

Social Capital and Customer's Satisfaction on the Bank-Customer Relationship in Sri Lanka

D.A.S.M. Wijeweera*, Y.M.C. Gunaratne and T.G.A.H.C. Amarawansa

Department of Management Sciences, Faculty of Management, Uva Wellassa University, Badulla, Sri Lanka

**Corresponding Author E-mail: dhanushka95w@gmail.com, TP: +94775431351*

Social capital, is a set of social organization characteristics, like trusts, norms, and networks which may leads to improve the behavioral and social efficiency through coordinated actions. There are less studies on the concept of social capital in the Sri Lankan context, particularly the nexus between social capital and customer's satisfaction on the relationship with the bank though it is an essential phenomenan specially to the service sector organizations. Thus, the purpose of this paper is to investigate the influence of social capital on customer's satisfaction regarding the Bank-Customer relationship in Sri Lanka. Structural social capital, relational social capital, and cognitive social capital were considered as the diamentions of social capital while the re-patronage intention and negative word of mouth were used to measure the customer's relationship satisfaction. The sample of this study was 150 unsatisfied customers, selected 30 from each of the top five licensed commercial banks according to the Fitch Ratings (Pvt.) Ltd, 2020 using convenient sampling techniques. The data were collected using a structured questionnaire and the descriptive statistics were measured using SPSS version 26 software. The major analysis technique used in this study was the structural equation model in Smart PLS software. The results revealed that all three diamentions of social capital have a significant positive impact on customer's relationship satisfaction. This study recommends the service sector organizations to create meachnism to improve the social capital and there by improve the relationships with customers. Further this study contributes to the Sri Lankan literature in the context of social capital.

Keywords: Social capital; Customer's satisfaction; Customer relationship; Banking sector; Sri Lanka