

THESIS SUMMARY

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SUMMARY

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This research compares Islamic banks in Pakistan to traditional banks to investigate the connection between service quality, client happiness and bank performance. Many problems have arisen in the financial sector in Pakistan with the introduction of Islamic banking. Islamic and conventional banks in Pakistan compete for consumers by providing superior service to increase their share of the market. A model is given with theoretical underpinnings and then tested in the context of Pakistan. A systematic questionnaire has been prepared for the research in the light of the existing literature. The analysis of data is performed using a variety of programs including. The study's hypotheses are examined using a battery of statistical tests, including the t-test, regression analysis, correlation, and structural equation modelling. The findings point to a robust positive correlation between service quality and customer satisfaction in Pakistan's banking industry. The results indicate that service quality and customer happiness have little impact on financial institutions' success. Several groups, including bankers, policymakers, and academics, may benefit from the study's findings.



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