CHAPTER-III
RATIONALE OF THE STUDY

Increasing role of service organizations in the economic area and the importance of services in competitive environments, the service organizations such as bank and should have strategic and dynamic look on managing service qualities and also have clear understanding of influence of service quality, customer expectations and customer satisfaction. At present private companies are enjoying the competitive advantages of the better service and perceived service quality created in the mind of consumers matched with the requirements of the consumers and such situation can create better brand equity. Critical evaluation of the service quality of the marketers have been examines with reference to the customer’s perceived quality. The said research work leads to insight towards the profitability of the respective organisation.

Service Quality of the Service providing organisations creates differentiation for the consumers. Such differentiation plays very important role in the creation of satisfied and loyal consumers. The tendency toward presenting services and qualities has a significant role in service industry such as insurance and bank services. Since the service quality is very important in surviving and profit making of an organization, it affects in customer’s satisfaction and motivation after shopping positively. And customer’s satisfaction also affects in tendency toward shopping positively. In fact customer’s satisfaction and service quality are considered as vital affairs in Insurance and Banking Quality has been generally defined as “fitness for use” and “those product features which meet customer needs and thereby provide customer satisfaction” These basic definition are commonly accepted and can also be applied in service management. Service quality has many different dimensions. In the present study an attempt has been made to know the gap between actual and perceived service quality (for several dimensions) of the various services of Banks and Insurance amongst the present consumers of selected cities of Saurashtra.
To know customer satisfaction, Insurance and Bank industries employ strategic plans to provide appropriate products and services. To do so, using customers’ point of view, these organizations are makes appropriate changes in the form of designing new services, adoption of technology which makes the process smoother and transparent on both end. The study measures the impact of such different dimensions on consumer satisfaction. Evaluation of Customers’ expectations and satisfaction level and its findings help to match Insurance and Banking services with those in local and global markets. An attempt has been made to know the influence of the various factors on overall service quality.