ABSTRACT

The competition between all banks has revealed the situation of a very big threat to all banks. Customer retention is the ultimate successful performance of any banking sector. Customers shall be retained only if their behavior intention is positive towards the bank and their behavior intention will be positive to do more business only if they are satisfied with the service quality of the bank. In this research opinion of the customers about the service quality is assessed by implementing most successful instrument ‘SERVQUAL’ developed by Parasuram et al. (1998) and similarly the Behaviour Battery developed by Zeithaml et al. (1996) is used to study the behavioral intention of the customers. Here four more constructs are added in the questionnaire like a) seating space for customers to wait, b) Parking facility in the bank, c) sincere attempts to handle the customers grievances, and d) variety of products / schemes are included so that justification is done by customizing the questionnaire, where the results may help the service provider to understand the perception of customers and to aim at improved level of performance for customer retention.

KEYWORDS: SERVQUAL, Expected service quality, perceived service quality, Service gap, Behavioral intention battery and Customer retention.