IMPACT OF BANK SERVICE QUALITY ON THE CUSTOMER SATISFACTION IN INDIAN BANKING SECTOR

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ABSTRACT

The routine of maintaining long-term relationship with clients has been demonstrating to be beneficial for the corporation of any rung, be it profitability or loyalty, irrespective of the sectors they belong to. In today’s extremely competitive environment, organizations should protect the long-term involvement of the clients and hence should seek the ways through which the customer loyalty toward the systems will be devised. This research paper focus on the same issues of the Indian banking industry. This research paper trying to establishes relationship between service quality dimension and customer satisfaction and found that empathy, assurance and responsiveness were the main contributors which make impact most and reliability and tangibility were not statistically significant.

KEY WORDS: Service quality, customer satisfaction, SERVQUAL, SERVPERF.

REFERENCES


