ABSTRACT
This study investigates customer satisfaction as the most important factor behind Behavioural Intentions of customers in banking sector. Various studies show that satisfaction plays an important role to establish loyal customer base. This study points out that satisfaction and loyalty relationship is critical for banking sector. The objective of this study is to examine the relationship between Behavioural Intention and Overall Satisfaction of the customers in Banking Sector. The study was conducted in Chennai district with a large and diverse population. Questionnaires were self-administered to customers of the banking sectors. The research has been carried out through primary research. Survey method has been used for primary research. Personal contact approach through questionnaire has been introduced to conduct the survey. A total of 600 customers were contacted. The advanced Software’s like AMOS (Analysis of Moment Structure) and SPSS 19 are used for analysis and interpretation of primary data. The findings reveal that Loyalty dimension is a main predictor of overall satisfaction in Banking Sector.

KEYWORDS: Behavioural Intention, Overall Satisfaction, AMOS, SEM.

REFERENCES


