

**A COMPARATIVE STUDY OF CUSTOMER
SATISFACTION BETWEEN PEOPLE'S BANKS AND
SEYLAN BANKS IN THE VAVUNIYA DISTRICT**



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Abstract

Banking sector playing a crucial role in finance sector. It receives and provides financial support to those who want it. Banks support to the development of economy of our country, support to industrialization and create capital formation.

The people's bank is the first bank which was established in Vavuniya in early days. But the enormous expansion in the market, private banks emerged in the market. They provide better, quick, timely service to its customers than state banks.

Therefore this study intended to carry out research on caption. Customer satisfaction in banking sectors special reference to state bank, people's bank and private bank Seylan bank. This consists of six chapters. These are Introduction, Literature review, Research methodology, Data presentation, Data analysis and Conclusion, Recommendation and Implication.

In the first chapter it has considered the introduction, problem of research, objectives of the research limitation assumptions and conceptualization of research.

The second chapter is literature review. It deals mainly the introduction of customer satisfaction what are the common practices to satisfy customer and what the factors that significantly influence perception of quality in service.

In the third chapter it has considered the search and methodologies introduction, theoretical framework, sample customers from People's bank and Seylan bank, sample size research information and method of evaluation.

All the data collected by issuing questionnaires were presented in the forth chapter. The presentation includes responses Interest rates, Timeliness, New service, Staff behaviors and Environment.

All the presentation of the data was analysis in the fifth chapter that is result analysis of Interest rates, Timeliness, New service, Staff behaviors and Environment.

Eventually in the final chapter it has included conclusion, recommendation and implications to achieve the research objectives.

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