

**STUDY ON THE FACTORS THAT CONTRIBUTE TO
CUSTOMER SATISFACTION WITH SPECIAL REFERENCE
THE FINANCE COMPANY PLC TRINCOMALEE DISTRICT**

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ABSTRACT

In business environment achievements of objectives mostly depend on the satisfaction of customer. The customers are the backbones for the existence of the organization. Nowadays customer satisfaction is taken primary important in any business organization and "CONSUMER FIRST" has become the key word in the dynamic environment. This study deals with customer satisfaction of The Finance Company PLC in Trincomalee District.

There is a gap developed between actual and expected level of customer satisfaction of "The Finance Co PLC". The objectives of this research study to explore determinant the customers satisfaction by analyzing the factors such as rental amount, service quality, publicity of service and economical fluctuation which are the research variables stemmed into conceptualization framework.

Primary data used in this study collected through questionnaires and secondary data collected form annual report and journal of The Finance Company PLC. 100 using the univariate method used SPSS . The data collected was presented in the form of tables.

The research findings on each variables expressed that the customers of The Finance Company PLC had moderate level of satisfaction in overall selected factors therefore this study concluded The Finance participants selected as a sample and questionnaires issued to them to collect the data. The collected data analyzed Company PLC should give more attention to all variables. Further this study recommends some way to The Finance Company PLC to improve customer satisfaction.

Researcher



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