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Customer Satisfaction in Public Sector Banks Vs. Private Sector Banks-An Empirical Study

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ABSTRACT- Due to change in customer needs, expectations and alternatives are availability in banking industry, this research was felt necessitated after identifying the gap in service delivery by private and public sectors banks. The main purpose of study is to determine customer satisfaction and examine the factors influencing their satisfaction. Using questionnaire, the data required was collected from 110 samples chosen following descriptive research design with quantitative approach. The results indicate that private banks outperform public sector banks in terms of responsiveness and modern technology utilization whereas the later has still very good public credibility. It is suggested that continuous improvement in service quality, application of new techniques is required to be followed with customer-centric approach to become successful in the baking business in the days to come.

KEYWORDS: Banking Industry, Customer, Service Quality, Technology, Customer Satisfaction.

1. INTRODUCTION

The banking industry is known as the backbone of a nation's economy, and this is particularly true for India. There have been many changes that the banking industry has seen in recent years owing to economic changes, development of technology, and stiff competition.
In the earlier days, only state banks operated in the banking sector, giving the customers little options to choose from, and the services were also traditional in nature. But the advent of private banks in the market has totally changed this situation. Customers now have a number of options available to them with regards to the services offered by various banks.
Customers today are more conscious, well-informed, and demanding than ever before. They expect fast services, accessibility, zero wait times, and personal attention. Mobile banking, internet banking, and online transaction facilities have raised customer expectations even higher. Thus, customer satisfaction has become the most significant aspect for any bank in the modern era.
Customer satisfaction can be defined as the degree to which customers feel satisfied by the services provided by the bank. If a customer is satisfied with the bank's services, he will continue using them. Moreover, he will refer the bank to his peers and help it grow.
Public sector banks are considered secure and dependable since they are owned by the government. Their vast networks cover rural and semi-urban areas, and they serve a vast customer base. Private sector banks, on the other hand, are efficient, technologically advanced, and customer-oriented. They provide convenience and swift services to customers. For these reasons, customers prefer private sector banks over public sector banks.
This research study seeks to examine customer satisfaction in public and private sector banks. Understanding these differences is important for improving service quality and enhancing customer experience.

1.1 Need for the study

Need for the present study comes from the dramatic changes that have been witnessed in the banking sector within recent times. Whereas previously the banking sector consisted of a relatively less competitive environment coupled with uniform services provided by different financial institutions, this has now changed and the banking industry can be described as an intensely competitive one that puts the interest of the customer first. At present, customers are not tied up to a single financial institution but rather can choose from several alternatives such as government sector banks, privately owned banks, and even online financial institutions.
A key reason why the present research will be undertaken is because of the changing needs of the customer. Modern customers are well informed, educated, and technologically competent. This makes it incumbent upon the bank to provide efficient services that match up to the expectations of the modern-day customer.
The other major reason for undertaking this research work is increasing competition in the banking industry. With the arrival of private sector banks and increased popularity of digital banking services, there has been intense competition. The banks are

always striving to make themselves more popular among the customers with quality services and new products.
Hence, in such a highly competitive atmosphere, it becomes imperative to determine customer satisfaction.
The other reason for undertaking this research is the identification of gaps in the service delivery of the banks. Although the banks have been working towards improving service quality, but there are still certain gaps that need to be filled in. Such gaps may be related to responsiveness, reliability, employee behavior or even technology support system.
Furthermore, the increased importance of digital banking services poses several challenges for banks. Customers today prefer their banking experience to be seamless and enjoyable. In case of any complications regarding technology and security, the customers' satisfaction will suffer accordingly. Hence, this research is needed to learn about the influence of technology on perception and satisfaction of the customers.

2. LITERATURE REVIEW

There are various studies dedicated to analyzing customer satisfaction in the banking sector, mostly due to the increasing competition between public and private banks. Service quality, technological development, and CRM have always been highlighted as crucial factors in customer satisfaction.

Verma & Manjare (2023) was examined customer satisfaction in online banking services provided by public and private banks. The results showed that private banks offer superior services because of their convenient digital interfaces and fast delivery. Customers preferred the services provided by private banks in terms of internet banking and mobile banking.

Despite this, customers preferred public banks because they provided reliable services. The authors concluded that digital service quality is a determining factor in customer satisfaction.

Yadav et al. (2024) focused on digital banking practices and their influence on customer satisfaction. According to findings, private bank customers were more satisfied because of greater technology adaptation and convenience. Rapid transactions, convenient mobile applications, and 24/7 customer services positively affected their satisfaction levels. Public banks are gradually progressing but do not yet offer satisfactory digital experience.

Technological development is viewed by the authors as one of the important factors which influences customer satisfaction nowadays.

Bashir (2025) studied revealed the connection between service quality, perception of value received and customer satisfaction. The findings showed that people who see high value in services they receive become more satisfied customers. Customers viewed private banks as more valuable institutions in terms of quality of services offered and innovations. However, public banks were preferred by people due to their affordable rates and reliability.

Thakur (2025) studied employed the SERVQUAL model and showed that private banks are superior to public banks in their responsiveness and empathy. Private banks delivered quick services, engaged in better interaction with customers, and were generally more attentive. Service was slow in public banks which negatively impacted their satisfaction. On the contrary, customers trusted public banks more for future stability. This research stressed the importance of improving service responsiveness for public banks.

Gurjeet Kaur et al.(2025) studied on investigating customer satisfaction with online banking services provided by public and private sector banks in Punjab taking SBI and HDFC for comparison. This study covered 200 sample respondents, 100 from each. Factor analysis was employed which indicates that customers are most satisfied with the ease of use and comfort provided by online banking, followed by security and privacy, and prompt services. It also reveals that majority of customers are satisfied with private sector banks when compared to public sector banks.

The present research considered efficiency in banking operations and its effect on customers' satisfaction. According to the results, customers find operations in private banks more efficient. However, private banks have more flexible processes than public banks.
Nevertheless, it was possible to conclude that efficiency plays an important role in customers' satisfaction.

2.1 Literature Review Gap

Despite the existence of a large body of research work concerning customer satisfaction within the banking sector, some issues deserve more consideration. The identification of these gaps is vital for understanding which areas need further exploration and which role the current research could play in developing a better understanding of them.
One of the major gaps within the existing literature on this subject is a lack of direct comparison between the level of customer satisfaction in public and private banking institutions. Although there exist quite a lot of research works devoted to studying customer satisfaction in general or focused on one kind of bank or another, very little research compares customer satisfaction levels in public and private banks. Given the different approaches employed by the two sectors when providing their services to customers, such a comparison is needed.
All in all, it is possible to conclude that the identified gaps necessitate carrying out a more comprehensive and modern research on customer satisfaction within the field under consideration. Through overcoming these gaps, the current research intends to make a contribution to customer satisfaction and shed light on relevant aspects.

3. RESEARCH METHODOLOGY

3.1 Statement of the problem

In the last few years, the banking industry has witnessed many changes in terms of increasing competition and advancement in technologies along with change in customers' expectations. Today, customers do not merely want services from banks but rather they look for services that are delivered in a fast and easy way. Instant services, user-friendly mobile applications, customer support, and minimum waiting time are some of the basic expectations from customers.

Despite all the developments made by the banks, however, differences exist in services offered by banks belonging to the public and private sectors. For instance, public banks are renowned for being trusted and available while some banks in this category may also face some shortcomings such as inefficiency in delivering services, lengthy waiting period, and less adoption of technology in the process. In contrast, private banks are famous for their efficiencies and digital services but they may lack in terms of trust like public banks.

This difference in service delivery results in differing degrees of customer satisfaction. While some customers may value the stability and safety of public sector banks, others may favor the fast and convenient service provided by private sector banks. It is therefore vital to analyze the perception of customers in respect to the services offered by these two types of banks and what determines customer satisfaction.

A key element of the problem is the constantly growing demands of customers towards the banks. Given the growing trend of Internet banking, the customers now require efficient service from banks at any place and time. Otherwise, they may grow dissatisfied with the banks and switch their services to other institutions.

Therefore, the central question that is posed and discussed in this work is the comparison and analysis of customer satisfaction levels in public and private sector banks. Such a question should be analyzed since it is crucially important for further improvements of bank operations and services.

3.2 Objectives of the Study

i) to determine the level of customer satisfaction.
ii) comparison of the levels of customer satisfaction in both the public and private banks.
iii) to identify the factors affecting customer satisfaction
iv) to recommend ways through which banks can enhance customer satisfaction.

3.3 Hypothesis

In any research, one of the critical elements that need to be developed is the hypothesis. The hypothesis is a statement which gives a basis through which the researchers can be able to

predict some assumptions and test whether it is true or not statistically. Basically, the hypothesis makes a prediction which can be proved using facts from analysis.

For our case in the current study, we are interested in establishing the difference in customer satisfaction between public and private sector banks. From the above discussion on the purpose of the study, we develop the following hypotheses:

3.3.1 Null Hypothesis (H_0)

Ho: There is no significant difference in customer satisfaction between public sector banks and private sector banks.
H1:Alternative Hypothesis
There is a significant difference in customer satisfaction between public sector banks and private sector banks.

3.4 Research Design

The research design employed in this study is quantitative in nature. Quantitative information is obtained from respondents who are asked to indicate their answers to specific questions.

Structured questionnaires are used to facilitate this process. The questions include rating scales and percentages which are important in analyzing the data collected.

3.5 Sampling Design

Convenience sampling approach has been adopted for this study. For this research, the sample size required would be around 110 respondents. The sample size is considered to be satisfactory as far as studying the customer satisfaction is concerned. It is sufficiently large enough to provide meaningful insights to make accurate analysis and draw conclusions.

Respondents are selected randomly to represent customers of public as well as private sector banks. It ensures an unbiased comparison of the two types of banks. In addition, respondents representing various age groups, financial status and occupational categories are included in the sample.

3.6 Methods for Data Collection

Data collection is one of the essential processes in conducting research, as the quality of data collected determines the validity and reliability of the results obtained. In this research, both primary and secondary data are used to get a complete picture of customer satisfaction in public and private sector banks.

4. DATA ANALYSIS AND INTERPRETATION

4.1 Factors Affecting Customer Satisfaction

This part deals with the discussion of some of the important factors that affect customer satisfaction in both public and private banks. Customers' satisfaction in banks does not depend on one factor only but is influenced by many other factors related to responsiveness, Assurance, Empathy, and Tangibility. Through the investigation of these variables, the study hopes to gain insights into how customers measure the quality of banking services and which industry measures up best.

Table 1: Customer Satisfaction Mean Analysis

Variable	Mean Value	Interpretation
Overall Satisfaction	**2.63**	Moderate satisfaction
Staff Behavior	**2.77**	Slightly better than average
Waiting Time	**2.24**	Low satisfaction
Security	**2.03**	Poor perception
Product Range	**2.50**	Average
Complaint Handling	**2.18**	Below average
Recommendation	**1.86**	Low willingness

(Source: Author's calculations)

From the above Table 1, it can be seen that the majority of the responses lie within the 2-3 scale, which means that there is moderate to low customer satisfaction with bank services. Staff behavior scores the highest among the mean values, implying that customers are more satisfied with bank employees' behavior although it is not high.
On the other hand, security (2.03), waiting time (2.24), and handling complaints (2.18) are among the services where customers are dissatisfied as evident from their low mean values. This analysis confirms what you found earlier using Chi-square test, as these are critical issues facing banks.
Recommendation has the least mean value (1.86), meaning that customers are not willing to refer their banks to friends and relatives. From this analysis, it appears that there is a great deal of room for improvement for banks.

Table 2: Mean Scoring -Customer Satisfaction

Rank	Variable	Mean Score
1	Overall Satisfaction	2.63
2	Staff Behavior	2.77
3	Waiting Time	2.24
4	Security	2.03
5	Product Range	2.50
6	Complaint Handling	2.18
7	Recommendation	1.86

(Source: Author's calculations)

From the above Table 2, it is understood that he overall means score of 2.32 indicates that customer satisfaction is below average. Most variables fall in the range of 2 to 3, showing that customers are neither highly satisfied nor completely dissatisfied, but lean toward dissatisfaction.
Among all factors, staff behavior has the highest mean, indicating relatively better performance, while security and recommendation have the lowest mean scores, highlighting key problem areas.

Table 3: Customer Satisfaction Rating-Private vs Public Sector Banks

Type of Bank	Rating 1	Rating 2	Rating 3	Rating 4	Rating 5	Total
Private Sector Bank	10	11	11	11	1	44
Public Sector Bank	17	13	15	13	6	64
Total	27	24	26	24	7	108

(Source: Author's calculations)

Table 3 cross-tabulation indicates the extent to which customer satisfaction varies across public and private sector banks. Public sector banks have more total responses compared to private sector banks, and they also register more responses for customer satisfaction ratings.
However, both bank types have a concentration of responses in the middle ratings (2, 3, and 4), indicating that customers generally experience moderate satisfaction rather than extreme satisfaction or dissatisfaction. Very high satisfaction (Rating 5) is relatively low in both cases, though slightly higher in public banks.

Private sector banks show a more even distribution across ratings, while public banks have slightly more responses in lower ratings (1 and 2), suggesting some dissatisfaction. Overall, the table indicates that there is no drastic difference in satisfaction between the two bank types, but improvements are needed in both sectors to increase higher satisfaction levels.

Figure 1: Customer Satisfaction Rating-Private Banks vs Public Banks:

Low Ratings (Ratings 1-2): A higher proportion of Public Sector Bank customers report low satisfaction. About 46.9% (26.6% + 20.3%)) of public bank users gave ratings of 1 or 2, compared to 47.7% ((22.7% + 25%)) of private bank users. However, private banks have a noticeably higher concentration of Rating 1 (very dissatisfied) customers (See the above figure 1).

High Ratings (Ratings 4-5): Public sector banks surprisingly show a higher rate of extreme satisfaction (Rating 5), with 9.4% of their customers giving this score compared to just 2.3% of private bank customers. Conversely, private banks are more consistent in the "above-average" category (Rating 4), with 25% of customers selecting this compared to 20.3% for public banks (See the above figure 1).

Table 4: Staff Behavior and Professionalism -Chi-Square Application

Rating	O	E	(O–E)²/E
1	23	22.2	0.03
2	22	22.2	0.00
3	32	22.2	4.32
4	26	22.2	0.65
5	7	22.2	9.09
Total			**14.09**

(Source: Author's own calculations $\chi^2 = 14.09$)

From the Table 4, results we can reject null hypothesis as the Chi-Square value is more than the critical value of 9.448 at 5%(0.005) level and accept the alternative hypothesis. The result is statistically significant, indicating that customer opinions on staff behavior are not evenly distributed. Most responses are concentrated around average to good ratings, while very high ratings are limited. This suggests that although staff professionalism is acceptable, there is scope for improvement in delivering exceptional service.

Table 5: Customer Perception on Waiting Time-Chi-Square Application

Rating	O	E	(O–E)²/E
1	35	27.5	2.05
2	26	27.5	0.08
3	37	27.5	3.28
4	12	27.5	8.73
Total			**14.15**

(Source: Author's calculations $\chi^2 = 14.15$)

From the Table 5 results we reject the null hypothesis as the Chi-Square value 14.15 is more than the table value of 7.815 at 5% level of significant and result is declared to be statistically significant. So, it can be concluded that waiting time is a key dissatisfaction factor and banks need to address it.

Table 6: Perception on Digital Banking Services-Application of Chi-square method

Category	O	E	$(O–E)^2/E$
Good	64	27.75	47.37
Excellent	37	27.75	3.78
Fair	8	27.75	14.05
Poor	1	27.75	25.78
Total			**90.98**

(Source: Author's calculations $\chi^2 = 90.98$)

From above Table 6, it may be interpreted that the χ^2 value is higher than the table value of 7.815 we reject the null hypothesis at 5%(0.05) level of significance and accept the alternative hypothesis and result is said to be highly significant. This indicates customers have a strong preference for good and excellent services.

Table 7 : Customer satisfaction with the variety of products and services (e.g., loans, deposits, cards)

Rating	O	E	$(O–E)^2/E$
1	26	22.2	0.65
2	31	22.2	3.48
3	31	22.2	3.48
4	19	22.2	0.46
5	3	22.2	14.94
Total			**23.01**

(Source: Author's calculations $\chi^2 = 23.01$)

From the above Table 7 results, we reject the null hypothesis as chi-square value 23.01 is higher than the table critical value of 9.488 and result is to be highly significant at 5% level (0.05) which indicates the customers have
Varied opinions on product offerings. Most responses fall in the average range, while very high satisfaction is low. This suggests that banks need to expand and innovate their product range.

Table 8: EFFICIENCY OF BAN IN HANDLING COMPLAINTS AND ISSUES

Rating	O	E	$(O–E)^2/E$
1	26	27.5	0.08
2	46	27.5	12.45
3	30	27.5	0.23
4	8	27.5	13.82
Total			**26.58**

(Source: Author's calculations $\chi^2 = 26.58$)

From the Table 8 results one can say the result is highly significant, at 5% level of significance as the chi-square value is more than the table value of 9.488 indicating that complaint handling is a major concern. A large number of low ratings indicates dissatisfaction, suggesting that banks must improve grievance redressal systems.

Table 9: Correlation Analysis: It is applied to check whether all variables have positive relationship with customer satisfaction.
Formula: $r = \Sigma(x - \bar{x})(y - \bar{y}) / \sqrt{[\Sigma(x - \bar{x})^2 \times \Sigma(y - \bar{y})^2]}$

Variables	Correlation (r)	Interpretation
Satisfaction & Staff Behavior	0.867	Strong positive
Satisfaction & Product Range	0.774	Strong positive
Satisfaction & Security	0.709	Strong positive
Satisfaction & Waiting Time	0.564	Moderate positive
Satisfaction & Complaint Handling	0.572	Moderate positive
Satisfaction & Recommendation	0.585	Moderate positive

(Source: Author's calculations)

In the above Table 9 shows that all variables have a positive relationship with overall satisfaction, meaning improvements in these factors lead to higher customer satisfaction.
The strongest relationship is between staff behavior and satisfaction (r = 0.867), indicating that how bank employees interact with customers is vital for determining satisfaction levels. Similarly, product range and security also show strong positive relationships, highlighting their importance in influencing customer perception.
Moderate correlations with waiting time, complaint handling, and recommendation suggest that while these factors matter, they have a comparatively lesser but still meaningful impact.

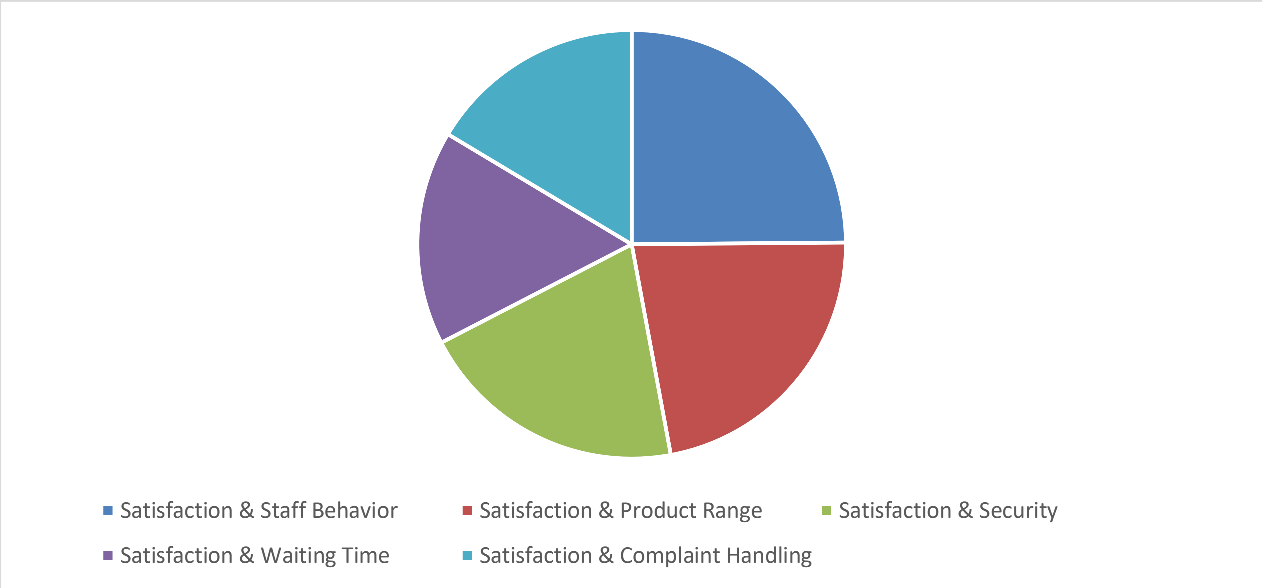

Figure 2: Customer satisfaction level with variables

The following primary variables show a strong positive relationship (r > 0.7), meaning as performance in these areas increases, customer satisfaction increases significantly (See the figure 2).
Staff Behaviour (r = 0.867): This is the strongest driver of satisfaction. Friendly, helpful, and professional employees have the biggest impact on how customers feel about their overall experience.

Product Range (r = 0.774): Customers are highly satisfied when they have a wide variety of products to choose from.
Security (r = 0.709): Feeling safe and secure on the premises plays a major role in driving overall satisfaction.

The following are secondary drivers of satisfaction.
The variables mentioned below show a moderate positive relationship (r) between 0.5 and 0.7. While they still positively impact satisfaction, they are not the primary drivers.
Waiting Time (r = 0.564): Reducing queues and service delays will improve satisfaction, though it is not as impactful as staff behaviour or product selection.
Complaint Handling (r = 0.572): Effectively resolving issues helps maintain satisfaction, but it is a secondary factor compared to getting the core experience right.
Recommendation (r = 0.585): Satisfaction moderately correlates with recommendations. Satisfied customers will likely recommend your business, but other unmeasured factors may also influence word-of-mouth.

Table 10: Regression Analysis (Formula : Y=a+b1X1+b2X2+b3X3+...+bnXn)

Variable	**Coefficient (β)**	**Interpretation**
Constant (a)	0.021	Base level of satisfaction when all variables are zero
Staff Behavior	0.644	Strong positive impact on satisfaction
Waiting Time	-0.059	Slight negative impact (longer wait reduces satisfaction)
Security	0.046	Very small positive impact
Product Range	0.276	Moderate positive impact
Complaint Handling	0.011	Negligible impact
Recommendation	0.095	Small positive impact

(Source: Author's calculations $R^2 = 0.790$)

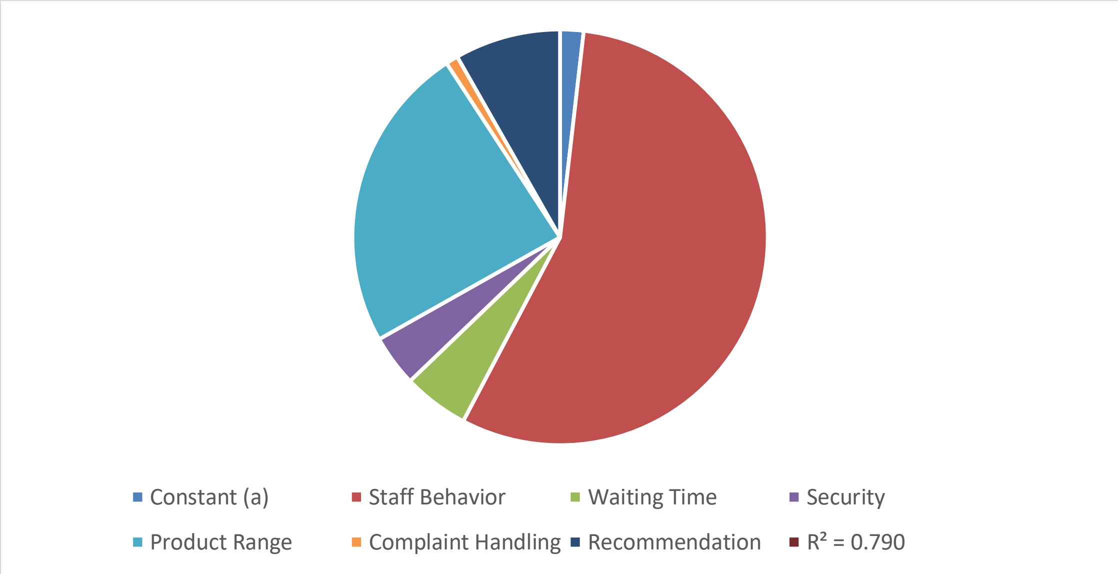

Figure 3: Impact of various independent variables

From the above Table 10, it can be seen that among all variables, staff behavior (β = 0.644) has the highest and most significant impact, making it the most important factor influencing satisfaction. This confirms that customer interaction and service quality are central to banking experience.

The regression results indicate that the model is highly reliable, explaining 79% of customer satisfaction, which is a strong fit for behavioral research. Product range (β = 0.276) is also significant, showing that offering diverse and useful financial products improves satisfaction. However, variables like waiting time, security, complaint handling, and recommendation show weaker or statistically insignificant effects in the presence of other factors.

In the above figure 3, it visualizes the relative contribution or impact of various independent variables on a dependent outcome, likely derived from a multiple regression analysis. The overall model is highly explanatory, with an R^2 value of 0.790, meaning the included factors account for 79% of the variance in the outcome. Primary Factor is staff behaviour(appearing in red) represents the single largest slice of the pie chart which the most dominant factor influencing the target outcome. The secondary factors(in light blue) reveal that selection and variety hold substantial importance, another factor 'recommendation(in dark blue colour) represents a moderate, noticeable portion of the breakdown and other minor factors are 'waiting time'(green) has relative impact and 'security'(purple) contributes a very small fraction to the overall model and all others have negligible impact.

5. FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Summary of Findings

The results obtained from the study conducted in the previous chapter reveal some crucial aspects about customer satisfaction in the public and private sectors of the banking industry. In this respect, the following findings are worth noting for a better understanding of customer behavior and their level of satisfaction with bank services.

According to one of the important findings from the research, most respondents belonged to the youth category and actively used services offered by the banks in digital form. The trend signifies that more and more young people prefer to avail themselves of digital banking facilities such as mobile banking, online transactions, and internet banking facilities.

Also worth mentioning here is that banks belonging to the private sector are slightly more preferred than those in the public sector. The reasons for such preference are efficiency in service provision, good customer service, and modern technologies used by these banks. These are some of the attributes that make the banks more favorable to clients.

The study clearly reveals that the quality of services provided significantly influences customer satisfaction. Reliability, responsiveness, assurance, empathy, and tangibility are among the main elements of evaluation made by customers when choosing the bank to work with.

It is also evident from the findings that private sector banks outperform public sector banks in terms of responsiveness and modern technology utilization. It means that they deliver better services in less time and resolve issues more quickly.

On the other hand, public sector banks still have very good credibility. It is easier for customers to trust the bank because of its association with the government. Nonetheless, the bank might lack in terms of service speed and efficiency that would influence customer satisfaction.

Moreover, the research found out that there was a significant positive correlation between the service quality and customer satisfaction. In other words, the increase in service quality will result in increased customer satisfaction, leading to loyalty towards the bank.

Lastly, the findings show that the bank type has an effect on customer satisfaction. Through statistical testing, it was evident that the level of customer satisfaction differed between public and private sector banks.

Generally, these results indicate that despite the fact that both sectors have their unique advantages, there is a need to focus on service quality and changes in accordance with customer needs in order to ensure high levels of customer satisfaction within the banking sector.

5.2 Suggestions for Public Sector Banks

Public sector banks enjoy a good reputation and have established a solid level of trust among their customers, but there is a need for improvement in terms of service delivery. One of the major suggestions that must be adopted by public banks is to enhance the speed of services provided. Nowadays, people expect fast services, and an enhancement in the speed of transaction processes is likely to increase customer satisfaction. It is important for public banks to provide faster services. A third suggestion is that public banks should embrace advanced digital banking techniques. Due to the increasing use of mobile and internet banking services, it is important for public banks to provide advanced banking services, thereby making them competitive against private banks.

Public sector banks also need to focus on providing better customer support services. Customer support services include being attentive to the needs of customers and assisting them effectively when they require information or encounter any problem with their services.

Moreover, measures must be taken to reduce the time spent queuing at branch offices, as long lines can create customer dissatisfaction. Implementing an efficient queue management system and promoting online banking can alleviate this problem.

5.3 Suggestions for the Private Sector Banking Institutions

Private sector banks excel in providing good quality of services, but there is always room for further improvements. The banks need to strive to maintain their excellent level of service. Consistency in the provision of services will ensure the retention of clients, even if there are any minor service quality declines. Another area that needs improvement by private sector banks is building trust. Even though they are known for being efficient, some customers might consider public banks safer. It is crucial to eliminate this perception and earn customers' confidence.

Another recommendation would be providing competitive rates. This would aid in acquiring as well as retaining customers. In addition, the private banks have been advised to improve their customer relationship management skills. They should develop stronger relations with their clients by communicating and following up on client needs.

6. FUTURE SCOPE FOR RESEARCH AND FINAL CONCLUSION

6.1 Future Scope for Research

Even though this research has helped gain an insight into customer satisfaction among public and private banks, there remains enough scope left in this field to undertake more research.

One possible way forward for future researchers would be undertaking comparative research in various regions. Another key direction for future studies can be related to exploring the effects of digital banking services on customer satisfaction. A comparative study between the needs of rural and urban customers is also possible

6.2 Conclusion

It can be concluded from the above discussion that customer satisfaction plays a crucial role in the business of banking. In a competitive environment, banks need to continuously satisfy customer needs by providing better services than others do. This research suggests that quality of services is very important as far as customer satisfaction is concerned.

Each sector of banks has its advantages over others. Private banks are well-known for their efficiency and customer services; whereas public banks are renowned for their reliability, trust and wide range of coverage. To be successful, there is a need for both public and private sectors to take lessons from each other.

There is a need for continuous improvement in service quality, application of new techniques and technology and putting emphasis on customer needs.

Overall, the study highlights that a customer-centric approach, supported by quality service and innovation, is the key to success in the modern banking sector.

CONFLICTS OF INTEREST

The authors declare that they have no conflicts of interest.

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