

Impact of Customer Satisfaction on Image, Trust, Loyalty and the Customer Switching Behavior in Conventional and Islamic Banking: Evidence from Pakistan

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Abstract

The purpose of this study is to investigate customer satisfaction and its effect on image, trust, loyalty and customer switching behavior differentiation for Islamic and Conventional Banks. The study uses data from Islamic and Conventional banks. The results specify that there is an effect of customer satisfaction on image, image has an effect on trust, trust has an effect on customer loyalty, and reputation factor also has an effect on customer switching behavior for conventional bank customers. Furthermore, there is no effect of customer satisfaction on trust for conventional bank customers. The results identify that image has an effect on trust and customer loyalty, trust has an effect on customer loyalty. Moreover, customer satisfaction has no effect on image, trust and loyalty and customer satisfaction has no effect on switching behavior for Islamic bank customers.

Keywords

Customer Satisfaction, Image, Trust, Customer Loyalty, Customer Switching Behavior, Reputation Factor, Customer Commitment, Conventional Banks, Islamic Banks, Pakistan

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1. Introduction

At its heart, Islamic banking is a prevention-based industry rising from Shariah (Islamic law) limitations on *riba* (interest), *gharar* (business concerning ambiguity or guesswork such as lacking in originality trading and insurance) and businesses linked with meticulous crime sectors such as alcohol, pornography or betting (Khan & Khanna, 2010). The major prevention on interest-based banking is for the reason that universal idea that it is unfair to receive earnings exclusive of presuming risk (Siddique, 2001). In olden times, the expansion of Islamic banking can be endorsed to the want and interest of retail banking customers to spend their money in accord with their delicate and spiritual faith (Devlin, 2002). Islamic banking raised as a fastest emergent industry and has received acknowledgment

by both Muslims and non-Muslims equally (Iqbal & Molyneux, 2005). The Islamic banking industry is now valuable about a projected US\$1 trillion and is extensively thought to be one of the best ever emergent sectors in the economic globe. Even in the middle of international monetary disaster, Islamic banks warded the storm to a huge result, which was gratitude to stern rules administered by Islamic regulation, or “Sharia”. The anticipated magnitude of the industry is just about US\$700 billion that is projected to reach US\$1.6 trillion by 2012 (Khan & Bhatti, 2008), with Islamic banking no longer thought as a industry recognized only to gratify the spiritual duties of the Muslim society. As an alternative Islamic banking is quite as an industry that basically give preference on increasing customer worth and rewarding. Customer’s economic safety requirement (Henry & Wilson, 2004). That is the reason why Islamic banks place additional in the effort to pose their prominent features in line

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with customer wants, which necessitates them to supervise customer inclination for their investments and borrowing options intimately so as to devise suitable business strategies (Chong & Liu, 2006). The worldwide Muslim Finance Report 2014 estimates the dimensions of the world Muslim financial services business at \$1.813 trillion at the tip of 2013. This represents 12.3% annual growth over 2012, a rise of \$182 billion in absolute terms. Growth of Muslim banking within the country has been over half-hour within the previous couple of years, which is actually higher than the typical international rate of Muslim banking and finance. If this trend continues, then one ought to expect that within the next 3 years Muslim banking assets can a minimum of double from its current size of Rs926 billion. A certain degree of conversion of Conventional banks into Islamic taken to greater expansion in deposits in 2014, said a banker. Deposit in Islamic Banks square measures RS.300 billion throughout 2014. Depository financial institution of Islamic Republic of Pakistan (SBP) report recorded 23.3 percent year on year enlargement in deposits of Islamic industry to RS.1, 070 trillion in 2014. (Dar, 2014). Assets of the Islamic banking Business rose by 28.2 percent in January-March on a yearly base of rupee 1.3 trillion. The business's deposits rose at 868 billion in 2013. Currently there are 22 Islamic Banking Institutes working in the country of which 5 are full-fledge Islamic banks and 17 conventional banks with 1,574 Islamic banking subdivisions. Conventional banks accomplish 929 Islamic windows countrywide. (Zaidi, 2015) The central Bank Report revealed the market segments of Islamic banking assets and deposits were documented at 10.4 percent and 11.6 percent, correspondingly as of December 31, 2014. Government is reassuring Islamic business in the country. The central Bank has revised down the paid up capital condition for Islamic banking holdings to 6 billion rupees from Rs.10 billion. Asset base of the Islamic banking institutions (IBIs) in Pakistan has grown-up by about 60 percent annually since 2005; resultant in stable progress in the share of Islamic banking that stretched at around 5.5 percent in deposits, and 5.3 percent in assets in September 2009. Presently, IBIs encompass six full-fledged Islamic banks and 13 conventional banks (having dedicated IBBs) with a link of more than 550 subdivisions. Islamic banks in Pakistan have revealed a praiseworthy growth which is, in fact, improved than the development of Islamic banking in some of the top countries using Islamic means of financing (SBP Islamic Banking Bulletin, October, 2009). Since 2003, the national Islamic banking industry has publicized momentous growth. In this respect, the volume of the Islamic banking industry to establish a considerable market share in stimulating financial atmosphere (particularly in a dual-banking system like Pakistan) is needful on the way in which IBIs can intensely position themselves to withstand a

competitive benefit and suggest services and financial tools that exploit the worth of their current and latent customers. So the aim of this study is to investigate either there is a difference in the impact of customer satisfaction on image, trust, loyalty and customer switching behavior of conventional and Islamic banks. The rest of this document proceeds with next section presenting a detailed literature review. The third part of the study deliberates the methodology of the study in detail, with fourth section of the document drawing results and discussions and the final section discuss the limits and drawing conclusion of this study.

2. Conceptual Framework and Hypotheses

2.1. Customer Satisfaction

Olive in (1997) clarified that customer satisfaction is full assembly of customer Expectancy of the products and services. They are satisfied if the perceived performance matches or even is outside customers' expectations of services. If it ensures not, they are Disappointed. Under this philosophy, consumers form expectations of product performance Former to purchase. From past involvement with the Product itself or with alike products, other marketing incentives, and prevailing arrogances and self-reliance felt by the consumer, these expectations are derived (oliver, 1997) The literature has occupied two tactics to operationalizing satisfaction. The first sees consumer satisfaction as the transaction-specific appraisal (fornell & kine-andersen, 2004). This opinion discusses to customers' feelings in answer to a specific product or service meeting (Bitner, (1994)) the other operationalization describes customer satisfaction and dissatisfaction as collective satisfaction. This vision is resolute by satisfying and dissatisfying with a product or service over time (Zeithaml, V. A., Berry, (1993)). In this reading, consumer satisfaction is assumed as a whole customers' authentic evaluation of satisfaction and dissatisfaction deal encounters with the bank over time (fornell & kine-andersen, 2004) earlier researchers have recognized many factors that define customer satisfaction in the Islamic banking industry and differences in how consumers observe services crossways countries and cultures that cannot be universal. For example, Levesque and McDougall (1996) highlighted that convenience and competitiveness of the bank were two important factors which were likely to influence the overall satisfaction level of a customer.

2.2. Image

Image is associate angle that reflects a mix of product characteristics. From the perspective of an organization,

image is the series of links that come back to mind once customers hear the name of a corporation (Flavian et al., 2004; Nguyen and Leclerc, 2011). Image has two major components: practical and emotional (Kennedy, 1997). The practical element is connected to tangible dimensions that can be simply known and considered, whereas the emotional element is linked with the psychological feature that are clear by person experiences and stance toward the corporate. The majority researchers agree that image is that the consequence of a procedure by which customers evaluate and distinct the varied characteristics of corporations (Bravo, Montanar, & Pina, 2009). According to (Kang & James, 2004), image is observed as a filter in terms of a customer's opinion of quality. Thus, company image is that the final consequence of the interaction of all experiences, notion, conviction, sentiment, and understanding that individuals have regarding a company (Lee, Lee, & Wu, 2011)

2.3. Trust

Trust is an energetic and multi-faceted idea. (dimiritriadis, kouremenos, & kyrezis, 2011) In the Islamic banking background, trust is well-defined as a moral obligation of every individual in the performance of his or her responsibilities in humanity. Islam places the uppermost importance on trust and reflects being trustworthy as an obligatory personality attribute (Iqbal, 2007). Thus, the groundwork of the philosophy of the measurement of trust in the Islamic banking system can be understood as a representation of Trustworthiness, honesty, equity, equality among human beings, and moral values that are customary to increase the business relationship between banks and clients (Sauer j. b., 2002) Likewise, integrities and agreement with Islamic principles (Sharia) are highly observed and continued as leaders in successively Islamic banking activities founded on trust (Kayed & hassan, 2011) Although the description of trust in a business to- business association has been recognized, there looks to be an agreement in Understanding trust as honesty, confidence, integrity, and trustworthiness (Iqbal, 2007). (Othman, 2002)

2.4. Customer Loyalty

Loyalty denotes to a customer's assurance to repurchase a favorite manufacture and service regularly in the future. (zeithmal, berry, & parasurama, 1996) Describe that one can Measure loyalty by observing at the amount of consumers who remain to buy from the company due to the positive defiance its products create for them. Loyalty is therefore well-defined as defiance and a performance (Baumann, 2011) as a result there are two magnitudes that can measure customer loyalty, i.e., behavioral and attitudinal loyalty. Behavioral loyalty refers to a customer's behavior to

repurchase, due to their partiality of a specific brand or service. Attitudinal loyalty imitates the demonstrative and psychological state of the customer to repurchase and to recommend to other people (Reichheld, 1993). Loyalty, in this study, states to the ongoing patronage of a particular bank by a client over time (Ladhari, 2011) In the banking industry, consumers frequently progress an attitude to purchasing behavior founded on former knowledge (Caruana, 2002:) (Fontaine, 2002), which any indications to loyalty else a wish to change (Anthanassopoulos, 2001). When customers are extremely satisfied, they remain trade with the bank, and deliver positive word of mouth thus distressing those they know. Correspondingly, when they are not satisfied, they will respond destructively and switch to other service sources (Amin, 2011) (Kaur, 2012)

2.5. Relationships Between the Variables

Various studies have providing practical indication to sustenance the outcomes that consumer satisfaction has imperative affiliation on image. (Ball, coelho, & Machas, 2004) For example, (bontise, serenko, & booker, 2007) suggest that commercial reput among consumers can be enhanced by directing on consumer satisfaction. Likewise, (Anderson & sullivan, 1993) determine that greater customer satisfaction indications to greater reput, and upgraded image (Andreassen & lindestad, 1998) Furthermore, satisfied customers are further expected to involve in a long-standing association with their bank. For example, customer satisfaction has a constructive influence on customer loyalty (amin, isa, & fontain, 2011) though, the relations among customer satisfaction, image, and customer loyalty are effective in western frameworks, and it is possible that the traditional modification of consumers will impact its applicability in Asia philosophies. For example, (jin, park, & kim, 2008) relate the influence of firm reput on satisfaction in two nations, the USA and South Korea. They originality that the relation among firm reputation and satisfaction is stronger for the nation in South Korea than in the USA. Likewise, (blankson, omer, & cheng, 2009) classify four main aspects – convenience, competence, recommendation by parents, and free banking and/or no bank charges – to be reliable crosswise the two countries (USA and Ghana). Stimulatingly, (ueltschy, laroche, eggert, & bindi, 2007) discover that there is substantial variance between Japan (high-context country), and the USA and Germany (low-context countries) in customer satisfaction stated when deed is extraordinary. The low-context countries express suggestively greater customer satisfaction than the high-context country (Japan). Briefly (arasi, katircioglu, & smadi, 2005) demonstration that comprehensive satisfactions of both bank customers existing in the north and the south have a substantial outcome on loyalty, the outcome of whole

satisfaction on loyalty is greater in the south when paralleled to those in the north. Moreover, (Amin M. I., 2011) discovers that the consequence of customer satisfaction on customer loyalty is greater for non-Muslim rather than for Muslim customers. In the setting of Malaysia, there is a noteworthy alteration in customer satisfaction toward Islamic banks between two clusters (Baby Boomers and X-Gen), where non-Muslim Baby Boomers and X-Gen recognize a disadvantage in Islamic banks more than Muslim Baby Boomers and X-Gen. (Loo, 2010) Though, the affiliation between customer satisfaction, image and customer loyalty is well well-known, inadequate clarification has been providing to validate this association in the Islamic banking background, particularly in associating Muslim and non-Muslim customers in Malaysia. Therefore, the succeeding hypotheses are suggested:

H1a. The effect of customer satisfaction on image is different for conventional and Islamic bank customers

H1b. The effect of customer satisfaction on trust is different for conventional and Islamic bank customers

H1c. The effect of customer satisfaction on customer loyalty is different for conventional and Islamic bank customers

H1d. The effect of customer satisfaction on switching behavior is different for conventional and Islamic bank customers

Subsequently, image has been acknowledged as a main driver of trust (Ball, coelho, & Machas, 2004) recommend that image dramas an significant role in the establishment of customer trust in the Islamic banks two banking segments: traditional and online. Meanwhile, (Ball, coelho, & Machas, 2004) disclose that image has an indirect influence on loyalty through satisfaction and trust. Furthermore, there is a substantial affiliation between image and customer loyalty, (Nguyen & LeBlan, 1998). Though, the affiliation between image and customer loyalty is mediated by superficial worth (Bloeme, rovtter, & peeters, 1998) and trust (Brunner, stocklin, & opwis, 2008). Though, no national changes have been originate in the affiliation between reputation and trust, the role of reputation is further precarious in founding trust in Korea than in the USA (jin, park, & kim, 2008) The supposition is that an extra religious image denotes more trust for customers. Therefore, the study hypotheses are:

H2a. The effect of image on trust is different for conventional and Islamic bank customers

H2b. The effect of image on customer loyalty is different for conventional and Islamic bank customers

In service industries, it seems that when a customer trusts a brand, customers are probably to shape optimistic behavior defiance toward the brand (Nguyen & Leclerc, The effect of

service employees' competence on financial institutions' image: benevolence as a moderator variable, 2011). In this respect, trust is admitted as a significant indicator in emerging customer loyalty. (zeithmal, berry, & parasurama, 1996) An extraordinary level of trust might crack a satisfied customer into a loyal customer (dimiritriadis, kouremenos, & kyrezis, 2011). Remarkably (Kassim & Abdullah, 2010) examine the affiliation between trust and customer loyalty in two nations, Malaysia and Qatar. Though, the outcome demonstrates that there is a considerable relationship between trust and customer loyalty. Conversely, there is no major consequence on trust and customer loyalty for both Malaysian and Qatar customers were originate. The outcome establishes that the associations may be constant crosswise cultural groups because consumer may have alike cultural experiences. While the occurrence of cultural modifications and their influence has been deliberate, very limited readings have examined them in Islamic banks background. An appraisal of the trust and customer loyalty determinants of Islamic banks between these two groups is predictable to suggest perceptions into the banking industry around efficiently directing their services. This is serious as Muslim customers in Islamic banking are further anxious with imitations of honesty, trust, and the religious features of the services (Jabnoun & Khalifa, 2005) consequently, the succeeding hypothesis is suggested:

H3. The effect of trust on customer loyalty is different for conventional and Islamic bank customers

2.6. Customer Switching Behavior

Switching is described as "Make a transfer in or replace of, and a change" by word web glossary whereas behavior is defined as "The action or reaction of something". This study also offers account, what is the effect of customer satisfaction, reputation factor and customer commitment on customers switching behavior in Islamic and conventional banking customers? How these factors get involved to vary the behavior of banking customers? Lots of reasons exist that significantly persuade the grievance behavior of the customers towards banks in which they have accounts. Once customers complain to the banks it means that they're not satisfied with the banks services and their trust and loyalty with the banks goes down. (Alfansi, Nanere, Atmaja, & D'Souza) Global liberation of the banking system that began within the early 1980s has contributed to magnified client shift. This situation is additionally apparent within the New Island banking system. Though, restricted analysis has been printed in educational selling journals specializing in shift behavior within the banking system. This study also discovers and inspects the factors that contribute to bank shift in Pakistan from the customer's viewpoint. (Clemes, Gan, &

Zheng, 2007). Bass (1974) ab initio applied brand-switching models to evaluate market share within the product market. Though, for services, client shift behavior may be completely different as a result of services area unit distinguished from product based on five unusual characteristics: intangibility, inseparability, heterogeneity, perish ability, and possession. (Clemes, Mollenkopf, & Burn, 2000) These unique characteristics usually result in the nonexistence of a physical output in services and that they differentiate services from products. (Gronroos, 1990) Service switching may be a growing analysis space in marketing. Many studies have disclosed that the following aspects contribute to customer switching: dissatisfaction within the insurance business. (Crosby & Stephens, 1987) service meet failure within the retail industry (Kelley, Hoffman, & Davis, 1993) and observations of quality within the banking industry (Rust & Zahorik, 1993) Moreover, previous studies have highlighted that service quality and satisfaction area unit associated with service shift (A., Berry, & L., 1996) even though it's recognized that service quality and customer satisfaction area unit vital drivers of service switching, researchers have stressed the need to shift away from a single specialize in these broad evaluative ideas of service. As an alternative, stress is being placed on classifying the particular issues, events and non-service factors that may cause service switching. (Levesque & McDougall, 1996) Although several international studies put emphasis on why customers switch service organizations (Keaveney, (Apr., 1995),) and switching behavior importance (Mittal, Lasser, Reichheld, & Sasser, 1998; 1990 (September-October),) there has been very little inquiry centered on the factors that have impact on bank switching behavior within the Pakistan banking system.

2.7. Reputation Factor

The first historical section in the study of company reputation was from the 1950's to the 1970's (Balmer, 1998) and there's emergent proof that a lot of banks are involved with their status and its result on market actions. In the banking system, (Rao, 1994) recommended that bank reputation was a perform of monetary performance, production superiority, service excellence, management efficacy or some combination of these various factors that request in a technique or another to a bank's several customers. (Gerrad & Cunningham, 2004) Also referred to bank reputation; same as the reliability of a bank and its higher-ranking executives and therefore the bank's perceived monetary stability. Bank reputation plays a crucial role in determining the purchasing and repurchasing behaviors of customers (Wang, Lo, & Hui, 2003). Customer loyalty is equally increased, particularly within the retail banking system, wherever quality can not be assessed correctly before purchase (Nguyen & Leblanc, 2001). Researches counsel that bank reputation is thought to be a

crucial factor in customers' bank choice decisions (Erol, Kaynak, & Radi, 1990) Additionally, (Gerrad & Cunningham, 2004) investigated switch events for Asian banks and experimentally stated that bank reputation was one in every of the first factors that contributed to customers switch banks. The authors disagreed that a good reputation may increase customers' belief and self-assurance in banks, whereas an adverse reputation has a propensity to fortify a customer's decision to switch banks.

H4. The effect of reputation factor on switching behavior is different for conventional and Islamic bank customers

2.8. Customer Commitment

(Dube & Shoemaker, 2000) Recommended; that there is conjointly a need to recognize switching behavior from a relationship marketing point of view. In a relationship marketing perspective, customer commitment was considered as a perspective that imitates the need to take care of an esteemed relationship. In a three-component model, (Allen & Meyer, 1990) identify three commitment constructs: affective commitment, continuance commitment, and normative commitment. (Bansal, Irving, & Taylor, 2004) Expands Allen and Meyer's (1990) model to a client setting where commitment is described as a force that binds an entity to still purchase services (i.e., not switch) from a service supplier. From a customer-basis, the authors conjointly recommended that affective commitment bound the customer to the service supplier out of need, normative commitment bound the customers to the service supplier out of perceived responsibility and continuance commitment bound the customer to the service supplier out of want. From the organizational behavior literature, research supports that affective, continuance, and normative commitment could mediate the link between satisfaction and intention to depart (Clugston, 2000). There is proof from the promoting literature that supports the competition that commitment arbitrates relational exchanges (Garbarino & Johnson, 1999). Specifically, (Gordon, 2003) through pragmatic observation confirmed that committed customers were less likely to switch than customers who be deficient in commitment to a company, like banks. This descriptive study treats commitment as one construct as quantify it at the specific emotional state that underlies the construct would add well to length of the questionnaire. The argument is that committed customers, in spite of their level of commitment, are less possible to switch banks than those customers who are deficient in any commitment.

H5. The effect of customer commitment on switching behavior is different for conventional and Islamic bank customers

3. Research Methodology

Our Study is descriptive. This type of research explains the trend and or existing situation. But the researchers couldn't interpret and represent their own information in these types of studies (Creswell, 1994). Descriptive study offers practical results in the sense of confirmation of developed hypothesis either these anticipated statements were right or wrong. Research based upon past and the present data concerning current state (Kumar, 2005).

3.1. Sample Data

The aim of this study is to investigate difference in the effect of customer satisfaction on image, trust, loyalty and switching behavior. We in addition investigate the effect of image on trust and customer loyalty, and also the effect of trust on customer loyalty. Additionally we examine the effect of customer commitment and reputation factor on switching behavior for conventional and Islamic bank customers in Pakistan. To prove our objective of the study we collected data from 200 respondents by using self-administered questionnaire survey technique. The population for our sample was those people who have their bank accounts. We conveniently collected data by asking people before taking their responses, do they have bank account. If they are customer of any bank then they can fill our questionnaire otherwise we move another individual

3.2. Instrument and Measures

Our scale was divided into two main segments. In first segment we developed respondent's personal characteristics based questions for example: their age, gender, education, designation, respondent's bank, account type, period of account, types of transactions, number of transactions in a week and number of transactions in a month. From this information we could recognize our respondent's characteristics individually. Second segment of the scale was based on the statement established according to the variable's nature and those questions were chosen which could determine that particular variable correctness. We used 5 point likert scale for evaluating the response level of respondent in the support of every written statement.

3.3. Procedure

200 questionnaires were circulated among those respondents who have account in any type of bank. It was essential for us to know before response compilation either they have account in any bank or not? Because the person who have dealings with bank can better give the response as contrast to UN experienced person. 67 questionnaires were considered waste due to in complete and extreme level response. 133

respondent's data considered useful in which 97 were males and 36 were females. In our study we give briefing before questionnaire filling to the respondents for the precise results by the respondents. After collection of data we coded the responses with the help of numbering written for the response level scale of respondent for instance: 5 for strongly agree, 4 for agree, 3 for neutral, 2 for disagree, 1 for strongly disagree and entered in to statistical package software for social sciences (SPSS.16) for tests and analysis.

3.4. Reliability Analysis

Cronbach's Alpha values range which are measured acceptable and suggested by Nunnally (1970) is 0.50 and by Moss et al. (1998) is 0.60. Overall Cronbach Alpha for our study was 0.63 which was more than satisfactory range level. This shows our all (22) items were valid and reliable for the advance research.

4. Results and Analysis

4.1. Profile of Respondents

Personal summary information and demographics such as, their age, gender, education, designation, respondent's bank, account type, period of account, types of transactions, number of transactions in a week and number of transactions in a month shown in table 1 below:

Table 1. Is about the personal summary information and demographics such as, their age, gender, education, designation, respondent's bank, and account type, period of account, type of transactions, number of transactions in a week and number of transactions in a month.

Variable	Category	Frequency	Percentage
Gender	Male	97	72.9
	Female	51	27.1
Age	<25 years	57	42.9
	26-35 years	45	33.8
	36-45 years	18	13.5
	46-55 years	9	6.8
	Above 55 years	4	3
Qualification	Bachelors	70	52.6
	Masters	51	38.3
	Others/ Above Masters	12	9
Designation	Lower Level Job	59	44.4
	Middle Level Job	58	43.6
	Top Level Job	16	12
Respondents Bank	Islamic	70	52.6
	Conventional	63	47.4
	Current	87	65.4
Account Type	Saving	40	30.1
	Any other	6	4.5
	Deposit	24	18
Transaction Type	Withdrawal by cheque	17	12.8
	Withdrawal by ATM	35	26.3
	Utility bills payment	11	8.3
	Funds transfer	9	6.8
	Online Banking	2	1.5
No of	All	35	36.3
	Usually No	26	19.5

Variable	Category	Frequency	Percentage
Transactions in a week	One	55	41.4
	Up to Five	36	27.1
	Above Five	16	12
No of Transactions in a month	Usually No	1	.8
	One	32	24.1
	Up to Five	49	36.8
	Above Five	51	38.3

4.2. Hypothesis Testing

Hypothesis was tested on the basis of linear regression test analysis in SPSS 16.

Table 2. Is about the hypothesis test in on the basis of line a regression test analysis in SPSS16. The acceptance and rejection decision was made on the basis of Standardized Beta Acceptable Range= $<0.5(\beta)$, Standard Error(S.E), T-Statistics(T) and P-value Significant value Acceptable Range= <0.05 .

Hypotheses	Model Variables	Standardized Beta				T	Significant value				Results	
		Acceptable Range = $<0.5(\beta)$		S.E			Acceptable Range = <0.05 P value					
		C	I	C	I		C	I	C	I	C	I
		Conventional	Islamic	Conventional	Islamic	Conventional	Islamic	Conventional	Islamic	Conventional	Islamic	
H1a	CS IMG	.282	.14	.116	.077	2.239	1.246	.029	.217	Reject	Accept	
H1b	CS TRUST	-.071	.105	.108	.085	-.543	.872	.589	.386	Accept	Accept	
H1c	CS CL	.264	.091	.152	.109	2.085	.750	.041	.456	Reject	Accept	
H1d	CS CSB	-.220	.203	.150	.096	-1.721	1.707	.091	.092	Accept	Accept	
H2a	IMG TRUST	.374	.528	.108	.112	3.069	5.128	.003	.000	Reject	Reject	
H2b	IMG CL	.706	.607	.121	.134	7.601	6.294	.000	.000	Reject	Reject	
H3	TRUST CL	.372	.565	.178	.128	3.054	5.649	.003	.000	Reject	Reject	
H4	RF SB	.376	.212	.193	.122	3.091	1.787	.003	.078	Reject	Accept	
H5	CC SB	-.626	-.339	.128	.146	-6.120	-2.97	.000	.004	Reject	Reject	

4.2.1. Customer Satisfaction (CS) and Image (IMG)

Regression results proved the effect of customer satisfaction on image of conventional bank with having ($\beta=.282$) and ($P 0.029 < 0.05$) values, so there is an effect of customer satisfaction on image of conventional bank. Beta value means customer satisfaction contribute more than 28.2% in the Image of conventional banks.

Likewise Regression results did not prove the effect of customer satisfaction on image of Islamic bank and with having ($\beta=.149$) and ($P 0.217 > 0.05$) values so, there is no effect of customer satisfaction on image of Islamic bank. Beta value means customer satisfaction contribute more than 14.9% in the Image of Islamic banks. Results support our hypotheses as the effect of customer satisfaction on image is different for conventional and Islamic bank customers.

4.2.2. Customer Satisfaction (CS) and Customer Trust (CT)

Regression results proved that there is no effect of customer satisfaction on Customer Trust of conventional bank with having ($\beta=-.071$) and ($P 0.5897 > 0.05$) values, Beta value means customer satisfaction contribute negatively 7.1% on the Trust of conventional bank customers.

Similarly Regression results did not prove the effect of customer satisfaction on Customer Trust of Islamic bank with having ($\beta=.105$) and ($P 0.386 > 0.05$) values so, there is no effect of customer satisfaction on Customer Trust of Islamic bank. Beta value means customer satisfaction contributes more than 10.5% on the customer trust of Islamic banks. Results did not support our hypotheses as the effect of customer satisfaction on customer trust is not different for conventional and Islamic bank customers.

4.2.3. Customer Satisfaction (CS) and Customer Loyalty (CL)

Regression results proved the effect of customer satisfaction on customer loyalty of conventional bank customers with having ($\beta=.264$) and ($P 0.041 < 0.05$), so there is an effect of customer satisfaction on customer loyalty of conventional bank customers. Beta value means customer satisfaction contribute more than 26.4% on the customer loyalty of conventional bank customers.

As well Regression results did not prove the effect of customer satisfaction on customer loyalty of Islamic bank customers with having ($\beta=.091$) and ($P 0.456 > 0.05$) so, there is no effect of customer satisfaction on customer loyalty of Islamic bank customers. Beta value means customer

satisfaction contribute more than 9.1% on the customer loyalty of Islamic bank customers. Results support our hypotheses as the effect of customer satisfaction on customer loyalty is different for conventional and Islamic bank customers.

4.2.4. Customer Satisfaction (CS) and Customer Switching Behavior (CSB)

Regression results proved that there is no effect of customer satisfaction on customer switching behavior of conventional bank customers with having ($\beta=-.220$) and ($P 0.091>0.05$), Beta value means customer satisfaction contribute negative 22% on the switching behavior of conventional bank customers.

Similarly Regression results did not prove the effect of customer satisfaction on customer switching behavior of Islamic bank customers with having ($\beta=.203$) and ($P 0.0927>0.05$) so, there is no effect of customer satisfaction on customer switching behavior of Islamic bank customers. Beta value means customer satisfaction contributes more than 9.27% on the switching behavior of Islamic bank customers. Results did not support our hypotheses as the effect of customer satisfaction on customer switching behavior is not different for conventional and Islamic bank customers.

4.2.5. Image (IMG) and Customer Trust (CT)

Regression results proved that there is an effect of image on Customer Trust of conventional bank customers with having ($\beta=.374$) and ($P 0.003<0.05$), Beta value means image contributes 37.4% on the Trust of conventional bank customers.

Correspondingly Regression results prove the effect of image on Customer Trust of Islamic bank customers with having ($\beta=.528$) and ($P 0.000<0.05$) so, there is an effect of image on Customer Trust of Islamic bank customers. Beta value means image contributes more than 52.8% on the customer trust of Islamic bank customers. Results did not support our hypotheses as the effect of image on customer trust is not different for conventional and Islamic bank customers.

4.2.6. Image (IMG) and Customer Loyalty (CL)

Regression results proved that there is an effect of image on Customer Loyalty of conventional bank customers with having ($\beta=.706$) and ($P 0.000<0.05$), Beta value means image contributes 70.6% on the Loyalty of conventional bank customers.

On the contrary Regression results prove the effect of image on Customer Loyalty of Islamic bank customers with having ($\beta=.607$) and ($P 0.000<0.05$) so, there is an effect of image

on Customer Loyalty of Islamic bank customers. Beta value means image contributes more than 60.7% on the customer loyalty of Islamic bank customers. Results did not support our hypotheses as the effect of image on customer loyalty is not different for conventional and Islamic bank customers.

4.2.7. Customer Trust (CT) and Customer Loyalty (CL)

Regression results confirms that there is an effect of customer trust on customer loyalty of conventional bank customers with having ($\beta=.372$) and ($P 0.003<0.05$), Beta value means customer trust contributes 37.2% on the Loyalty of conventional bank customers.

On the other hand Regression results prove the effect of customer trust on customer loyalty of Islamic bank customers with having ($\beta=.565$) and ($P 0.000<0.05$) so, there is an effect of customer trust on customer loyalty of Islamic bank customers. Beta value means customer trust contributes more than 56.5% on the customer loyalty of Islamic bank customers. Results did not support our hypotheses as the effect of customer trust on customer loyalty is not different for conventional and Islamic bank customers.

4.2.8. Reputation Factor (RF) and Customer Switching Behavior (CSB)

Regression results demonstrate that there is an effect of reputation factor on customer switching behavior of conventional bank customers with having ($\beta=.376$) and ($P 0.003<0.05$), Beta value means reputation factor contributes 37.6% on the switching behavior of conventional bank customers.

In contrast Regression results did not verify the effect of reputation factor on switching behavior of Islamic bank customers with having ($\beta=.212$) and ($P 0.078>0.05$) so, there is no effect of reputation factor on switching behavior of Islamic bank customers. Beta value means reputation factor contributes more than 21.2% on the switching behavior of Islamic bank customers. Results support our hypotheses as the effect of reputation factor on customer switching behavior is different for conventional and Islamic bank customers.

4.2.9. Customer Commitment (CC) and Customer Switching Behavior (CSB)

Regression results reveal that there is an effect of customer commitment on customer switching behavior of conventional bank customers with having ($\beta=-.626$) and ($P 0.000<0.05$), Beta value means customer commitment contributes negatively 62.6% on the switching behavior of conventional bank customers.

Correspondingly Regression results verify the effect of

customer commitment on switching behavior of Islamic bank customers with having ($\beta = -.339$) and ($P 0.004 < 0.05$) so, there is an effect of customer commitment on switching behavior of Islamic bank customers. Beta value means customer commitment contributes more than negatively 33.9% on the switching behavior of Islamic bank customers. Results did not support our hypotheses as the effect of customer commitment on customer switching behavior is not different for conventional and Islamic bank customers.

5. Discussion

The presented research supports the concept that differences exist for customer satisfaction, image, trust, customer loyalty, reputation factor, customer commitment and switching behavior for conventional and Islamic bank customers in Pakistan. There is a highly significant positive relationship between customer satisfaction and image, and there is an effect of customer satisfaction on image in conventional bank but there is no effect of customer satisfaction on image in Islamic bank. Effect of customer satisfaction on image in conventional bank shows that conventional bank customers tend to stick to the same financial service provider once they are satisfied. In this sense customers tend to be more sensible in making decisions and call attention to the benefits that they will get from their banks. In this sense, conventional bank customers will likely withdraw their deposits from Islamic banks if no profit is distributed by the Islamic banks (Gerrard and Cunningham, 1997). These results direct to the conclusion that satisfaction procedures can provide a forecast regarding image. In this way, when customers have a positive image of the banks in their minds, they may excuse tiny errors made by the banks. However, when the blunders are dedicated continually, bank image will be blemished. When the image is negative, the customers' perspective of banks will be influenced (Kang and James, 2004). The results of this study are steady with Bontis et al. (2007), Helm (2007), and Nguyen and Leclerc (2011) who clarify that the greater the customer satisfaction, the better the image. Similarly, Angelis et al. (2005) prove that the exertion of banking institutions to solve customers' problems, which will affect their corporate image, is intimately associated to customer satisfaction. Therefore, Islamic banks should pay greater concentration to growing customer satisfaction to the degree that it will have an optimistic impact on image. This approach will help out banks in maintaining their accessible customers as well as serving them in developing their image.

For the time being, there is a highly significant positive relationship between image and trust. There is an effect of image on trust for both conventional and Islamic bank customers. For now, Islamic banks image, and

knowledgeable and well-organized staff reputation appear as the most important pointer in persuading Islamic banks customer approach. According to this, image can be comparatively easily relocated to trust. This study is steady with Flavian et al. (2005) who discover that image plays a main role in the expansion of customer trust in conventional and online banking.

Meanwhile, favor this analysis by arguing that banks will have a strong image when customers consider that they will achieve the highest value upon gaining something from the banks. Moreover, Barich and Kotler (1991) recommend that banks will only hold a good image when customers trust that they will gain service and contentment that is superior to what they predicted. In our study there is an effect of image on customer trust for both conventional and Islamic bank customers. Therefore it did not support our hypothesis, because in both conventional and Islamic banks the effect of image on customer trust is not different.

There is a highly significant positive relationship between customer trust and customer loyalty. In our study we found that there is an effect of customer trust on customer loyalty for both conventional and Islamic bank customers. It did not support our hypothesis, that the effect of customer trust on customer loyalty is not different for both conventional and Islamic bank customers.

There is a highly significant positive relationship between reputation factor and switching behavior.

According to our research, there is an effect of reputation factor on switching behavior for conventional bank customers. But in Islamic banks there is no effect of reputation factor on customers switching behavior. Therefore, it supports our hypotheses that the effect of reputation factor on customer switching behavior is different for conventional and Islamic bank customers.

Clearly, the notion of "religion" covers an extensive range of items. Ali and Al Kazemi (2007), for instance, explained the "Islamic work ethics" and originate that it includes 17 items. Their study designates that when Muslims are more religious, they are more probably to "attach with the organization during good years and bad years and making devotions when essential to keep the organization strong" (Ali and Al Kazemi, 2007, p. 99). Muslim customers, focus more on Shariah matters than other characteristics. But in Pakistan's context Muslim customers did not attach with the organization (Islamic bank) during good or bad years As (Awan & Bukhari, 2011) found that the most significant determinants in customer's choice of a bank were suitable location to home or place of business, length of bank-customers relationships and quality of services offered by the bank.

6. Conclusion

The aim of this study is to investigate either there is a difference in the impact of customer satisfaction on image, trust, loyalty and customer switching behavior of conventional and Islamic banks. The results specify that there is an effect of customer satisfaction on image, image has an effect on trust, trust has an effect on customer loyalty, and reputation factor also has an effect on customer switching behavior for conventional bank customers. Furthermore, there is no effect of customer satisfaction on trust for conventional bank customers. The results identify that image has an effect on trust and customer loyalty, trust has an effect on customer loyalty. Moreover, customer satisfaction has no effect on image, trust and loyalty and customer satisfaction has no effect on switching behavior for Islamic bank customers. This research will be helpful for servicing sector particularly banking institutions. We used customer satisfaction variable in this study and the end result recommended that the servicing firms must provide satisfaction to customers to build, preserve or maintain its customers and it's essential also for making them dedicated. Banks should take much be concerned about the services they offer to customers. They should inquire from their customers if they demand any modification or improvement in the services. Bank employees must be so educated to make the customers feel the sympathy. Their performance and stance must be compassionate and civil with the customers. If they will demonstrate their annoyance, hastiness and thoughtlessness then the customers will plan to switch another bank. The profit and interest rates must be resolved as pleasingly it can survive with the competitor's strategies but peculiarly and distinguishably in the market. Because when customer start feeling and evaluating the information of the other service providing firms then it's a signal for the organization to check its products and packages. Mostly people switch in the beginning of convenience which they feel in the service obtainment. In our research people answered exceptionally encouraging for the convenience in services and for the site of firm. It means people have a preference for those banks which have a lot of branches in the same city.

7. Limitations and Future Implications

Results of regression test rejected our majority of hypotheses it may be possible due to wrong sampling technique used or in the way of data collected by the respondents were not convenient to answer precisely or they may be didn't understand the statements used in our scale. One of the causes may be data collected of 200 people out of which only

133 were useful. If we used large sample size then we can say the entire hypotheses were accepted. We cannot generalize the results of our study because responses may change when the population, demographics change. In future the probable researchers must be used large sample size for the generalizability of results.

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