

# Perceptual Study of Service Quality of Banks in Mumbai (Services Marketing Area)

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**Abstract**—*Service quality is an important concept in the today's scenario. It plays an important role in improving the relationship of customers with the organizations. Service quality talks about different parameters like reliability , empathy, assurance, tangibles, price access etc which in turn improve the quality of different services given by the organizations to different customer groups.*

*The quality of the output will help the customers to have long term bond with the customers which will help in better customer relations and ultimately in retention. The aspect of quality is required for all organizations but imperative for service oriented organizations like banks. This is the reason that the study has focused on banks.*

*This study analyses service quality with respect to banks and how it impacts the different banks . The analysis helps the researcher to compare the different banks in terms of service quality. A combination of different parameters were used to judge the different types of banks and the result .The analysis using Multidimensional scaling gives the relative positions of the different banks with respect to each other. It gives us the idea that HDFC and ICICI are similar as they belong to the same quadrant whereas they are different from all other banks.*

*The analysis does not give the dimensions as it is a non-attribute based mapping and so it is difficult to actually define the dimensions. But it will help to find where the brands are less so that if new banks are there they can find where there is less competition (for future studies).*

**Keywords:** *Service Quality, Multidimensional scaling, Banks*