

**“STUDY OF CUSTOMER SATISFACTION ON TECHNOLOGY BASED
BANKING SERVICES” A COMPARATIVE STUDY OF PEOPLE’S
BANK AND COMMERCIAL BANK PLC,**

BATTICALOA DISTRICT



MEERA LEBBE AAZATH

1368



**DEPARTMENT OF MANAGEMENT
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

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ABSTRACT

The major aim of the research paper is to measure the level of Customer Satisfaction on Technology Based Banking Services in the banking sector with reference to People's Bank and the Commercial Bank PLC of Sri Lanka. Moreover, it tries to investigate whether there are any differences in the customer Satisfaction between People's Bank and Commercial Bank customers. Primary data has been collected from the bank customers in Batticaloa District. Simple random sampling method was used to obtain 100 responses from People's Bank customers and 100 responses from Commercial Bank customers. Primary data was based on questionnaire and personal interview and other informal interviews with each bank customers and secondary data was based on Annual Report of Commercial Bank and People's Bank, relevant text books and relevant websites. The collected data were used to test the model using descriptive analysis methodology. The result reveals that the important elements of technology-based banking services are ATM facilities, Internet Banking or Online Banking, Telebanking, Mobile Banking, Technology-based bank deposits and facilities available inside the bank. Customer Satisfaction on Technology based Banking Services in banking sector are at moderate level for all the important elements in state banks whereas high level is perceived for all the elements in private banks. Among them, technology-based bank deposits and internet banking satisfy most of the state bank customers as they are perceived at more level than other elements while internet banking and telebanking satisfy most of the private bank customers as they are perceived at more level than other elements. Finally, differences between state bank and private bank Customer Satisfaction were statistically confirmed by the analysis in this research. Recommendations were given for People's Bank to give more concern to the effective and quick service, availability of ATM centers and technology improvements. Implications of this research for Information Technology (IT) theory and practice are discussed.

Key words: Customer Satisfaction, Technology Based Banking Services

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