

**“An Empirical Study on the Customers’ Satisfaction on  
Banking Services of Selected State and Private Banks.”**

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## ABSTRACT

Today, Customers' satisfactions have become a key strategy for contemporary business world. Customers' satisfaction is the secret of success in marketing. As a result marketers must understand the behavior of their customers', because they display different behavior time to time.

Customers' satisfactions are increasing towards banking services. Therefore bankers should exceed their customers' satisfaction to delight their customers. Then only they can survive in the competitive environment.

The objectives of the study are to identify the influencing factors on customers' satisfaction in banking service and to see whether private banks are more customers' oriented than state banks.

The research focuses on customers' satisfaction an empirical study from Batticaloa based private and state banks. In delivering banking services, the study concentrates on the following key variables. Such as, employees' interaction, quick service delivery and service range. Employees' interaction has vital role in delivering banking business. Even though bank provide best services, employees interaction may leads the customers to feel satisfy or dissatisfy. Customers prefer quick service delivery because they do not want time for waiting. As far as increased customers' satisfaction, bankers must provide variety of service ranges to meet or exceed their customers' satisfaction. Bankers must concentrate on these three key elements together, when providing services.

According to this study it has been found that the Private Banks are most customers oriented in providing services than the State Banks.

Private Banks are at the forefront in satisfying customers.

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