I. OBJECTIVES OF THE STUDY

The research study has the following objectives in the current scenario.

- To analyze customer’s satisfaction level with quality of banking services.
- To analyze the determinants responsible for customer’s choice of bank selection.
- To analyze the customer’s expectation and perception towards service quality in banking sector.
- To study the association between the customers demographic variables and its impact on customer satisfaction.
- To suggest remedies for improvement in the quality of service of Public Sector commercial banks.