 سنة	5-3 سنة	أكثر من 5 سنة

الاسئلة التالية. (يرجى اختيار جواب واحد فقط) مع وضع علامة / عند الجواب.

النوع	الجنسية
ذكر	كويتي
أنثى	قطري
	مقيم في البلد

العمر	المستوى التعليمي
30-18	شهادة ما دون الثانوية العامة
40-31	شهادة ثانوية
50-41	شهادة دبلوم
60-51	شهادة بكالوريوس
فوق 60	شهادة عليا

الانتماء العرقي	الدخل الشهري
مواطني الخليج	للمستخدمين في قطر
عربي غير خليجي	للمستخدمين في الكويت
دول الغرب – أوروبي	أقل من 4000 ريال قطري
دول الغرب – آخري	4001-9000 ريال قطري
آسيوي فلبيني	9001/13000 ريال قطري
آسيوي إندونيسي	13001/ 20000 ريال قطري
آسيوي الصين	20001 / 26000 ريال قطري
دول جنوب اسيا (الهند, بنغلادش, باكستان)	26001-34000 ريال قطري
افريقي	34001 > ريال قطري
جنسية أخرى	

الوظيفة

مالية / محاسبة	عامل منزلي
تخصصات كمبيوتر	خدمات مهنية
خدمات عملاء / مساندة	تخصصات طبية
التعليم / التدريب	قانونية
الهندسة	أبحاث و تطوير
مدير تنفيذي / مدير مسئول	مقاعد
إدارة عامة / مشرف	مبيعات, تسويق / دعاية
موظف حكومي	أعمل لحسابي الخاص
الشرطة / الجيش	تاجر
التصنيع / الإنتاج	طالب
لا أعمل حالياً	.

و تقبلوا منا جزيل الشكر و التقدير لمشاركتكم في الاستبيان ,,,