

Relationship between Customer Satisfaction and Service Quality in Banking Industry in Sri Lanka

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The article involves the Gap Model in Service Quality as the theoretical criteria. The gap model is a model, which is covered under service quality. This model helps the organization to identify the difference between the service that the company gives and what the customer expectations are. The industry that chose to run the gap model is banking industry in Sri Lanka.

The overall purpose of this article is to introduce and analyze the fifth gap which identifies the difference between the consumer expectations and the service provided. The article involves a critical examination of the satisfaction and service quality relationship. Customer satisfaction with a company's products or services is often seen as the key to a company's success and long-term competitiveness. In the context of a service industry, customer satisfaction is often viewed as a central determinant of customer retention through the development of relationships.

This model is very helpful for the organization in order to identify what the customers are really expecting from bank. Banks are service oriented organizations, the GAP model is ideal for them to get the feedback from the customers as to whether they are satisfied by the service given to them or not.

Keywords: Customer satisfaction, Service quality