TITLE : The Impact of Service Quality on Customer Retention in banking

Please write a Literature review about the attached research problem (make sure the Literature is related to the research problem) and make sure to follow the attached guidelines.

please make sure the flow of the sentences are smooth, arranged properly, related to the paragraph objectives, and easy to understand.

Literature review shall include: (the details in the attached guideline)

Introduction (2 pages)

Body (4 pages)

Conclusion (2 pages)

**Introduction should include:** (2 pages)

• Introduce the general issue and its importance.

• Identify key trends or perspectives.

• Identify the specific focus of this literature review.

• Give a brief outline of the structure of the body.

**Body** **should include:** (4 pages)

• Develop themes, highlighting major concepts, influential studies, etc., in relation to your topic.

• Focus on areas of agreement, disagreements, tensions and contentious issues related to your topic.

• Use strong topic sentences at the beginning of each paragraph so the reader can clearly identify the theme or aspect of the theme being discussed.

**Conclusion should include:** (2 pages)

• Summarise major contributions in the literature, in the context of the particular focus mentioned in the introduction.

• Conclude by summing up and identifying the significance of the topic in relation to the literature.

**References:**

The Harvard system of referencing must be used, including a bibliography.

At least 15 references should be included.

**GENERAL COURSEWORK GUIDELINES**

1. Students must adhere to the word limit provided (plus or minus 10%) excluding

calculations, tables/figures, references, quotations and appendices. Quotations

and appendices should be kept to a minimum and be of direct relevance to the

content of your work. A word count must be stated at the end of your work.

2. The Harvard system of referencing must be used, including a bibliography.

3. Where appropriate, a contents page, a list of tables/figures and a list of

abbreviations should precede your work.

4. Your assignment must be word processed and a plain, readable font should be

used, preferably Arial size 12.

5. Your group number should appear at the top of each page as a header.

6. The relevant course and year must be included as a “footer” on each page.

7. All tables and figures must be correctly numbered & labelled.Tables, Calculations,

Appendices, Referencing & Teamwork elements are not included in word-count.

8. All pages should be numbered.

9.Plagiarised and unreferenced work will be awarded a mark of zero.