

A Study on Service Quality and Customer Satisfaction of Private Sector Banks with Reference to Kodakara Panchayat

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Abstract: Nowadays, many customers are more demanding on service quality in service industry such as banks, hotels, tourism etc. The purpose of service quality is to delivery of excellent or superior service relative to customer expectation which is recognized as a multi-dimensional construct. The service quality in banking sector includes employee behavior, speed in service processing, staff support, infrastructure and technical facilities offered by bank. The customers experience will be assessed by identifying their satisfaction or dissatisfaction level by using required statistical tools. The point is that clients are loyal to those products which have a greater value as compared to those of competitors. Thus, banks can earn higher profit if they are one step ahead of their competitors in terms of services provided by them. For this reason, every banking institution should focus on service quality so as to satisfy customer and retain customer loyalty. Service quality and customer satisfaction are important constructs in service industries and in banking. So, the purpose of this research was to investigate the satisfaction of private banking customers in Kodakara Panchayat

Keywords: customers, service quality, competitors, customer satisfaction, banks

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