A STUDY ON CUSTOMER LOYALTY, IN PEOPLE'S BANK, BATTICALOA TOWN BRANCH.

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Abstract

With continues growth of competition in the market place, understanding Customer has become more and more important method of marketing. In search of competitive advantage managers are keen on accurately measuring the customer loyalty in order to better understanding essential antecedents and consequences ultimately establish techniques to develop and maintain good relationship with their customers.

The banks are engaging in accepting deposits, providing credit facilities, leasing, advisory services, foreign exchange rate and online services. In Batticaloa district, state banks and private banks are functioning. The state banks and private banks are competing among each other to attract new customers and retain existing customers.

Even though the state banks in Batticaloa district (Manmunai North DS Division) have been functioning for more than 50 years, the private banks have entered to market after 90's. But the recently entered private banks have good customer growing ratio than the state banks. And also public has some different opinions about the customer loyalty of banks. Therefore, this research is conducted for studying about the customer loyalty on people's bank Batticaloa town Branch. The customer loyalty has evaluated based on four variables such as Trust on the bank, Physical evidence, Customer care, and Value derived from the literature review.

The 150 questionnaires were issued to respondents of people's bank to collect the data from study population. The collected data have been presented by using SPSS package. This research is conducted for gaining a better understanding of differences on customer loyalty exists in Peoples bank Batticaloa Town Branch. This study found High level of customer Loyalty in People's bank Town Branch. Customer satisfaction and customer loyalty are the best predictors of customer retention in additions the study offers suggestions to banking managers to attend to the consideration on the indicators which were in low level to improve customer loyalty in future.

Researcher

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