

A Service Gap Analysis in Private Sector Banks - an Empirical Study of Customers' Expectations vs. Perceptions

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Abstract

The present study evaluates customer perceptions of service quality in selected private sector banks. Data was collected from 200 customers of ICICI Bank and City Union Bank (CUB) using a structured questionnaire. Gap analysis and multi regression were used to analyze the data. The result shows that the dimension of service quality such as Empathy and Accessibility has a greater gap, as the customer expectations are high in their perceived service. The result also indicates that the Empathy-Reliability-Assurance dimensions are positively influenced by the service quality. The study implies that banks should reduce the service gap to deliver a superior quality of service to retain existing customers as well as to attract new customers.

Key Words :SERVQUAL, Service Quality, Service Gap, Banking Service Quality.

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