

**AN ANALYSIS ON THE IMPACT OF SERVICE
QUALITY ON CUSTOMER RELATIONSHIP
MANAGEMENT IN STATE BANK OF INDIA &
ICICI BANK, TIRUCHIRAPALLI CITY
CORPORATION**

Dr. (Mrs) N. Savithri*
Ms. K. Shallika Akilandeswari**

*Vice Principal, Head & Research Supervisor, Department of Commerce, Cauvery
College for Women, Tiruchirapalli,- 620018, Tamil Nadu

** Ph.D Research Scholar & Assistant Professor, Department of Commerce, Cauvery
College for Women, Tiruchirapalli,- 620018, Tamil Nadu

ABSTRACT

This research paper makes an attempt to analytically the impact of service quality of customer relationship management in the banking sector in Tiruchirappalli City Corporation of Tamil Nadu State. The researcher used the SERVQUAL questionnaire of Parasuraman et al, (1992) to collect data from the respondents. The study revealed that there is a positive impact of service quality dimensions such as Tangibility, Empathy a n d Responsiveness, while assurance and reliability had not much impact on the customer relationship management. This also revealed that higher increase in the quality of the service will also increase the relationship of the customers with the bank.

KEYWORDS: Service Quality Dimensions, Customer Relationship Management.