

# Dynamic Evolution of Management Paradigm

*Editors*

*Dr. Sudin Bag  
Dr. Debasish Biswas*



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Edited by : Dr. Sudin Bag & Dr. Debasish Biswas

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# **Micro and Small Enterprises and Service Quality of PSBs - A Study of Murshidabad District**

**Sajijul Islam**

Research Scholar, Department of Business Administration, Vidyasagar University, West Bengal.

**ABSTRACT** ■ The purpose of this paper is to investigate the interrelationships between banking (Public Sector Banks) service quality and satisfaction of Micro and Small entrepreneurs. This paper presents a regression equation of MSEs satisfaction with banking services, indicating the weight of each statistically significant factor in the overall MSEs satisfaction with the Public Sector Banks' services for business. An empirical study, investigating the influence of Public Sector Banks service quality on MSEs satisfaction with business-oriented services, was conducted. A sample of 130 micro and small -sized enterprises' owners/employees was used for the survey.

The results of the study show that the five SERVQUAL dimensions have a positive influence on entrepreneurs' satisfaction. Tangibility, responsibility, reliability and assurance were more significant in contributing to entrepreneurs' satisfaction, while empathy was least significant in contributing to entrepreneurs' satisfaction.

This research was conducted in micro and small enterprises' sector and the results of the survey cannot be used to interpret the satisfaction of other business sectors with Public Sector Banks services.

**Keywords:** Banking service quality, satisfaction, Public Sector Banks, micro and small enterprises (MSEs), regression analysis.

## **INTRODUCTION**

Undoubtedly, no business can exist without customers. According to Papers and Rogers "The only value your company will ever create is the value that comes from customers—the ones you have now and the ones you will have in the future. This is absolutely true. Customer value is an asset to the organization. So the customer satisfaction with banking sector have been recognized as the important factor, which has an impact on increasing business profit(Gupta and Dev, 2012). Also according to Amin's et al. (2013) research, customer satisfaction has a significant connection to the bank's image.