

The Study of the Customer Satisfaction in the Banking Sector in Kolkata: A Quantitative Approach

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Abstract: *This study looks into the important aspects of customer satisfaction in Kolkata, India's banking sector. Kolkata, one of the nation's principal financial centres, has a competitive and diverse banking market, thus it is critical for banks to put client happiness first in order to stay ahead of the competition. The purpose of this study is to determine the major variables affecting customer satisfaction and the degree to which these variables affect the entire banking experience in Kolkata. Structured questionnaires were utilized to collect quantitative data from a broad sample of bank customers, and in-depth interviews with specific individuals were employed to provide qualitative insights. The results of the study were then subjected to theme analysis and statistical methods.*

Keywords: Customer Satisfaction, Customer Loyalty, Financial Sector in Kolkata, Financial Service

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