PREFACE

The entire matter of the thesis is distributed over six chapters (Chapter I-Chapter VI). Each chapter is virtually complete in itself. The description of the results of the work undertaken for the present research work is presented in Chapter III through to chapter V. These chapters (III-V) include a short introduction justifying the specific objective of the work followed by banking sector in Meghalaya.

Chapter I deals with the conceptual background to customer satisfaction and banking sector in India. The role of the banks in India in the three phases are discussed. The objectives, hypothesis, rationale of the study and scope as well as limitation of the study are presented in this chapter with the detailed research methodology which includes area of the study, sampling and statistical tools for the research study.

Chapter II deals with the literature review pertaining to several research works undertaken on customer satisfaction in various fields.

Chapter III highlights the customer satisfaction index (CSI) of SBI and other PSBs in Meghalaya in three tire base viz., Branch-wise, Bank-wise and location-wise.
Chapter IV of this thesis deals with the comparison of Customer Satisfaction of SBI and other PSBs in Meghalaya in demographic - variables like gender, age and education, Similarly comparison was based on different variables and correlation was done to find the relationship between the different variables.

Chapter V deals with the nature of relationship between bank performance and Customer Satisfaction in SBI and other PSBs in Meghalaya and also incorporates the overall impact of customer satisfaction on the bank performance with the help of regression analysis.

Chapter VI deals with the major findings, suggestions and conclusion.