

**THE STUDY OF EFFECTIVE INTERNAL STRATEGIC  
FACTORS ON CUSTOMER SATISFACTION IN PRIVATE  
BANKS IN BATTICALOA DISTRICT**



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## ABSTRACT

This study was measuring the "Study of effective Internal strategic factors on customer satisfaction in private banks in Batticaloa district". In many countries, the banking sector is providing the services very successful by both sectors. In Sri Lanka most of the private banks are providing their services well as well as reputed equal to state banks. In this context, this research was conducted to identify whether there are effective internal strategic factors on customer satisfaction in private banks in Batticaloa district. Therefore based on this find out the level of Internal strategic factors and level of satisfaction among the different private banks.

The variables included some dimensions in this study. Such as, Information Technology, Human Resource, Marketing and Customer services. To measure these variables data collected from private bank customer of sample of 210 customers and using stratified random sampling technique. The collected data were analyzed using the univariate method. The data collected were presented in the form of tables, bar charts and pie charts. The data were gathered analyzed using the Microsoft package excel and SPSS 19.0 windows.

This study also focuses on the level of Internal strategic factors, level of satisfaction with bank, and demographic factor analyses too. The results suggest that customers satisfaction is high level with private banks service, therefore here illustrate that private bank's internal strategic factors also in high level.

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