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SERVICE ATTRIBUTES AND ITS IMPACT ON OVERALL CUSTOMER SATISFACTION: AN EMPIRICAL STUDY OF PUBLIC AND PRIVATE SECTOR BANKS IN NATIONAL CAPITAL REGION.	
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<b>Abstract</b>	
<p>The research was a study of attributes of banking services offered by the public and private sectors banks in National Capital Region (NCR).The study made use of regression method to analyze the importance of these attributes on customer's overall satisfaction. The respondents of the study were the bank customers. The primary tool used in gathering data was the questionnaire. The 't' test, Analysis of Variance (ANOVA) were used to test the different hypothesis of the study. The 0.05 level of significance used as reference in accepting or rejecting the hypothesis.</p>	
<b>Keywords</b>	
Customer Satisfaction, Service Attributes, Banking Sector.	