ADAPTING SERVQUAL SCALE TO PUBLIC SECTOR BANKS OF GUJARAT STATE: AN EMPIRICAL INVESTIGATION

DR. MAMTA BRAHMBHATT

ASSOCIATE PROFESSOR,
NATIONAL INSTITUTE OF COOPERATIVE MANAGEMENT,
(NOW KNOWN AS SHRI JAIRAMBHAI PATEL INSTITUTE OF BUSINESS MANAGEMENT AND COMPUTER APPLICATIONS- SJPI- NICM) GANDHINAGAR, GUJARAT
NR. INDRODA CIRCLE, GANDHINAGAR-382007. GUJARAT.

ABSTRACT
This study attempts to measure service quality of Public banking sector. Single Cross Sectional Descriptive Research Design was adopted to determine customers’ perception and expectation about the bank. A survey has been used to collect primary data and 209 questionnaires were used in final analysis. SPSS and Microsoft Excel have been used to analyze and interpret the data. Bank service providers should continually monitor the level of fulfillment of personal needs and satisfaction with the organization, if they wish customers to remain loyal.

KEYWORDS: Customer services quality, Customer satisfaction, SERVQUAL.

REFERENCES


