

# CRITICALLY ANALYZE RELATIONSHIP BETWEEN THE QUALITY OF SERVICE AND CUSTOMER SATISFACTION OF HSBC BANK.

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This study was undertaken with the objective of finding out the relationship between quality of service and customers satisfaction in HSBC bank in Colombo – 06. For this study, Quality of services is evaluated by reliability, functionality, responsiveness service design and assurances, and also reviewed with help of the GAP analyze this was established by Zeithaml, Parasuramn and Berry. Customer satisfaction is appraised by service facility and accessories, convenience and supporting service, total customer value, total customer cost. The present study is initiated on "relationship between quality of service and customer satisfaction" with the samples of 300 customers of HSBC bank in Colombo -06. The study found that the correlation value between service quality and customer satisfaction is 0.797. It is significant at 0.01 levels. There is positive linear relationship between the service quality and customer satisfactions. According to the Regression analysis, 63% service quality impact on customer satisfaction. Finally, service quality influences on customer satisfaction. The study further points out that keen attention should be paid on to polish service quality. Because, service quality are inter related with customer satisfaction.

**Key words:** Customer Satisfaction Service Quality, HSBC Bank