

**A STUDY ON ASSESSMENT OF E-SERVICE QUALITY OF BANKING  
SECTOR**

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**ABSTRACT**

These days, the banking sector is preparing with innovative ICT administrations. Since the banking business now offers e-services due to the arrival of technology, service quality has become a crucial concern in this dynamic world. A consumer no longer has to wait in large lines to deposit or withdraw money. They are not need to rely on others to pay the costs. E-services have largely replaced the physical services provided by banks. The sole factor that links a consumer with a particular bank throughout the most recent couple of very long years is service quality. As a result, there has been a noticeable change in the financial industry. Realizing the value and quality of aid is difficult. Banking companies heavily rely on the accuracy of their customers' assumptions and understanding. Asking them questions about presumptions and their perception of the quality of the aid through precisely crafted overviews may very well be effective in achieving this. The components of administration quality have been examined in many ways, and SERVQUAL has been recognised as a tool created to measure administration quality. According to the observational study being conducted on the administration quality hypothesis, improved aid quality has a substantial role in overall client loyalty. The focus of the study will be on various investigations into service quality conducted by scientists in the past for various projects. As a result, the current probe is unique since it is brand-new to the hotel business in India. The report looks at the analysis of several studies. The paper investigates the review of various researches conducted on Service Quality by using SERVQUAL Method. and tried to explore what the researchers have concluded so far.