Introduction:

The service sector has assumed greater economic importance over the past decade. India is fifteenth in services output. It provides employment to 23% of work force, and it is growing fast, growth rate 7.5% in 1991-2000 up from 4.5% in 1951-80.

Services Sector Growth Rate in India GDP has been very rapid in the last few years. The Services Sector contributes the 49 % of the Indian GDP 8.80% in the year 2010. The Growth Rate of the Services Sector in India GDP has risen due to several reasons and it has also given a major boost to the Indian economy. India ranks fifteenth in the services output and it provides employment to around 23% of the total workforce in the country.

The Reasons for the growth of the Services Sector contribution to the India GDP:

The contribution of the Services Sector has increased very rapidly in the India GDP for many foreign consumers have shown interest in the country's service exports. This is due to the fact that India has a large pool of highly skilled, low cost, and educated workers in the country. This has made sure that the services that are available in the country are of the best quality. The foreign companies seeing this have started outsourcing their work to India especially in the area of business services which includes business process outsourcing and information technology.
services. This has given a major boost to the Services Sector in India, which in its turn has made the sector contribute more to the India GDP.

The Services Sector in India must be given boost:
Services Sector Growth Rate in India GDP registered a significant growth over the past few years. The Indian government must take steps in order to ensure that Services Sector Growth Rate in India GDP continues to rise. For this will ensure the growth and prosperity of the country's economy.

Services or the "tertiary sector" of the economy covers a wide amount of activities like trading, banking & finance, infotainment, real estate, transportation, security, management & technical consultancy among several others. The various sectors that combine together to constitute service industry in India are:

- Hotels
- Restaurants
- Tourism
- Telecommunications
- Banking

Customer satisfaction, as a specialized practice, is over 25 years old. Born out of the industry's focus on the quality movement in the '70s, the paradigm of linking satisfaction, loyalty and their impact on business outcomes has gone through many stages of development. All businesses want satisfied and loyal customers who want to do business with them not only because they get better value in terms of product, price and service, but also because these customers continue to have pleasant experiences in dealing with them. To assess and monitor these attitudes and expectations, businesses today conduct a wide variety of customer feedback surveys. The underlying assumption is that loyalty goes hand in hand with the fact that the business is attracting the right type of customers who are either profitable now or possibly will be in the future.

In competitive environment organizations, in order to sustain their growth and increase their market share, need to understand how to satisfy customers as it plays a primary role since customer satisfaction is critical for establishing long-term client relationships. This is evident
from the increased number of customer satisfaction surveys by service organizations. Thus, a fundamental understanding of factors impacting customer satisfaction is of great importance to service organizations.

Satisfaction of the customer depends on the quality of service. Research in this area suggests that service quality is an important indicator of customer satisfaction. Customer satisfaction is defined as the result of a cognitive and affective evaluation, wherein a standard comparison is adopted for the actually perceived performance. If the perceived performance is less than expected, customers will be dissatisfied and on the other hand, if the perceived performance exceeds expectations, customer will be delighted.

**Service Quality and Customer Satisfaction:**

Service quality as described is a form of attitude that results from the comparison of expectations with performance. Service quality in general consists of five distinct dimensions:

- **Tangibles** (Physical facilities, equipment, and appearance of personnel),
- **Reliability** (ability to perform the promised service dependably and accurately),
  - Responsiveness (willingness to help customer and provide prompt service),
- **Assurance** (knowledge and courtesy of employees and their ability to inspire trust and confidence),
- **Empathy** (caring, individualized attention the firm provide its customer).

In a competitive market place understanding customer’s needs become an important factor. Maintaining effective customer service helps in building and maintaining customer relationships which is the key to success for service organizations.

It is easier - and much cheaper - to keep existing customers than to get new ones. Additionally, another benefit from achieving satisfied customers is the fact that the willingness to repurchase is much higher for satisfied customers than for dissatisfied and indifferent ones. Despite this awareness concerning the importance of customer satisfaction, it is beyond the ability of many of today's service companies to maintain satisfied customers.