

## **CUSTOMER PERCEPTION TOWARDS QUALITY OF BANK SERVICES (A COMPARATIVE STUDY OF PUBLIC AND PRIVATE SECTOR BANKS)**

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### **Abstract**

The banking industry in India is facing certain challenges of quality services, customer satisfaction, customer retention, customer loyalty, quality services plays a major role in achieving customer satisfaction and creating brand loyalty in banking sector. Customer service in banking is one of the most important ways to keep customers coming back. There is a more coordinated and professional approach to customer contact Debashis and Mishra study analysed and measured customer satisfaction in branch services provided by nationalized banks in northern India Rodetal's study focused on relationship between service quality, overall internet banking service quality and customer satisfaction in New Zealand. The main objective of the study is to understand and evaluate the effectiveness of customer services in banking sector. To assess the customer satisfaction level and to compare the public and private banks on the basis of customers expectations and perceptions of quality of services. To fill in the appraisal of secondary data, primary data will be collected from public & private banks through questionnaire and personnel interview method. Scope of the study is limited to practices of Public Banks and Private Banks. A study will be carried out in the banking industry of selected banks customers of public sector banks (SBI and PNB) and private sector banks (Axis Bank and ICICI Bank) at four locations in Jaipur city through responses of questionnaire cum interview approach. Questionnaires will be designed on the basis of study of the literatures and modified based on the discussions held and the testing will be done with the practitioners. Different respondents will be taken from four banks from different functions and managerial levels within and outside the organization. This will give inputs in structuring the instruments of the model. Secondly, it will act as a test data.

*Keywords: Customer Satisfaction, Customer Retention, Customer Loyalty, Quality Services, Brand Loyalty.*

### **Introduction**

Bank plays an important role in the economic development of a country. It is a financial institution that accepts deposits and channels those deposits into lending activities either directly or through capital markets. A bank connects customers which have capital deficits to those customers with capital surpluses. The banking industry in India is facing certain challenges of quality services, customer satisfaction, customer retention, customer loyalty, quality services plays a major role in achieving customer satisfaction and creating brand loyalty in banking sector. Customer service in banking is one of the most important ways to keep customers coming back. It includes responding to customer's questions and complaints in a thorough and timely manner and interacting with customers through face-to-face meetings, telephone, mail, fax and email. Most if not all bank employees are involved in some aspect of customer service.

### **Need of Improvement in Customer Services in the Banking Industry**

A better Customer Service approach needs the following impartment's:

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