1. **REVIEW OF THE LITERATURE**

1. **Hampton 1993, Shearden 1988**, Quality is the cornerstone for success in any business and is perceived as a key factor in acquiring and sustaining competitive advantage.

2. **Iacobucci, Grayson and Ostrom, 1994**, providing service quality improves satisfaction of the customers and he is believed to lead to favorable behavioural intensions and to ultimately affect business success.

3. **Lam and Woo 1997**, found that the SERVQUAL scale was not stable overtime, as revealed by insignificantly correlations between test scores and retest scores. Although scores on items in the expectation battery remained fairly stable overtime, the performance items were subject to instability even in a one week, test retest interval.

4. **Zairi (1996)** mentions the importance of asking customers about their needs and expectations and collecting feedback regularly about the level of service they have received in order to serve them better.

5. **Johnston (1995)** has found that the causes of dissatisfaction and satisfaction are not necessarily the same. Some service quality attributes may not be critical for customer satisfaction but can significantly lead to dissatisfaction when they are performed poorly

6. **Mittal(1998)** have discovered that the positive performance of a service quality attribute has less impact on overall consumer satisfaction than negative performance of that same attribute. This “asymmetric effect” suggests that it is necessary to carefully investigate service quality attributes having both negative and positive contributions, and to grant more attention to those salient negatively-performed attributes to increase customer satisfaction.

7. **Zeithamal, Parsuraman and Berry (1988)** to find the service quality gaps in banking industry. In the study by Jain, Gupta and Jain the analysis revealed that among the private sector banks all the dimensions of service quality are equally important. Also Ananth, Ramesh and Prabaharan show by gap analysis that empathy shows a bigger gap between customer expectation and perception of service quality. The multi - regression analysis shows that the dimension Empathy-Reliability-Assurance positively influences the banking service quality. On the other hand looking at the study of public sector banks by Santhiyavalli we find that the overall customer satisfaction towards the service rendered by the State Bank of India regarding the four factors namely reliability, responsiveness,
empathy and tangibility stood at 90.105 per cent. Brahmbhatt and Panelia in their study on Foreign, Public and Private Banks concluded that Foreign Banks is better than public sector banks and private sector banks

8. Goldberg, (2000). Gomez.com lists five criteria to evaluate brokerage companies, i.e. ease of use, customer confidence, on-site resources, relationship services, and overall cost. Similarly, in Kiplinger’s annual survey of online brokers, brokers are ranked based on eight key measures – commissions, research quality, the savvy of telephone reps, brokers’ knowledge, research and Web site, cost-basis information, and conduct.

9. Džemal Kulašin and Jordi Fortuny-Santos (2005) SERVQUAL is a concise multiple-item scale with good reliability and validity that retailers can use to better understand the service expectations and perceptions of consumers and, as a result, improve service. By his instigators, SERVQUAL has been designed as a generic measure, which could be applicable across a broad spectrum of services. As such, it provides a basic skeleton through its expectations/perceptions format encompassing statements for each of the service quality dimensions. The skeleton, when necessary, can be adapted or supplemented to fit the characteristics or specific research needs of a particular organization. Just because the developers have held that SERVQUAL can be applied to determine the service quality offering of any service firm, the instrument has been extensively adopted. But in responses to all criticisms, Parasuraman. All revised original SERVQUAL instrument. The changes in SERVQUAL are significant in view of the criticisms that had been levied at the model and may be interpreted as a specific response to such criticisms.

10. Batra (2006) in her article mentioned that in the present era of liberalization, globalization and privatization, the business environments, financial markets, financial instruments and products have changed drastically. With the passage of time, new inventions, innovations, improvements and systems emerge that overcome the drawbacks of old systems. The structural changes and emerging trends associated with the new open regime, have rendered the traditional performance measures like ROI, residual income, EVA etc. which concentrate only on financial performance (ignoring the non-financial aspect) ineffective.

11. Hinson, R, Mohammed, A and Mensah, R (2006) through their work on “Determinants of Ghanaian Bank Service Quality in a Universal Banking Dispensation” tried to compare service quality across these three banks and to determine the most important factors contributing to service quality. The sample size is 250 and Sample Universe was Ghana. An adaptation of the SERVQUAL model was used for this study. The study revealed that all
the service quality dimensions contributed significantly to the prediction of service quality in Ghana. Among all the service quality dimensions, human element of service quality was found to be highly predictive of perceived service quality.

12. **Brahmbhatt, M and Panelia, D (2008)** in their study “An Assessment of Service Quality in Banks” Foremost aim of this research is to comparatively examine and measure of service quality and customer satisfaction among private sector, public sector and foreign bank and to offer suggestion based on results of the study. The Sample size was 246 and the Sample universe included Ahmedabad and Gandhinagar. The Sampling Technique used was stratified random. The five dimensions of SERVQUAL as proposed by Parasuraman et al. (1988), Othman and Owen (2001, 2002) and Jabnoun and Al-Tamimi (2003) were adapted and modified in this study. They conclude from the study that Foreign Banks is better than public sector banks and private sector banks.

13. **Rootman, Tait & sharp (2010)** “Customer Retention in British and Canadian Retail Banks: this study identifies the variables influencing customer retention in retail banks both from clients and bank managers’ perspectives in South Africa, Britain and Canada. In addition to this study the empirical results shows that the personalization of banking products and/or services and banking fees influences customer retention

14. **Reinhold Leichtfuss, (2010)** in the study entitled as, “Retail Banking – Winning Strategies and Business Models Revisited”, analyzed the performance of retail banking in different western countries of the world. It highlight the strategies followed by different bank groups in the western countries. It also aims to help banks reassess their strategies, business models and plans for emerging from the crisis faster and in a stronger position than their peers. It also includes insight into the performance of retail banks for 2001 to 2008 and in the first three quarters of 2009, based on data of more than 140 banks around the globe.

15. **Ananth, A, Ramesh, R and B, Prabaharan (2010)** in their paper “A Service Gap Analysis in Private Sector Banks- an Empirical Study of Customers Expectations vs. Perceptions” evaluate the Quality of Service in selected private sector banks (ICICI & CUB). They also tried to identify the gap between customer expectations and their perceptions. The Sample Universe is CUB and ICICI. The study followed SERVQUAL as a framework and one dimension (accessibility) was added to the previous dimensions to fit into the study. The gap analysis shows that empathy shows a bigger gap between customer expectation and perception of service quality. The multi - regression analysis shows that the dimension Empathy Reliability-Assurance positively influences the banking service quality.
16. A. Ananth and R. Ramesh and B. Prabaharan (2011) in this study, “Banks have to understand the changing needs of customers, their aspirations and expectations to create value. Banks should also have a strong customer relationship management system that would indicate the worth of the customer and be able to understand his needs while interacting with him, so as to cross sell their products. To manage growth and continuity in business, human resources play an important role. The new generation private sector banks and foreign banks enjoy a lead in this regard when compared to PSBs and old generation private sector banks. Skill sets of employees need up gradation so as to make them more comfortable with the latest technology that will increase their comfort level while educating customers to use the same in their day to day dealings. Banks may follow a feedback system to know the customer expectations for improving the level of customer satisfaction to maximum level. Remarks on service reliability should be continuously obtained from customers. This will enhance their service quality to a large extent.

17. Singh, SP and Khurana, S (2011) in their research “Analysis of Service Quality Gap and Customers Satisfaction in Private Banks” tried to examine Gender wise customers expectations and perceptions of service quality provided by the Private Banks in Hisar District. Secondly, to identify whether there is difference in expectation & perception of service quality of male & female customers. Lastly, to identify the main attributes of service quality in which male & female (separately) are more satisfied or dissatisfied. The Sample Size is 300 with Sample Universe including Private Banks in Hisar. The Sampling Technique used was Quota Sampling. A questionnaire consisting of 22 items based on SERVQUAL model was administered on the sample. The results indicated that the quality of services private banks provide was below customers’ expectations.

18. Ismail A. Bootwala & Dr. Anjali Gokhru (2012) “A Study on Customers’ Perception on Services provided by banks in the region of Ahmadabad”, in their study service quality issue are critically examines from the perspectives of customers with respect to a developing economy India. In addition, it also examined the impact of various demographic variables on selection of banks.

19. Echchabi Abdelghani (2012) “Applying SERVQUAL to Banking Services: An Exploratory Study in Morocco “studies the service quality perceptions and expectations for the Moroccan banking customers by using SERVQUAL model. In this study, findings show that responsiveness, assurance and empathy are the important dimensions considered by the
customers while assessing the quality of service rendered by the Moroccan banks. The major contribution of the study is that it extends the usage of SERVQUAL model by testing its applicability.

20. Jain, V, Gupta, S and Jain, S (2012) in their study “Customer Perception on Service Quality in Banking Sector: With Special Reference to Indian Private Banks in Moradabad Region” try to learn and understand the customer perception regarding service quality and to learn and understand the different dimension of service quality in banks. The Sample size used is 100 and the sample universe is Moradabad. The service quality model developed by Zeithamal, Parsuraman and Berry (1988) has been used in the present study. The analysis reveals that among the private sector banks all the dimensions of service quality are equally important.

21. Mehdi Ghasemi, Ali kazemi and Ali Nasr Esfahani (2012) The aim of this study was the investigating and evaluating service quality gaps based on the M.A students of Najaf Abad Azad University, by using revised SERVQUAL model. The results represent there are deep service quality gaps in all dimensions. The deepest gap belongs to social responsibility and there is human element with a short difference afterward. The results also indicate that the organization has had the better performance in tangible of service dimension in comparison with the other dimensions. The biggest gap score is related to service delivery with minimum cost which shows students think the price of service delivery in comparison with its quality is too high. This also indicates they are not satisfied with the organization's power of reaction against crisis and believing organizations capability to upgrading service delivery capacities, according to their previous experiences. Gap existence in all dimension shows the organization could not solve the student's expectations of service delivery and also did not perform well in attracting student's confidence feelings about service delivery pattern. Overall, these suggestions can help the organization to decrease service quality gaps and increasing student’s satisfaction. Providing the services with less price, upgrading the capacity of service level in facing sudden crisis, increasing employees commitment by educating them and providing better job condition, offering systematic method to investigating to complaints and solving them and represent results to students, and facilitating the administrative processes as well as possible.
22. **Kashifa Ahmed and Tanbir Ahmed Chowdhury (2013)** “Measuring Customer Satisfaction in Nationalized Commercial Banks and Private Commercial Banks of Bangladesh through SERVQUAL Model” in his study found that nationalized commercial banks and private commercial banks are almost equally reliable to the customers but services of private commercial banks give more assurance to the customers. The study revealed that the performance of nationalized commercial banks suffers in terms of empathy and tangibles. The customers feel that private commercial banks are performing better than nationalized commercial banks. So Nationalized Commercial Banks needs to take initiative to improve the service quality.

23. **Shalini Gautam and Akash Singh (2013)**, The service quality gap in public sector banks is more as compared to the foreign banks operating in India. For public sector banks all the five dimensions of service quality namely reliability, tangibility, responsiveness, assurance and empathy are needed to be improved. For tangibility, physical facilities, equipment, external appearance of store and appearance of personnel should be improved. Company’s potential of performing the promised service dependably and accurately for reducing gap of reliability. There is need to improve responsiveness such as company’s willingness to help customers and provide prompt service. To reduce empathy gap, improve caring and personalized attention. Employees’ knowledge and courtesy levels is needed to be improved to inspire trust and confidence.

24. **Mohamad Idham Md Razak, Siti Najah Raihan Sakrani Shafezah Abdul Wahab and Norazira Abas, Noor Junaini Arwin Yaacob Siti Nurul Aini Mohd Rodzi (2013)** In the present environment, BIMB needs to retain existing high-value customers to remain competitive. The research results proved that some factors that influenced the customers’ satisfaction toward the quality of services provided by BIMB must be paid attention to. The marketing manager of BIMB should seek to improve the areas where customers are not satisfied. Customer care and customer retention programme should be taken into consideration that the increased “push” towards the convenience, easy and fast banking services is closely associated with human and technology. Most importantly, they are greatly linked with customers’ perceptions of how this bank services deliver to them. These perceptual outcomes will in turn, affect the level of bank customers’ satisfaction ratings, retention and switching rates. Lastly, the link between service delivery and customer satisfaction is patently visible in the results of this study and financial institutions should continue to find effective ways to systematically measures and manage customer sustainable satisfaction and retention.
25. Melike Erdoğan, Özge Nalan Bilişik, İhsan Kaya and Hayri Baraçlı (2013) Service quality is one of the most important factors that increase the usage of PTS. Service quality improvements can solve many problems. In this paper, an integrated methodology consists of SERVQUAL and fuzzy TOPSIS methodology for evaluation of service quality of PTS is presented. The suggested methodology is applied for the PTS in Istanbul and the public transportation company that provides the highest customer satisfaction is clarified. By the way, the companies are ranked with respect to the degree of customer satisfaction. The ranking of alternatives is Metrobus-Otobus Inc.-IETT-PPTB. However, any improvement about the intensity of passengers at buses and bus stops criteria for Metrobus will get up customer satisfaction more. To have higher customer satisfaction, providing Istanbul Card process should be made easier, the distance of districts between busses and stops should be decreased, the security/safety in vehicles and at bus stations should be improved and finally finding of lost property should be facilitated for all public transportation companies.