

Determinant of Service Quality and Its Impact on Customer Satisfaction: An Empirical Study of Azizi Bank in Afghanistan

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Abstract: This research elucidates the relationship between service quality (SQ) and its elements with customer satisfaction (CS) at Azizi Bank. It is a quantitative study that used convenience sampling and gathered 401 usable responses. And applied Smart PLS 4.1.1.8. All generated hypotheses were evaluated via structural equation modeling. Research demonstrates that each dimension significantly enhances CS with Azizi banking services. Research also indicates that SQ significantly affects CS. The geographic area of data collection and the use of convenience sampling are limitations. The impact of SQ and its dimensions on CS is investigated. Future studies could include more variables.

Keywords: Service Quality, Customer Satisfaction, Azizi Bank, Afghanistan, Smart PLS

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