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CUSTOMER SATISFACTION ON THE BANK'S TANGIBLE SERVICES IN RURAL AREAS

- A *Study on the Selected Public and Private Sector Banks of*

East Godavari District, Andhra Pradesh, India

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Abstract

This empirical study examines the tangible service quality perceptions of customers of the leading banks in the east Godavari market. In this research work an attempt was made to understand the level satisfaction of a customer on the various factors of tangible aspects of banking services with respect to selected bank (Public sector banks like SBI, BOB and Private sector banks like HDFC, ICICI). A self-prepared questionnaire was used as a measuring tool and distributed to 480 bank customers in equal sample number located in the rural parts of east Godavari. The statistical measurement was conducted on the level of satisfaction varies with the respect to type of bank, gender, age, type of account, and frequency of visit for the factors of tangibility service aspects of banking only. Moreover, comparison between the findings and customer satisfaction surveys was conducted along with an attempt to prove correlation between customers' perceptions regarding tangible service quality. The Findings of the study revealed that there are gaps between expectations and perceptions among the customers of selected banks which implied that there are some tangible services quality shortfalls that need to be taken care off.

Keywords:
Tangibility services, Service quality, Private and Public Sector Banks, Customer satisfaction, East Godavari, Retention, Banking services

Introduction

Customer satisfaction is the feedback on which any organisations product or service render. Quality of service can be understood as a comprehensive customer evaluation of a particular

Service and the extent to which it meets their expectations and provides satisfaction. Based on the level of satisfaction the organisations need to amend, develop and, create effective strategies to determine the different parameters influencing the quality of service, in order to increase the number of customers based on the competitive market situation by evaluating customer satisfaction with respect to the various dimensions that influence service quality.

Banks being one of the service sectors that contribute to the national economy is not an exceptional in term of customer satisfaction, the public and private sector banks are in competitive edge and they have to render quality of services which decide the sustainability. So, banks need to innovative solutions to improve the value delivered to stakeholders and customers in order to gain and maintain a competitive advantage as well as to avoid elimination

from the banking sector. In the digital era, the globe has become one. The banks need to distribute the similar type of service to nook and corner of the country. Some research has clarified the relationship between customer satisfaction and service quality with service quality dimensions. This indicates that there is a need for further studies in this area. Since, the present study is focused in rural parts of east Godavari, the way we serve decide the place in the competition. At this point, there is an important need to lead research in the rural parts and services render. The question had been structured to explore the research objective. The research question is the following: which tangibility service quality subscales have the most significant impact on customer satisfaction in the rural parts of east Godavari and how?

Review of Literature

Services are often characterized by their intangibility, inseparability, heterogeneity, and perishability. The implications of these characteristics are that it is often difficult for customers to evaluate services at pre-consumption, consumption and post consumption stages of the consumer decision making(Legg and Baker, 1996). Dabholkar et al. (1996) reported similar findings that the tangible aspects of department stores do influence customer's perceptions of service quality. Hence, there are reasonable grounds to assume that customer satisfaction is also related to customers evaluation of physical surroundings of the service environment.

Banking has devoted increased attention to quality of service and greater efforts have been made to reach a high level of service quality in order to satisfy clients (Titko, J.;2013). The definition of service differs from one person to another. It is an ambiguous and complex concept, owing to the characteristics of services being heterogeneous, intangible, and perishable in terms of production and consumption (Parasuraman,1985). There is no agreed definition, but the quality of service can be understood as a comprehensive customer evaluation of a particular service and the extent to which it meets their expectations and provides satisfaction (Sultan, P,2017). According to Gronroos(1982), Service quality has to be understood by questioning what service quality is as simple as we said is focused on technicalities and characteristics of a quality whereas next question comes into our mind should be how it is delivered which it deals with interactive method of quality. The total service quality depends on the mode of delivery. As per the view of Gronroos (2001), interactive quality, is more important since it influences to a greater extent in creating service quality perceptions. Customers will evaluate service quality and the outcome will be in range of either satisfaction or dissatisfaction (Swartz and Brown 1989). Furthermore, customer perceptions regarding service quality are result of comparing expectations before service receiving and actual experiences from the service. Berry et al. (1985) opined that if a service provider manages to meet consumer's expectations satisfaction will occur but if this discrepancy is negative dissatisfaction will occur, and if a service provider exceeds customer's expectations, the result would be a satisfied customer. Tangibility consists of factors such as physical equipment, facilities, material and outlook of company representative. Customers pay high attention to these factors, when entered the bank. Such factors help to put first impression on customer by the bank. If bank environment is not supportive and friendly in dealing with customers then customer will become irritated and switch toward some alternative way. Management should focus more on improving auditory services and physical dimension of environment in their branches because today costumers put more attention towards these features (Malik, 2011).Some studies about the service quality shows that the condition of tangibility is comparatively better than other variables like assurance, responsiveness, reliability and empathy. In the markets worldwide a constant struggle is being fought to meet or even to exceed customers' expectations, a complex task but for majority of firms. Global market performance in delivering high quality and cost competitive service is essential for survival in today's business environment. However, due to several basic characteristics of services, it is much harder to measure service quality than quality of goods and tangible products.

From the above literature analysis and previous researchers view, understood that there is a connection with customers satisfaction on tangible service quality dimensions of bank. However, still there is gap to know specifically about tangible aspects of banking service satisfaction among private and public sector bank customers in East Godavari

Research Gap

There is demand for information on how the banks have delivering the service quality in rural areas to withstand in the banking business. An important contribution of this study is to derive to measure the difference in quality of service in both private and public sector banks in rural context. The aim of proposed study work is to established, the link between dimensions of Tangibility services and customer satisfaction empirically. Since the studies on Tangibility of service dimensions are also related with demographic factors which otherwise not studies yet, so it is worthwhile to have new insight between the relations among the dimension of services and demographic factors.

Research Objective:

The research objectives of this study are:-

1. To determine the level of customer satisfaction on the services provided by the selected commercial banks of east Godavari in terms of tangible service dimension.
2. To measure the customer's standard expectation and perception regarding tangible service provided by private and public sector banks.
3. To put forward some possible recommendation to improve customer satisfaction.

Research Variables

Independent Variables: Service quality includes a number of dimensions of tangibility that have an influence on customer satisfaction from a customer's perspective.

Dependent Variable: Customers' decisions are affected by the service support available after delivery of the service. Delivery of high-quality service helps to build and maintain long-term relationships with bank customers.

Methodology of the study

Sampling Method and Sample Size

As the study is about measuring tangibility service quality of banks, the sample size included mainly customers of selected public sector banks like SBI, BOB and private sector banks ICICI and HDFC who are located in the rural areas of east Godavari. In this study the self-prepared questionnaire was distributed to 480 respondents of selected banks have been selected equal in number by using convenience sampling method. The data collected is shown in table 1.

Table 1: Demographic information of the bank customers

FACTORS		Frequency	Per cent
BANK	SBI	120	25.0
	BOB	120	25.0
	ICICI	120	25.0
	HDFC	120	25.0
GENDER	MALE	375	78.1
	FEMALE	105	21.9
AGE	18-30	76	15.8
	31-40	125	26.0
	41-50	207	43.1
	51ANDABOVE	72	15.0
ACCOUNT	SAVING	322	67.1
	CURRENT	158	32.9
BANK VISIT	DAILY	55	11.5
	WEEKLY	155	32.3
	FORTNIGHTLY	161	33.5
	MONTHLY AND MORE	109	22.7

Data Collection and analysis

A survey was conducted in various public and private commercial banks in east Godavari to collect primary data by using structured questionnaire. A convenience sampling process has been used to collect data for this research. All questions are closed-ended because all possible answers were given to the respondents. The five-point Likert scale (where 1= strongly disagree to 5 = strongly agree) has been used for the main research questions. After data collection, by using SPSS software (21.0 versions) frequency, t-test, mean ranks, Kruskal-Wallis, Friedman test, Karl Pearson Correlation, Factor Loading and Confirmatory Factor Analysis (CFA) in AMOS have been conducted to test the strength of associations between the study variables

Reliability Assessment

In order to prove the internal reliability, this study has performed Cronbach's Alpha Test of Reliability. Applying this test specifies whether the items pertaining to each dimension are internally consistent and whether they can be used to measure the same construct or dimension of service quality. According to Nunnally (1978) Cronbach's alpha should be 0.700 or above. But, some of studies 0.600 also considered acceptable (Gerrard, et al, 2006). In this study, the value of Cronbach's alpha is **0.791** which is greater than the standard value, 0.7. Thus it can be concluded that the measures used in this study are valid and reliable.

Results and Discussions

The results of the data analysed shows The Opinion regarding Statements on tangible service the Perceptions of customers are not equal to Average level and was showed in table-2.

Table 2: t test for Specified value (Average = 3) of Statements on tangible service quality perception of the customers.

STATEMENTS	Mean	SD	t value	P value
DISPLAYING	2.88	1.211	2.149	0.032*
AVAILABILITY	2.84	1.071	3.325	<0.001**
STAFF DEMANOUR	2.46	0.88	13.481	<0.001**
UP-DATED TECHNOLOGY	2.78	1.165	4.151	<0.001**
NO TECH. GLITCHES	**2.43**	1.023	12.175	<0.001**
CC CAMERAS	2.49	1.034	10.817	<0.001**
CLARITY IN PRINTING	2.84	1.111	3.081	0.002*
OUT OF SERVICE BOARD	**3.07**	1.113	1.312	0.190
SECURITY PERSONNEL	2.97	1.121	0.570	0.569
QUEIUING	2.53	1.055	9.731	<0.001**
BANK AMBIENCE	2.78	1.165	4.151	<0.001**
OVERALL	27.54	8.467	63.491	<0.001**

Note: 1. ** denotes significant at 1% level 2. * denotes significant at 5% level.

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to Factors of availability, staff demeanour, up-dated technology, no tech. Glitches, cc cameras, queuing, bank ambience and Overall satisfaction of the customer. Hence there is significance difference between customers with regard to the factors of tangible services. Based on mean score, the customers have better opinion in out of availability of the requirement and Overall customer satisfactions because the banks have followed the system were satisfactory. Since P value is less than 0.05, null hypothesis is rejected at 5% level with regard to Factors of Displaying, Clarity in Printing, out of Service Board and Security Personnel. Hence there is significance difference between customers with regard to the Factors of tangible services and Satisfaction. Based on mean score, the customers have better opinion in display of out of service board. There is no significance difference between respondents with regard to Out of Service Board, Security Personnel, since P value is greater than 0.05. Hence the null hypothesis is accepted at 5% level with regard to tangible services.

The Kruskal-Wallis test nonparametric testis conducted to determine if there are statistically significant differences between the groups and the results were shown in table:3

Table 3: Kruskal-Wallis test to know the mean ranks of the groups are the same.

FACTORS	BANK				Chi-Square	P-VALUE
	SBI	BOB	ICICI	HDFC		
DISPLAYING	233.64	228.02	257.28	243.06	3.267	0.352
AVAILABILITY	236.93	232.60	244.82	247.65	1.042	0.791
STAFF DEMANOUR	234.34	220.65	262.16	244.85	7.470	0.054*
UP-DATED TECHNOLOGY	231.92	224.59	262.26	243.23	5.722	0.126
NO TECH. GLITCHES	245.41	211.74	256.13	248.72	9.220	0.026*
CC CAMERAS	246.80	229.67	248.68	236.85	1.649	0.648
CLARITY IN PRINTING	231.65	220.26	253.38	256.72	6.741	0.081
OUT OF SERVICE BOARD	235.63	229.72	247.96	248.69	1.805	0.614
SECURITY PERSONNEL	235.90	245.81	238.40	241.89	.403	0.940
QUEIUING	249.87	225.32	240.13	246.69	2.797	0.424
BANK AMBIENCE	228.69	218.83	269.95	244.54	10.715	0.013*
OVERALL	231.62	225.20	258.01	247.16	4.150	0.246

*** Denotes significant at 5% level**

Staff demeanour, No tech. Glitches, Bank Ambience the mean ranks are same at the 5 per cent significance level, whereas remaining factors have the different opinions on the tangible factors.

From the table 4there is no significant difference between Male and Female with respect to Factors of tangible service to understand that two populations have equal means on some metric variable.

Table 4: t test for significant difference between Male and Female with respect to Factors of tangible service

FACTORS	GENDER				t-Value	P-Value
	MALE		FEMALE			
	Mean	SD	Mean	SD		
DISPLAYING	2.91	1.207	2.78	1.225	.960	0.337
AVAILABILITY	2.84	1.071	2.84	1.075	-.006	0.995
STAFF DEMANOUR	2.48	.901	2.39	.803	.893	0.372
UP-DATED TECHNOLOGY	2.81	1.157	2.69	1.195	.929	0.353
NO TECH. GLITCHES	2.51	1.067	2.15	.794	3.189	<0.001**
CC CAMERAS	2.50	1.031	2.46	1.047	.363	0.716
CLARITY IN PRINTING	2.79	1.094	3.03	1.156	-1.934	0.054*
OUT OF SERVICE BOARD	3.04	1.060	3.16	1.287	-.992	0.322
SECURITY PERSONNEL	2.91	1.069	3.17	1.274	-2.082	0.038*
QUEIUING	2.46	.969	2.80	1.289	-2.976	0.003*
BANK AMBIENCE	2.85	1.134	2.78	1.160	.512	0.609

Note: 1. ** denotes significant at 1% level 2. * denotes significant at 5% level

Since P value is less than 0.01, null hypothesis is rejected at 1% level with regard to Factors of availability, staff demeanour, up-dated technology, no tech. Glitches, cc cameras, queuing, bank ambience and Overall satisfaction of the customer. Hence there is significance difference between customers with regard to the factors of tangible services. Based on mean score, the customers have better opinion in out of availability of the requirement and Overall customer satisfaction because the banks have followed the system was satisfactory. Since P value is less than 0.05, null hypothesis is rejected at 5% level with regard to Factors of Displaying, Clarity in Printing, out of Service Board and Security Personnel. Hence there is significance difference between customers with regard to the Factors of tangible services and Satisfaction. Based on mean score, the customers have better opinion in display of out of service board. There is no significance difference between respondents with regard to Out of Service Board, Security Personnel, since P value is greater than 0.05.

To understand the opinion of the customer who have saving and current account in the bank since the two samples come from the same population (i.e. that they both have the same median).

Table 5: Z test for significant difference between saving and current with respect to Factors of tangible service

FACTORS	TYPE OF ACCOUNT		Z-Value	P-Value
	SAVING	CURRENT		
DISPLAYING	236.49	248.67	0.934	0.350
AVAILABILITY	237.39	246.84	0.754	0.451
STAFF DEMANOUR	232.62	256.56	2.027	0.043*
UP-DATED TECHNOLOGY	239.56	242.42	0.227	0.821
NO TECH. GLITCHES	219.19	283.92	5.416	<0.001**
CC CAMERAS	246.22	228.84	1.362	0.173
CLARITY IN PRINTING	233.56	254.65	1.699	0.089
OUT OF SERVICE BOARD	223.32	275.5	4.066	<0.001**
SECURITY PERSONNEL	221.06	280.12	4.718	<0.001**
QUEIUING	229.41	263.11	2.806	<0.001**
BANK AMBIENCE	243.16	235.07	0.644	0.519
OVERALL	230.81	260.25	2.188	0.029*

The opinion on the factors Out of service board, no tech. Glitches, and queuing services since, the test value is significant at 1 per cent level. The opinion on Staff Demeanour is significant at 5 per cent level. In the remaining factors there no similarity in the opinion on the tangible factors.

Table 5: F test for significant difference between saving and current with respect to Factors of tangible service

	FREQUENCY OF VISIT								F	Sig.
	DAILY		WEEKLY		FORTNIGHTLY		MONTHLY			
	Mean	SD	Mean	SD	Mean	SD	Mean	SD		
DISPLAYING	2.71	1.227	2.79	1.220	2.95	1.203	2.99	1.198	1.115	.343
AVAILABILITY	2.78	1.083	2.80	1.084	2.88	1.053	2.86	1.084	.200	.896
STAFF DEMANOUR	2.42	.762	2.39	.856	2.48	.902	2.54	.938	.745	.525
UP-DATED TECHNOLOGY	2.64	1.144	2.69	1.187	2.81	1.158	2.93	1.152	1.206	.307
NO TECH. GLITCHES	2.51	.979	2.35	.957	2.45	1.049	2.48	1.102	.541	.654
CC CAMERAS	2.35	.947	2.42	1.050	2.53	1.031	2.60	1.055	1.082	.356
CLARITY IN PRINTING	2.85	1.161	2.86	1.157	2.80	1.100	2.87	1.046	.120	.948
OUT OF SERVICE BOARD	3.07	1.103	3.06	1.126	3.02	1.107	3.13	1.123	.187	.905
SECURITY PERSONNEL	2.95	1.145	3.03	1.148	2.93	1.121	2.96	1.079	.253	.859
QUEIUING	2.42	1.066	2.59	1.121	2.47	1.019	2.60	1.010	.661	.577
BANK AMBIENCE	2.76	1.154	2.72	1.150	2.87	1.130	2.97	1.126	1.214	.304
OVERALL	26.91	8.019	27.09	8.191	27.68	8.667	28.28	8.819	.541	.655

The test level of Friedman test for significant difference among mean ranks towards Factors of customer satisfaction on tangible services the results were shown in table:6

Table 6. Friedman test for significant difference among mean ranks towards Factors of customer satisfaction on tangible services.

FACTORS	Mean Rank	Chi-Square value	P value
DISPLAYING	6.59	439.431	<0.001**
AVAILABILITY	6.35		
STAFF DEMANOUR	4.99		
UP-DATED TECHNOLOGY	6.25		
NO TECH. GLITCHES	5.12		
CC CAMERAS	5.09		
CLARITY IN PRINTING	6.23		
OUT OF SERVICE BOARD	**7.36**		
SECURITY PERSONNEL	6.63		
QUEIUING	5.14		
BANK AMBIENCE	6.25		

Note: ** Denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence concluded that there is a significant difference among mean ranks towards Factors of customer satisfaction on tangible services. Based on mean rank, display of the out of service board (7.36) is the most important factor of tangible service factors, followed by security personnel (6.63), displaying (6.59) and so on.

In order to understand the Level of customer satisfaction is equally distributed by using chi-square with goodness fit of equality level was calculated and the results were shown in the table: 7

Table 7 Chi-square test for goodness of fit of equality of level of description of employees

LEVEL	Frequency	Per cent	Chi-square value	P value
LOW	138	28.8	32.15	<0.001**
MODERATE	218	45.4		
HIGH	124	25.8		
Total	480	100.0		

Note: ** denotes significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence concluded that Level of satisfaction of customers is not equally distributed. Based on percentage, majority of employees belongs to Moderate level (45.4%). (Add Reason)

The table 8 show that there is a relationship between Factors of tangible services.

Table 8 Karl Pearson Correlation Coefficient between Factors of tangibility service

	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11
F1	1	.747**	.756**	.885**	.601**	.639**	.711**	.539**	.285**	.482**	.885**
F2	-	1	.569**	.679**	.430**	.460**	.582**	.543**	.321**	.422**	.679**
F3	-	-	1	.768**	.538**	.420**	.688**	.599**	.426**	.463**	.768**
F4	-	-	-	1	.546**	.502**	.779**	.600**	.355**	.506**	.001**
F5	-	-	-	-	1	.281**	.458**	.396**	.148**	.259**	.546**
F6	-	-	-	-	-	1	.385**	.229**	0.045	.373**	.502**
F7	-	-	-	-	-	-	1	.724**	.519**	.724**	.779**
F8	-	-	-	-	-	-	-	1	.651**	.695**	.600**
F9	-	-	-	-	-	-	-	-	1	.574**	.355**
F10	-	-	-	-	-	-	-	-	-	1	.506**
F11	-	-	-	-	-	-	-	-	-	-	1

Note : ** denotes significant at 1% level

Correlation Coefficient between satisfaction of customers and tangible services maximum is .885 which indicate (0.885^2 =78.32 percentage positive relationships between f3 and f1and is significant at 1% level.

Factor Analysis of on Satisfaction of customers and the results were shown in table 9

Table: 9 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.392
Bartlett's Test of Sphericity	Approx. Chi-Square	162.389
	df	10
	Sig.	<0.001**

Note: ** Denotes significant at 1% level

The test measures sampling adequacy for each variable in the model and for the complete model. The statistic is a measure of the proportion of variance among variables that might be common variance.

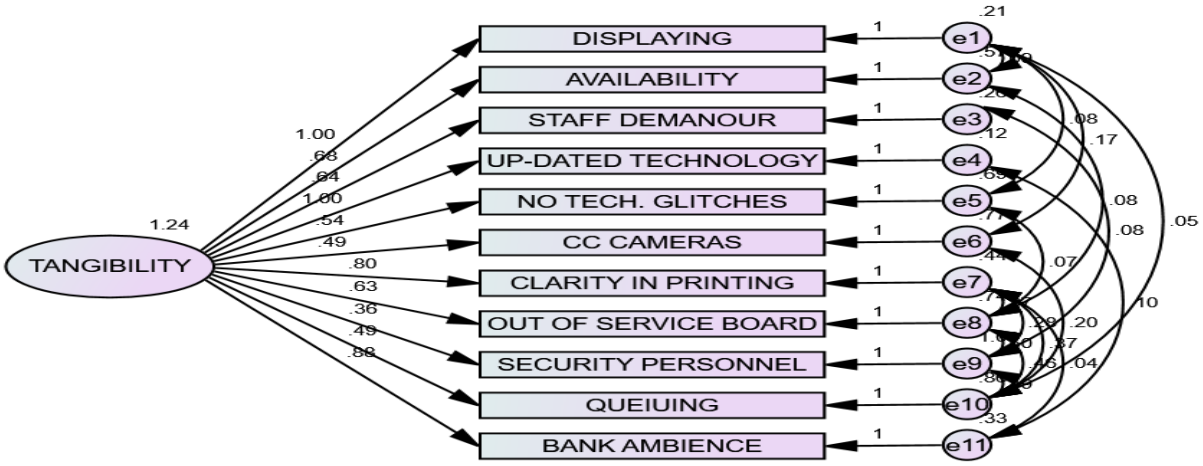
To understand the factors Loading, Eigen value and Percentage of Extraction using Principle Component Method based on customer satisfaction on tangible services and was shown in table 9

Table 10 Factor Loading, Eigen value and Percentage of Extraction using Principle Component Method based on customer satisfaction on tangible services.

FACTOR	STATEMENT	FACTOR LOADING	Eigen Value	% of variance	Cumulative %
I	DISPLAYING	**.917**	5.515	45.965	45.962
	UP-DATED TECHNOLOGY	.857			
	BANK AMBIENCE	.857			
	STAFF DEMANOUR	.715			
	AVAILABILITY	.711			
	CC CAMERAS	.710			
	NO TECH. GLITCHES	.666			
II	SECURITY PERSONNEL	**.887**	3.539	29.493	75.455
	OUT OF SERVICE BOARD	.823			
	QUEIUING	.779			
	CLARITY IN PRINTING	.674			

Since the Eigen Value is more than 1 so the fit. The factors represent in 2 ways. In the factor 1 displaying is have high factor (0.917) with overall value 45.965 and in the factor 2 security personal (.887) with per cent of variance 29.493.

Confirmatory Factor Analysis (CFA) in AMOS



There are more than a dozen different fit statistics researchers use to assess their confirmatory factor analyses and structural equation models. Here we have assembled a list of the most popular fit statistics used and recommended cut-offs that indicate a good fit.

Measure	Name	Description	Cut-off for good fit	Observed Values
X^2	Model Chi-Square	Assess overall fit and the discrepancy between the sample and fitted covariance matrices. Sensitive to sample size. H0: The model fits perfectly.	p-value > 0.05 CMIN > 5	115.984 (0.001) 4.142
(A) GFI	(Adjusted) Goodness of Fit	GFI is the proportion of variance accounted for by the estimated population covariance. Analogous to R^2. AGFI favors parsimony.	GFI ≥ 0.95 AGFI ≥0.90	GFI 0.963 AGFI 0.913
(N) NFI TLI	(Non) Normed- Fit Index Tucker Lewis index	An NFI of .95, indicates the model of interest improves the fit by 95% relative to the null model. NNFI is preferable for smaller samples. Sometimes the NNFI is called the Tucker Lewis index (TLI)	NFI ≥ 0.95 TLI ≥ 0.95	NFI 0.975 TLI 0.962
CFI	Comparative Fit Index	A revised form of NFI. Not very sensitive to sample size. Compares the fit of a target model to the fit of an independent, or null, model.	CFI ≥.90	CFI 0.981
RMSEA	Root Mean Square Error of Approximation	A parsimony-adjusted index. Values closer to 0 represent a good fit.	RMSEA < 0.05	RMSEA 0.001
AVE (CFA only)	Average Value Explained	The average of the R^2s for items within a factor	AVE>.5	AVE 0.43

Recommendations and Conclusion

Tangibility Positively Influences Customer Satisfaction in the Banking Sector. The results reveal that tangibility has a positive and significant effect on customer satisfaction. The results showed that tangibility is the factor of the service quality dimensions. Moreover, the result indicates that Jordanian bank customers were satisfied with the physical appearance of the service, such as employees' neat appearance, modern looking equipment, and the materials associated with the service, and that they found it easy to use. The results imply that the customers of the rural banking sector are satisfied and that they view tangibility as an important factor.

The study has also proved that perceptions of the quality dimensions of banks' services are not influenced by the community that customers reside in. The study was to examine the perceptions of customers regarding the quality of banks' services in rural part and in terms of their gender, age, type of account and visit to the bank felt the banks

performed moderately. Thus, the banks offered medium quality services in rural parts may need to improve by concentrating on keeping a resource person to look after.

Banks in rural part should make it easier for their customers especially the aged, illiterates and others (agriculture and construction workers) to access their services and products easily. More branches must be opened. Also more Automated Teller Machines (ATM) should be installed at vantage points such as stores and post offices. Internet banking should be encouraged or be introduced throughout the country. In the case of the empathy dimension, banks in should be sensitive to the plight of customers in terms of their charges, tariffs and the waiting time, particularly the unemployed. As the general feeling (overall satisfaction) was that banks sold medium quality services and products, banks should spare no efforts to take stock of their services and products as well as their operations in general to see where they are found wanting. This can be achieved through periodic customer satisfaction survey. Emphasis must be placed on the reliability, convenience and the empathy dimensions which surfaced most often as the ones that customers were dissatisfied with.

Limitations and scope for further research

The following are the limitations of the study 1. The study was based on the perception of customers of only for selected banks of public and private sector banks. 2. The study concentrates only on qualitative aspects. 3. Non-probability sampling technique was applied in the selection of bank customers. The present paper is an analysis of consumer perception and expectation, by the means finding the gap. But this is specific to the public sector banks, the research have further scope to explore of other public and private sector banks, non-banking financial corporations, regional rural banks etc.

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