

Abstract

Different researchers focused on different aspects of service quality. The most common definition is the traditional notion that views quality as the customer's perception of service excellence, that is quality is defined by the customer's impression of the service provided. Nowadays, banks are facing keen competition. In order to differentiate themselves from competitors, they have to find ways to maintain high-level service quality climate, and that motivation shape the service quality climate. So the aim of this study is to find out the motivational factors to deliver high service quality in the viewpoint of the employees. Grounded theory was used throughout this study and interviews were conducted with the frontline employee of Luso International Banking Limited and that six motivational factors were identified.