

Service Quality and Customer Satisfaction in Banking Sector: A Review

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Abstract: *The aim of this review paper is to know more about the service quality of Banking Sector available in Konkan Region through literature survey. In the 21st century, service quality and customer satisfaction are directly proportional to each other for achieving success in any industry and the same is applied to the banking sector in India. Customers play an important role in Banking Industry in India. Therefore Banks in India are responsible to fulfill needs of customers to retain survival and success in today's modern era. Success of any organization depends upon their services quality and customer relationship with an organization. Retention of customer and business is totally depends upon services provided by banks to solve the complaints of customers instantly. This review paper summarizes the relationship between services quality, customer satisfaction and success of organization through literature survey in Banking Sector.*

Keywords: Banking Sector, Service Quality, Customer Relation, etc.

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