

Financial Statement Analysis -The Significance of Financial Indicators in Business.

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Abstract

The primary objective of this study is to ascertain, predict, and assess the optimal economic conditions and future performance of companies. Another aim is to scrutinize financial statements and offer insights to financial managers for making informed decisions about their business. Financial statements employ various tools, analytical methods, and necessary techniques for business analysis. They serve as a diagnostic instrument for appraising financing, investment, and operational activities, while also serving as an evaluative tool for management and other business decisions. The analysis of financial statements, or financial reports, is utilized by managers, shareholders, investors, and other stakeholders to gauge the company's standing. Managers utilize financial reports to understand the company's position and convey information to shareholders regarding the prudence of investments in the company. Potential investors place significant importance on the analysis of a company's financial statements, seeking an understanding of its current condition before deciding on investment opportunities.

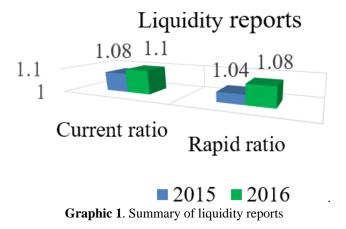
Introduction

Accountants and financial analysts employ various methods to assess the financial state of a company, aiming to furnish financial managers and analysts with vital information for decision-making. Evaluating a company's financial position and performance is crucial for effective decision-making by managers. Financial analysis involves scrutinizing balance sheets from past, present, and projected perspectives, with an emphasis on comparative analysis to derive meaningful insights. This involves both qualitative and quantitative elements, utilizing tools and analytical techniques to analyze Company "X"'s financial statements. Primary and secondary data sources were employed, with inductive methods utilized to draw conclusions. Additionally, classification and comparison methods were employed to categorize data and compare financial statements across two consecutive years.

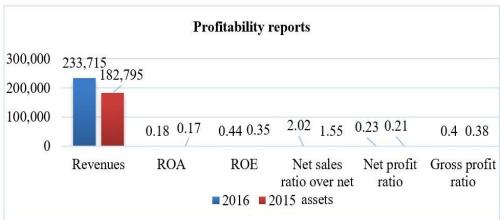
Analysis

From analyzing the financial statements of the company, we can conclude its financial condition and how

it has operated during the periods for which the analysis is conducted and what are the future trends for that enterprise. By the use of different liquidity indicators we try to anticipate whether companies can meet their short-term liabilities using their available current assets. Liquidity ratios have a great benefit of being relatively accurate regarding their components because on the short-term, there are more realistic data available in the accounting system than for analysing longterm assets and sources. In case of certain fields of activity, the degree of liquidity and differ seasonally. For the calculation, we have analysed data of a manufacturing company in the period of 2016 - 2015

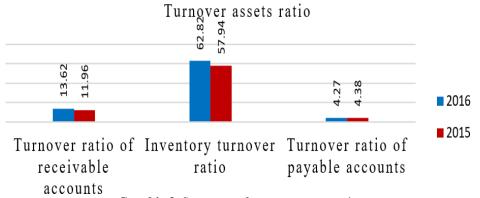


After calculating, analyzing and interpreting the various financial reports of the company, we have come to the conclusion, that the company has a good liquidity statement, because the company has more short-term assets to cover the liabilities short-term, which means that there is more working capital. Because, if these indicators are larger than 1, then it shows that the company has good liquidity status. This means, that this company is able to pay its current liabilities at any time. Also, we know that current assets are also constituted by customer requirements and if it happens that customers do not pay their debts, then the company may become insolvent and this would affect the reputation of the company.



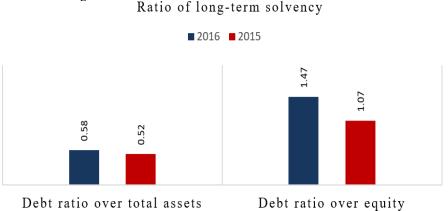
Graphic 2. Summary of revenues and profitability reports

Regarding profitability ratios, there is a better situation in 2016 and it is more effective in using assets to generate revenues, hence, there is a greater turnover this year as well as greater return on capital. This means, that with therevenues increased in 2016, are also increased the performance indicators of the company (net profit ratio, from 0.21 to 0.23 in 2016 and gross profit ratio, from 0.38 to 0.40 in 2016).



Graphic 3. Summary of turnover assets ratio

From turnover assets ratio, we can conclude that the company is more effective in 2016 because in this year it wasmore likely to collect customer debts (Receivable Accounts, 13.62 times for one year), but it was also more effective in inventory sales (62.82 times for one year), whilst with regard to payable accounts, the company has paid more often the debts to suppliers in 2015 (4.38 times for one year), it is good to pay these debts because the company should not lose these important sources of funding.



Graphic 4. Summary of long-term solvency ratios

Through analysis of financial ratios of long-term solvency, we can conclude that the company is less financed by debts in 2015, because the smaller the value of these coefficients are indictate that the company is less financed by debt.

After calculating, analyzing and interpreting the various financial reports of the company, we have come to the conclusion, that the company has a good financial statement, because the company has a good liquidity statement, is profitable and is effective in inventory sales. And that leads us to the authentication of the third hypothesis, the company has a good financial statement.

Financial Statements

According to the Accounting Standards, financial statements are a structured financial presentation and transactions undertaken in an organization. The main financial statements are the means used by the accounting for the purpose of collecting, processing and presenting economic information. The purpose of financial statements is to provide information on the position and financial changes as a very important basis for making managerial decisions (Asllanaj, 2008). The objective of the financial statements is to provide information about the financial situation, financial performance and changes in an entity's financial position that are usable by a wide range of users in making their economic decisions (Lewis, & Pendrill, 2004).

Financial statements and reports arising from their study provide information on:

- Assets
- Liabilities
- Equity
- · Income and expenditures and
- Cash Flow

Financial statements reflect the cumulative effects of all of management's past decisions (Helfert, 2001). Financial statements are the business documents that companies use to report the results of their activities to various user groups, which can include managers, investors, creditors, and regulatory agencies. In turn, these parties use the reported information to make a variety of decisions, such as whether to invest in or loan money to the company (Charles, Walter & Thomas, 2012).

The main financial statements are International Accounting Standards (IAS):

Income and expenditure statements,

Balance Sheet,

Cash Flow Statement,

Statement of Equity Changes,

Statement of Explanatory Note.

Income and Expenditure Statements

This statement shows the financial result of a firm over a period of time (monthly, quarterly or annual). It summarizes the incomes and expenditures incurred for the creation of such income.

Income - represents the amount of assets generated through business operations.

Expenditure - represent the amount of assets consumed during the business operation, respectively the flows and obligations occured during the production of goods and services (Asllanaj, 2008). The difference between incomeand expenditure represents net income or **net profit**.

| "X" COMPANY | | | |
|--|---------|---------|--|
| | 2016 | 2015 | |
| Net Sales | 233,715 | 182,795 | |
| Cost of Sales | 140,089 | 112,258 | |
| Gross Margin | 93,626 | 70,537 | |
| Operating expenses: | | | |
| Research and development | 8,067 | 6,041 | |
| Selling, general and administrative | 14,329 | 11,993 | |
| Operating income | 71,230 | 52,503 | |
| Other income/(expense) net | 1,285 | 980 | |
| Income before provision for income taxes | 72,515 | 53,483 | |
| Provision for income taxes | 19,121 | 13,973 | |
| Net income | 53,394 | 39,510 | |

Balance Sheet

The Balance Sheet reports in a summarized form the balances of the assets, capital and liabilities accounts at the date of its establishment for a specified period of time. The balance sheet denomination comes from the assumption that between the total assets on one side and the total of capital and liabilities on the other hand, there must be a balanced state. Consequently the total assets in the balance sheet must be equal to the total of liabilities and capital (Asllanaj, 2008).

This equilibrium is expressed through the equation (**Xhafa**, 2005): Assets = Liabilities + Capital (Equity).

Assets are rights or other access to future economic benefits controlled by an entity as a result of past transactions or events. Liabilities are obligations of an entity to transfer economic benefits as a result of past transactions or events (Lewis, & Pendrill, 2004). Capital represents the rights of the owners in the corporate property, so it is a kind of obligation but to the owners. In fact, demands of the owners of the enterprise's assets are equal to the amount of the assets which remains after all the liabilities have been deducted (Asllanaj, 2008).

| "X" COMPANY | | | |
|--|---------|---------|--|
| Years | 2016 | 2015 | |
| Assets | | | |
| Current assets: | | | |
| Cash and cash equivalents | 21,120 | 13,844 | |
| Short-term marketable securities | 20,481 | 11,233 | |
| Accounts receivable | 16,849 | 17,460 | |
| Inventories | 2,349 | 2,111 | |
| Deferred tax assets | 5,546 | 4,318 | |
| Vender non-trade receivable | 13,494 | 9,759 | |
| Other current assets | 9,539 | 9,806 | |
| Total current assets | 89,378 | 68,531 | |
| | | | |
| Long-term marketable securities | 164,065 | 130,162 | |
| Property, plant and equipment, net | 22,471 | 20,624 | |
| Goodwill | 5,116 | 4,616 | |
| Acquired intangible assets, net | 3,839 | 4,142 | |
| Other assets | 5,556 | 3,764 | |
| Total | 290,479 | 231,839 | |
| Assets | · | | |
| Liabilities and | | | |
| Shareholders' Eq | uity | T | |
| Current liabilities | | | |
| Accounts payanble | 35,490 | 30,196 | |
| Accrued expenses | 25,181 | 18,453 | |
| Deferred revenue | 8,940 | 8,491 | |
| Commercial paper | 8,499 | 6,308 | |
| Current portion of long-term debt | 2,500 | 0 | |
| Total current liabilities | 80,610 | 63,448 | |
| | | | |
| Deferred revenue, non current | 3,624 | 3,031 | |
| Long-term debt | 53,463 | 28,987 | |
| Other non-current liabilities | 33,427 | 24,826 | |
| Total | 171,124 | 120,292 | |
| liabilities | | | |
| Shareholders' equity | | | |
| Comon stock | 27,416 | 23,313 | |
| Retained earnings | 92,284 | 87,152 | |
| Accumulated other comprehensive income | (345) | 1,082 | |
| Total shareholders' equity | 119,355 | 111,547 | |
| Total liabilities and shareholders' | 290,479 | 231,839 | |
| equity | | | |

Cash Flow Statement

The main purpose of cash flow review is to provide business information about activities that affect cash inflows and outflows during a fiscal period. In other words, the cash flow statement reports the transactions from which the cash is generated and the transactions for which the money is used (Asllanaj, 2008).

Cash flow statement methods (Society of Certified Accountants And Auditors In Kosovo (SCAAK)) (2008):

Direct method - shows cash collection from customers, interest and dividends collected, other cash inflows, money paid to suppliers and employees, paid interests, paid taxes and other operating fees

Indirect method - starts with net income and is adjusted to deferred items, ascertained, non-monetary items such as depreciation and amortization and non-operating items such as profits or losses on the sale of assets.

Money flows and capital movements are divided based on activities (Lewis, & Pendrill, 2004):

Operational activity

Investment activity

Financing activity.

Operational activities - are the principal revenue-producing activities of the enterprise and other activities that are not investing or financing activities.

Investment activities – are the acquisition and disposal of long-term assets and other investments not included in cash equivalents.

Financing activities – are activities that result in changes in the size and composition of the equity capital and borrowings of the enterprise.

Statement of Equity Changes

This statement shows the changes occurred to the size of the owner's equity over a certain period of time from the change of his interests or from the activity of business units, which explains changes in capital and reserves over a year or (Assets – Liabilities = Equity) (Asllanaj, 2008).

Main Financial Analysis Indicators

The main indicators of financial analysis are the following ratios (Helfert, 2001): Liquidity Ratio

Profitability Ratio Assets turnover ratio

Ratio of long-term solvency (debt)

The Importance of Liquidity and its Analysis

As it is known, a company's liquidity refers to its ability to settle short-term liabilities when they mature. So liquidity is the ability to convert activities into cash or make money in another way (eg through financing) (Mayo, 2012).

Liquidity analysis through working capital – working capital has been consistently considered as one of the most important and significant indicators in the liquidity analysis of an enterprise. From creditor's point of view, working capital is always from the first indicators to be considered. This is because the creditor always seeks to find and read "safety" in the financial statements. He is interested in liquidity because it "protects" him from an unwanted situation of lack of cash (Shuli & Perri, 2010).

Working capital is calculated as the difference between short-term assets and short-term liabilities Working capital = short term assets – short term liabilities

2015: Working capital = 68,531 - 63,448 = 5,083

2016: Working capital = 89,378 - 80,610 = 8,768

Liquidity Ratios are

4.1.1 Current Ratio

Shows a direct proportion between short term assets and short term liabilities. Through this, it is measured the ability of a firm to pay short-term liabilities at the maturity date (expiry date of payment) (Mayo, 2012).

$$Current \ Ratio = \frac{Short \ term \ assets}{Short \ term \ liabilities}$$

2015: Current Ratio =
$$\frac{68,5}{1} = 1.08$$
 times

2016: Current Ratio =
$$\frac{89,378}{80,010}$$
 = 1.10 times

This ratio shows that the company in 2015, for every 1 euro short-term obligation has 1.08 euro short-term assets cover them. In 2016 the company has 1.10 euro short-term assets, for every 1 euro short-term obligation. The most liquid is in 2016.

4.1.2 Rapid Ratio

An even more stringent test, although again on a static basis, is the acid test or quick ratio, which is calculated using only a portion of current assets—cash, marketable securities, and accounts receivable—which are then related to current liabilities (Helfert, 2001).

$$Rapid\ ratio = \frac{Short\ term\ assets - Stocks}{Short\ term\ liabilities}$$

2015: Rapid ratio =
$$\frac{68,531-2,111}{55,448}$$
 = 1.04 times

2016: Rapid ratio =
$$\frac{89.3378-2.349}{80.010}$$
 = 1.08 times

This ratio shows that even though the company is deducting stocks as assets that can not be converted into cash very fast, it is still quite liquid and compared to the previous year, in 2016 the company is more liquid, where forevery 1 euro short-term liability has 1.08 euros of current assets to cover them.

1.1 Profitability Ratios

The fundamental purpose of every business is to make profit. These reports show how reasonable decisions are that the organization has made for investments. Profitability reports express exactly what the organization wins over its sales, assets or capital (Asllanaj, 2008).

4.2.1 Rate of Return over Total Assets

Shows a direct proportion between net profit and total assets. The return on total assets is a ratio that measures the effectiveness of using total assets to generate net profit (Mayo, 2012).

Rate of return over total assets (ROA)
$$= \frac{Net\ Profit}{Total\ Assets}$$

2015: Rate of return over total assets (ROA)
$$= \frac{39,510}{251,859} = 0.17 \%$$

2016: Rate of return over total assets (ROA)
$$= \frac{53,394}{290,4/9} = 0.18 \%$$

From the calculation of this ratio we see that the company has the greatest rate of return on assets in 2016, it is natural that the higher the rate of return is, it is more favorable to the company.

4.2.2 Rate of Return over Share Capital

Measures the profit made from investments of regular shareholders in the company's assets. In other words, the rate of return on share capital is the rate of return from regular (ordinary) shares invested by the owners of the enterprise (Asllanaj, 2008).

Rate of return over share of capital (ROE) =
$$\frac{Net\ Profit}{Equity}$$

2015: Rate of return over share of capital (ROE)
$$= \frac{39,510}{111,34} = 0.35 \%$$

2016: Rate on return over share of capital (ROE)
$$= \frac{53,394}{119,555} = 0.44 \%$$

From the calculation of this ratio we notice that the company has greater return on capital in 2016, it is also important for the company to have this ratio higher than the return on assets, as this indicates that the enterprise is in the successful years of business.

4.2.3 Net Sales Ratio over Net Assets (Equity)

Shows a direct proportion between net sales and net assets. This report measures the profitability of the enterprise on the basis of the efficiency of using net assets in the generation of revenues from sales (Asllanaj, 2008).

Net sales ratio over net assets
$$=$$
 Net Saleso $=$ $\frac{Net Saleso}{Average Net Assets}$

2015: Net sales ratio over net assets =
$$\frac{182,795}{1.25,349+111,347/2}$$

2016: Net sales ratio over net assets
$$= \frac{233,715}{119,555+111,54/72}$$

$$= 1.55 \text{ times} = 2.02 \text{ times}$$

From calculation of this ratio we notice that in 2016 the company has exploited assets better and managed togenerate more income this year.

4.2.4 Net Profit Ratio

Shows the amount of profit made for each \in 1 of sales. In other words, this ratio measures the percentage of each euro of sales that remains after deduction of expenditures, including interest expenditures and tax expenditures.

Net profit ratio over net sales =
$$\frac{\text{Net Profit}}{\text{Net Sales}}$$

2015: Net profit ratio over net sales =
$$\frac{39,310}{182,793}$$
 = 0.21 %

2016: Net profit ratio over net sales =
$$\frac{53,394}{255,/15}$$
 = 0.23 %

From the calculation of this ratio we notice that, from revenues, the company generated higher percentage of profit in 2016 compared to the previous year.

4.2.5 Gross Profit Ratio

Shows the percentage gained from sales after commodities reached the customer (Xhafa, 2005).

Gross Net Ratio =
$$\frac{Gross \text{ Net}}{Sales}$$
2015: Gross Net ratio =
$$\frac{Gross \text{ Net}}{Sales} = \frac{(0.33)}{182,795} = 0.38 \text{ ose } 38 \%$$

2016: Gross Net Ratio
$$= \frac{Gross\ Net}{Sales} = \frac{93,626}{233,715} = 0.40$$
 ose 40 %

This shows that the company in 2016 has a higher gross profit margin than in other years, this report also shows how much the company earns on its products.

1.2 Assets Turnover Ratios

Indicators of assets turnover provide the key information on the efficiency of usage and control of certain aspects of current business assets such as: inventories (reserves), current accounts and credit accounts. The ability to sell inventory of goods and collection of cash from buyers undoubtedly comprises the successful business foundation of any commercial business (Asllanaj, 2008). The main indicators of assets utilization are:

4.3.1 Turnover Ratio of Receivable Accounts

This ratio measures the ability of the entity to collect debts from buyers for sales with due date for payment. So, this ratio shows how many times Receivabe Accounts has been converted into cash within a certain period of time (Mustafa, I. (2005).

$$Turnover\ Ratio\ of\ Receivable\ Account\underline{s} = \underbrace{\begin{array}{c} \textit{Net Sales} \\ \textit{Average}\ \textit{Receivable}\ \textit{Accounts} \end{array}}$$

2015: Turnover Ratio of Receivable Accounts =
$$\frac{182,795}{2016}$$
 = 11.96 times 2016: Turnover Ratio of Receivable Accounts = $\frac{233,715}{17,154}$ = 13.62 times

From the calculation of this ratio we notice that the company was most effective in collecting cash from buyers in 2016, doing this 13.62 times during the year, whilst in 2015 it did 11.96 times during the year.

4.3.2 Ratio of Unreceivable Sales Days

This indicator provides information about how many days is the deadline for collecting sales with due date for payment. In other words, through the ratio of unreceivable sales days it is indicated the number of days needed tobe collected from receivable accounts (Asllanaj, 2008).

From this report we notice that the company has more often received debts from buyers, and this has done every 26.80 days in 2016 whilst in 2015 every 30.52 days.

4.3.3 Inventory (Stocks) Turnover Ratio

This ratio measures the ability of the entity to sell the inventory or the speed of stock sales within a specified period of time. This ratio practicly shows how many times a year the firm has sold the average level of its inventory (Asllanaj, 2008).

$$Inventory\ turnover\ rat \underline{io} = \frac{Cost\ of\ Goods\ Sold}{Average\ Inventory}$$

2015: Inventory turnover
$$ratio = \frac{112,258}{1,93} = 57.94 \text{ times}$$

2016: Inventory turnover
$$\frac{ratio}{2,230} = \frac{140,089}{2,230} = 62.82 \text{ times}$$

From the calculation of this report we notice that the company has most frequently sold stocks in 2016, whilst theturnover stocks was 62.82 times during the year.

4.3.4 Inventory (Stocks) Sales Days Ratio

This ratio measures efficiency in inventory management, simply this ratio shows the number of days needed tosell inventory within a year.

2016: Inventory sales days ratio =
365
 62.82 = 6.29 days

= 5.81 *days* Calculating per day, we see that the company has sold stocks every 5.81 days in 2016 and every 6.29 days in 2015.

4.3.5 Turnover Ratio of Payable Accounts

This ratio measures the efficiency of payment management to suppliers, simply this ratio shows the deadline or the period of liabilities towards suppliers. For an ideal firm it would be that the payment period to suppliers to be equal with the period of collection of sales from buyers (Asllanaj, 2008).

 $Purchases = Cost\ of\ goods\ sold\ t + Inventory\ at\ the\ end-Inventory\ at\ first$

2012: Turnover ratio of payable accounts =
$$\frac{Purchases on}{Average rayable} \frac{credit}{Average rayable}$$
 Accounts 2015: Turnover ratio of payable accounts = $\frac{112,005}{25,085.5}$ = 4.38 times 2016: Turnover ratio of payable accounts = $\frac{140,327}{25,085.5}$ = 4.27 times

From calculation of this ratio we notice that the company has paid debts to the supplier more often in 2015with 4.38 times during the year. It is better to pay these debts because the company should not lose these important sources of funding.

4.4 Ratio of Long-Term Solvency

Solvency reports measure the enterprise's ability to pay long-term debts on their maturity date. While liquidity refers to the enterprise's ability to pay short-term debt, solvency means the enterprise's ability to maintain financial stability in meeting long-term liabilities. In the solvency analysis the starting point is the capital structure of an enterprise. The capital structure constitutes share capital and long-term debt capital. Significant component in thecapital structure is the financial leverage. Financial leverage represents the amount of debt participation in the financing of the enterprise (Asllanaj, 2008).

4.4.1 Debt Ratio over Total Assets

Measures the ability of an entity to cover long-term liabilities, this indicator is an information for creditors on the security of the given debt return. Practically shows debt participation in an enterprise financing (Shuli & Perri, 2010).

2015: Debt ratio over total assets =
$$\frac{120,292}{231,839} = 0.52$$
 or 52%

2016: Debt ratio over total assets =
$$\frac{171,124}{290,479}$$
 = 0.58 or 58%

For creditors it is desirable that the debt ratio to be o report the debt as small as possible and vice versa, for the shareholders it is favorable the debt ratio in the greatest value, under the condition that the profitability of total assets to be higher than the cost of debt capital.

4.4.2 Debt Ratio over Equity

A more refined version of the debt proportion analysis involves the ratio of longterm debt to capitalization (total invested capital). The latter is again defined as the sum of the long-term claims against the business, both debt andowners' equity, but doesn't include short-term (current) liabilities. This total also corresponds to net assets, unless some adjustments were made, such as ignoring deferred taxes (Helfert, 2001).

$$Debt \ ratio \ over \ equi{\underline{ty}} = \frac{Total \ debt}{Share \ Capital}$$

2015: Debt ratio over equity =
$$\frac{120,292}{111,34}$$
 = 1.07 or 107 %

2016: Debt ratio over equity =
$$\frac{171,124}{119,333}$$
 = 1.43 or 147%

When values of this ratio are high, it means that the interest rates to be paid towards creditors will also be higher. Therefore, this report shows the extent of financing the enterprise through debts.

2. Conclusions

The analysis of the financial statements is a very important process, even necessary for making right decisions. Information obtained from financial analysis, together with accounting, are the basis for making decisions, both internally and externally. From the analysis of financial statements, we can ascertain its financial condition and how it has operated during the periods for which the analysis is conducted and what are future trends in that enterprise. These reports are also used to give information to shareholders on how reasonable are investments made in the company because they are interested in making profit from investments made. These reportscare also used by potential investors who first want to know how the company is performing and then decide whether to invest or not.

After calculating, analyzing and interpreting the various financial reports of the company, we have come to the conclusion that in terms of liquidity, the state of the company is better in 2016, because this year the company hasmore short-term assets to cover short-term liabilities which means that there is more working capital.

Regarding profitability ratios, there is a better situation in 2016 and it is more effective in using assets to generate revenues, hence, there is a greater turnover this year as well as greater return on capital.

From turnover assets ratio can be seen that the company is more effective in 2016 because in this year it was more likely to collect customer debts (Receivable Accounts), but it was also more effective in inventory sales, whilest with regard to payable accounts the company has paid more often the debts to suppliers in 2015, it is good to paythese debts because the company should not lose these important sources of funding

Through analysis of financial ratios of long-term solvency, we see that the company is less financed by debts in 2015, because the smaller the value of these coefficients are indictae that the company is less financed by debt.

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