

THE SERVICE QUALITY GAP ANALYSIS – A STUDY ON SELECTED COMMERCIAL BANKS IN MADURAI

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ABSTRACT

This paper evaluates the customer perceptions of service quality in select private sector banks. Data was collected from 163 customers of selected (Private and public sector) commercial banks using an interview schedule through a structured questionnaire. Gap analysis and Multi regression were used for analysis of data. The result shows that the dimension of service quality such as reliability dimension has the highest service gap and responsiveness has the lowest service gap. Bank staff ranked responsiveness the highest, followed by assurance. The study implies that bank should reduce the service gap to deliver good quality of service to keep existing customers as well as to attract new customers.

KEYWORDS: *Tangibles, Empathy, Reliability, Responsiveness, Assurance, Commercial banks, service Quality, Madurai*

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