

**The Comparative Study of Customer's Satisfaction in Western Union Money Transfer: With Special Reference to the People's Bank & Goby Agency in Vavuniya District**

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Western Union is a global leader in money transfer, with a history of pioneering service dating back more than 150 years. Western Union continues today to help consumers and businesses transfer money or make payments. Consumers can quickly and easily transfer money to more than 320, 000 Western Union Agent locations in over 200 countries and territories worldwide - the largest network of its kind. Western Union is an industry leader with an eye toward providing fast and reliable money and messaging services. One hundred and fifty questionnaires were issued to the Western union residential customers from Vavuniya district in a particular month in a systematic random sample method. Data were collected based on primary data as well as source of secondary data. Questionnaire structure based on the personal data and research data. . In the research process to analyze the collected data researcher uses the statistical package for social science (SPSS). Evaluation method measures the univariate analysis. Goby agency's customers come under the satisfactory level. Here, the total variables have a mean value of 4. 83 which is the aggregate value 9056. 25 (high satisfactory level) with standard deviation of 0. 263 the People's bank, we find that 58. 7% of the total customers falls under the low level of satisfaction, and 41. 3% come under the moderate level of satisfaction, here, the total variables have a mean value of 2. 3979 its aggregate value 4537. 5 (low satisfactory level) with standard deviation of 0. 4392. It implies all the people got dissatisfaction from the People's bank. They are in a low level of satisfaction.

**Keywords:** *Customer Satisfaction, Reliability, Quality of the Service, Promotion*