

A QUANTITATIVE STUDY ON MEASURING CUSTOMER SATISFACTION IN GREEK BANKING INDUSTRY

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ABSTRACT

The present paper deals with the level of banking customers' satisfaction in Greece and the determination of specific components that play an important role in improving it. Generally speaking, the performance of a company is closely related to its customers' contentment. Therefore, it is of great interest to investigate the influence of several financial or operational aspects of customers' service, such as waiting time in a queue, the amount of service charges or the adequacy of branch network. In the present work, we display several results of a statistical analysis based on data concerning the Greek banking industry. Demographics, descriptive statistics, hypothesis testing and inferential statistics are included, among others, in the outcomes and conclusions of the study.

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