ABSTRACT
Service quality is treated as a one of the important determinants in order to measure the success of the organization or business units. In this research study we have discussed about service quality of selected branch of private sector banking industries. Five dimension of service quality such as Reliability, Tangibility, Assurance, Empathy and Responsiveness has been discussed and identify from the customer point of view. In order to determine the quality of service we have identify dissimilarity between expectation as well as perception of customer towards quality of service. This research study deals with literature of various study and finding of the study suggested that there are no significant difference between expectation and perception of service quality in the dimension of Reliability, Tangibility, Assurance, and Responsiveness. On the other hand one dimension known as Empathy gets negative value which indicated that customer expectation is high than perception with respect to the Empathy. On the basis of finding & conclusion we have presented some suggestion for future service.

KEY WORDS: Service quality, Assurance, Tangibility.