

# CUSTOMER PERCEPTIONS AND SATISFACTION WITH BANKING SERVICES: A CROSS-SECTIONAL STUDY OF PUBLIC AND PRIVATE SECTOR BANKS IN BENGALURU URBAN DISTRICT

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## Abstract

This descriptive research, which includes private as well as public banks, looks at how customers in Bangalore Urban Area perceive and are satisfied with banking services. Researchers gathered and assessed information from a varied sample of consumers using a combined methods methodology. Our research shows that banks from the public and private sectors have quite different perceptions of customer service, simplicity, and reliability. Likewise, researchers pinpoint important elements that affect customer experience, such as bank connectivity, employee attentiveness, and Internet banking options. These revelations have important ramifications regarding both industries' supply chains and approaches that focus on customers. Researchers also explore the basic factors that have a significant impact on consumer happiness, highlighting the essential functions provided by advances in digital banking, aggressive employee adaptability, and branch availability. The conclusions derived from the study have practical applications for banking within both industries, influencing their plans for improvements and renewing their adherence to providing client-centered solutions.

**Keywords:** Banking solutions, Government-sponsored financial companies, Private industry commercial banks, Bangalore Urban Area, Customer Views, Satisfaction, DTM, TDM, Naive Bayes, Sentiment, Reviews, and Stars.

## 1. Introduction

### 1.1 Introduction

The field of banking is crucial to modern-day economies because it offers both (individuals as well as businesses) vital financial amenities. In the thriving “Bangalore Urban Region”, this longitudinal investigation seeks to evaluate and contrast how customers in private, as well as public banks, evaluate and rate their financial services. “Bangalore's financial sector has experienced substantial development as a rising technology center, with both the (public as well as private) lenders competing for loyal customers. This research provides an increased awareness of the ever-evolving relationship among service level, client tastes, and rivalry-ridden financial services surroundings through analyzing factors that impact client views and contentment, resulting in perspectives that may direct future developments in the banking field.

### 1.2 Background

Every country's economy is fundamentally shaped by the finance sector, which facilitates important monetary transactions and promotes general prosperity. It is crucial to evaluate and understand consumer views of and contentment with banking products and services in an active and changing economic market. The “Bangalore Metropolitan Area”, a busy city renowned as an important economic and technical powerhouse in the Indian subcontinent, is the subject of this longitudinal research study. Studying the structure of client opinions and experience comes important in this region since it has a combination of (private and public) banks functioning there. By studying and contrasting customer encounters in both business sectors, the current research attempts to fill the space left in previous studies. The research project attempts to provide significant knowledge into the variables that affect client satisfaction within the inconsistent financial sector by considering aspects including service level, simplicity, responsiveness, online financial resources, and human connections.

### 1.3 Problem statement

The present cross-sectional investigation intends to examine and evaluate how customers in the Bangalore Metropolitan Area perceive the financial amenities provided through private as well as public banks.

The following significant problems that this research needs to resolve:

**Evaluation of Customer Experience:** The study will examine customer perceptions of service elements including effectiveness, dependability, adaptability, and understanding with emphasis on governments as well as private organizations.

**Client Satisfaction Phases:** The research project is to identify any discrepancies between the two industries and measure how satisfied consumers are with financial services, always within the metropolitan zone.

**Comparison Evaluation between Both Sectors:** To determine any differences in client opinion and experience and clarify the pros and cons of each industry, this study will compare private and public financial institutions.

**Regulation and Assistance Improvements:** The outcomes will give officials and executives at banks useful information about how to boost the quality of service, fix problems, and come up with plans to increase customer loyalty in the Bangalore Metropolis region. This could contribute to improved competitiveness and client-focused financing surroundings.

### 1.4 Aim and Objectives

The purpose of this research is to analyze and contrast how customers in Bangalore's metropolitan region consider and are content with the financial amenities provided by two “private” as well as “public” sector banks.

- To analyze the process that satisfied consumers with financial services throughout
- To examine the variables that affect how customers perceive the standard of their experience
- To compare financial institutions in the governmental and private industries, evaluation of the satisfied customers

- To give financial institutions information they may use to improve client service and cater their offers to customer needs.

### 1.5 Research question

- **RQ1:** How impressed are people in Bangalore Metropolitan Area regarding the financial offerings provided by both government and private finance companies?
- **RQ2:** What represent the principal factors that determine how consumers see the standard of customer satisfaction in the finance sector?
- **RQ3:** What are the significant variations in client approval scores among public and private financial institutions in the “Bangalore Metropolitan Area”?
- **RQ4:** What is significant information about customer interests and level of service could be obtained from the opinions of customers?

### 1.6 Rationale

Customer views and fulfilment with banking amenities are the focus of the research named “**Customer Perceptions and Satisfaction with banking services: a cross-sectional Study of Public and private sector banks in Bengaluru urban district**” which compares and contrasts those opinions and extents of contentment. Government and commercial banks compete in the financial industry, all having distinctive characteristics and techniques of functioning. In order better comprehend the dynamics of competition in the finance sector, this study intends to deliver perspectives on how consumers observe and assess the amenities provided by both of these industries. Since the finance sector moves toward a more user-centric model, it is critical to comprehend client views and engagement. This research may assist institutions discover their strengths as well as areas for development, assisting them to arrive at proactive choices that can enhance the standard of their services. Banking organizations may use the findings of the research to enhance their advertising strategies and services. Improved consumer impressions can result in improved reputation and revenue.

## 2. Literature review 1200

### 2.1 Introduction

According to the advancement of payments and the provision of a wide range of amenities to both consumers and companies, the financial sector contributes significantly to the financial system. Recognizing client opinions and choices is crucial for enhancing service excellence. Client happiness is a critical component of banks' performance. Regarding an emphasis on both (public and private) banks located in the “Bangalore Metropolitan Area”, the present review of the literature indicates to review of the body of research accessible on customer views and contentment with banking amenities.

### 2.2 Client Perspectives and Overall Satisfaction

Perceptions of clients are people's interpretations and evaluations of their encounters with banks, and they cover a range of factors including service quality, dependability, easy access, and

availability. Contrarily, client fulfilment measures how much these impressions satisfy or surpass consumer expectations. Harmony among these impressions and what prospective clients have led to satisfied customers. Consumer satisfaction is higher when impressions match or exceed intentions. Contrarily, when views and standards diverge, customers may become dissatisfied, which might result in bad publicity, decreased commitment, or even a move to another banking firm [18]. The result of beliefs and standards being in line is client fulfilment. Consumers are more probable to be content unless they believe that the banking institution frequently offers excellent assistance, immediately attends to their requirements, and exhibits an attachment to their financial health. Contrarily, discontent may occur when it appears that a mismatch between what clients anticipate and the goods consumers receive.

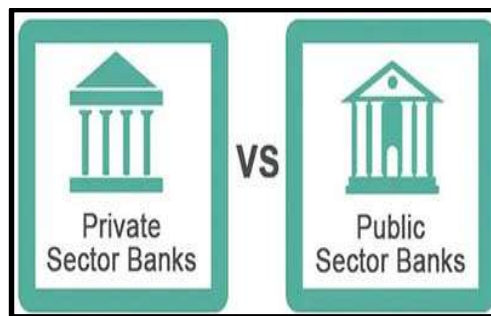


Figure 2.2.1: Private Sector vs Public Sector

### 2.3 Quality Excellence

A key factor in determining client impressions and experience is the level of service. The “SERVQUAL” method developed by the researchers focuses on the following five elements related to service quality, **material things, dependability, adaptability, confidence, and humanity**. This technique has been used in several research to evaluate and improve financial service standards. The finance company's capacity to regularly provide dependable amenities that are correct. This aspect takes into account things including the accurateness of transactions, a financial institution's capacity for staying on schedule, and the dependability of its Internet banking systems [13]. Emphasizes the employee’s members' readiness to respond quickly to client requirements and complaints. A favorable perception of availability is influenced by rapid replies to queries, effective handling of complaints, and individual attention. The staff members' skill, decorum, and reliability. Clients require to have confidence that the personnel is knowledgeable and competent to ensure their banking data is being dealt with safely.

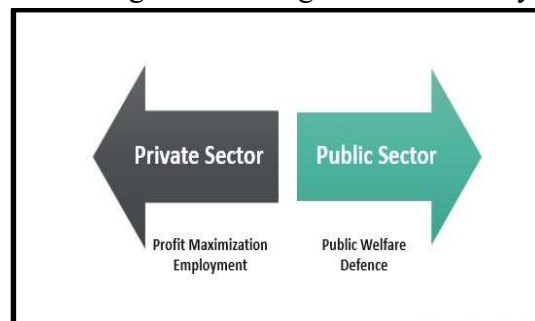


Figure 2.3.2: Private Sector vs Public Sector Traits

## 2.4 Client Satisfaction and Financial Institution Kinds

While a financial institution is open to the public or privately owned, its kind may have a big impact on how satisfied clients are. Public banking institutions may be known for their long waiting times and cumbersome procedures since they are frequently connected with oversight by the government. Contrarily, financial institutions in the private sector are frequently seen as being more creative, customer-focused, and effective in their assistance delivery. Clients of privately owned banks could benefit from modernized banking methods, faster responses, and additional individualized encounters [14]. Clients who use private organizations may be more satisfied as a result than those of publicly owned financial institutions. To determine opportunities for development and start initiatives aimed at enhancing the entire client experience, both industry sectors need to comprehend the complex nature of client opinions and contentment across various banking forms.

## 2.5 Linkage to Aim

The present research work named "**Customer Perceptions and Satisfaction with Banking Services: A Cross-Sectional Study of Public and Private Sector Banks in Bengaluru Urban District**" aims to evaluate and contrast how satisfied customers are using the financial amenities provided by both private and governmental banking fields in the "Bangalore Metropolis Area." The main goal of this research is to determine how clients view the general quality, straightforward usability, and general satisfaction of banking offerings offered by these two distinct industries. Researchers require to find possible advantages and flaws in the amenities provided by (private as well as public) banks by looking at consumer opinions and contentment. The assessment can offer insightful information on sectors that call for development or change, eventually leading to better customer service [9]. This research intends to offer practical guidance for financial institutions in both industries to improve their offerings, maximize client relationships, and possibly establish a competitive edge in the evolving finance sector that exists in Bangalore Urban Region by bringing insight into consumer opinions and Contentment with their financial services.

## 2.6 Literature gap

The research "**Customer Perceptions and Satisfaction with Banking Services A Cross-Sectional Study of Public and Private Sector Banks in Bengaluru Urban District**" focuses on a key component of the banking sector client perceptiveness and involvement. Even though this subject has garnered a lot of focus in the field of study, there remains a considerable gap that requires more research. Initially, the contrasting comparison between the two is sometimes constrained by the focus of current research, which frequently favours both the two sector organizations. While conducting extensive research regarding both industries within a specific region, specifically the "Bengaluru Urban Area", this research is aimed at bridging this knowledge gap [11]. A more detailed knowledge of how customer views and engagement vary across the two kinds of banks in a particular area is made possible by this targeted methodology.

Subsequently, prior research has typically ignored the subjective elements of consumer views in favour of statistical ways to measure customer happiness. A comprises of techniques that combine "quantitative polls" with "qualitative discussions or discussion in groups", the present research

seeks to fill this knowledge gap [10]. This technique allows for a more thorough investigation of the basic factors affecting consumer opinions and gratitude, offering a more comprehensive picture of the issue. Additionally, general characteristics impacting client fulfilment, such as professionalism and simplicity, are frequently the primary subject of the study that already exists. Despite this, given the financial sector's quickly changing environment, elements including electronic commerce, technical advancements, and individualized services have become more important.

## **2.7 Summary**

The outcomes of this investigation might provide information to financial institutions in both the (public and private) industries regarding how to improve the quality of their services. Furthermore, it can give politicians and authorities useful information about how well the present laws and rules governing banking are operating. The discoveries of this research will assist in encouraging a customer-centric strategy, improve overall financial services satisfaction, and eventually create a more solid and customer-driven financial services environment in “The Bengaluru”, India Metropolis Region as the finance sector evolves in response to evolving client needs and improvements in technology. In addition, this research has an opportunity to provide insight into the complex variables affecting customers' views of and approval of financial services, having both theoretical and operational implications. The results of this research provided fascinating new information on variations in client happiness across banks in the government and private industries [15]. Regarding their aggressive commitment to implementing contemporary technology, faster providing services, and improved customer satisfaction, business banks earned good reviews. On the contrary, it seemed that government-owned banks had made some improvements, particularly in areas such as productivity, computerization, and individual client service.

## **3. Methodology 1000**

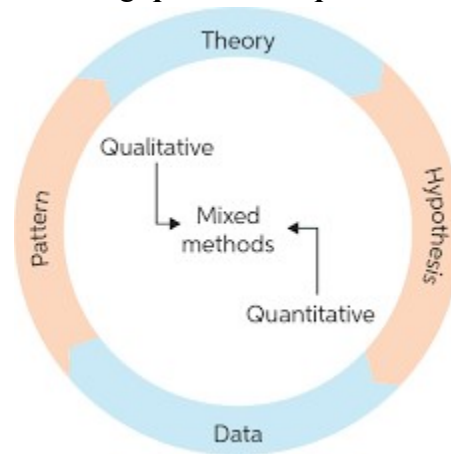
### **3.1 Introduction**

The methodology section comprises the considerations of deployed methods for research, data collection, and research strategy in this analytical paper. An extensive explanation of the way the research has been carried out for this significant purpose. Appropriate application of the methodologies allows for the acquisition of adequate results and insights into the conducted research. It justifies the validity and reliability of the research. As it is based on the SEM analysis of the private and public banking sectors, it involves appropriate data collection and approach of the research. Also, such research consists of the collection of unaltered data from different resources to perform the analysis. Therefore, proper consideration of the ethical measurements also has been structured to justify the collected data ethically. Integration of significant tools and advanced technologies also has been structured in this section to obtain a significant understanding of their uses. Proper measurement of such significant terms of research methodology has been evaluated with proper justification of the considerations.

### **3.2 Research approach**

The research approach of research is referred to as the collective plans and procedures integrated within research to obtain an adequate outcome as determined to be. It is responsible for deciding

the overall process of the research. Three different types of research approaches can be implemented within a research including **qualitative**, **quantitative**, and **mixed** research [1].

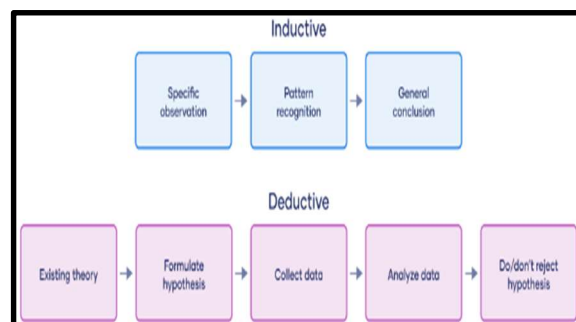


**Figure 3.2.1: Mixed Research Approach**

A **mixed research** approach has been integrated into this research to obtain both the numeric and categorical outcomes of the research. It combines both qualitative and quantitative research approaches to optimize different factors related to significant research. Evaluation of several relationships among different factors can be obtained by exploring diverse perspectives [2]. Thus, this research approach is appropriate for this customer satisfaction analysis in different banking sectors.

### 3.3 Research method

A research method is responsible for the optimization of the strategies, utilization of the techniques, the process of data collection, and evidence of the analysis relevant to the entire research. There are two basic types of research methods, **inductive** and **deductive** utilized for different purposes. Inductive research is involved in observing specific patterns and other factors to construct new theories based on the observations.



**Figure 3.3.1: Inductive and Deductive research method**

Whereas the deductive research method is responsible for the optimization of hypotheses and theories before starting the research by observing several aspects. This entire research is based on the **inductive** research process taught involves observing the patterns from the considered data of the banking sectors, which allows for the evaluation of the customer satisfaction factors [3]. Therefore, it can be stated that the indicative research method will provide an adequate outcome of the analysis that has been determined to evaluate.

### 3.4 Research Strategy

A systematic structuring of research with proper maintaining the scheduled operations is referred to as the research strategy. There are various types of research strategies including **qualitative**, **quantitative**, **descriptive**, **analytical**, **action**, **basic**, **interpretive**, **critical**, **predictive**, and **exploratory**. As the research is solely involved in the evaluation of customer satisfaction from banking data, it involves **analytical** and **descriptive** research strategies. This states that the entire research is significantly performed with the consideration of these two types of research strategies. The analytical strategy is responsible for evaluating the impact of the banking services and policies on customer satisfaction factors.



**Figure 3.4.1: Descriptive and analytical research strategy**

Whereas, the **descriptive** research strategy is responsible for the optimization of significant insights from the problems by analyzing the patterns of individuals and communities in a specific sector [4]. Thus the consideration of the research strategy is relevant to the research where the major aim is to optimize the perception and satisfaction of the customers of the banking sector. It involves the evaluation of the factors that state the nature and behaviour of the customers to the organization.

### 3.5 Data collection

The data collection process is referred to as the consideration of relevant data for the research. There are two basic data collection processes for research including the **secondary** and **primary**. A primary data collection process consists of polls, statistical methods, surveys, focus groups, and interviews. Whereas, secondary data collection is involved in the integration of financial records, sale records, government data, organizational data, and previously done research papers and literature.





**Figure 3.5.1: Secondary data collection**

This research involved in collection of **secondary** data from the banking sector to analyze the perception of the customers. The organizational data is responsible for providing adequate information about the bank with customer records and rate of involvement in the organization. A significant benefit of the secondary data is the economics where optimized factors can be measured to provide relevance to the research outcomes [5]. Such data collection-induced research is comprised of time and cost management, and significant considerations measured by the previous researchers.

### **3.6 Tools and Techniques**

Integration of proper tools and techniques is responsible for conducting the research adequately to satisfy the structured objectives for the research. The Python programming language has been integrated to obtain a significant outcome of the research by performing an appropriate analysis of the data. The basic technique to analyze customer satisfaction is based on the placed complaints by the consumers or repeating their involvement within the sector. The data is comprised of the records of customers' reviews referring to the significant bank that helps in analyzing the satisfaction rate and perception of the consumers. Thus the applied tools and techniques can be justified with the obtained result of the analysis.

### **3.7 Ethical consideration**

Such research is involved in the collection and analysis of customer records and reviews in a significant sector, which requires accurate and unaltered data. Therefore, proper data has been collected from legitimate resources to perform the entire analytical part of the research. Additionally, proper measurement of the anonymity, dignity, and confidentiality of the consumers has been measured [6]. No maleficence has been integrated into the research or the data that has been considered for the entire research process. The confidentiality of the organization and the consumers has been measured which effectively protects them from any data loss or other depletion of ethical terms.

## **4. Result and Discussion 1000**

### **Result**

Effective integration of review data of different banks of Bengaluru has been performed in the jupyter notebook platform to optimize the sentiment of the customers aiming at satisfaction optimization. The stars column is comprised of ratings up to 5 scores, review column is comprised of text data placed by the customers referring to the experiences of the respective banks. The other two columns are comprised of the details of the date and name of the bank. The sentiment analysis has been performed based on the review and stars column stored within the dataset.

```
data.isnull().sum()
Date          0
Stars         0
Reviews       0
BankName      0
dtype: int64
```

**Figure 4.1: Null Value check**

The prior step of obtaining error-free results includes a null value check with the function, “isnull().sum()”. The outcome states that there is no record of null values within the dataset.

```
data['Stars'].value_counts()
5    410
1     95
Name: Stars, dtype: int64
```

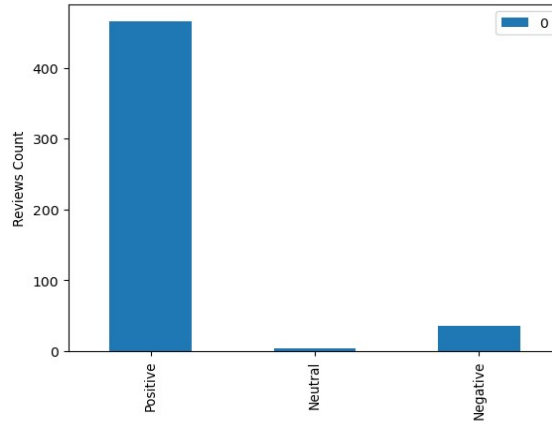
**Figure 4.2: Value counts of the column Stars**

The above figure is representing the count of the reviews of the customers placed according to the service obtained from the banks. It reflects that count of rating 5 is 410 and a rating of 1 is 95. The star value count states that most of the customers placed high ratings on the organizations.

```
reviews_count
0
-----
Positive  466
Neutral    4
Negative   35
```

**Figure 4.3: Review count**

The review count of the dataset reflects that there are 466 positive reviews, 4 neutral reviews, and 35 negative reviews as evaluated. The count has been performed after effective implementation of the data frames of positive, negative, and neutral reviews stored within the dataset. The sentiment review



**Figure 4.4: Review count Plot**

The plot has been obtained from the count of the reviews with three different types, positive, neutral, and negative. It reflects the highest record of positive reviews and the lowest review of neutral reviews.

```
# First 3 positive reviews
i=1
for review in positive_reviews[:3]:
    print(i)
    print(review['Review'])
    print('*****')
    i+=1
```

1  
Great job, SVC Co-operative! Each person was professional and helped us move through our refinance process smoothly. Thank you!  
\*\*\*\*\*

2  
Matthew Richardson is professional and helpful. He helped us find the correct product for our mortgage. Thank you very much for the excellent service, Matthew!  
\*\*\*\*\*

3  
We have been dealing with SVC Co-operative Bank Ltd from the beginning of what started out to be a very stressful time for us, but with the help from the entire SVC Co-operative team it was turned into a happy ending!! SVC Co-operative Bank Ltd went beyond the extra mile to not only right a wrong encountered from the servicer we were dealing on our previous loan, but they pulled together and found a viable option for us that ultimately saved us money. We are indebted and would highly recommend Brad Thomas and the SVC Co-operative Bank Ltd team for your mortgage needs. Sincerest thanks SVC Co-operative Bank Ltd!! Ed & LindRead Less  
\*\*\*\*\*

**Figure 4.5: First three positive reviews**

The above figure is representing the first three records of the positive reviews extracted from the structured data frame. A loop has been integrated to continue printing up to 3 records.

```
# First 3 negative reviews
i=1
for review in negative_reviews[:3]:
    print(i)
    print(review['Review'])
    print('*****')
    i+=1
```

1  
We had a past experience with SVC Co-operative and would without question use again and again if needed!! It went beyond the extra mile to not only right a wrong encountered from the servicer we were dealing on our previous loan, but they pulled together and found a viable option for us that ultimately saved us money. We would highly recommend the SVC Co-operative Bank Ltd team for your mortgage needs. Sincerest thanks!! Ed & Lind  
\*\*\*\*\*

2  
This was the worst experience ever. It was like they had never gone through the process before. I could not get a complete list of the documents required. Every other day it was a new request. The appraiser that they hired made so many mistakes I had to send in corrections and then during the underwriting process they had to go back and make more corrections. Myndum would continue to ask for copies of documents over and over again. There were many documents that I had to send 3 and 4 times because they "lost" them or was not filed correctly, we went through 4 different people through the process. I would NEVER use them. Awful experience!  
\*\*\*\*\*

3  
The closing process for a VA loan went smoothly. But the loan servicing by this so-called bank is a complete disaster. I set up our loan for automatic payments using their clunky website. Unlike other banks with which I do business, the NASB website is not intuitive and does not provide confirmation for your entries. For the first 10 months, payments were automatically debited fr

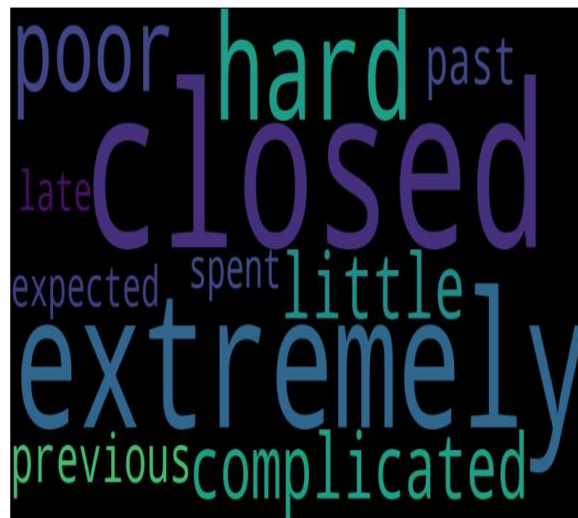
**Figure 4.6: First three negative reviews**

The above figure is representing the first three records of the negative reviews extracted from the structured data frame. A loop has been integrated and continued till three records get executed.



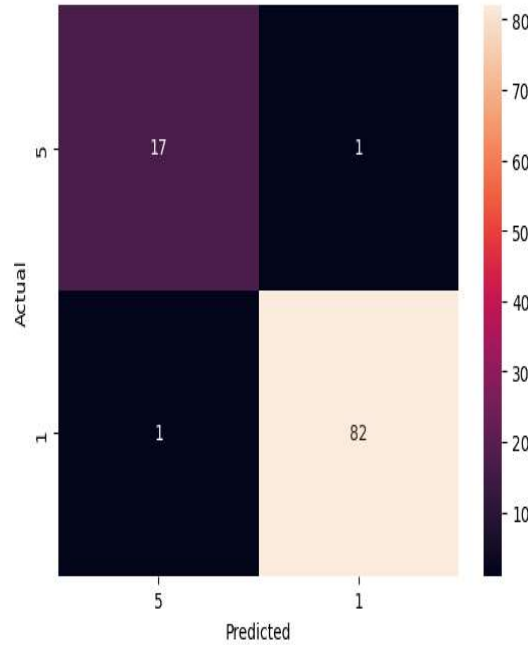
**Figure 4.7: Word Cloud of Positive Words**

The word cloud has been obtained based on the first 10 most used positive words from the review column of the dataset. Each of the words has been clearly visualized within the above figure.



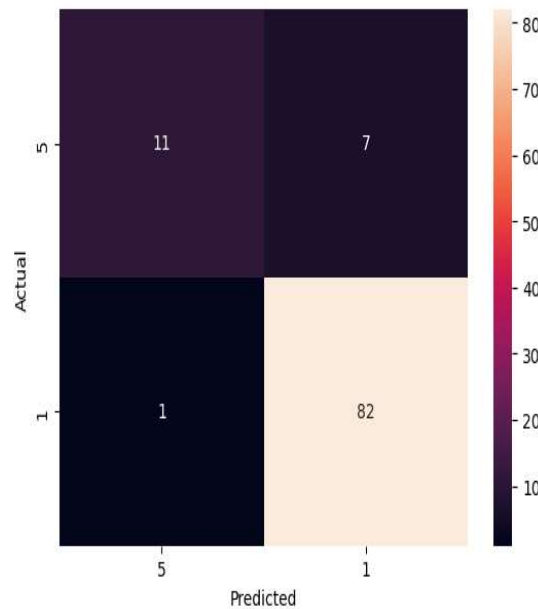
**Figure 4.8: Word Cloud of Negative Words**

This word cloud has been obtained from the overview of the first ten negative words that have been used most frequently within the review column of the dataset. Each of the words has been adequately constructed in the above figure.



**Figure 4.9: Confusion matrix of DTM**

The confusion matrix has been obtained from the tokenized data frame and naive byes model implementation on the DTM. Actual vs predict reading has been obtained from this figure with significant observation. The accuracy score of the model is 99% and the ROC score is 99%.



**Figure 4.10: Confusion matrix of TDM**

The confusion matrix of the TDM has been obtained from the naive Bayes model implementation. The accuracy score of the model is 93% and the ROC score is 99%.

the result reflects that the model DTM is most suited as it provides greater accuracy and ROC score of the model. Additionally, it has been observed that the positive records and 5 stars have the greatest records within the dataset.

## Discussion

In recent days the banking sector has changed its way of service providing advanced technologies and policies. This developed phenomenon also changed the way of customer satisfaction and perception of the evaluated alternate banking. The banking sectors are customer-oriented sectors that seek the positive response of the customers to lead their business in the competitive world. **Customer satisfaction** has become the most important factor that this business sector is considered. Thus, analysis of these factors is also necessary to obtain an effective understanding of the growth of the business structure. The transition of the banking culture from primitive to modern has changed the determinants and concept of customer satisfaction. That has been witnessed by the obtained outcomes from the performed analysis. Most of the important factors that satisfy the measurement of customer satisfaction include service quality, the behaviour of the **employees, customer services, customer relationship management, and prompt services** [7]. The analytical report has made an extensive measurement of the factors that affect this significant term in terms of business improvement. Analysis of the data from periodic surveys is the best way to analyze this customer satisfaction rates and changes with time.

Customer satisfaction also can be measured by obtaining the difference between the perception of the service obtained by the customer and the expectation of the service made by the customer. It is the easiest way of generalizing the satisfaction rate of the customers. It has been evaluated that the applied tools and techniques are best suited for the analysis. The integration of the Python programming language allows the utilization of the libraries to analyses the terms adequately. Also, the stored data adequately describes the perspectives of the customers and allows extraction of the trends and patterns of the satisfaction rate [8]. Some more advanced tools and technologies can be integrated into further development of the analysis. Consistency analysis is one of the major terms of the satisfaction analysis for the customers. The analytical results allow optimizing the customer needs and expectations regarding the service provided by the organization. Such measurements allow adequate optimization of the languages that support the satisfaction patterns. Positive and helpful environment construction towards the customers is referred to as a good customer satisfaction optimization strategy.

## 5. Conclusion

### 5.1 Critical Evaluation

The rigorousness and appropriateness of the study's methods are assessed as part of the critical assessment for the research project on "Customer Perceptions and Satisfaction with Banking Services" in the Bengaluru Urban Region. A thorough viewpoint is provided by the investigation's cross-section approach, which concentrates on institutions across the broader public and private industries [16]. However, the level of representation of the population and the possibility of bias ought to be carefully examined. The legitimacy of the study is ensured by examining the statistical approaches used to gauge consumer views and pleasure. Given the fluidity of client preferences, the study's effects on enhancing financial services are also important. To determine how important the research is in improving the level of excellence of banking amenities, a comprehensive assessment of the research's limits and benefits is helpful.

## 5.2 Summary of the Achievements

The study's main objective was to determine how customers in Bangalore Metropolitan the district, including banks from both the private and public industries, felt about their banking offerings. The study used the cross-sectional technique to examine how consumers viewed several aspects of financial services to identify distinctions between the two types of banks. The survey revealed important information on the level of client satisfaction as well as the advantages and disadvantages of the financial services sector [17]. The investigation provided a holistic picture of service quality and client satisfaction by assessing consumer views throughout these two areas, aiding in the improvement of financial products and services in the region.

## 5.3 Research recommendations

The study conducted in Bengaluru Metropolitan Area on "Customer Perceptions and Satisfaction with Banking Services" offers insightful information on the attitudes and happiness among consumers in banks in the private and public sectors. The study investigates the variables affecting consumer perceptions and levels of happiness using a cross-sectional method. The investigation is important for the finance industry since it identifies areas for development and possible approaches to improving customer service. It clarifies possible competitive benefits by contrasting the two industries. These insights may be used by participants, including legislators, managers at banks, and decision-makers, to help them make well-informed choices that better serve customers' requirements as a whole.

## 5.4 Future work

Future research on "Customer Perceptions and Satisfaction with Banking Services: A Cross-Sectional Study of Public and Private Sector Banks in Bengaluru Urban District" may involve several directions for investigation and development. Additional research should focus on discovering particular elements that affect consumer happiness, such as tailored products, excellent service, and online banking interactions [12]. Compared studies of banks in the governmental and private sectors might provide more in-depth knowledge of the variations influencing customer tastes. Investigating the effects of cutting-edge technology, such as AI-based cybersecurity or assistance for clients, may also be important. Future studies may help to improve customer relations and direct strategic choices for both industries in the constantly changing world of monetary services.

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