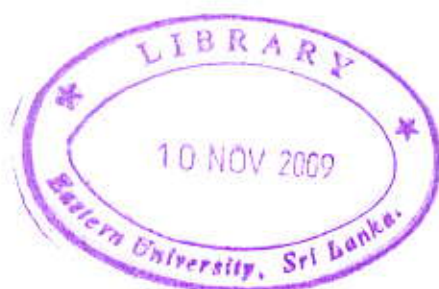


**A COMPARATIVE STUDY ON CUSTOMER
SATISFACTION OF SAVING HOLDERS BETWEEN BANK
OF CEYLON AND SAMPATH BANK IN THE AMPARA
DISTRICT**



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ABSTRACT

Surveys on customer satisfaction are usually conducted by companies that provide some type of services to a group of customers. Banks are vitally interested in the opinion of their customer because long run profitability of the banks depends on heavily customer loyalty and retention of the customer. Therefore this study intended to study on satisfaction of the customers, of the both Bank of Ceylon and Sampath Bank in the Ampara District.

The objective of this study was to determine the level of customer satisfaction of the saving holders of the Bank of Ceylon and Sampath Bank. The conceptualization framework of this study of consists of five variables such as service quality, environment, technology, price, and customer relationship.

Primary and Secondary data collection method were used in this research. The primary data were collected using self administrated closed-ended questionnaires from the customers. 200 respondents were randomly selected from both banks as a sample in the Ampara District and the Questionnaires were issued them to collect the data. The collected data were analyzed using the univariate analysis and used SPSS package. The data collected was presented in the form of tables and charts.

The overall research finding indicates that the customers were highly satisfied with the services of Sampath Bank and at the same time customers were moderately satisfied with services of Bank of Ceylon.

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