

Customer's perception regarding dimensions of service quality in microfinance institutions in Rajasthan

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Abstract: *In today's world, service quality has been considered as an important tool to gain success and to sustain in the business world. Microfinance Institutions have been facing various challenges in retaining their customers because of aggressive competition as well as their weakness to satisfy clients or customers. The microfinance clientele is becoming more sophisticated concerning the quality of service they require or expect from these institutions. The paper presents an empirical investigation to measure different dimensions of perception of customers regarding service quality with the help of descriptive analysis. Data were collected through field survey among 150 customers and the data were analyzed using descriptive analysis.*

Keywords: Service Quality, Microfinance Institutions, Descriptive Analysis

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