

The Impact of Perceived Banking Service Quality on Customer Satisfaction

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Abstract : In this competitive environment, organizations in the service sector and industrial sector are trying their best to win the loyalty of their customers by providing superior quality services and innovative products to remain competitive in the market. The objective of this study is to focus on the concept that public dealing and tripping of electricity have a significant impact on customer satisfaction. This study is focused on the banking sector. It is concluded that quality in service sectors strongly depends on employees' commitment to the organization for providing superior services to the customers to enhance customers' satisfaction.

Keywords : customer complaints, banking sector, customer satisfaction, Islamic banking

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