

Service Quality And Customer Satisfaction: A Study On Sbi Bank And Icici Bank Using Servqual Model.

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- **Abstract:** In the service sector, service efficiency is extremely important. Customer satisfaction is well accepted as a primary extinguisher that plays an important role in marketing theory and experience and is the most important result of any marketing commotion. This study makes an effort to understand the difference in service quality offered by the SBI Bank and ICICI Bank. The SERVQUAL model is utilized to assess the service level perceived by SBI and ICICI Bank customers in Karnataka. The aim of this analysis is to see whether there is a connection between service quality and customer loyalty in SBI and ICICI banks. A survey questionnaire based on the SERVQUAL model was created with 22 service quality items covering five service quality measurements. Data was obtained from 306 SBI and ICICI bank customers. According to the findings, reliability, responsiveness, assurance, and empathy both have a big effect on customer loyalty. According to the findings, service efficiency is a significant indicator of higher customer loyalty in banks. To maintain a high level of customer satisfaction, which contributes to customer engagement, managers must concentrate on Assurance, Responsiveness, Tangibility, Empathy and Dependability.
- **Keywords:** extremely important, Responsiveness, SERVQUAL model