

“A COMPARATIVE STUDY OF SERVICE QUALITY BETWEEN SBI AND HDFC BANKS IN MADHYA PRADESH”

Dr. Mohit Kumar Pandit* ; Dr. Ashish Mahajan**

*Assistant Professor,
SGSITS, Indore (M.P.), INDIA
Email id: mohitkp2014@gmail.com

**Assistant Professor,
SGSITS, Indore (M.P.), INDIA
Email id: ashishmhjn19@gmail.com

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ABSTRACT

The following research paper discusses about the service quality comparison of two prime public and private banks i.e. State Bank of India and HDFC (Housing Development Corporation Limited) Bank. The researcher has followed SERVQUAL model for comparing the service quality of the two banks. The two banks are compared on service attributes of SERVQUAL model reliability, tangibility, responsiveness, assurance and empathy. The outcomes will be helpful for the following banks to improve their service quality. The research paper can be used by industry professionals, researchers to measure service quality in their respective fields.

KEYWORDS: *Service Quality, Servqual, Customer Satisfaction.*

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