

## **A STUDY USING CUSTOMERS PERCEPTION AND SERVICE QUALITY GAPS ON INTERNET BANKING SERVICES IN BURDWAN DISTRICT**

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### **ABSTRACT**

*The study investigate the factors affecting the service quality gap using Internet banking services in Burdwan district. Based on prior studies, this study identified Customer Expectation, Service Specification and Service performance of Internet banking services in Burdwan district. The gap between Customers' Expectation and Internet banking Perception of Customers' Expectation effect Internet banking services in Burdwan district has been found in this study. The gap between external communication and services Performance have negative effect on Customers' satisfaction has also been revealed from this study.*

**KEYWORDS:** *Customer Expectation, Gap Analysis Model, Internet Banking, Perception*

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### **Article History**

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