

**“A COMPARATIVE STUDY OF SERVICE GAP BETWEEN THE  
CUSTOMER EXPECTATION AND PERCEPTION OF PAWNING  
SERVICE PROVIDED BY PRIVATE BANKS AND STATE  
BANKS IN AKKARAIPATTU DS DIVISION”**

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## ABSTRACT

Pawning services that are being provided Banks are mostly very important to all people who are in rural areas. Among all banking services, this also has priority because it involves and helps mostly the people who are facing the short-term financial problems. The Pawning service provided by the banks should have the proper quality. Therefore, this study was carried out to measure the Pawning service quality of the State Banks and Private Banks in Akkaraipattu DS Division. Service quality can be assessed by measuring the discrepancies or "gaps" between what the consumer expects and what the consumer perceives.

The research problem formulated for this study was as "whether there is a service quality gap in the case of Pawning service among the state banks and the private banks such as People's Bank, Bank of Ceylon, Hatton National Bank limited and Sampath Bank limited in Akkaraipattu DS Division". Therefore, the purpose of this study is to evaluate the service quality that these four Banks provide to the customers through measuring and comparing the customers' perceptions, and their expectations of pawning service quality provided by the banks. For the purpose of measuring the pawning service quality of the banks, two variables are considered such as perceived service and expected service quality. Each variable is measured through same five dimensions as reliability, responsiveness, assurance, empathy, and tangibles.

Specifically, this study seeks to determine the expectations of the customers and perceptions of them, identifying the service quality gap through comparing the expectations and perceptions in each bank separately, comparing the service quality gaps with each other bank and finally recommend implementation of appropriate service quality performance improvement procedures wherever necessary.

The data for the study was got from the selected samples among the population of customers. Through random sampling method, 50 samples were selected from each bank and 200 questionnaires were issued to collect the personal and research information relevant to this study. The questionnaire was based on the multiple-item SERVQUAL model for measuring customer perceptions, and expectations of service

quality, modified and tailored to specific service quality requirements of the Banking Pawning service. The data were analyzed through comparing the expectations, and perceptions. For the purpose of data analysis SPSS package and Microsoft Excel 2003 were used. Analyzed data were presented through using the tables mostly, and some charts.

This study supports the literature on the provision of service quality, and concludes that there is a statistically significant difference or gap between the pawning services offered by state Banks and private Banks in Akkaraipattu DS Division as perceived quality by customers, and the expectations of them. This study substantiates the need for management of the Banking service especially pawning service to take into account customers' perceptions of service quality and their expectations, and upon identification of gaps, to implement appropriate service quality improvement processes to improve the customers' satisfaction with the pawning services provided by each bank.

According to the findings of this research study Service Gap were identified in each Banks. The People's Bank has got the least pawning service Gap in overall dimensions rather than Bank of Ceylon, Hatton National Bank limited and Sampath Bank. So that, this research study comes to the conclusion that, People's Bank satisfied the customers Expectation rather than the other three Banks. So, the other three Banks such as Bank of Ceylon, Hatton National Bank limited and Sampath Bank have to improve their pawning service qualities to customers, and People's Bank also has to improve its services.



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