

THE EFFECT OF PERCEIVED SERVICE QUALITY ON CUSTOMER SATISFACTION IN INDIAN RAILWAYS

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ABSTRACT

Indian Railways is the state-owned railway company of India. Indian railways have undergone many changes since its first journey in 1853. It has adopted many new technologies and made many strategic moves to keep its several thousands of customers. Railway caters to the needs of the people across geographies and income strata as well as ethnic, religious and social diversities. It is also connected with centres of commerce and industry, places of pilgrimage, historical sites, and tourist attractions. Railways also reached the remote and underserved areas of the country and bringing them into the national mainstream of development.

KEYWORDS: Service Quality, Indian Railways