

ARTICLE REVIEW REPORT



GOLDEN RESEARCH THOUGHTS

International Recognition Multidisciplinary Research Journal

ISSN: 2231-5063 Impact Factor:3.4052(UIF)

ORIGINAL ARTICLE

Published:
1st March. 2015

Vol. - IV,
Issue - IX, March. 2015

SERVICE QUALITY AND CUSTOMER SATISFACTION IN THE PUBLIC SECTOR BANKS IN TIRUVARUR DISTRICT OF TAMILNADU

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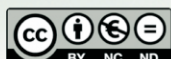


S. Hemalatha

ABSTRACT

Customer satisfaction constructs is more important for the survival and growth of a service industry particularly banking industry. The growth of these institutions depends upon their ability to create or attract new customers and retention of satisfied customer leads to their survival in the long run. In order to be successful, banks are competing themselves to satisfy their customers so that they can attract and retain loyal customers which ultimately helps banks to earn higher profits in the future.

Article Indexed in



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Introduction

Satisfaction is the sum total of customer's expressions of service quality and depends upon customer's own perceptions and expectations. Service satisfaction of the customers is an invaluable asset to the modern organizations, providing an unmatched competitive edge.

A Good Introduction :-

Depict the significance (importance) of the study - why was this value doing in any case? Give a wide connection. Extremely briefly depict the exploratory configuration and how it achieved the expressed destinations.

Materials

The study explores the level of customer satisfaction with service quality of the public sector banks in Tiruvarur district of Tamilnadu. The descriptive research design has been followed to fulfill the objectives of the research.

A Good Materials :-

Materials may be accounted for in a different passage or else they may be distinguished alongside your systems. In biosciences we habitually work with arrangements - allude to them by name and portray totally, including convergences of all reagents, and pH of watery arrangements, dissolvable if non-fluid.

Result

Must add result in your article.

A Good Result :-

Results are as per aims and objective and useful to further research .

Conclusion

The result of the study indicates that customers perceived service quality as poor in all service quality dimensions of tangibles, reliability, responsiveness, assurance and empathy. In this regard, all the dimensions show a gap between perceived service and expected service.

A Good Conclusion :-

The research have wider scope for new academician and research scholars.

References

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A Good References :-

There are Places where the Author S. Hemalatha Need to Cite a Reference, but Have Not

SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers		✓			
2.	Originally & Novelty of the ideas	✓				
3.	Importance of the proposed ideas		✓			
4.	Timelines			✓		
5.	Sufficient information to support the assertions made & conclusion drawn		✓			
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)	✓				
7.	References & Citation (Up-to-date, Appropriate Sufficient)	✓				

FUTURE RESEARCH PLANNING:

1. Innovation for Tomorrow's Enterprise – Research Areas: Digital consumers, Healthcare economy, Sustainable tomorrow, Emerging economies, Pervasive computing, Smarter organizations.
2. Certificate Courses in Commerce
<http://targetstudy.com/courses/commerce/#CertificateCoursesInCommerce>
3. International Conference on Franchising - A Gateway for Growth on 6th and 7th March 2014 organized by The Department of Commerce

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REVIEWER COMMENTS

- My remarks here are concerned singularly with the association of the composition.
- Thought of these focuses will, I accept, lead to an enhanced report that better shows the key ideas and conclusions.
- Generally, this is a reasonable, brief, and elegantly composed original copy.
- The presentation is pertinent and hypothesis based.

Authorized Signature

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