

## **Impact of Banking Convenient Facilities on Customer Satisfaction: The Case of Commercial Banks in Uva Province**

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In present context, it is difficult to discuss economic system without considering banking operations since banking system of any country is directly linked with economic activities. Currently bankers are comprehensively using marketing strategies and marketing information system to promote their savings. Among several marketing strategies, customer convenient facilities has become one of the most important strategies implemented by banks to deliver high customer satisfaction to their customers. As a result, customer convenient facilities is considered as an essential tool for them as they have been able to uplift their number of savings account holders through this tool. The aim of this study was to identify the existing situation of customer convenient facilities with customer satisfaction and identify the most effective type of customer convenient facility towards customer satisfaction. Sample of 300 savings account holders were selected from 15 commercial bank branches from Uva province using systematic sampling method. Key findings of research indicate that there is a positive relationship between customer convenient facilities provided by commercial banks towards customer satisfaction. When considered the dimensions of customer convenient facilities and customer satisfaction, findings reveal that savings account holders are almost satisfied with the existing situation of transaction convenience, benefit convenience, decision convenience, customer expectation, individual factors and reliability while savings account holders are moderately satisfied with existing situation of access convenience and service quality. Also it recognized that customers are almost agreed with the existing situation of overall customer convenient facilities provided by commercial banks in the Uva province. Moreover, the study identified that the dimension decision convenience as the most effective type of convenient facility provided by banks towards customer satisfaction.

Key words: Customer convenient facilities, Customer satisfaction