

DECLARATION

**BANKING CONVENIENT FACILITIES AND
CUSTOMER SATISFACTION (WITH REFERENCE TO
COMMERCIAL BANKS' SAVING ACCOUNT HOLDERS
IN ANURADHAPURA DISTRICT).**

*This dissertation is submitted as a partial fulfillment of the degree of Bachelor of
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ABSTRACT

Banking Convenient Facilities and Customer Satisfaction (With Reference to the commercial banks' saving account holders in Anuradhapura District)

The commercial banking sector in Sri Lanka has been developed in most recent years. At the present context banking service providers have to be faced head to head competition to survive in the market. Thus to face the competition in the market place the service providers always try to add values to the customers. Adding value they tend to be implemented variety of banking convenience facilities in order to position the place in the customer's mind. In that context the objective of this research is to identify the relationship between the banking convenience facilities and customer satisfaction and identify the existing situation of banking convenience facilities on customer satisfaction.

The population of the whole research was total savings accounts holders of commercial banks in Anuradhapura district. Sample of 100 savings account holders were selected with 10 each from 10 bank branches from Anuradhapura district.

Key findings of research show that averagely savings account holders were almost agreed with the existing situation of banking convenience facilities and customer satisfaction. The results revieve that positive relationship between banking convenience facilities and customer satisfaction. Moreover, it can be recognized that people as most effective convenience facility among transaction, benefit, decision and access conveniences.

Key findings of research show that averagely savings account holders were almost agree with the existing situation of Decision Convenience and Transaction Convenience. But generally savings account holders were moderately agreed with existing situation of Benefit Convenience. The findings indicate that there is a strong positive relationship between banking convenience facilities and customer satisfaction. Furthermore findings reveal that Transaction convenience as most effective type of convenience facility towards customer satisfaction in Anuradhapura district.

Key word: Customer convenience, Customer satisfaction