CUSTOMER PERCEPTION TOWARDS SERVICE QUALITY, TECHNOLOGY ATTRIBUTES IN BANKING SECTOR

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ABSTRACT
This paper describes about the customer perception of service quality towards technology and strategies adopted by public and private banks in Chennai city and to influence the demographic variables on customer satisfaction on service provided by the banks. Age, education, occupation, income level and type of bank influence the technology service quality among the customers. Technology services like better e-banking services, mobile banking, ATM transactions, ATM location, phone banking, SMS banking, e-statement, EFT, online payment, customer care, credit card and log off due to time out. Correlation and percentage analysis was used to study the customer perception of technology service of the banks. The findings from the study are discussed in detail below.

KEY WORDS: Service quality, Customer, perception, EFT, technology