

CUSTOMER SATISFACTION OF SELECTED BRANCHES OF BANK OF CEYLON IN BATTICALOA DISTRICT

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ABSTRACT

Studies have also found that different studies have found different factors for customer satisfaction. But, these studies were carried out in different organisational settings such as service industries. This study is conducted in two selected bank branches of Bank of Ceylon in Batticaloa District. This study attempts to know about factors and factor rankings for customer satisfaction. Sample size considered in this study is 100 customers. These customers were contacted during the banking hours while they finish their banking activities without disturbing them and banking business. Results of the reliability revealed that items are higher reliable (0.700). Since value of Kaiser-Meyer-Olkin is 0.519 which reveals a satisfactory value. Bartlett's Test of Sphericity which is measured by approximate chi square. Value of significant approximate chi- square is 1637.840 with 231 degrees of freedom. Initial and extracted communalities for factors are 1 and greater than 0.6. Total eigenvalues that are greater than 1 is selected. There are 8 factor components that explain around 81% of variation towards customer satisfaction. It is concluded that, on the basis of the factor score, factors can be ranked.

Keywords: Customer, Satisfaction.

1. INTRODUCTION

Customer satisfaction is one of the most studies areas in marketing. From the historical perspective, a great deal of the works in the customer satisfaction area began in the 1970's when consumerism was on the rise. Customer satisfaction is doing what the customer expects. In a sense being adequate service people do not talk about adequate service. People tell anyone who will listen about really bad service or really

satisfactory service. Thomas & Sesser (1995) explained customer satisfaction is the individual's perception of the performance of the product or service in relation to customer expectations. As noted the concept of customer satisfaction is a function of customer expectations. A customer whose experience matches expectations will be dissatisfied. Whose experience match expectation will be satisfied and customer whose expectations are exceeds will be very