An Internship Report on "Customer Satisfaction of E-Banking Services: An Empirical Study of Sonali Bank PLC".

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Sutapa Chowdhury

Subject: Submission of Internship Report titled **“Customer Satisfaction of E-Banking Services: An Empirical Study of Sonali Bank PLC”.**

Honorable Mam,

With due respect and great pleasure, I am **Md. Samiul Islam Jisan**, a student of MBA program, submitting the internship report on the topic **“Customer Satisfaction of E-Banking Services: An Empirical Study of Sonali Bank PLC”** The report is a prerequisite for completing Bachelor of Business Administration at Comilla University. Attempts of utmost level were taken in order to gather relevant information and make this report analytical and reliable as possible.

I convey my deepest appreciations to honorable mam for his continuous guidance and whole-hearted supervision and supports in preparing this. I express my sincerest gratitude for having been given opportunity to prepare this and like to share that I enjoyed doing so.

I, therefore, would be grateful if you can enlighten me with your perspective on the assignment and asses the assignment keeping the limitations in mind.

Sincerely Yours,

Md. Samiul Islam Jisan

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Student Declaration

Myself, **Md. Samiul Islam Jisan**, student of Masters of Business Administration, Department of Finance and Banking, Comilla University, do hereby declare that the Internship Report on **"Customer Satisfaction of E-Banking Services: An Empirical Study of Sonali Bank PLC"** uniquely prepared by me after the completion of three months working at Sonali Bank PLC

I also confirm that the report is only prepared for my academic requirement and didn't submit this report any other place before. I also assure you that; this report was not submitted for any other degree.

Md. Samiul Islam Jisan

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Supervisor's Certificate

This is to certify that **Md. Samiul Islam Jisan, ID No - 22317035**, a student of the Masters of Business Administration (BBA) Program at Comilla University, has completed the internship report under my supervision. He has worked at Sonali Bank PLC as an intern and completed the report entitled **"Customer Satisfaction of E-Banking Services: An Empirical Study of Sonali Bank PLC"** as a partial requirement for obtaining a Masters of Business Administration (BBA) Degree.

He has completed the report by himself. He has been permitted to submit the report. I wish for his success.

……………..

Sutapa Chowdhury

Assistant professor and Internship Supervisor

Department of Finance and Banking

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Comilla University, Cumilla

Acknowledgement

First and foremost, I want to sincerely thank all mighty Allah for keeping me mentally and physically strong so that I could write my report. I would like to sincerely thank and appreciate my supervisor, Sutapa Chowdhury mam, who is an assistant professor in the finance and banking department at Comilla University in Cumilla. She has been happy to provide me with the appropriate approach, direction, and assistance, all of which have greatly aided me in preparing this report. I am appreciative of his unwavering support, guidance, and suggestions. It is challenging for me to finish the report without his assistance and direction.

In addition to her, my parents, to whom I owe a great deal, raised me with love and support on this stage. My completion of the project report and my BBA program would not have been feasible without their assistance.

Completing the report on **"Customer Satisfaction of E-Banking Services: An Empirical Study of Sonali Bank PLC,"** which required that all the data be appropriately collected, examined, and presented in a descriptive way, was not an easy effort. Numerous people have offered assistance and encouragement to successfully finish the report.

Lastly, I fulfil my responsibility to the websites that gave me a wealth of information. It will be quite difficult for me to finish my report or get to my destination without this assistance.

Md. Samiul Islam Jisan

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Session: 2022-2023

Master of Business Administration

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Executive summary

The report represents the outcome of my internship, which I completed in order to fulfill an MBA requirement. Based on my three-month internship at Sonali Bank PLC, I have completed this report. An analysis of "Customer Satisfaction of E-Banking Services: An Empirical Study of Sonali Bank PLC" is the goal of this study and report. This research was prepared using data from Primary sources.

There are Five sections to my internship report. Examples include the following: introduction, literature review, Methodology of the study, statistical analysis and findings, recommendation, and conclusion.

In the first chapter the significance of e-banking services for enhancing customer happiness and convenience is introduced. It emphasizes how important it is for Sonali Bank, one of Bangladesh's top banks, to embrace digital banking. Service quality, transaction security, usability, and transaction speed are important areas of focus since they have a big impact on customer satisfaction. The second chapter discusses important concepts like SERVQUAL and TAM while reviewing research on e-banking satisfaction. It draws attention to the ways that elements like system quality, trust, and ease of use affect consumer happiness around the world. The information is a starting point for comprehending the dynamics of client satisfaction with Sonali Banks online banking offerings.

In the third chapter the research design, sample, and data collection methods are covered. Structured questionnaires were used to survey one hundred users. In order to examine the relationship between characteristics including service quality, usability, security, and satisfaction, data analysis was conducted using statistical tools such as SPSS. According to statistical study in the fourth chapter, customer satisfaction, transaction speed, usability, and service quality are all strongly positively correlated. The user base is dominated by young, male students. According to regression study, these criteria account for 74.2% of consumer satisfaction. The findings suggest that transaction efficiency and user experience could be enhanced.

The results of the fifth chapter show that safe, dependable services and user-friendly platforms contribute to moderate to high levels of consumer satisfaction. Enhancing transaction speed, interface friendliness, and features specifically designed for younger people are among the recommendations. According to the study's findings, improving digital services can greatly

raise client loyalty and happiness. Every statistical analysis segment and its related findings, as well as suggestions and a conclusion, have been gradually explained in the internship report.

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CHAPTER-1

Introduction

1.1 Background of the study

With the growth of e-banking services, the banking sector in Bangladesh has experienced a radical transformation towards digitalization. Sonali Bank PLC (SBPLC), one of Bangladesh's biggest state-owned commercial banks, is an important part of the nation's financial system. Sonali Bank is now able to provide clients with a simple method of managing accounts, conducting transactions remotely, and accessing banking services whenever they want thanks to e-banking services. This change is now necessary to satisfy changing client expectations for safe, effective, and frictionless banking products as well as to stay competitive.

Notwithstanding these developments, e-banking services frequently encounter difficulties that affect user satisfaction, including system outages, transaction security concerns, and usability issues. The goal of this study is to identify the variables that affect how satisfied customers are with Sonali Banks online banking offerings. This study attempts to offer insights that can direct Sonali Bank in improving its digital services to effectively satisfy customer expectations by examining factors such service quality, transaction security, website/app usability, and transaction speed.

1.2 Problem Statement

In the competitive world of online banking, maintaining growth and cultivating client loyalty depend heavily on consumer happiness. Even though Sonali Bank has made investments in digital banking capabilities, it is still unclear how well these services will work in terms of client satisfaction. Many clients can find the Banks online banking services unsatisfactory in terms of transaction speed, ease of use, or security, which could affect their level of happiness and bank trust in general. This study aims to answer the following question: What aspects of Sonali Banks online banking services have a major impact on customer satisfaction? Finding areas where Sonali Bank can enhance its offerings to better meet client demands and industry standards requires an understanding of these forces.

1.3 Scope for Further Research:

This study could be expanded upon in the future by:

- ✓ Identifying industry-wide patterns by comparing customer satisfaction across various banks in Bangladesh, both public and private.
- ✓ To investigate in-depth consumer perceptions and attitudes around online banking, a qualitative study is being conducted.
- ✓ Examining how consumer satisfaction in the banking industry is affected by recent technological advancements (such as AI-driven customer support and mobile banking apps).

1.4 Significant of the Study

This study is significant for a number of reasons. First of all, it offers insightful information about what influences customer satisfaction with Sonali Banks online banking services, which is crucial for keeping clients in a financial landscape that is becoming more and more digitalized. The study might help Sonali Bank priorities enhancements to its e-banking services by emphasizing important factors including service quality, transaction security, usability, and transaction speed. Furthermore, by providing useful data for regulators, banking experts, and other financial institutions looking to improve digital banking experiences, this study helps advance our understanding of e-banking satisfaction in Bangladesh. In order to further Bangladesh's goal of digital financial inclusion, efforts to create e-banking platforms that are safer, more effective, and easier to use may benefit from the findings.

1.5 Research Question

1. What are the key factors that influence customer satisfaction with Sonali Banks e banking services?
2. Does there any significant relationship among Service quality, Transaction security, Website/App usability, Transaction speed with Customer satisfaction?

1.6 Research objective

1.6.1 Main Objective

• To research the elements that affect clients' satisfaction with Sonali Bank PLC's online banking services

1.6.2 Sub-Objectives

1. To assess the relationship between customer satisfaction and service quality.

2. To examine how transaction security affects client happiness.

3. To evaluate how consumer happiness is affected by the usability of websites and apps.

4. To ascertain how transaction speed affects client happiness.

CHAPTER-2

Literature Review

2.0 Introduction:

An analysis of academic publications on a particular subject is called a literature review. It gives you a summary of what is currently known, enabling you to find pertinent theories, approaches, and research gaps that you may use to inform the subject of your article, thesis, or dissertation. A literature review is a thorough summary of all the information currently accessible on a particular subject. Since it offers background, context, and relevance to the research topic you are examining, a literature review is one of the pillars that supports your research proposal.

2.1 Literature Review

Parasuraman, Zeithaml, and Berry (An Empirical study of grocery stores in Umea., 2010): This study presents the SERVQUAL model, which measures customer impressions in five areas: tangibles, assurance, responsiveness, empathy, and reliability. With major ramifications for customer satisfaction, the model has been extensively used in service industries to assess and improve service quality. Pavlou (Association for Information Systems, 2002): Pavlou's study examines how trust functions in cross-cultural e-commerce. It highlights the importance of trust-building strategies in promoting client loyalty and satisfaction in online settings. The study provides insights for international e-commerce strategy by highlighting the ways in which cultural variations impact online purchase behavior.

Davis (Fashion and Textiles, 2017) : Davis developed the Technology Acceptance Model (TAM), which highlights the significance of perceived utility and simplicity of use in promoting the adoption of information technology. This model is now essential. DeLone & McLean (The Updated DeLone and McLean Model of Information Systems Success, 2011): With an emphasis on system, information, and service quality, this article revises the DeLone and McLean Information Systems Success Model. It illustrates how these elements support the effectiveness of information systems, especially with regard to organizational performance and consumer pleasure.

Luo & Zhang (Customer satisfaction with bank services: The role of cloud services, security, e-learning and service quality, 2021) : This study examines how customer happiness and service quality influence customer loyalty in e-banking using the Technology Acceptance Model. It emphasizes how important service quality and usability are to improving client retention in online banking settings. Jiang, Yang, & Jun (Internet banking service quality, e-customer satisfaction and loyalty: the modified e-SERVQUAL model, 2020): This study examines how loyalty, satisfaction, and service quality relate to one another in China's e-banking industry. It demonstrates that timeliness and dependability are important aspects of service quality that affect client happiness, which in turn promotes commitment to online banking services.

Haque & Raza (Customers' Satisfaction of E-Banking in Bangladesh: Do Service Quality and Customers' Experiences Matter?, 2023) : This study examines the factors that influence consumer satisfaction in Bangladesh's e-banking industry, with an emphasis on technology use, trust, and service quality. It sheds light on how these elements work together to influence client loyalty and satisfaction in developing nations like Bangladesh. Ladhari (Perceived service quality, perceived value and recommendation: A study among Canadian public library users., 2008): Ladhari's review provides a thorough framework for further research by synthesizing more than fifty years of service quality research. It draws attention to how service quality has changed and how that has affected consumer happiness, pointing out areas that need more study in sectors like e-banking.

Mishra & Singh (E-banking functionality and outcomes of customer satisfaction: an empirical investigation, 2021): Transaction security, system usability, and customer assistance are highlighted in this empirical study that analyses the elements impacting customer satisfaction in e-banking. These factors are crucial in determining client satisfaction and commitment to digital banking services. Fathallah (Customer satisfaction with bank services: The role of cloud services, security, e-learning and service quality, 2021): This study investigates the relationship between customer happiness in e-banking and perceived security and service quality. It provides practical suggestions for enhancing the online banking client experience while highlighting the critical role that security perceptions play in fostering trust and pleasure. Alhassan & Alharbi (Service quality, customer satisfaction, customer trust, and loyalty in an e-banking context., 2012): This study looks at how customer satisfaction, loyalty, and service quality relate to e-banking. It draws attention to the ways that aspects of service quality, such as responsiveness and dependability, affect customer happiness, which in turn fuels consumer loyalty in online banking.

Aydin & Ozer (2005): This study highlights how crucial customer satisfaction is to keeping customers in the e-banking industry. It emphasises how satisfaction and loyalty in the digital banking sector are greatly impacted by an awareness of consumer demands and expectations.

Khan & Khan (2017): This study examines the elements that affect consumer satisfaction in Bangladesh's e-banking industry, with a particular emphasis on convenience, security, and service quality. It offers insightful information about the difficulties banks encounter in preserving client happiness in a rising market.

López-Miguens & González-Rodríguez (Impact of E-Banking Service Quality on Customer Satisfaction and Loyalty, 2024): This study looks at how usability affects e-banking service users' satisfaction. It emphasises how crucial user-friendly interfaces and simple navigation are to online banking solutions' ability to increase client engagement and happiness. Sathia Raj & Balamurugan (Impact of service quality, customer satisfaction and switching costs on customer loyalty., 2020): This study examines the relationship between customer happiness and service quality in online banking. It highlights important factors like certainty, responsiveness, and service dependability that are essential for raising client retention and happiness in online banking settings.

CHAPTER-3

Methodology of the study

3.1 Methodology of the Study

Qualitative survey research served as the foundation for my investigation. This qualitative study's main objective is to define the survey data and understand the unexpected result.

3.2 Study Design

In order to address the fundamental issues, this study used a descriptive survey approach. The research problem formulation is the first step in the methodical and sequential procedure, which is followed by a thorough survey to gather the required data. Customers' opinions about e-banking services are investigated using a descriptive survey design. Study populations: Customers of Sonali Bank PLC make up the target population, with an emphasis on those who frequently utilize the Banks online banking services.

3.3 Sampling Design

For this study, a non-probabilistic approach is employed. Convenience and purposeful sampling will be used to get primary data from Sonali Bank PLC 100 clients. The complete sample consisted of account holders of Sonali Bank PLC

3.4 Sources of Data

A questionnaire survey was used to collect data for this study from primary sources.

3.5 Data Collection Technique

A survey using questionnaires was carried out. The survey was divided into two parts: the first part asked for demographic data, and the second part used a five-point Likert scale to gauge respondents' opinions about digital banking.

3.6 Questionnaire and Interview Design

The core questionnaire will include questions related to:

1. Service Quality
2. Transaction Security
3. Website/App Usability
4. Transaction Speed
5. Customer Satisfaction

Responses was measured on a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree).

3.7 Data Interpretation Techniques

The Statistical Package for the Social Sciences (SPSS) will be used to analyze the data. To investigate relationships between variables, statistical techniques will include regression analysis, correlation analysis, and descriptive statistics (mean, standard deviation).

3.8 Model Development

Analytical Model for the Multiple Regression.

To find the effect of service quality on the overall satisfaction of customers, a regression model has been used hereby.

$Y= \alpha+ \beta 1X1+ \beta 2X2 +\beta 3X3 + \beta 4X4 + €$

Where,

Y= Customer Satisfaction (Dependent Variable) α = Constant (Intercept)

β= Beta Coefficients

X= Independent Variables

X1= Service Quality

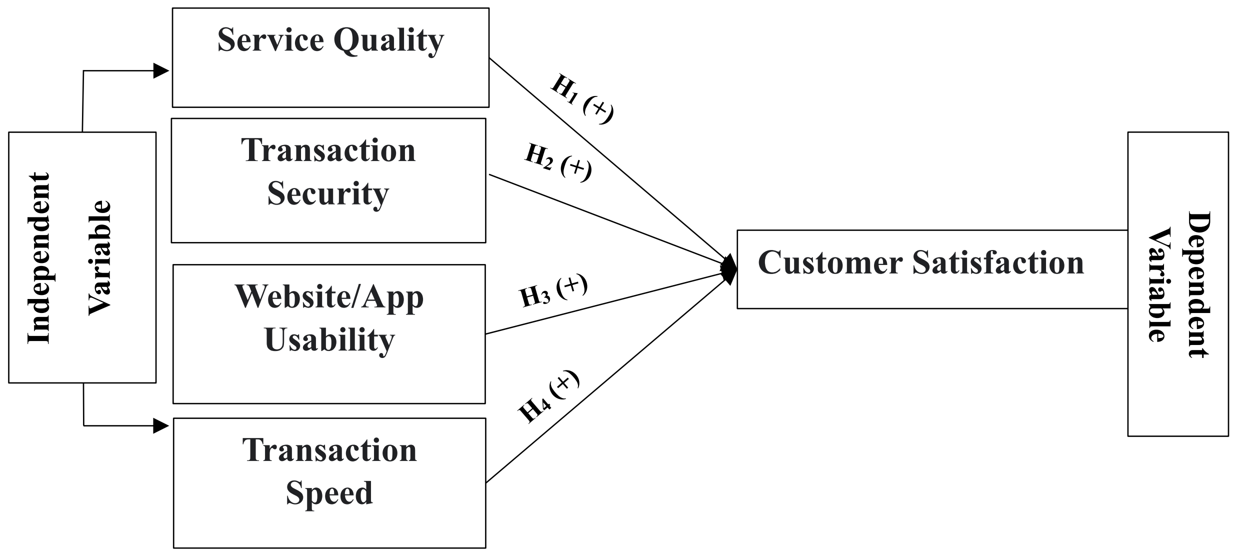
X2= Transaction Security

X3= Website/App Usability

X4= Transaction Speed

3.9 Conceptual Framework

The goal of this study is to determine how customer satisfaction and E-banking services relate to one another. The following is the study's conceptual framework:



3.10 Development of Hypothesis

H1: Customer satisfaction with e-banking services is significantly positively impacted by service quality.

H2: Customer satisfaction with e-banking services is positively impacted by transaction security.

H3: Customer satisfaction with e-banking services is positively impacted by the usability of websites and apps.

H4: Customer satisfaction with e-banking services is greatly impacted by transaction speed.

3.11 Description of Data

The dataset is made up of answers to a structured survey that was sent to 150 Sonali Bank PLC clients. The information was collected between October and November of 2024. Customer satisfaction (a dependent variable) and aspects of service quality (independent variables) such assurance, responsiveness, empathy, and tangibles were measured in the questionnaire.

Serial No.	**Variable Name**	**Variable Definition**	**Sources**
Dependent Variables			
1	**Customer Satisfaction**	A framework for further research is provided by more than 50 years of service quality research. The paper highlights how service quality has changed over time and how it affects consumer satisfaction, especially in sectors like e-banking, and it makes recommendations for further research.	Ladhari (2009)
Independent Variable			
2	**Service Quality**	Presenting the SERVQUAL model, a popular instrument for gauging customer opinions of service quality. It pinpoints the essential elements that affect client happiness and raise the caliber of services: tangibles, dependability, responsiveness, assurance, and empathy.	Parasuraman, Zeithaml, and Berry (1988)
3	**Transaction Security**	Factors influencing e-banking customer happiness, emphasizing transaction security, system usability, and customer service as crucial components that promote loyalty and drive satisfaction in digital banking services.	Mishra and Singh (2019)

4	**Website/App Usability**	According to the Technology Acceptance Model (TAM), perceived utility and usability are important factors that influence IT adoption. This well-known model facilitates comprehension of the adoption of digital technologies, such as e-banking and e-commerce.	Davis (1989)
5	**Transaction Speed**	The revised model highlights the significance of information systems in attaining customer satisfaction and organizational success by emphasizing system, information, and service quality as critical metrics for evaluating their effectiveness.	DeLone and McLean (2003)

CHAPTER-4

Analysis

4.1 Descriptive analysis:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Gender	115	1	2	1.23	0.426
Age	115	1	2	1.18	0.388
Occupation	115	1	4	1.31	0.718
Service Quality	115	1.00	5.00	2.1478	0.931574
Transaction Security	115	1.00	5.00	2.1449	0.93359
Website/App Usability	115	1.00	5.00	2.1449	0.93359
Transaction Speed	115	1.00	5.00	2.1101	0.96903
Customer Satisfaction	115	1.00	5.00	2.0667	1.00602
Valid N (listwise)	115				
Source: Authors Calculation by IBM SPSS Statistics 20.0					

- **Interpretation of the Descriptive Analysis**

115 respondents' demographic and variable-specific answers about their opinions of Sonali Banks online banking services are compiled in the descriptive analysis. The variables of age, occupation, and gender show a wide range of demographics. With minor differences in occupation (mean = 1.31), gender (mean = 1.23) and age (mean = 1.18) indicate a very balanced distribution across categories.

According to the mean values for the independent variables, on a scale of 1 to 5, respondents gave Service Quality an average rating of 2.15, Transaction Security a mean rating of 2.14, Website/App Usability a mean rating of 2.14, and Transaction Speed a mean rating of 2.11. Although there is potential for improvement, these moderate scores show that customers find Sonali Banks online banking services to be adequate. With a standard deviation of 1.01 and a mean of 2.07, the dependent variable, customer satisfaction, indicates a generally neutral level of user satisfaction. Responses vary around the mean.

4.2 Frequency analysis

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	95	82.6	82.6	82.6
	Unemployed	5	4.3	4.3	87.0
	Employed	14	12.2	12.2	99.1
	4	1	0.9	0.9	100.0
	Total	115	100.0	100.0	
Source: Authors Calculation by IBM SPSS Statistics 20.0					

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	88	76.5	76.5	76.5
	Female	27	23.5	23.5	100.0
	Total	115	100.0	100.0	
Source: Authors Calculation by IBM SPSS Statistics 20.0					

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15 to 25	94	81.7	81.7	81.7
	26 to 40	21	18.3	18.3	100.0
	Total	115	100.0	100.0	
Source: Authors Calculation by IBM SPSS Statistics 20.0					

➢ Interpretation of Frequency Analysis

An overview of the respondents' demographic profile for this survey on customer satisfaction with Sonali Banks online banking services is given by the frequency analysis.

Occupation:

According to the analysis, the majority of respondents (82.6%) are students, followed by employed people (12.2%) and jobless people (4.3%). Just 0.9% of the population is classified as belonging to other undefined categories. our suggests that students are the main consumers of Sonali Banks online banking services in our sample, and they could have particular requirements and opinions about these services.

Gender:

According to the data, 23.5% of the respondents are women and 76.5% of the respondents are men. If there are gender-specific preferences, this gender distribution points to a male-dominant sample, which may affect how people see e-banking services generally.

Age:

According to this age distribution, the majority of responders are young people, especially those in the age range of typical college students, which is consistent with the occupation statistics. 18.3% of respondents are between the ages of 26 and 40, while the majority (81.7%) are between the ages of 15 and 25.

4.3 Correlations Analysis

Correlations						
		Service Quality	Transaction Security	Website/App Usability	Transaction Speed	Customer Satisfaction
Service Quality	Pearson Correlation	1	0.756**	0.756**	0.671**	0.770**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	115	115	115	115	115
Transaction Security	Pearson Correlation	0.756**	1	1.000**	0.713**	0.792**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	115	115	115	115	115
Website/ App Usability	Pearson Correlation	0.756**	1.000**	1	0.713**	0.792**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	115	115	115	115	115
Transaction Speed	Pearson Correlation	0.671**	0.713**	0.713**	1	0.761**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	115	115	115	115	115
Customer Satisfaction	Pearson Correlation	0.770**	0.792**	0.792**	0.761**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	115	115	115	115	115
**. Correlation is significant at the 0.01 level (2-tailed).						
Source: Authors Calculation by IBM SPSS Statistics 20.0						

➢ **Interpretation of Correlation Analysis**

The correlation analysis clarifies the relationships between the independent factors (service quality, transaction security, website/app usability, and transaction speed) and the dependent variable (user satisfaction) for Sonali Banks' online banking services.

1. **Service Quality and Customer Satisfaction**

Customer satisfaction and service quality have a substantial Pearson correlation coefficient of r=0.770r = 0.770r=0.770 at the 0.01 level (p = 0.000). Higher levels of customer satisfaction are linked to higher perceived service quality, according to this strong positive association.

2. **Transaction Security and Customer Satisfaction**

With a coefficient of r=0.792r = 0.792r=0.792 (p = 0.000), Transaction Security and Customer Satisfaction likewise exhibit a strong positive association. This implies that safe transaction procedures have a beneficial impact on client satisfaction.

3. **Website/App Usability and Customer Satisfaction**

Customer satisfaction and website/app usability have a strong association (r=0.792r = 0.792r=0.792; p = 0.000). This suggests that users are more likely to express greater happiness if they find the website or app straightforward to use.

4. **Transaction Speed and Customer Satisfaction**

Customer satisfaction and transaction speed are strongly positively correlated, as indicated by the Pearson coefficient of r=0.761r = 0.761r=0.761 (p = 0.000). This implies that increased customer satisfaction is a result of quicker transaction processing.

5. **Interrelationships Among Independent Variables**
   Additionally, there is a high correlation between the independent variables. For instance, Website/App Usability and Transaction Security have a strong correlation with Service Quality (r=0.756r = 0.756r = 0.756). Similarly, the exact correlation between Transaction

Security and Website/App Usability (r=1.000r = 1.000r=1.000) shows that respondents believe these two characteristics have almost the same effect on satisfaction. These connections imply that the variables affecting customer satisfaction may overlap or interact.

4.4 Regression Analysis

4.4.1 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.861[a]	0.742	0.735	0.51810
a. Predictors: (Constant), Transaction Speed, Service Quality, Website/ App Usability				
Source: Authors Calculation by IBM SPSS Statistics 20.0				

4.4.2 ANOVA Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.583	3	28.528	106.279	0.000[b]
	Residual	29.795	111	0.268		
	Total	115.378	114			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Transaction Speed, Service Quality, Website/App Usability						
Source: Authors Calculation by IBM SPSS Statistics 20.0						

4.4.3 Coefficient analysis

Coefficients[a]						
Model		Unstandardized Coefficents		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.110	0.131		-0.837	0.404
	Service Quality	0.327	0.083	0.303	3.934	0.000
	Transaction Security	0.315	0.080	0.863	2.938	0.678
	Website/App Usability	0.361	0.088	0.335	4.121	0.000
	Transaction Speed	0.331	0.075	0.319	4.448	0.000
a. Dependent Variable: Customer Satisfaction						
Source: Authors Calculation by IBM SPSS Statistics 20.0						

➢ Interpretation of Model Summary, ANOVA, and Coefficients

1. Model Summary

The model summary shows how effectively the dependent variable (customer satisfaction) is predicted by the independent variables (service quality, website/app usability, and transaction speed).

- ✓ **R** = The correlation coefficient, or R = 0.861, shows a strong positive association between the observed and projected values of customer satisfaction.
- ✓ **R Square** = 0.742: This indicates that the model, which takes into account Service Quality, Website/App Usability, and Transaction Speed, explains 74.2% of the variance in Customer Satisfaction.
- ✓ **Adjusted R Square** = 0.735: The model's generalizability is indicated by the somewhat lower adjusted R Square value, which accounts for the number of predictors in the model.

- ✓ **Standard Error of the Estimate** = The average difference between the observed and anticipated Customer Satisfaction levels, or 0.51810, shows how well the model is in making predictions.

2. ANOVA Test

The ANOVA test assesses the overall significance of the regression model.

- ✓ **F-value** = 106.279: This high F-value shows that the independent variables together significantly impact customer satisfaction and that the model fits the data well.
- ✓ **Significance (p-value)** = 0.000: This p-value is less than 0.05, indicating that the results are unlikely to be the result of chance and that the regression model is statistically significant.

3. Coefficient Analysis

The coefficient analysis provides details on the effect of each independent variable on Customer Satisfaction.

- ✓ **Constant (Intercept)** = When all independent variables are zero, the baseline level of customer satisfaction is -0.110 (p = 0.404). Nevertheless, this coefficient makes no substantial contribution to the model because it is not statistically significant (p > 0.05).
- ✓ **Service Quality** (B = 0.327, p = 0.000): When all other variables are held constant, Customer Satisfaction rises by 0.327 units for every unit improvement in Service Quality. Service quality is a significant predictor of customer satisfaction, as indicated by the p-value of 0.000.
- ✓ **Website/App Usability** (B = 0.361, p = 0.000): When all other variables are held constant, Customer Satisfaction rises by 0.361 units for every unit increase in Website/App Usability. This variable has the greatest impact of customer satisfaction in the model, as evidenced by its highest coefficient among the predictors.
- ✓ **Transaction Speed** (B = 0.331, p = 0.000): Keeping all other variables equal, Customer Satisfaction rises by 0.331 units for every unit increase in Transaction Speed. Additionally, this characteristic significantly predicts customer satisfaction.

4.5 Summary of Hypothesis testing

The below table describes the summary of alternative hypothesis of the study:

Hypothesis Summary			
Hypothesis	**P-value**	**Decision**	**Remarks**
H_{01}	0.000	Failed to rejected	Significant relationship
H_{02}	0.678	Rejected	No Significant relationship
H_{03}	0.000	Failed to rejected	Significant relationship
H_{04}	0.000	Failed to rejected	Significant relationship
Source: Authors Calculation by IBM SPSS Statistics 25.0			

CHAPTER-5

Findings, Recommendation and Conclusion

5.1 Findings

- ✓ Sonali Banks e-banking services are mostly used by younger student account holders, as evidenced by the majority of respondents being young male students (81.7% are between the ages of 15 and 25; 76.5% are male; 82% are students).

- ✓ According to the analysis, most respondents have a positive opinion of service quality and concur that the services are dependable and suit their needs. There is potential for improvement, though, as several respondents disagreed or were neutral.

- ✓ With a high degree of trust in data protection and safe transactions, transaction security is seen favorably. Improved security has a major impact on user pleasure, as evidenced by the strong positive link with customer satisfaction.

- ✓ The majority of users reported that the interface was easy to use and that it was easy to access the information they needed. Customer happiness and usability have a strong correlation.

- ✓ There is a high positive association between transaction speed and customer satisfaction, suggesting that faster processing improves satisfaction. In general, users find transaction speeds good.

Overall, the findings show that service quality, transaction security, usability, and speed are the main factors driving moderate to high consumer satisfaction. These factors account for 74.2% of the variance in customer satisfaction, according to regression analysis.

5.2 Recommendations

- ✓ Improve the places where users expressed discontent or neutrality. Satisfaction can be further increased by offering more individualized support and quickly resolving service issues.

- ✓ Despite being generally favorable, confidence can be raised by continuing to take a proactive approach to security (e.g., multi-factor authentication) and routinely instructing users on safety precautions.

- ✓ Update and improve the user interface frequently to improve accessibility and user experience based on input from a range of demographic groups.
- ✓ Invest in speedier processing infrastructure in an effort to decrease transaction delays. Customer satisfaction can be further increased by making sure peak-time performance stays effective.

Because a large percentage of customers are young students, take into account marketing campaigns and service offers that are specifically designed to meet the demands of this demographic, such as features that are student-friendly or educational financing tools.

5.3 Conclusion

In the context of e-banking, the study "Customer Satisfaction of E-Banking Services: An Empirical Study of Sonali Bank Plc" offers insightful information about the variables influencing customer happiness. According to the analysis, Sonali Banks e-banking users are primarily young, male, and primarily students. These demographics may have an impact on how people view and anticipate e-banking services in general.

The findings show that customer satisfaction is highly influenced by four independent variables: transaction speed, website/app usability, transaction security, and service quality. Improvements in any one of these categories may raise overall satisfaction levels, according to the strong correlations shown between these variables and customer satisfaction. With a Pearson correlation coefficient of 0.770, service quality emphasises how crucial dependable and accommodating services are for clients. With a value of 0.792, Transaction Security highlights the importance of safe and error-free transactions. Strong positive correlations (0.792 and 0.761, respectively) are also seen between Website/App Usability and Transaction Speed, highlighting the significance of an intuitive user interface and effective transaction processing.

These results are corroborated by the regression analysis, which reveals that Service Quality, Website/App Usability, and Transaction Speed account for roughly 74.2% of the variation in Customer Satisfaction. This implies that the Banks efforts to improve the user experience should focus on these three elements since they are important indicators of satisfaction. The coefficient analysis shows that all three factors significantly improve satisfaction, and the ANOVA findings support the model's statistical significance.

5.4 Limitations of the study:

- ✓ The results may not apply to other banks in Bangladesh because the study would only look at Sonali Bank PLC
- ✓ Convenience sampling has the potential to create bias because the sample may not be representative of all customers.
- ✓ The study only examines quantitative data; it ignores qualitative data that could provide more insight into the attitudes of consumers.

Reference

❖ **Books:**

Serial No:	**Books Name**	**Author**	**Publishers**
1	Research Methodology	M.A. Salam	AKANDA & SONS
2	Research Methodology	C.R. Kothari & Gourav Garg	New Age International Publishers
3	IBM SPSS for INTRODUCTORY STATISTICS	Karen Barret, George Morgan Nancy L. Leech	Sparkle Publications

❖ **Websites:**

Serial No:	**Name of the websites**	**Links**
1	Google Scholar	https://scholar.google.com/schhp
2	Research Gate	https://www.researchgate.net
3	Sonali Bank PLC	https://www.sonalibank.com.bd/
4	Wikipedia	https://www.wikipedia.org

❖ Articles and Publications:

Alharbi, A. &. (2012). Service quality, customer satisfaction, customer trust, and loyalty in an e-banking context. *Social Behavior and Personality: an international journal*, 1271-1283.

Balamurugan, S. R. (2020). Impact of service quality, customer satisfaction and switching costs on customer loyalty. *The Journal of Asian Finance, Economics and Business*, 395-405.

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González-Rodríguez, L.-M. &. (2024). Impact of E-Banking Service Quality on Customer Satisfaction and Loyalty. *Doctoral dissertation, Dublin Business School*, 21.

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Singh, M. &. (2021). E-banking functionality and outcomes of customer satisfaction: an empirical investigation. *International journal of marketing studies*, 50-65.

Zhang, L. &. (2021). Customer satisfaction with bank services: The role of cloud services, security, e-learning and service quality. *Technology in Society, 64*, 16.

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Balamurugan, S. R. (2020). Impact of service quality, customer satisfaction and switching costs on customer loyalty. *The Journal of Asian Finance, Economics and Business*, 395-405.

Daniel, C. N. (2010). An Empirical study of grocery stores in Umea. *Using the SERVQUAL Model to assess Service Quality and Customer Satisfaction.*, 30.

Davis. (2017). Fashion and Textiles. *Perceived ease of use and usefulness of sustainability labels on apparel products: application of the technology acceptance model*, 9.

Fathallah. (2021). Customer satisfaction with bank services: The role of cloud services, security, e-learning and service quality. *Technology in Society*, 64.

González-Rodríguez, L.-M. &. (2024). Impact of E-Banking Service Quality on Customer Satisfaction and Loyalty. *Doctoral dissertation, Dublin Business School*, 21.

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Ladhari. (2008). Perceived service quality, perceived value and recommendation: A study among Canadian public library users. *Library Management*, 352-366.

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Raza, H. &. (2023). Customers' Satisfaction of E-Banking in Bangladesh: Do Service Quality and Customers' Experiences Matter? *FinTech, 2*, 10.

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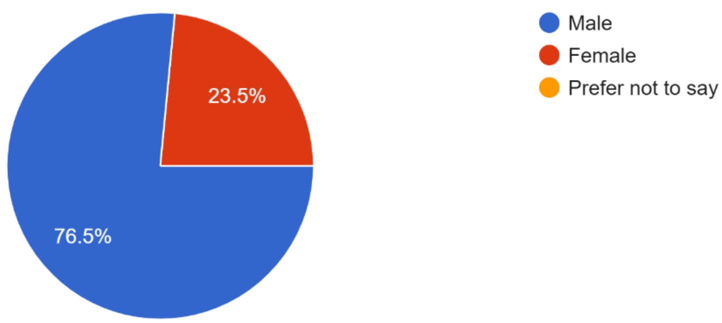
Appendix

- ## Questionnaire analysis
- ### Demographic Information

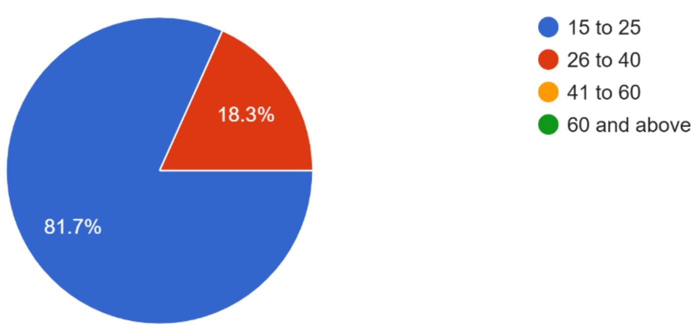
Gender, age, and occupation are examples of demographic information. The analytical results for this part are listed below.

Gender:



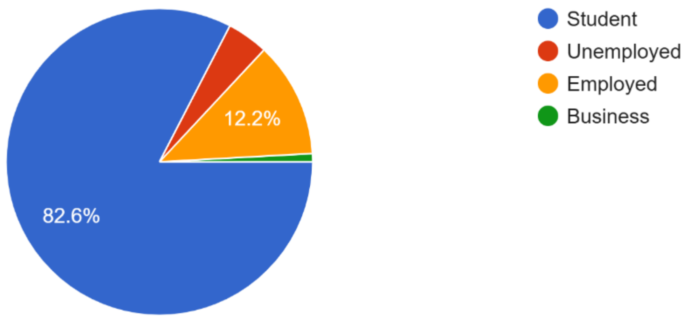
We can infer from this number that 23.5% of accountholders are female and 76.5% of accountholders are male.

Age:



This data shows that 81.7% of accountholders are between the ages of 15 to 25, and 18.3% are between the ages of 26 to 40.

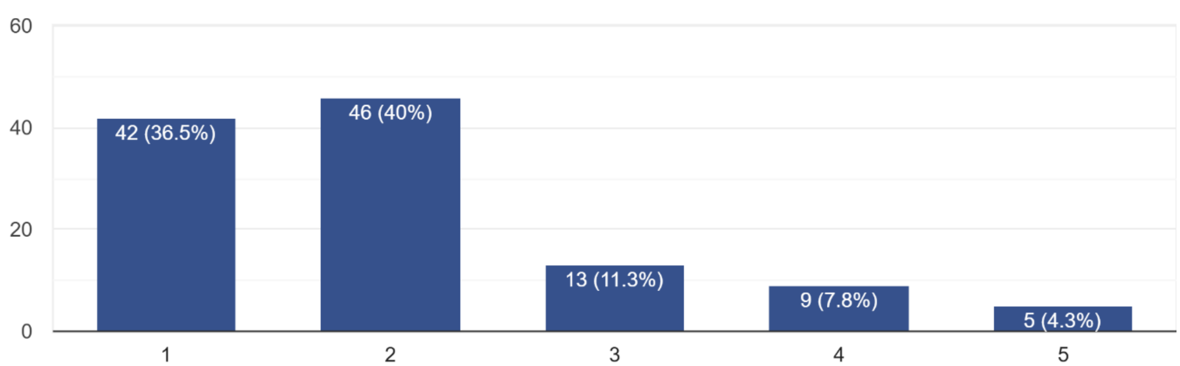
Occupation:



This graph shows that, of the account holders, 82% are Students, 12.2% are Employed, 4.2% percent are Unemployed, and 1% are in Business.

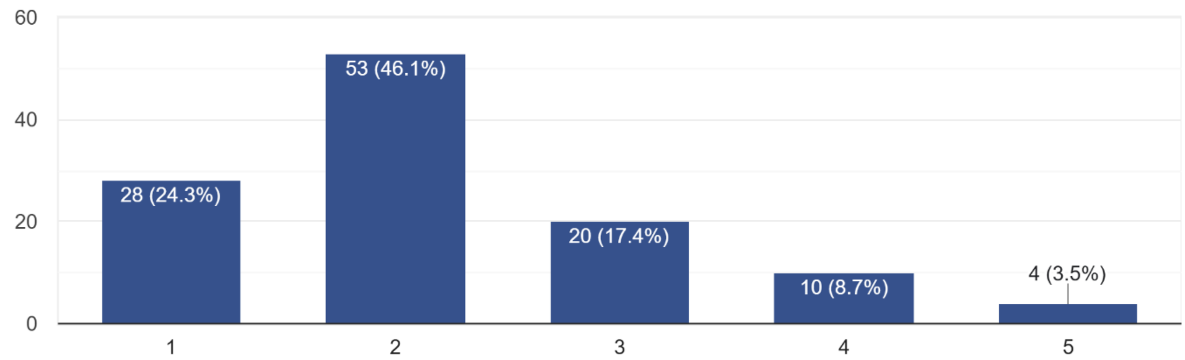
- **Service Quality**

1. The E-banking services meet my expectations.



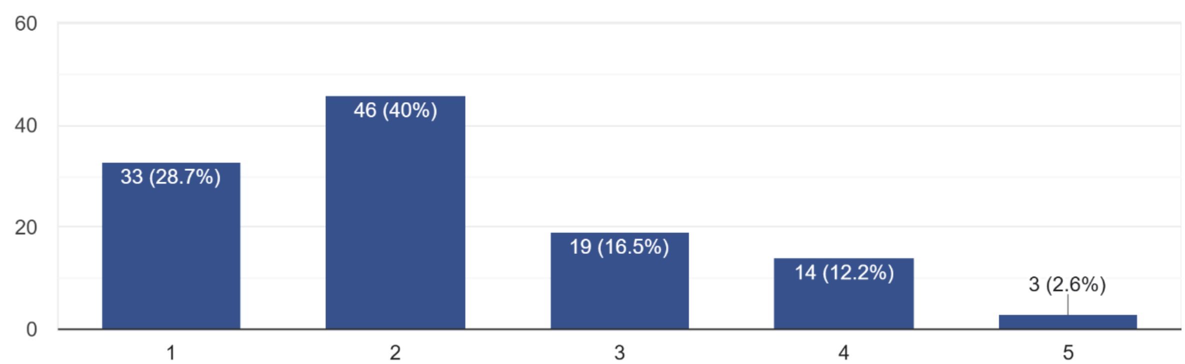
According to the aforementioned figure, 42 respondents "Strongly Agree," 46 “Agree”, 13 are “Neutral”, 9 “Disagree”, and 5 “Strongly Disagree” that the contents offered by the E-banking services’ expectations.

2. I find the staff to be knowledgeable and helpful when using e-banking services.



According to the aforementioned figure, 28 respondents "Strongly Agree," 53 “Agree”, 20 are “Neutral”, 10 “Disagree”, and 4 “Strongly Disagree” that the staff to be knowledgeable and helpful when using e-banking services.

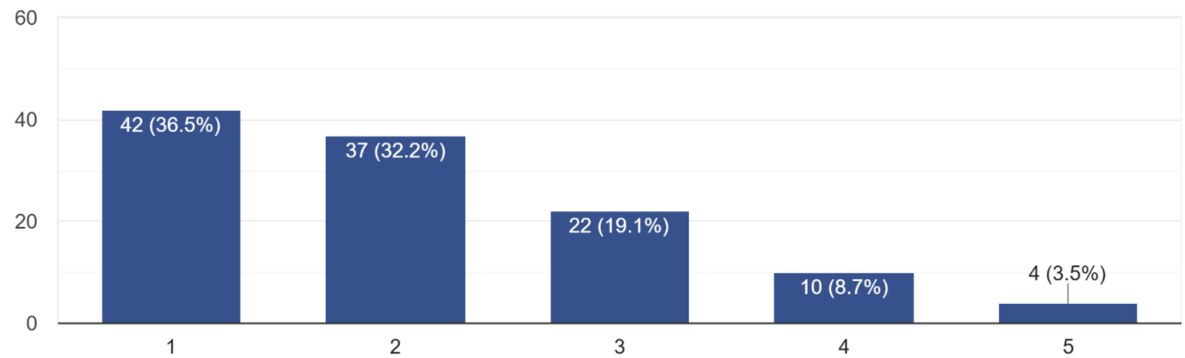
3. The services provided through the e-banking platform are reliable and consistently available.



According to the aforementioned figure, 33 respondents "Strongly Agree," 46 “Agree”, 19 are “Neutral”, 14 “Disagree”, and 3 “Strongly Disagree” that the services provided through the e-banking platform are reliable and consistently available.

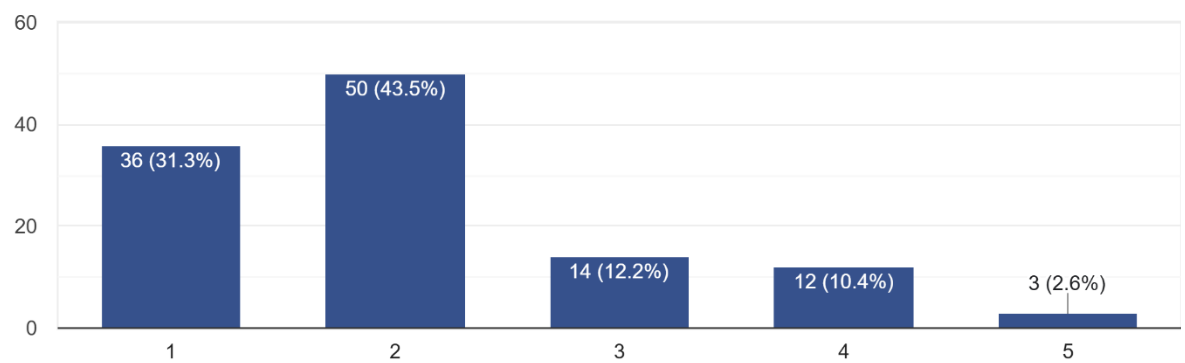
- **Transaction Security**

4. I feel secure when conducting transactions using E-banking services.



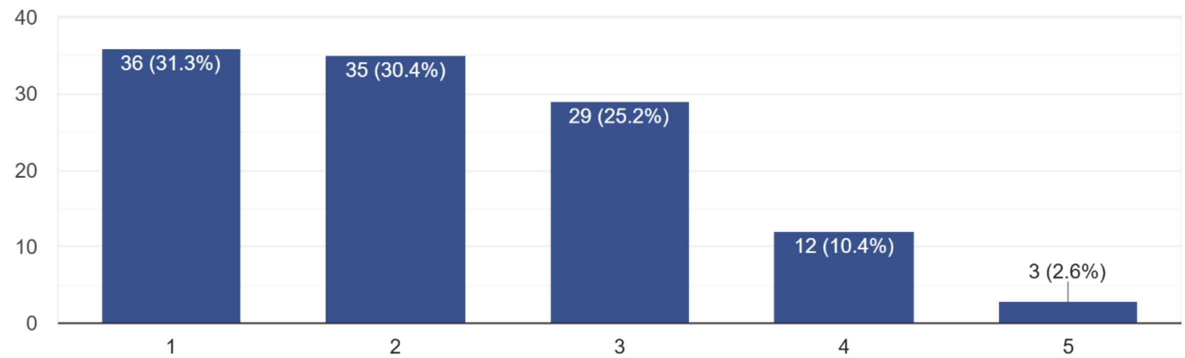
According to the aforementioned figure, 42 respondents "Strongly Agree," 37 “Agree”, 22 are “Neutral”, 10 “Disagree”, and 4 “Strongly Disagree” that I feel secure when conducting transactions using E-banking services.

5. E-banking takes necessary precautions to protect my personal and financial information.



According to the aforementioned figure, 36 respondents "Strongly Agree," 50 “Agree”, 14 are “Neutral”, 12 “Disagree”, and 3 “Strongly Disagree” that E-banking takes necessary precautions to protect my personal and financial information.

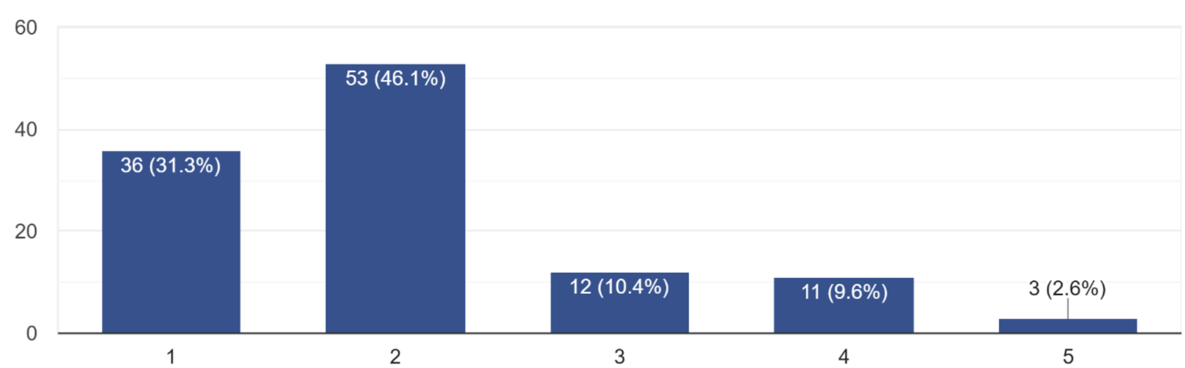
6. I trust that my transactions will be completed without fraud or error.



According to the aforementioned figure, 36 respondents "Strongly Agree," 35 “Agree”, 29 are “Neutral”, 12 “Disagree”, and 3 “Strongly Disagree” that I trust that my transactions will be completed without fraud or error.

- **Transaction Security**

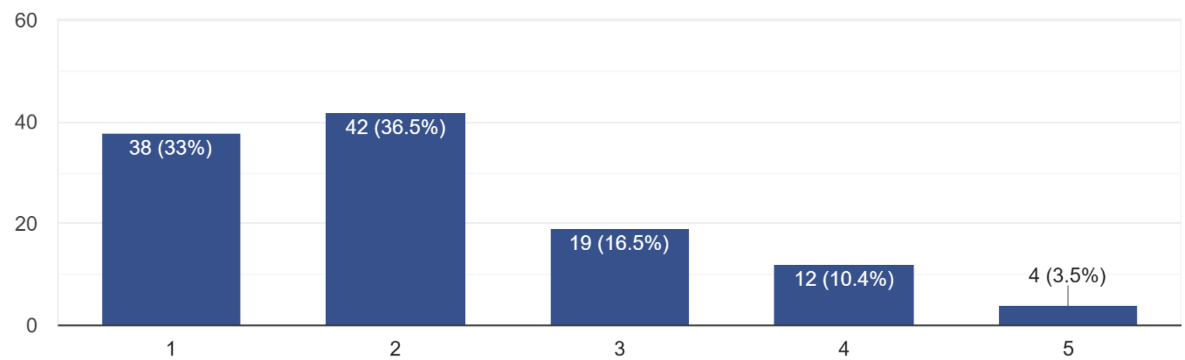
7. The E-banking website/app is user-friendly and easy to navigate.



According to the aforementioned figure, 36 respondents "Strongly Agree," 53 “Agree”, 12 are

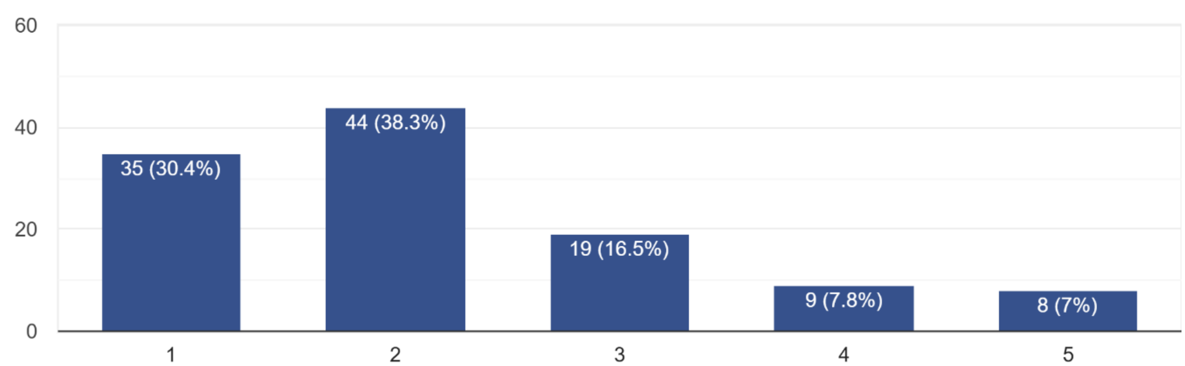
“Neutral”, 11 “Disagree”, and 3 “Strongly Disagree” that the E-banking website/app is user-friendly and easy to navigate.

8. I can easily find the information I need on Bank’s e-banking platform.



According to the aforementioned figure, 38 respondents "Strongly Agree," 42 “Agree”, 19 are “Neutral”, 12 “Disagree”, and 4 “Strongly Disagree” that I can easily find the information I need on Banks e-bankingplatform.

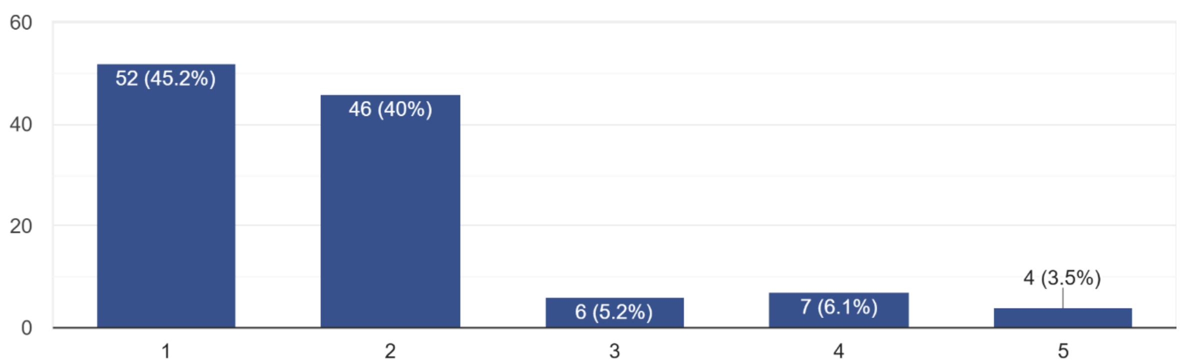
9. The design of E-banking website/app enhances my overall experience.



According to the aforementioned figure, 35 respondents "Strongly Agree," 44 “Agree”, 19 are “Neutral”, 9 “Disagree”, and 8 “Strongly Disagree” that the design of E-banking website/app enhances my overall experience.

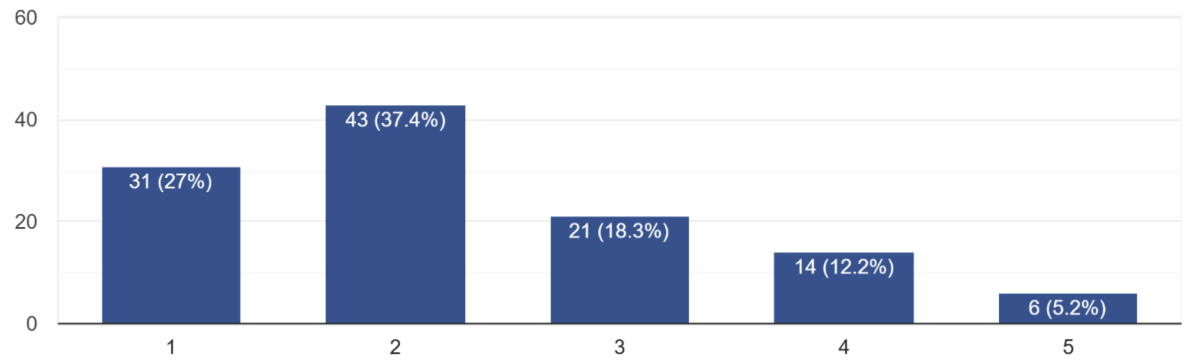
- **Transaction Security**

10. Transactions through Bank’s e-banking services are processed quickly.



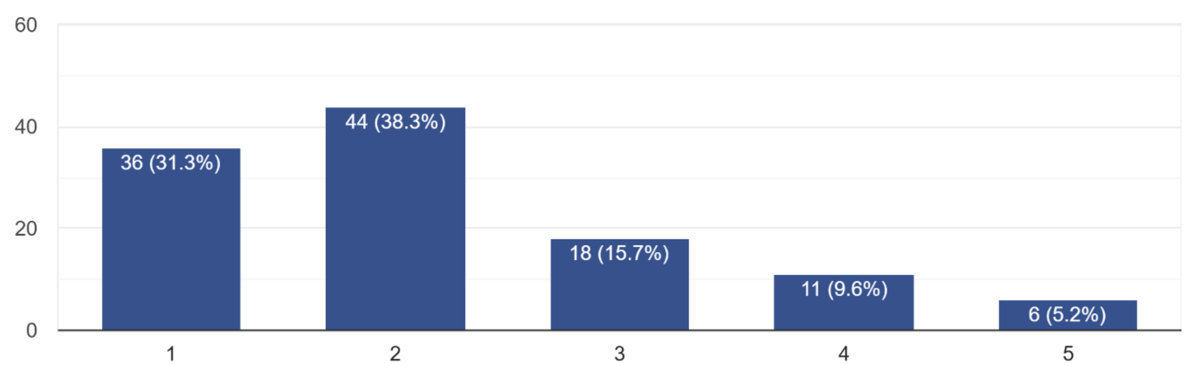
According to the aforementioned figure, 52 respondents "Strongly Agree," 46 “Agree”, 6 are “Neutral”, 7 “Disagree”, and 4 “Strongly Disagree” that transactions through Banks e-banking services are processed quickly.

11. I do not experience delays when making transactions through the e-banking platform.



According to the aforementioned figure, 31 respondents "Strongly Agree," 43 “Agree”, 21 are “Neutral”, 14 “Disagree”, and 6 “Strongly Disagree” that I do not experience delays when making transactions through the e-banking platform.

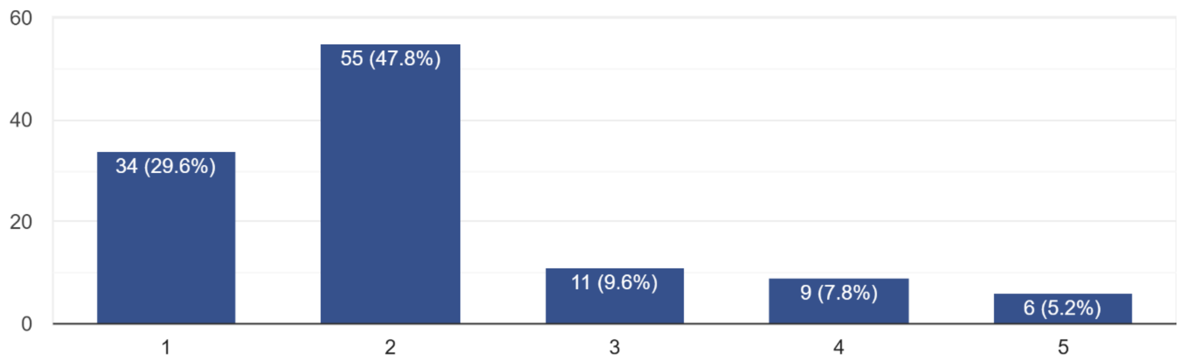
12. The speed of service delivery in E-banking meets my expectations.



According to the aforementioned figure, 36 respondents "Strongly Agree," 44 “Agree”, 18 are “Neutral”, 11 “Disagree”, and 6 “Strongly Disagree” that the speed of service delivery in E-banking meets my expectations.

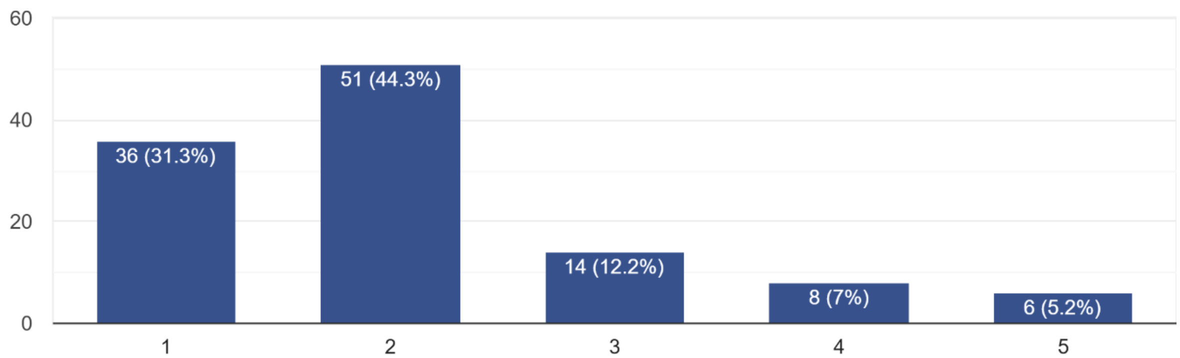
- **Customer Satisfaction**

13. I am satisfied with my overall experience using E-banking services.



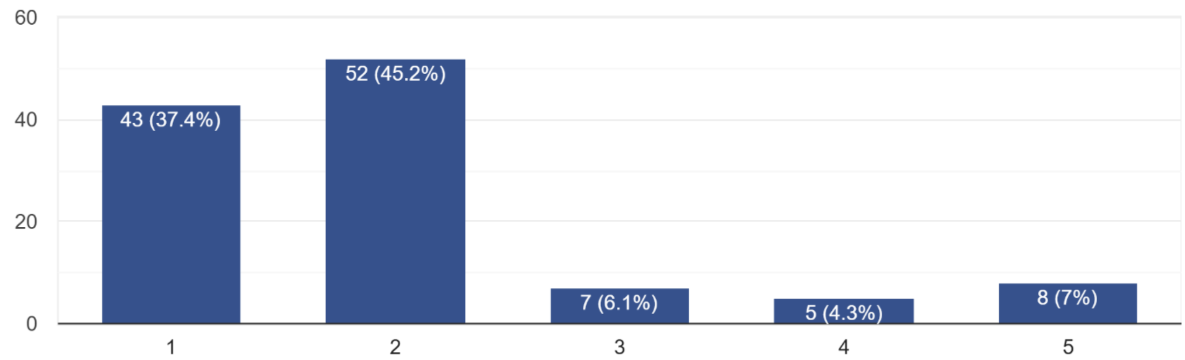
According to the aforementioned figure, 34 respondents "Strongly Agree," 55 “Agree”, 11 are “Neutral”, 9 “Disagree”, and 6 “Strongly Disagree” that I am satisfied with my overall experience using E-banking services.

14. I would recommend E-banking services to others.



According to the aforementioned figure, 36 respondents "Strongly Agree," 51 “Agree”, 14 are “Neutral”, 8 “Disagree”, and 6 “Strongly Disagree” that I would recommend E-banking services to others.

15. I intend to continue using E-banking services in the future.



According to the above mentioned figure, 43 respondents "Strongly Agree," 52 “Agree”, 7 are “Neutral”, 5 “Disagree”, and 8 “Strongly Disagree” that I intend to comment using e-banking services in the future.

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