

**CUSTOMER SATISFACTION ON SAVING SCHEME OF
COMMERCIAL BANK PLC IN GALLE DISTRICT**

by



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ABSTRACT

Customer satisfaction make influence on growth and performance of organization. The banking industry no exception. In order to gain competitiveness, banks have been introducing more facilities to customers than other competitive organizations.

Managing effective customer retention strategies are increasingly important in the banking industry. Since the length in years of customer relationships are one of the most important factors that contribute to the profitability. As a result customer satisfaction may be one important driver of customer retention.

In this context, the researcher considering about customer satisfaction of commercial bank plc. Saving accounts holders in gale district. Customer satisfaction is a serious matter to the commercial bank plc. Also.

Customer satisfaction of saving accounts holders are measured using five variables as Interest Rate, Security, Promotion, Terms and innovations. Data were collected through questionnaire from 100 commercial bank plc. Saving accounts holders in Galle district. According to descriptive analysis, level of customer satisfaction is moderate level in Galle district. Based on results of the ANOVA and independent sample t test, customer satisfaction on saving scheme is not varying with the gender, marital status, and age level, level of education and monthly income of the respondents.

CONTENT

ACKNOWLEDGEMENT.....	I
ABSTRACT.....	II
CONTENT.....	III
LIST OF TABLE	VIII
LIST OF FIGURE	X
CHAPTER ONE	1
INTRODUCTION.....	1
1.1 Background of Study.....	1
1.2 Commercial Bank of Ceylon PLC	2
1.3 Problem statement	3
1.4 Research questions	4
1.5 Objectives of the study.....	4
1.6 Significant of the study	5
1.7 Assumption of the study.....	5
1.8 Scope of study	5
1.9 Summary	6
CHAPTER TWO	7
LITERATURE REVIEW	7
2.1 Introduction	7
2.2 Commercial Banks	7
2.3 Savings	7
2.4 Customer	8
2.5 Customer satisfaction	8
2.6 Customer Loyalty in a Banking Environment.....	9
2.7 Quality elements.....	10

2.8	Interest.....	11
2.9	Security.....	12
2.10	Promotional	12
2.11	Terms and Regulations	13
2.12	Innovations	15
2.13	Chapter Summary.....	18
CHAPTER THREE	19
CONCEPTUALIZATION AND OPERATIONALIZATION	19
3.1	Introduction	19
3.2	Conceptualization.....	19
3.2.1	Interest Rate	20
3.2.2	Security.....	21
3.2.2.1	E-Banking security	20
3.2.2.2	Branch security.....	22
3.2.3	Promotional activities	22
3.2.4	Terms	23
3.2.5	Innovations.....	23
3.3	Operationalization of variable	23
3.4	Summary	27
CHAPTER FOUR	28
METHODOLOGY	28
4.1	Introduction	28
4.2	Study setting and design.....	28
4.2.1	Research Approach	28
4.2.2	Unit of analysis	28
4.3	Population and Sample.....	28
4.3.1.1	Population.....	28
4.3.2	Sample.....	29

4.3.3	Sampling design	29
4.4	Methods of Data Collecting	30
4.4.1	Primary Data	30
4.4.1.1	Questionnaire	30
4.4.2	Secondary data	31
4.5	Method of data measurement	31
4.5.1	Method of measuring data	31
4.5.2	Method of Data Presentation	31
4.6	Method of data analysis.....	32
4.7	Methods of data evaluations.....	31
4.7.1	Interest rate.....	33
4.7.2	Security	33
4.7.3	Promotions.....	33
4.7.4	Terms	34
4.7.5	Innovations.....	34
4.8	Chapter summary	34
CHAPTER FIVE	35
DATA PRESENTATION AND ANALYSIS	35
5.1	Introduction	35
5.2	Reliability test	35
5.3	Data presentation.....	36
5.3.1	Data presentation for personal details.....	36
5.3.1.1	Gender	37
5.3.1.2	Marital Status	38
5.3.1.3	Age	38
5.3.1.4	Education.....	39
5.3.1.5	Monthly Income	41

5.3.2 Frequency Distribution Analysis and level of customer satisfaction by their research information	42
5.3.2.1 Interest Rate.....	42
5.3.2.2 Security of money and information.....	43
5.3.2.3 Promotional activities.....	45
5.3.2.4 Terms and conditions.	47
5.3.2.5 Innovation.....	48
5.3.2.6 Overall customer satisfaction	50
5.3.3 Cross tabulation	50
5.3.3.1 Gender	51
5.3.3.2 Marital status	51
5.3.3.3 Age	52
5.3.3.4 Education distribution of sample.....	52
5.3.3.5 Income level distribution of sample	53
5.3.3.6 ANOVA test and t test	54
5.4 Summary	55
CHAPTER SIX	56
DISCUSSION	56
6.1 Introduction	56
6.2 Discussion on personal factors	56
6.2.1 Gender of saving accounts holders	56
6.2.2 Marital status of saving accounts holders	57
6.2.3 Age level of saving accounts holders.....	57
6.2.4 Educational level of saving accounts holders	58
6.2.5 Income level of saving accounts holders	59
6.3 Discuss on research variables.....	59
6.3.1 Customer satisfaction on saving scheme of commercial banks.....	59
6.3.2 Interest rate on saving scheme	60
6.3.3 Security of money and information.	60
6.3.4 Promotional activities.....	61

6.3.5	Terms and conditions.....	61
6.3.6	Innovation	62
6.4	Summary	62
CHAPTER SEVEN.....		63
CONCLUSIONS AND RECOMMENDATIONS.....		63
7.1	Introduction	63
7.2	Conclusion.....	63
7.3	Recommendation.....	64
7.4	Limitation	66
7.5	Implication of the Study	66
7.6	Summary	67
REFERENCE		68
APENDIX 01		71
APENDIX 02		75