

QUALITY OF PERSONAL BANKING SERVICE OF COMMERCIAL BANKS IN KURUNEGALA DISTRICT

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ABSTRACT

In this research study has intended the title quality of personal banking service of commercial banks in Kurunegala district. The objective of this study was to determine the level of quality of personal banking service of the commercial banks. The conceptualization framework of this study of consists of four variables such as product, price, place and promotion.

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. 100 customers were randomly selected from commercial banks as a sample in the kurunegala district and the Questionnaires which is has Likert scale model pointing scale of 1 to 5 with agree levels.

Further collected data were analyzed by using the SPSS Computer package for interpreting and obtaining the conclusion. Univariate analysis was used to find out the values for mean, standard deviation and percent by using the variables and sub dimension to evaluate the high, moderate and low contribution levels. Thus the variables of personal, economic and social factors have low contribution towards the saving performance. Further the institutional support to the saving is on moderate contribution regarding performance in saving:

The overall research finding indicates that the high level of quality of personal banking service of commercial banks in Kurunegala district.

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