

# **EVALUATION OF SERVICE QUALITY IN BANKS USING AHP: A TYPICAL CASE OF INDIAN BANKS**

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## **ABSTRACT**

In this paper the aim is to develop a technique that considers competition using the analytic hierarchy process (AHP) framework to measure service quality. The present study adapted the AHP methodology to the measurement of service quality in banking, involving five steps – referred to as “analytical hierarchy process. Subsequently, the demonstration how the technique can be applied to the banks. The AHP approach described in this study thus assists management to devise and maintain a relevant, competitive plan for ongoing improvements in service quality. The framework proposed here allows management to address two main issues pertaining to its competitive advantage: establishing its performance ranking in the marketplace; and identifying the service elements that most require improvement.

**KEYWORDS:** Measuring Service Quality, AHP, Consumer Evaluations, Indian Banks