

**COMPARATIVE STUDY OF CUSTOMER SATISFACTION IN
WESTERN UNION MONEY TRANSFER.
SPECIAL REFERENCE TO THE PEOPLE'S BANK & GOBY
AGENCY IN VAVUNIYA DISTRICT.**



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ABSTRACT

Customer satisfaction is achieved by any organization, which would be starting point of its growth and success. Customer satisfaction is considered crucial for the financial success of service institutions as customer dissatisfaction leads to customers switching to competitors.

This study focuses on "The Comparative study of Customer satisfaction in Western Union money transfer. Special reference to the People's Bank & Goby Agency in Vavuniya district."

Objectives for the study is to identifying the factors influences the level of satisfaction that would result in improving customer satisfaction of the People's bank and Goby agency.

There are Four variables considered for the study which include Quality of service, Promotion, Reliability and Customer-Employee relationship. The study was undertake at the Goby agency and People's bank at Vavuniya district using data collected from a sample of 75 western union residential customers at each in a systematic random sample method. The collected data were analyzed using Statistical Package for Social Science (SPSS 11.0). The collected data were presented in the form of tables and pie charts.

From the findings, Goby agency customers are highly satisfied with the services and People's bank customers are moderately satisfied with the services. So this study come to the conclusion that Quality of service, Promotion, and Reliability of the services are not satisfied of People's bank. But Customers-Employees relationship of the services is moderately satisfying of the People's bank. So this study recommends regarding this variable People's bank give more attention in their quality of services and Goby agency also expand their service range.

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