

**“COMPARATIVE STUDY OF SERVICE QUALITY BETWEEN BOC
AND COMMERCIAL BANK (PLC) IN THE BATTICALOA DISTRICT”**



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ABSTRACT

Banks are financial institution where accepting deposit from their customers and providing loan facilities to them. now a days banks are very important service provider in the world. Probing the quality of service sector has gained momentum and in particular the banking sector is the main focus of attention for its quality of services. This study is based on SERVQUAL scale model. A sample size of 200 was taken using convenience sampling method covering BOC and Commercial bank (PLC) in Batticaloa. This research aimed at applying SERVQUAL model to examine the service quality between BOC and Commercial bank (PLC) in Batticaloa. While the previous researchers had already examined the qualities services on banking, the current research attempted to fill the gap in the literature by applying SERVQUAL model to study the quality of banking services rendered by the banks in Batticaloa district. The researcher has used five dimensions of service quality; namely, tangibles, reliability, responsiveness, assurance and empathy, as the independent variables. The result reveals that service quality of Commercial bank (plc) is fairly satisfied on reliability, responsiveness, tangible empathy and assurance dimensions than service quality of BOC in Batticaloa district.

Key words: Service quality, SERVQUAL model

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