

ADAPTING SERVQUAL SCALE TO FOREIGN BANKS OF GUJARAT STATE: AN EMPIRICAL INVESTIGATION

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ABSTRACT

This study attempts to measure service quality of foreign banking sector. Single cross sectional descriptive research design was adopted to determine customers' perception and expectation about the bank. A survey has been used to collect primary data and 167 questionnaires were used in final analysis. SPSS and Microsoft Excel have been used to analyze and interpret the data. It should be noted that while the results and implications of the present study are useful, for broader conclusions, service managers could include dimensions of service quality that are not adequately captured in the generic SERVQUAL instrument.

KEYWORDS: Customer services quality, Customer satisfaction, SERVQUAL

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