A Comparative Study of Service Quality and Customer Loyalty in Indian Banking Sector

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Abstract

The Indian Banking sector has resulted in a number of innovations in order to improve their service quality and customer loyalty. This has provided customers with an opportunity to compare and select a bank that ultimately provides services that satisfy them. Therefore, the main aim of the study is to understand the relationship between the service quality and customer loyalty, the resultant customer satisfaction for both public sector and private sector banks in Tirunelveli City. The paper utilised a quantitative survey design for the dimensions of service quality and customer loyalty which were considered as variables for the study using Likert scale. In some aspects both public and private banks need to concentrate on service quality and customer loyalty. The survey declares that in comparison public sector bank customers are satisfied with regard to service quality and customer loyalty. However, the study also suggests that public sector banks concentrate to take more steps on private sector banks in this regard.

Keywords: Customer Satisfaction, Service quality, Customer loyalty

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