OBJECTIVES OF RESEARCH

1. To understand the gap between Perceived Service and Expected Service in banks

2. To understand the gap between Customer Expectations and Employee Perceptions in banks

3. To analyse whether there is any difference between the banks in terms of the above mentioned gaps. These could be analysed to see the differences between the banks so as to provide an idea which is better

HYPOTHESIS

1. Service quality is affected by the type of bank

Ho- Bank service quality is not affected by type of bank

Ha- Service quality is affected by type of bank

2. Service Quality perceived by customers depend on location of bank

Ho- Service Quality provided to the customers is not affected by location of bank branch

Ha- Service quality provided to customers depends on location of bank