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The Journal of ARSYM (JARSYM) is a refereed bi-annual journal committed to publish undergraduate research papers of the Faculty of Business Studies and Finance, Wayamba University of Sri Lanka. The JARSYM publishes theoretical and empirical papers spanning all the major research fields in business studies and finance. The aim of the JARSYM is to facilitate and encourage undergraduates by providing a platform to impart and share knowledge in the form of high quality and unique research papers.

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ABSTRACT

Service Quality & Customer Satisfaction are one of the main opportunities, which help to run, to improve business and profit of the company, and especially save the loyalty of its customers. The main objective of this study was to assess the overall level of service quality and customer satisfaction in Sri Lankan public sector commercial banks with special reference to the Bank of Ceylon & Peoples Bank and to investigate the impact of service quality dimensions namely reliability, assurance, tangibility & empathy on customer satisfaction under the research context. Survey questionnaires were distributed among 435 customers of Bank of Ceylon & Peoples Bank in Sri Lanka. An 88.27% (384 respondents) valid response rate is yielded. This study was used primary data & used questionnaires with 5-point Likert scale to collect data from 384 bank account holders of bank of Ceylon & Peoples Bank in Sri Lanka. Data were analyzed by using Descriptive statistics & multiple regression analysis by using Statistical Package for the Social Sciences (SPSS, version 21.0). The finding of this study provides information to present and future investors for making best decision about the impact of service quality on the customer satisfaction in Sri Lankan banking industry. The results shown that all the four factors of service quality tangibility reliability, assurance & empathy have positive correlations with customer satisfaction. Among these determinants, empathy has the strongest impact with customer satisfaction. It means that, by increasing the quality of their services through four above factors, especially through improving empathy, commercial banks can satisfy their customer's better. Therefore, this study has been specifically conducted to look into this incident and seek empirical justification in this regard by considering service quality as the main contributory factor towards customer satisfaction.

Keywords: Customer Satisfaction, Service Quality, Banking Sector

1. INTRODUCTION

Customer Satisfaction & Service Quality are main components in the system of internal relations of every organization, as today they highly determine its competitiveness. The desire to manage relationship with customers leads to the fact that organizations are starting to pay attention to the development, Standardized & implementation of service standards. Quality is an important source of competitive advantage (cost leadership, differentiation, defensive strategies and strategic alliances) in service sector like Banking Industry.

Service quality is used to differentiate, add & give value to service offerings and to win strategic competitive advantage. New managerial methods explain quality as the customer satisfaction, for that reason all the organizations must recognize & understand the high quality and quick service offering obstacles and solve them (Ghasemi, kazemi , & Esfahani , 2012). During the past few decades, service quality has become a major thing of attention to experts, managers and researchers due to its strong impact on customer satisfaction, business performance, reputation, customer loyalty, profitability and lower costs. (Gurau, 2003). However, providing high quality, cost-effective, satisfied public services is not an easy task. It involves creating organizations with the right approaches, establishing clear ways of how to deliver services and putting the right people in place to respond to the needs of customers. It also requires a combination of good policy development, successful implementation, a good understanding of customer's needs and expectations, appropriate resources and technology, a responsive organizational culture and well-trained staff.

Customer satisfaction and Service quality are important concepts to academic researchers studying consumer evaluations and to practitioners as a means of creating competitive advantages (defensive strategies, cost leadership, differentiation and strategic alliances.). Many industries are paying greater attention to customer satisfaction and service quality, for increased reputation of their company (Ghasemi, Kazemi & Esfahani, 2012). Service quality may be described as customer perception of how well a service go over their expectations. Customer satisfaction and service quality have been very important topic both for the researches in the field of logistics for the academic purpose and problem-solving purpose. Because of high market competition service quality becomes an important issue in the field of competitive market. Therefore, these issues become very important to satisfy the customers (Karim & Nayam, 2011). According to the past studies service quality depends on four dimensions including tangibility, reliability, assurance and empathy. Tangibility is very important, because there is a relation between customer satisfaction and tangibility issue. Tangible associated with the physical, hardware, staff and correspondence materials.

Reliability is the capacity to achieve the promised service constantly. This reduction implies that the business area informs on its guarantees about delivery, service arrangement as well as resolution of the problems and its value. Customers need to work with business area or companies that stay faithful to their obligations, especially their guarantees about the administration results and center help properties. It will be clear by any business place that customer prefer and want the unwavering & stable quality. Assurance refers to the confident and trust of the customer, which means, any business company or market require to have a strong ability in order to inspire customers with good confident and trust. In addition, trust and confident about the markets and their product by customer lead to increase the profitability, that is why any market or business are need be aware about this issue to gain more advantage and customer loyalty.

Empathy is another dimension. There are two important components in this dimension including trust or confident with attention. This means, Empathy

belongs to the customer attention and encourage them that the market or business company is best for satisfying them with good loyalty through trust issue. In another meaning, customer need valuable product with high quality and its business area, companies 'duty to make them feel comfortable & satisfied with good trust and loyalty. And due to that, any market or business area need to focus on the factors affecting customer attention. Based on the classification by Gronroos (2000), service quality is divided into two components including (technical and functional) quality, the first one refers to what customer serviced and the second one refers to service delivery process. A Sri Lankan study revealed that the human related factors of service quality such as reliability, responsiveness, assurance and empathy have a greater impact on customer satisfaction than that of the non-human related factors of perceived service quality like tangibles on Customer Satisfaction. It was further established that Reliability and Responsiveness are the most influential determinants on customer satisfaction in retail banking (Hennayake, 2017).

The main purpose of this study was to investigate the impact of services quality on overall customer satisfaction in Bank of Ceylon & Peoples Bank in Sri Lanka. The scope of the study is limit to studying the impact of service quality on the customer satisfaction in Bank of Ceylon & Peoples Bank in Sri Lanka for the current year. Researcher is going to use the Customer Satisfaction as dependent variable & the service quality as the independent variable. Selected 02 commercial banks have nearly 1000,000 of customers. Therefore, in this study 1000,000 customers are considered as population. Based on the Morgan table, the amount of sample recognized as the 435 customers out of 1000,000 customers (Based on 10% Theory). Researcher mentioned 5% of confidential level while selecting the sample size. Survey questionnaires were distributed among 435 customers of Bank of Ceylon & Peoples Bank in Sri Lanka. An 88.27% (384 respondents) valid response rate is yielded.

Finding by GIRMA & SARON (2018) on of Selected Hotels in Nekemte Town, Ethiopia also showed that there was a significant and positive relationships of five service quality dimensions and customer's satisfactions. The relationship of service quality, service quality dimensions on the customer satisfaction are also relevant in examining the conditions under the study area. Similarly, GEBREEGZIABHER, GOSAWORK, MUNA, & TSEGRDA, (2014) conducted research on customer satisfaction and service quality. Commercial banks play a crucial role in the economic growth and development of a country. According to Sri Lankan Financial sector overview report (2019), the banking sector is experiencing an increased competition due to entrance of new banks in the industry. It is valuable to concern what is the impact of service quality on the customer satisfaction to enhance the profitability of commercial banks. It becomes extremely important therefore to investigate the relationship between dimensions of service quality & customer satisfaction & ultimately it will increase the reputation of commercial banks in Sri Lanka.

Many researchers in different countries have investigated impact of service quality on customer satisfaction in several service industries. But they don't give a clear picture on how service quality influence on the customer satisfaction of Bank of Ceylon & Peoples Bank in Sri Lanka. Therefore, to fill

this research gap current study is conducted to examine the impact of service quality on the customer satisfaction of Bank of Ceylon & Peoples Bank in Sri Lanka. Observing the entire facts researcher formulate research problem as, “*Is there any impact of service quality on the customer satisfaction?*”

2. LITERATURE REVIEW

2.1 Service Quality

Services are a continuous process of on-going interactions between customers and service providers comprising a number of intangible activities provided as premium solutions to the problems of customers and including the physical and financial resources and any other useful elements of the system involved in providing these services (Grönroos, 2004). Particularly in banking industry, premium service quality plays a pivotal role for customers in evaluating the performance of a service provider and is the key to gain customer satisfaction. Several evidences found in literature establish that there is a significant correlation between service quality and customer satisfaction (Sureshchandar , Rajendran , & Chandrasekharan, 2002; Boulding , Kalra , Staelin, & Zeithaml, 1993; Bitner, 1990). While Spreng & Mackoy (1996) provided evidence of the significant correlation between service quality and customer satisfaction. The definition of these dimensions is given below.

Reliability-Reliability means the ability of a service provider to provide the committed services truthfully and consistently (Blery , et al., 2009).

Assurance-Assurance is developed by the level of knowledge and courtesy displayed by the employees in rendering the services and their ability to instill trust and confidence in customer (Blery et al., 2009).

Tangible-In context of service quality, tangibles can be referred to as Information and Communications Technology (ICT) equipment, physical facilities and their appearance and lastly but not least, the services providing personnel of the organization (Blery et al., 2009).

Empathy-Empathy means taking care of the customers by giving attention at individual level to them (Blery et al., 2009).

2.2 Customer Satisfaction

Satisfaction is a feeling that surfaces from an evaluation process, i.e. when the consumer of a good or service compares what is received against what is expected from the utilization of that good or service (Kotler, 2009). It also helps to emphasize on specific customer needs and expectations at each stage of the relationship (Ravald & Grönroos , 1996). In banking industry, service quality is one of the most important aspects of the premium customer experience. Customer satisfaction is attained by properly meeting the customer demands and expectations and providing services which are up to the market standards (Gitomer, 1998). Service quality has been suggested as a strong predictor of customer retention and customer satisfaction by many organizational researchers (Cronin , Brady , & Hult, 2000). It is an important tool for banks for augmenting their income and market share (Muyeed, 2012).

2.3 Relationship between Service Quality & Customer Satisfaction

In banking industry, service quality is one among the foremost vital aspects of the premium customer expertise. Most organizations monitor their services quality on a daily basis to confirm most customer satisfaction and to boost customer retention and loyalty. Customer satisfaction is attained by properly meeting the customer demands and expectations and providing services that area unit up to the market standards (Gitomer, 1998). A positive consumption expertise of the customer ensures that overall his feelings for the product or services consumed area unit positive. But client satisfaction doesn't guarantee repurchase, client retention, or loyalty. Service quality has been advised as a powerful predictor of client retention and client satisfaction by several structure researchers. Service quality could be a drive of the client satisfaction that impacts customer loyalty (Cronin , Brady , & Hult, 2000). Service quality could be a key issue for customer satisfaction. It's a crucial tool for banks for augmenting their financial gain and market share (Muyeed, 2012). Sri Lankan public banks deliver service as promised and speed of handling the problem weather the banks have customers' best interest at heart and weather the banks offer products that are best suited for customers. As well as accuracy of service provided of Sri Lankan public banks helped to enhance the customer satisfaction (Anjalika & Priyanath, 2018)

2.3.1 Reliability and Customer Satisfaction

The association between dimensions of service quality and customer satisfaction was investigated by (Ibáñez , Ong, Dunger, & Zegher, 2006). They found a major relationship between responsibilities of services on the satisfaction level of consumers. The literature reveals associate increased degree of positive relationship between service quality, only satisfaction and performance (both financial and non-financial) wherever face-to-face dealing between customer and worker is that the solely focus. Technology enlargement has had an excellent impact on the selection of service delivery commonplace and services selling methods. This has yielded several prospective competitive benefits together with augmenting of productivity and increased revenue creation from new services (Muyeed, 2012).

2.3.2 Assurance and Customer Satisfaction

In addition to tangibles, assurance has been known as a significant dimension of service quality by (Parasuraman, Berry, & Zeithaml, 1988). They propose that each one of those dimensions considerably enhance customer satisfaction. It's believed that if the workers of economic establishments show trustworthy behavior, the satisfaction level of consumers is increased considerably. It should additionally absolutely influence repurchase signification of consumers (Parasuraman, Berry, & Zeithaml, 1988)

2.3.3 Tangibles and Customer Satisfaction

Association between service quality and customer satisfaction in banking sector of Sweden is examined by (Zineldin, 2005). He found that by combining tangible and intangible attributes of premium quality in merchandise and services provided by banks, they will produce a robust and semi-permanent relationship with their customers. This service quality dimension contains of bank atmosphere, service instrumentality, human resources (staff) and therefore

suggests that of communication. In easy words, tangibles are concerning making foremost impressions. All organizations want that their customers get associate exceptional and positive foremost impression. Specializing in this explicit dimension can facilitate them to achieve most profit. (Swar & Sahoo, 2012) and Ladhari, Souiden , & Ladhari (2011) concisely explain the concept of tangibles role in banking sector. Service quality is vital tool to realize customer's attention. Varied behaviors and attitudes of consumers demand high service quality to achieve their perception of service. Service quality has linear relationship successfully and profitableness of business. General electrical (GE) has endowed heavily in quality service and in return they earned huge profits every year. GE considered both tangible and intangible aspects of service quality equally important in the success of organization (Tax & Brown, 2000). Environment and culture of different areas serve as a guide for businesses on how to adapt their policies in global perspective for a particular area. They have to make changes in the setup of their outlets and branches. Banking industry mostly follows identical office ambience setups and installs similar service equipment all over the globe to maintain a standard. But adapting according to cultural needs of particular areas up to some extent will make customers feel more comfortable and loyal (Muyeed, 2012)

2.3.4 Empathy and Customer Satisfaction

A positive and vital relationship is found between empathy and customer satisfaction by Iglesias and (Grönroos, 2004). It was proposed in another research study, that customers may remain unsatisfied with service quality if a gap is left in empathy. It was also established by Al-Marri , Ahmed, & Zairi (2007) that customer satisfaction is significantly impacted by empathy. It makes customers contended and in the long-run serves as an important predictor in improving the financial performance of the organization. By trial and error (Ghasemi, kazemi , & Esfahani , 2012)investigated the role of empathy in commission quality and its impact on customer satisfaction. It was established that customers treated emphatically are more often visitors and prone forgive any mistakes that may occur. Empathy creates an emotional relationship with customer, providing customer a touch of importance for business. This leads to retention and creation of new customer's pool. Muyeed (2012) has also studied the correlation between service quality dimensions and customer satisfaction in Bangladesh banking industry. It was found that customer loyalty can be won through empathy. Empathy can play role in improvement of service quality, customer loyalty and finally satisfaction Karatepe (2011) explored the service environment impact with empathy and reliability on loyalty. Empathy works as a moderator between quality and customer satisfaction. Empathy can change the behavior of customer ultimately.

3. METHODOLOGY

The chapter combines several topics contributing to explain the methodology of the research. Emphasis was placed on the selection of respondents, the gathering of the data as well as the statistical methods that were used during this study. With regards to the gathering of the data, emphasis was on the questionnaires that were taken down on the respondents. Conceptual

framework identified the research questions. This was followed by the conceptualization and formulation of hypotheses. Then operationalized the variables and quantified them in to measurable indicators. Accordingly, as a flow, it includes an introduction to the methodology, hypotheses, conceptualization of the research problem, operationalization and defines the types of investigation. In summary, this study enables the users to clarify the information on the research population, background of the population (geographical profile/Demographical profile/organizational profile), research design, sample size, sampling techniques, data collection methods, and data measurement. This research will be a guide to the next chapter. Primary data was collected by distributing a detailed questionnaire. The questionnaire comprised of 26 close ended questions. All close ended constructs used in this study were measured by various items on five-point Likert-type scales ranging from 1 (strongly disagree) to 5 (strongly agree) to measure the relationship between service quality and customer satisfaction.

The study is carried out through the following specific steps:

Step 1: Study theories, build a theoretical model and a system of research hypotheses.

Step 2: Design questionnaire for data collection. The questionnaire uses a 5-point Likert scale, with 1 for being completely disagreed/dissatisfied and 5 for being completely agreed/satisfied. The questionnaires are sent to customers of commercial banks in Sri Lanka in both hard copies and electronic versions.

Step 3: Examine research scale to assess its reliability and value as well as Cronbach alpha coefficients

Step 4: Summarize research results through examining the model.

Step 5: Conclude and suggest recommendations.

Data will be analyzed by using Descriptive statistics & multiple regression analysis by using Statistical Package for the Social Sciences (SPSS, version 21.0). Researcher is used the quantitative approach to analyze the data. The population of this study was Bank of Ceylon & Peoples Bank customers in Sri Lanka. To measure determinants of service quality, are used as independent variables. Customer Satisfaction is used as dependent variable. Conceptions are mental images we use as summary devices for bringing together observations and experiences that seem to have something in common. This particular term involves defining abstract idea along with specific characteristics of the research.

In view of the literature discussed above, we formulate the following research model for the study.

**Independent Variables
(Service Quality)**

Dependent Variable

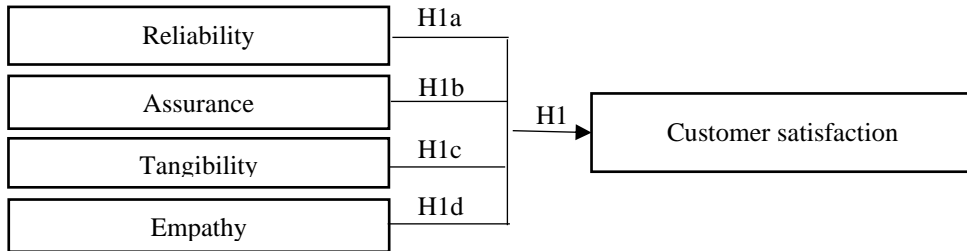


Figure 1: Conceptualization

Source: Researcher Constructed, 2021

The research hypothesis is hereby stated to give emphasis to the purpose of study & the following hypothesis are derived based on the Conceptual Framework:

Main Hypothesis

H1: Service quality has significant impact on the customer satisfaction in Sri Lankan public commercial banking sector.

Specific Hypotheses

H_{1a}: Tangibles has significant impact customer satisfaction

H_{1b}: Reliability has significant impact on the customer satisfaction

H_{1c}: Assurance has significant impact on the customer satisfaction

H_{1d}: Empathy has significant impact on the customer satisfaction

To express the relationships of the conceptual framework, researcher developed regression model as follows.

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where,

Y = Overall Customer Satisfaction (Dependent Variable)

α = Autonomous Customer Satisfaction

β₁- β₄ = Co-efficient of independent variables

X₁ = Reliability (Independent Variable)

X₂ = Assurance (Independent Variable)

X₃ = Tangibles (Independent Variable)

X₄ = Empathy (Independent Variable)

e = Error term

4. RESULTS AND DISCUSSION

To measure the reliability in this study the researcher uses “Cronbach's Alpha” separately for “the drivers of the Service Quality such as Reliability, Assurance, Tangibles and Empathy as well as dependant drivers of the Customer Satisfaction. The value of Cronbach's Alpha should exceed 0.700 if the drivers

are reliable. In this scenario all variables were reliable, because all Cronbach's Alpha values exceed 0.700.

Table 1: Reliability Statistics of the Variables

N o	Variables	No of Items	Cronbac h's Alpha	Benchmark Value	No of Items Removed
1	Reliability	5	0.837	> 0.700	0
2	Assurance	5	0.768	> 0.700	0
3	Tangibles	5	0.875	> 0.700	0
4	Empathy	5	0.843	> 0.700	0
5	Customer Satisfaction	6	0.887	> 0.700	0

Source: Researcher Constructed, 2021

Reliability (X₁), Assurance (X₂), Tangibles (X₃) and Empathy (X₄) are positively significant to the estimated model. As per the above result most impacted variable is Empathy due to it has the highest B value (Regression Coefficient-0.943) on Customer Satisfaction: A Case of Customers with Special Reference to the Bank of Ceylon & Peoples Bank in Sri Lanka at 05.00% level of significance.

Table 2: Model Summary

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	129.998	4	32.499	290.944	.000 ^b
	Residual	42.336	379	.112		
	Total	172.333	383			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Empathy, Assurance, Tangibles, Reliability

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin- Watson
1	.869 ^a	.754	.752	.33422	2.200

a. Predictors: (Constant), Empathy, Assurance, Tangibles, Reliability

b. Dependent Variable: Customer Satisfaction

Source: Researcher Constructed, 2021

Ordinary least squares (OLS) regression analysis is the statistical process for estimating the relationship among the variables, (Gujarati & Porter 2009). According to this study regression analysis used to find out which factors or drivers are more significantly influenced to the Customer Satisfaction: A case of customers with special reference to the Bank of Ceylon & Peoples Bank in Sri Lanka. Regression analysis includes many techniques to analyse the relationship between dependent variable and Service Quality. **R² value** suggests that total variation of dependent variable is explained by independent variable. **F-value** suggests the suitability of the regression formula. If **F-value** more than critical / Table **F-value**, it suggests the goodness of the formula.

Standard error of the estimation represents the standard deviation of sampling distribution. In other word, it explains how the data were fluctuating from fitted line. **P-value** (Probability value) represents the level of significance. If **P-value** is less than 0.05 (05%), it is evidenced the overall acceptance of the formula.

Table 3: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	.268	.110		2.448	.015		
Reliability	.419	.080	.371	5.218	.000	.128	7.819
Assurance	.254	.064	.194	3.963	.000	.271	3.687
Tangibles	.219	.070	.199	3.116	.002	.158	6.322
Empathy	.943	.065	.861	14.446	.000	.183	5.477

a. Dependent Variable: Customer Satisfaction

Source: Researcher Constructed, 2021

$$Y = 0.268 + 0.419 X_1 + 0.254 X_2 + 0.219 X_3 + 0.943 X_4$$

According to the table of model summary, the selected service quality is explained the total variation of the customer satisfaction: A case of customers with special reference to the Bank of Ceylon & Peoples Bank in Sri Lanka by 75.20% and which results overall significance due to P-value of ANOVA table (0.000) is less than 0.05. According to the regression results; the factors such as “Reliability ((B value (Regression Coefficient) – (0.419)) ((Sig. / P Value – 0.008) < 05.00%)), Assurance ((B value (Regression Coefficient) – (0.254)) ((Sig. / P Value – 0.000) < 05.00%)), Tangibles ((B value (Regression Coefficient) – (0.219)) ((Sig. / P Value – 0.002) < 05.00%)), and Empathy ((B value (Regression Coefficient) – (0.943)) ((Sig. / P Value – 0.000) < 05.00%)) have an impact on Customer Satisfaction : A Case of Customers with Special Reference to the Bank of Ceylon & Peoples Bank in Sri Lanka at 05.00% level of significance.

In this analysis, R² can use to measure the goodness of fit due to multiple linear regression model. The below figure illustrates the regression characteristics with the Customer Satisfaction: A case of customers with special reference to the Bank of Ceylon & Peoples Bank in Sri Lanka. Further; Durbin-Watson statistic is 2.200, which is approximately equal to the + 02. Therefore, there is no any auto correlation between variables. Additional, Tolerance of each variable > 0.10 and VIF < 10. These results indicate that there is” no Multi – Collinearity” among independent variables. In this model, 75.2 %(R²) can be explained by the selected independent variable (Reliability, Assurance, Tangibles and Empathy).24.8% cannot be explained by the selected independent variable & all research hypotheses were accepted (H₁, H_{1A}, H_{1B}, H_{1C} & H_{1D})

5. CONCLUSION

According to the research population major two banks were selected to gain sample out of the population in order to further continue the research. This section is summarized the research question, provide recommendations and suggestions for future research areas. This is the most significant and crucial part of the study. It mainly focuses on the findings of the study and possible suggestions were derived based on such findings with the intention to improve the service quality and increase the customer satisfaction in an organizational perspective.

Providing different products by different banks so as to hold existing clients and pulling in new customers. Therefore, it is considered as the key priority to identify the strengths and weaknesses in the customers. In fact, customers are unique. Their individual perception on their satisfaction is also different from one to another. However, the overall findings on the factors affecting customer satisfaction with banking services show that customer expectations towards the quality and value of the service have an effect on their satisfaction. According to this analysis, the major determinants of quality services in commercial bank is empathy. Because it has the highest co-efficient value among all service quality dimensions (0.943). The research also established that there is a clear significant relationship between services quality and customer satisfaction. The researcher concluded that quality service is an important factor when one is to retain customers. The increase in the customer satisfaction in commercial bank is due to increase in quality services provided. In relation to the finding, the researchers came up with recommendation of there should be improved communication between the management and customers in order to improve on the quality service so as to satisfy their customers' needs.

According to the results, all four determinants of service quality (reliability, assurance, tangibility & empathy) have positive correlation with customer satisfaction. Several studies by Parasuraman, Berry, & Zeithaml, (1988), Zineldin, (2005), Flamin, McDonald, & Lilina, (2019), Anjalika & Priyanath, (2018) support this conclusion. It means that commercial banks can increase their customers' satisfaction by increasing their service quality. Among these determinants, service capacity and empathy have the strongest impact on customer satisfaction. This is the orientation for commercial banks to propose suitable strategies to improve the satisfaction level of their customers through increasing quality of services. This study limits to sample of customers in two public sector banks in Sri Lanka. Mostly primary data will be used for analysis. Because, this study is related with the customer satisfaction and it can't be measured by using secondary data. The satisfaction of the customers not only depend on the service quality. The research concerns only service quality as the independent variable. Data is collected for the research through a questionnaire in which 100% correct responses can't be assured given by respondents. There may be some bias information of customers due to their financial literacy.

It is general that there is no exact definition for the customer satisfaction. It is a psychological and human factor to differentiate once satisfaction to others. For the same customer service of a bank may satisfy one customer while may

not another customer. Therefore, we can suggest that future researchers need to closely observe the real customer perceptions and classify them. Then they can improve their customer services with realistic characteristics which stick to the customer perceptions. As a result, the banks are able to extend their customer satisfaction level and ultimately offer the excellent banking services for the country.

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