

POST MERGER ANALYSIS OF CUSTOMER SATISFACTION AND LOYALTY - A STUDY ON RECENT MERGER OF ASSOCIATE BANKS OF SBI WITH ITSELF

REVIEW 3 - REPORT

Submitted by

**ADHITHYAN V
(2016201002)
MASTER OF BUSINESS ADMINISTRATION**



COLLEGE OF ENGINEERING, GUINDY

ANNA UNIVERSITY : CHENNAI 600 025

APRIL 2018

DATA COLLECTION

ANALYSIS

No of data

A total of **101** responses were obtained using Google forms and some of the data was collected in the bank premises in Chennai and Pollachi.

Demographics

Cronbach's alpha

| Item | Cronbach α |
|----------------------------------|-------------------|
| Psychological Contract Violation | 0.9 |
| Service Performance | 0.46 |
| Customer Satisfaction | 0.96 |
| Customer Loyalty | 0.94 |

Summary (Mean, sd, skewness, curtosis

INTERPRETAION

Hypothesis

- H0 - Psychological Contract Violation has negative influence customer satisfaction.
- H1 - Customer satisfaction has positive influence on customer loyalty.

Adjusted R2

IMPLICATION

CONCLUSION

FUTURE RESEARCH DIRECTIONS