

# **INTER RELATIONSHIP OF SERVICE QUALITY ASPECTS, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN BANKING SECTOR OF INDIA: A STUDY OF RETAIL BANKING SECTOR**

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## **ABSTRACT**

Due to increase in globalization and liberalization, the environment of the country become competitive and to survive in this competition, the need of the Indian banking sector is to develop such competitiveness through service quality. Therefore, service quality is an important aspect for banking sector. Now a day's customer retention is very much important because introducing new customer costs banks more as compared to the retaining of old customer . But the customer loyalty is must for retaining them and customer satisfaction leads the customer loyalty. Thus, the present study focuses on finding the relation between service quality aspects & customer satisfaction and secondly customer loyalty and customer satisfaction in the retail banking sector in Delhi. A sample of 100 banking customers was taken and analyses done with the help of SPSS tool.

**KEYWORDS:** Service Quality, Customer Satisfaction, SERVQUAL Model, Customer Loyalty