COMPARATIVE ANALYSIS ON SERVICE QUALITY OF ICICI AND SBI BANK IN RAJAPALAYAM TALUK – AN EMPIRICAL STUDY

DR. P.C.S. RAJARAM*; MR. K. SANKAR GANESH**

*Assistant Professor, Department of Business Administration, Kalasalingam University, Anand Nagar, Krishnankoil, Tamilnadu.
**Lecturer, Department of Business Administration, Kalasalingam University, Anand Nagar, Krishnankoil, Virudhunagar District, Tamilnadu.

ABSTRACT

This study makes an effort to understand the difference in service quality offered by ICICI Bank and State Bank of India. SERVQUAL a model proposed Parasuram et al. is used to measure the serve quality perceived by the customers of the ICICI and State Bank of India in Rajapalayam taluk in Virudhunagar District. In this study twenty six items (related to SQ measurement) were measured by adding few attributes to Service Quality like parking facility, seating arrangements, grievance handling and etc., The results suggested to improve the service quality offered by the both the banks. This study focused on which dimension of Service Quality is rated with more credit and which is rated with low credit by the customers, so that the service provider shall focus to improve their performance based on the customer’s opinion.

KEYWORDS: SERVQUAL, Service Quality Dimension, Perceived Quality, Grievance handling, service attributes.