

ABSTRACT

The study examined undergraduate students' perception of the quality of services offered by banks on the University of Benin campus. The selection criteria upon which students in the University of Benin make their decision of which bank to choose was also examined. On the bases of judgmental sampling, three hundred questionnaires were administered to undergraduate students in the various halls of residence across the University of Benin, Ugbowo campus. Simple percentages, mean and regression were used in analyzing the data obtained. The outcome of our study revealed that though perception score for the various dimensions of SERVQUAL was high, respondents rated banks in the University of Benin lowest on the reliability and empathy dimensions. Of the various demographic variables selected Income and Educational level were found to be statistically significant in explaining variation in perception of banking service quality at a 5% level of statistical significance. The study further revealed that the three most important factors that students consider in selecting a bank are proximity/accessibility, efficient customer service and zero account policy/minimum charges. Since banks scored least in human relation dimensions, we recommend that banks should empower and adequately train their employees to handle customers' complaints. Also, banking halls should be situated as close as possible to students' halls of residence given the importance of proximity to students in bank selection.

Keywords: Service Quality, Undergraduate students, Choice of Banks, Bank selection criteria, SERVQUAL