

Appendix A  
Interview Schedule

## INTERVIEW SCHEDULE FOR CUSTOMERS OF \_\_\_\_\_ BRANCH OF \_\_\_\_\_

Respected Madam / Sir,

The schedule presented here is in connection with an investigation for a Doctoral Dissertation. I solicit your kind consent and co-operation for helping me to fill up the schedule. Your identity as a respondent will be kept confidential.

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### SECTION I

A. Name of the respondent: _____									
B. Address: _____									
C. Age (In completed years):		21-30		31-40		41-50		51 and above	
D. Gender:	Male		Female		E. Marital Status:	Married		Unmarried	
F. Educational Level:			G. Occupation:			H. Average Monthly Income:			
Below HSLC			Govt. Employee			Upto Rs. 20,000			
HSLC			Pvt. Employee			Rs. 20001 to 40000			
HS			Businessman			Rs. 40001 to 60,000			
Graduate			Pensioner			Rs. 60,001 and above			
Post Graduate			Professional						

### SECTION-II

A. The following statements relate to select components of service quality. Share your expectation over each of the components of service quality of your bank by putting a tick ( ) mark on the appropriate option against each of the statements.

Strongly Disagree (SDA) =1, Strongly Agree (SA) =5

Sl.No.	Statements	SDA <-----> SA				
		1	2	3	4	5
1	My bank will disseminate correct and complete information to its customers					
2	My bank will deliver its services within the promised time					

Sl.No.	Statements	SDA <-----> SA				
		1	2	3	4	5
3	My bank will fulfill its commitments towards customers					
4	Transactions will be processed/settled without mistake in my bank					
5	The functioning of technology driven devices (Server link, ATMs, Mobile banking, Internet banking) of my bank will be consistent					
6	My bank will maintain neutrality of temperature inside the branch					
7	My bank will have an appropriate sitting arrangement inside the branch premises for its customers					
8	My bank's frontline employees will be neat in their appearance					
9	The appearance of my bank's technology driven devices (Desktops, ATMs, Website) will be attractive					
10	My bank's frontline employees will be swift in serving the customer					
11	Employees of my bank will be ready to respond customers' requests					
12	Employees of my bank will patiently listen to the problems of customers					
13	Employees of my bank will be willing to solve customers' problems					
14	Technology driven devices (ATMs, Mobile banking, Internet banking) of my bank will respond promptly to customers' requisition					
15	Employees of my bank will have the knowledge and skill to meet customers' queries					
16	My bank will make its customers feel safe in their transactions (both transactions at the branch and technology based transactions through ATMs, Internet, Mobile)					
17	The behaviour of my bank's employees will inspire trust and confidence in customers' mind about the bank					
18	Employees of my bank will maintain etiquette towards customers					
19	My bank will maintain confidentiality of its customers' account					
20	Employees of my bank will understand the specific needs of customers					
21	My bank's employees will give personal attention to the customers					

Sl.No.	Statements	SDA <-----> SA				
		1	2	3	4	5
22	Employees of my bank will use customer friendly language while dealing with customers					
23	It will be easy to reach the branch of my bank					
24	Services based on technology driven devices of my bank will be easy to access (services via Mobile, ATMs, Internet)					

B. The following statements relate to select components of service quality. Share your perception over each of the components of service quality of your bank by putting a tick ( ) mark on the appropriate option against each of the statements.

Strongly Disagree (SDA) =1, Strongly Agree (SA) =5

Sl.No.	Statements	SDA <-----> SA				
		1	2	3	4	5
1	My bank disseminates correct and complete information to its customers					
2	My bank delivers its services within the promised time					
3	My bank fulfills its commitments towards customers					
4	Transactions are processed/settled without mistake in my bank					
5	The functioning of technology driven devices (Server link, ATMs, Mobile banking, Internet banking) of my bank is consistent					
6	My bank maintains neutrality of temperature inside the branch					
7	My bank has an appropriate sitting arrangement inside the branch premises for its customers					
8	My bank's frontline employees are neat in their appearance					
9	The appearance of my bank's technology driven devices (Desktops, ATMs, Website) is attractive					
10	My bank's frontline employees are swift in serving the customer					
11	Employees of my bank are ready to respond customers' requests					
12	Employees of my bank patiently listen to the problems of customers					

Sl.No.	Statements	SDA <-----> SA				
		1	2	3	4	5
13	Employees of my bank are willing to solve customers' problems					
14	Technology driven devices (ATMs, Mobile banking, Internet banking) of my bank respond promptly to customers' requisition					
15	Employees of my bank have the knowledge and skill to meet customers' queries					
16	My bank makes its customers feel safe in their transactions (both transactions at the branch and technology based transactions through ATMs, Internet, Mobile)					
17	The behaviour of my bank's employees inspire trust and confidence in customers' mind about the bank					
18	Employees of my bank maintain etiquette towards customers					
19	My bank maintains confidentiality of its customers' account					
20	Employees of my bank understand the specific needs of customers					
21	My bank's employees give personal attention to the customers					
22	Employees of my bank use customer friendly language while dealing with customers					
23	It is easy to reach the branch of my bank					
24	Services based on technology driven devices of my bank are easy to access (services via Mobile, ATMs, Internet)					

C. Please share your opinion with regard to the needed degree of improvement in each of the following dimensions of service quality by putting a tick ( ) mark in the appropriate column.

Dimensions	To a very little extent (1)	To a little extent (2)	To a moderate extent (3)	To a large extent (4)	To a very large extent (5)
Reliability					
Tangibility					
Responsiveness					
Assurance					
Empathy					