

**THE IMPACT OF MANAGEMENT INFORMATION SYSTEM ON
SERVICE QUALITY WITH REFERENCE TO COMMERCIAL
BANKS IN BATTICALOA DISTRICT**



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THEVARANJAN DINESH



**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

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ABSTRACT

The major aim of the research paper is to measure the impact of management information system on service quality in commercial banks. Moreover, it tries to investigate whether there are differences in the service quality between the employees' and customers' perception. Primary data has been collected from the bank employees and customers in Mannarai North and Kattankudy divisional secretariat areas in Batticaloa District. Stratified random sampling was used to obtain 225 responses from employees of banks and convenient sampling was used to obtain 225 responses from customers of banking services. The collected data were used to test the model using regression and path analysis methodology. The result reveals that the important elements of management information system (MIS) are system quality, information quality, employee information system (IS) characteristics and technical support whereas the identified consequences are service quality and employee IS performance. The information quality, employee IS characteristics and technical support influence the service quality in a positive manner but only through employee IS performance. At the same time, the system quality alone influences the service quality directly and indirectly through employee IS performance. The results suggest that employee IS performance contributes more to service quality with system quality. Further results imply that there are differences in the service quality between the employees' and customers' perception. Implications of this research for IS theory and practice are discussed.

Key words: System quality, information quality, employee IS characteristics, technical support, employee IS performances, service quality and management information system (MIS)

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