EXECUTIVE SUMMARY

This study has been conducted with the purpose of assessing the quality of service of selected public and private sector banks. There is intense competition in consumer marketing companies and banks are not an exception. It is indeed essential for the service firms in general and banks in particular to focus on the customers’ requirements and to meet them effectively.

The study aims to know the satisfaction level among the customers of the select public and private sector banks. Service quality scale was used with five dimensions namely physical aspect, reliability, empathy, assurance and responsibility. This study as well focuses on the various attributes of banks and their impact on customer satisfaction.

The top two banks of both public and private sector were selected. This study is restricted to Mysore city only. The banks selected for the study are SBI, BOB in the public sector and ICICI, HDFC in the private sector. Each of these banks has created their own image and also offers wide range of services to their customers.

This is a descriptive study; the data for this research has been collected through primary sources. Two set of questionnaires were prepared, one set was for the customers of the banks with service parameters while the other was for the managers of the banks with key determinants. The analysis of the data collected was done through the use of statistical package for social science (SPSS).

Anova analysis, chi-square test, was the test used to analyze the data. The result so obtained from this analysis indicates that the banks indeed are providing good services to their customers wherein customers are also satisfied. There is few more service parameters that the banks need to take care in order to hold on to their customers.