An Internship Report on

Assessing Customer Satisfaction and Factors Influencing E-Banking Services at Private Commercial Bank: A Comprehensive Study on BRAC Bank PLC

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CHAPTER ONE

INTRODUCTION

Factors Influencing E-Banking Services at Private Commercial Bank: A Comprehensive Study on BRAC Bank PLC

1. Introduction

In recent years, the financial sector in Bangladesh has experienced significant advancements due to the rapid growth of digital technology. Among the most notable changes is the transformation of traditional banking into electronic banking, commonly known as e-banking. E-banking has enabled customers to perform financial transactions quickly and securely without physically visiting the bank. In this context, BRAC Bank PLC, one of the leading private commercial banks in Bangladesh, has taken several initiatives to digitalize its banking services to meet the evolving needs of its customers.

To provide a smooth and efficient digital experience, BRAC Bank introduced various e-banking services such as internet banking, mobile banking, and real-time fund transfers. A major step in this direction is the introduction of the Asta App—a smart, secure, and user-friendly mobile application that empowers customers to manage their finances with just a few taps on their phones. This app has become a daily necessity for many customers, allowing them to check balances, pay bills, transfer funds, and even apply for loans without standing in queues or visiting branches.

The increasing demand for convenient, fast, and secure banking services has made it essential to assess how these digital services are influencing customer satisfaction. This report aims to explore the key factors that affect customer satisfaction regarding BRAC Bank's e-banking services and to identify areas where improvements can further enhance the customer experience. Understanding these factors will help BRAC Bank improve its digital offerings and remain competitive in the modern banking landscape.

1.2 Background of the Study

The banking sector in Bangladesh has seen a rapid shift towards digitalization, driven by advancements in technology. E-banking services have become a crucial part of the financial landscape, enabling customers to perform a wide range of banking activities from the comfort of their homes or offices. BRAC Bank PLC, one of the leading private commercial banks in Bangladesh, has embraced this transformation by offering a variety of electronic banking services, including internet banking, mobile banking, and digital payments.

A key innovation by BRAC Bank PLC is the launch of the Asta App, a secure, user-friendly mobile application that allows customers to perform a wide array of banking activities directly from their smartphones. With the Asta App, customers can check their account balances, transfer funds, pay utility bills, and even apply for loans without visiting a branch. The app has become an essential tool for BRAC Bank customers, streamlining their banking experience and providing real-time access to banking services.

In addition to the Asta App, BRAC Bank PLC offers other digital services such as traditional Internet Banking and Mobile Banking apps. The Internet Banking platform allows customers to perform transactions using their desktop or laptop, while the mobile banking app provides additional features such as mobile recharge, bill payments, and easy fund transfers. These digital banking options offer customers a seamless, efficient, and secure way to manage their financial transactions.

The increasing adoption of e-banking services, combined with the availability of multiple platforms, has significantly improved customer satisfaction. However, the success of these services depends on various factors such as transaction security, service accessibility, customer support, transaction fees, and the overall user experience. This study aims to assess how these factors influence customer satisfaction and to provide insights for further improvements in BRAC Bank's e-banking offerings.

1.3 Problem Statement

The integration of electronic banking services with customer satisfaction is a key concern in the modern banking sector. While BRAC Bank PLC has made significant strides in offering a wide range of digital banking services, the challenge lies in understanding the factors that influence customer satisfaction with these services. Despite the rapid adoption of e-banking services such as Asta App, Internet Banking, and Mobile Banking, several factors could potentially impact how satisfied customers are with the bank's digital offerings.

Key factors such as transaction security, service accessibility, customer support, transaction fees, and the preference for ease of use play crucial roles in determining the overall customer satisfaction with e-banking services. For instance, if customers perceive transaction security as weak or encounter difficulties in accessing services, their satisfaction levels may decrease. Similarly, high transaction fees or poor customer support could hinder the optimal use of these services.

The main problem to be addressed in this study is to identify and analyze the factors influencing customer satisfaction with BRAC Bank's e-banking services. By examining these factors, the study aims to provide recommendations for improving the quality and user experience of the bank's digital offerings, ensuring that they meet the evolving needs and expectations of customers.

1.4 Significance of the Study

This study holds significant value for both BRAC Bank PLC and the broader banking industry in Bangladesh. As digital banking services continue to evolve, understanding the factors that influence customer satisfaction becomes critical for maintaining a competitive edge in the market. By identifying the key elements that impact the customer experience, BRAC Bank can make informed decisions to enhance the quality of its e-banking services, improve customer retention, and attract new users.

For BRAC Bank, the findings of this study will offer valuable insights into areas that need improvement, allowing the bank to refine its digital offerings, such as the Asta App, Internet Banking, and Mobile Banking platforms. These improvements could result in a better user experience, higher customer satisfaction, and stronger brand loyalty, which are essential for long-term success in an increasingly digital world.

Moreover, this research has broader implications for the banking sector in Bangladesh. The insights gained from the study can serve as a blueprint for other financial institutions looking to optimize their e-banking services and enhance customer satisfaction. The results may also contribute to a deeper understanding of how digital banking services are perceived and utilized by customers, paving the way for further innovations in the financial services industry.

In essence, the significance of this study lies in its potential to drive improvements in e-banking services, benefiting BRAC Bank PLC directly, while also setting a benchmark for the wider banking industry.

1.6 Research Questions

To address the problem statement and achieve the objectives of this study, the following research questions will guide the investigation:

1. To what extent does transaction security impact customer satisfaction with BRAC Bank's e-banking services?
2. How does the service accessibility of e-banking services affect customer satisfaction at BRAC Bank?
3. What is the relationship between customer support and customer satisfaction in the context of BRAC Bank's e-banking services?
4. How do transaction fees influence customer satisfaction with BRAC Bank's e-banking services?
5. What is the role of the preference for ease of use in shaping customer satisfaction in e-banking services at BRAC Bank?

These research questions are designed to explore the critical factors affecting customer satisfaction and to provide insights into how BRAC Bank can optimize its e-banking services to meet customer expectations more effectively.

1.7 Objectives of the Study

1.7.1 Broad Objective

The broad objective of this study is to evaluate the influence of various factors, including transaction security, service accessibility, customer support, transaction fees, and the preference for ease of use, on customer satisfaction with BRAC Bank's e-banking services.

1.7.2 Specific Objectives of the Study

The specific objectives of this study are as follows:

- To assess the impact of transaction security on customer satisfaction with BRAC Bank’s e-banking services.
- To determine the effect of service accessibility on customer satisfaction with e-banking services.
- To examine the relationship between customer support and customer satisfaction in the context of BRAC Bank’s e-banking services.
- To analyze how transaction fees influence customer satisfaction with BRAC Bank’s e-banking services.
- To understand the role of the preference for ease of use in shaping customer satisfaction with BRAC Bank’s e-banking services.

These objectives aim to provide a detailed understanding of the key factors affecting customer satisfaction with BRAC Bank's e-banking services and to offer actionable recommendations for improving the bank’s digital offerings.

CHAPTER TWO

LITERATURE REVIEW

Literature Review

Several authors have explored and analyzed the topic of e-banking, focusing on various aspects such as customer satisfaction, service quality, and the adoption of digital banking. This review presents a summary of relevant studies, particularly examining the trends and impact of e-banking services in Bangladesh, with a focus on Chandpur City, where many consumers use the internet for purchasing goods and conducting banking transactions.

E-banking has evolved beyond the basic services of deposits and withdrawals to include features such as demand drafts (DD) and third-party financial transfers. The literature emphasizes how e-banking services contribute to customer satisfaction, particularly when compared to traditional banking methods. Factors such as customer understanding of e-banking, the impact of demographic variables (age, occupation, education), and the challenges faced by users are frequently discussed.

According to Worku et al. (2016), while businessmen and women may not be frequent users of e-banking, the majority of users tend to be young, educated, and career-oriented individuals. This trend is also supported by Jham (2016), whose research highlights the importance of trust, security, and privacy in determining customer satisfaction with e-banking services. Jham's study also suggests that trust is a critical factor for satisfaction with payments made through online banking.

Rajput (2015) examined how the quality of e-banking services affects consumers' choice of banks. His findings reveal that demographic factors such as gender, education, and income significantly influence the adoption of e-banking services. Krishna et al. (2017) also found that customers who use multiple e-channels for banking services are generally more satisfied than those who rely on traditional banking methods. However, a lack of awareness remains a key barrier to the broader adoption of e-banking services.

Reddy et al. (2015) explored consumer attitudes toward online banking, indicating that nearly 70% of respondents express satisfaction with e-banking services. However, many individuals, particularly those with limited computer and internet literacy, do not consistently use e-banking services. This gap in usage is further highlighted by Alwan et al. (2016), who found that e-banking adoption is slower in certain regions, especially among individuals with lower levels of education and limited technological skills.

Studies by Motwani (2016) and Khanna et al. (2015) emphasize the role of mobile banking (M-banking) in customer satisfaction, noting that customer support, technology acceptance, and security are key factors influencing user experience. These factors play a crucial role in shaping customer loyalty and satisfaction with e-banking services.

In terms of e-banking adoption in Sri Lanka, Wasantha et al. (2016) reported that factors such as internet accessibility, consumer awareness, website design, security features, and personalized services significantly influence the uptake of online banking. Similarly, studies by Jun et al. (2015)

and Koksal (2015) highlighted the importance of ease of use, accuracy, and customer support in determining mobile banking satisfaction.

Overall, the literature review underscores the importance of understanding the factors that drive customer satisfaction in the context of e-banking services. These include transaction security, service accessibility, customer support, and the user-friendliness of the services. By examining these factors, financial institutions like BRAC Bank can better tailor their e-banking offerings to meet customer expectations and improve overall satisfaction.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

The study adopted a survey research design approach to gather data on the perspectives of students, professionals, and marginal people regarding e-banking services. The dependent variable is "customer satisfaction", while the independent variables are "transaction security", "service accessibility", "customer support", "transaction fee", and "preference of easiness". In quantitative research, survey designs involve the use of "questionnaires" or "interviews" to collect numerical data, which is then analyzed statistically to address the research questions or hypotheses.

3.2 Sources of Data

Primary Sources: Primary sources refer to the data that is collected for the first time. The report is based on primary sources of information, which include:

- Questionnaire Survey
- Discussions with Employees & Customers

Secondary Sources: Secondary sources refer to data collected from existing research and documents. The secondary data for this report was gathered from the following sources:

- Previous Research Reports
- Website and Internal Server of BRAC Bank
- Official Documents

A small portion of the data has been collected from these secondary sources.

3.3 Data Collection Procedures

The study utilized a standardized questionnaire, which was self-administered to collect data from participants. The questionnaire was distributed to the users of e-banking, and each participant was given a brief explanation of the study's purpose before completing the questionnaire.

Population of the Study

The population of this study consists of the e-banking users of BRAC Bank PLC.

Sample Frame

The sample frame includes all customers who are currently using, or are willing to use or adopt e-banking services of BRAC Bank PLC, both in Bangladesh and specifically in Chandpur city.

Sampling Techniques & Sample Size

As e-banking is still relatively new, it was challenging to locate users. Therefore, the study employed the "convenience sampling" technique, a non-probability selection method. Participants were chosen based on their availability and willingness to participate. A total of 120 individuals from various occupational backgrounds were selected, with the majority being from Chandpur city. The study's analysis was based on the data collected from these 120 e-banking users.

3.4 Time period of data collection

Data were collected from February, 2025 to May, 2025, using a self-administered questionnaire.

3.5 Scaling Technique

The analysis was conducted using responses collected through a survey questionnaire provided in the appendix. A five-point Likert scale was applied, covering five dimensions of e-banking. Each statement in the questionnaire offered five response choices: (1) Strongly Disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly Agree. Respondents were asked to select one option to express the extent of their agreement with each statement.

3.6 Research Instrument

The primary tool used in this research was a structured questionnaire, which was mainly divided into two sections. The first section focused on demographic information, including age, gender, education level, and similar personal details. The second section addressed key factors influencing customer satisfaction. In addition to the primary data, secondary information was gathered from sources such as academic articles, project reports, and websites.

3.7 Data Analysis Tools

Data is defined as the information gathered for the purposes of the study. The data analysis was done using the statistical package for social science (SPSS). In order to determine which factors best determine customer satisfaction of the e-banking system, collected data was analyzed using both descriptive statistics, such as mean, percentages, and frequency counts, and some inferential statistics, such as ANOVA, regression, correlation, normal distribution test, multicollinearity, F Test, T Test, VIF, and histogram. The distribution of respondents and their general level of satisfaction with the e-banking system were ascertained through the use of percentages and frequency counts. Using SPSS, the multiple linear regression statistical method was used to evaluate study data. To determine the relationship between the independent and dependent variables, multiple linear regression was employed.

3.8 Regression Analysis

Regression analysis is used to examine the connection between dependent and independent variables. It helps identify how each independent variable influences the dependent variable. More precisely, it shows how the average value of the dependent variable changes when one independent variable is altered, keeping the others constant. Additionally, regression analysis takes into account the variation of the dependent variable around the predicted values, which is often represented through a probability distribution.

The equation can be written as:

$Y = \alpha + X\beta + €$

For multiple regression, the equation becomes:

$Y = \alpha + \beta 1X1 + \beta 2X2 + \beta 3X3 + \beta 4X4 + \beta 5X5 + e$

3.9 Hypotheses

H1: There is no significant relationship between Transaction Security and Customer Satisfaction.
H2: There is no significant relationship between Service Accessibility and Customer Satisfaction.
H3: There is no significant relationship between Customer Support and Customer Satisfaction.
H4: There is no significant relationship between Transaction Fee and Customer Satisfaction.
H5: There is no significant relationship between Preference of Easiness and Customer Satisfaction.

3.10 Limitations of the Study

This study has a specific focus on Sonali Bank's e-banking services and their influence on customer satisfaction. The study encompasses various e-banking services, including online banking, mobile banking, and electronic funds transfer, and assesses their impact on customer satisfaction. The limitation also extends to understanding customer preferences and concerns related to these services, with specific attention to the independent variables in question. The internship is scheduled to run for three months. Sincere efforts have been made to determine the variables that have a major impact on the caliber of e-banking services. The basic data used for this investigation were gathered using a questionnaire. The questionnaire comprises the respondent's demographic profile and the five primary elements of service excellence. However, some limitations must be acknowledged. The data size was small & the respondents' personal opinions or responses varied. We had some limitations about knowledge regarding data collection as well. Additionally, The scope also extends to it will not address other factors, such as cultural perceptions or regulatory barriers, that may also influence the usage of these services.

CHAPTER FIVE

ANALYSIS & FINDINGS

5.1 Demographic information of the sample(n=120)

The researcher used a self-designed questionnaire to gather quantitative data from the participants. This questionnaire was divided into two parts. The first part focused on collecting demographic details such as gender, age, and occupation. The second part included a set of closed-ended questions aimed at capturing responses related to six key variables. Among them, "Customer Satisfaction" was the dependent variable, while the independent variables included "Transaction Security," "Service Accessibility," "Customer Support," "Transaction Fee," and "Preference for Easiness.".

Demographic	Respondents	Percentage (%)
Gender		
• Male	73	60.,8%
• Female	47	39.2%
Age		
• 18-24years	17	14.2%
• 25-34 years	56	46.7%
• 35-44 years	24	20%
• 45-54 years	19	15.8%
• 55 and above	04	3.3%
Occupation		
• Employed	25	20.8%
• Self-employed	32	26.7%
• Student	33	27.5%
• Retired	15	12.5%
• Unemployed	15	12.5%
Customer of Sonali Bank		
• Less than 1 year	09	7.50%
• 1 to 2 years	32	26.7%
• 3 to 4 years	31	25.8%
• More than 4 years	48	40.0%
How often use E-Banking		
• Daily	09	7.50%
• Weekly	38	31.7%
• Monthly	57	47.5%
• Rarely	16	13.3%

Five response options of each statement of the quantitative questionnaire were making it a five-point Likert Scale where the respondents could choose only one response to specify their level of agreement to a particular statement.

5.1.1 Data Collection Procedure

A Google Form was used to collect survey data from the participants. The form was distributed through social media platforms and email. To ensure ethical standards were upheld, participants were informed that their involvement was entirely voluntary and that they would not receive any financial or other benefits for taking part. As a part of the process, respondents were required to complete a consent form before proceeding to the questionnaire.

5.1.2 Data Processing and Analysis

This study was completely based on Primary data collected from people of different demographics. Mainly data were collected from students, professionals & marginal people. We followed survey method while collecting the data. Prepared a questionnaire according to the study purpose & then collected responses through that. There were both qualitative & quantitative data.

The data is reliable cause there were variety in responses & the respondent population were mostly educated people. From the distribution of data, it can be concluded they were accurate as well. But there were some limitations like the data size was small, not all the respondents had similar type of knowledge about the topic which may influence the outcome of the research. The data collection period was short as well.

For the sake of better output imperfect responses were removed by using MS Excel like missing data etc. After that average of all the variables were prepared to analyze the data. Descriptive statistics were done by using SPSS software. This study considered regression, correlation, normal distribution test, multicollinearity, F Test, T Test, VIF, histogram mainly.

In total there were 6 variables on the study. Dependent variable is "Customer Satisfaction" & independent variables are "Transaction Security" , "Service Accessibility", "Customer Support", "Transaction Fee" and "Preference of Easiness". If we look at the findings, we can see that dependent variable "Customer Satisfaction" has a significant relationship with independent variables "Transaction Security" , "Service Accessibility", "Transaction Fee" and "Preference of Easiness". There was no significant relationship between "Customer Satisfaction" & "Customer Support".

5.1.3 Hypotheses:

H1: There is no significant relationship between Transaction Security and Customer Satisfaction.
H2: There is no significant relationship between Service Accessibility and Customer Satisfaction.
H3: There is no significant relationship between Customer Support and Customer Satisfaction.
H4: There is no significant relationship between Transaction Fee and Customer Satisfaction.
H5: There is no significant relationship between Preference of Easiness and Customer Satisfaction.

5.2 Descriptive Analysis

Table 01: Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
CUSSAT	120	2.0000	5.0000	3.837500	.5681651	.323	-.193	.221	.904	.438
TRASEC	120	1.8000	5.0000	3.328333	.5784917	.335	-.254	.221	.532	.438
SERACC	120	1.0000	5.0000	3.641667	.5350855	.286	-1.301	.221	4.644	.438
CUSSUP	120	1.8000	4.6000	3.336667	.5878223	.346	-.367	.221	-.489	.438
TRAFEE	120	1.2000	5.0000	3.835000	.6868085	.472	-.641	.221	1.505	.438
PERESS	120	1.0000	5.0000	3.521667	.7662177	.587	-.590	.221	1.209	.438
Valid N (listwise)	120									

CUSSAT= Customer Satisfaction, TRASEC = Transaction Security, SERACC= Service Accessibility, CUSSUP= Customer Support, TRAFEE= Transaction Fee, PERESS= Preference of Easiness

In this data set, I have six variables from my sample which was 120 respondent's information. Here, I collected data about "Customer Satisfaction" under the independent variables including "Transaction Security" , "Service Accessibility", "Customer Support", "Transaction Fee" and "Preference of Easiness" using Sonali Bank's E-Banking Services. Here, I have showed Mean, Standard Deviation, Variance, Skewness and Kurtosis of those six variables.

5.3 Correlations

Table 02: Correlations

		DL	SCRTY	ACC	CE	MFSPER	SOL
CUSSAT	Pearson Correlation	1	.396**	.485**	.062	.298**	-.045
	Sig. (2-tailed)		.000	.000	.501	.001	.626
	N	120	120	120	120	120	120
TRASEC	Pearson Correlation	.396**	1	.428**	.402**	.413**	.523**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	120	120	120	120	120	120
SERACC	Pearson Correlation	.485**	.428**	1	.338**	.370**	.245**
	Sig. (2-tailed)	.000	.000		.000	.000	.007
	N	120	120	120	120	120	120
CUSSUP	Pearson Correlation	.062	.402**	.338**	1	.266**	.398**
	Sig. (2-tailed)	.501	.000	.000		.003	.000
	N	120	120	120	120	120	120
TRAFEE	Pearson Correlation	.298**	.413**	.370**	.266**	1	.396**
	Sig. (2-tailed)	.001	.000	.000	.003		.000
	N	120	120	120	120	120	120
PERESS	Pearson Correlation	-.045	.523**	.245**	.398**	.396**	1
	Sig. (2-tailed)	.626	.000	.007	.000	.000	
	N	120	120	120	120	120	120

The Correlation used to examine the relationship between variables and to determine the existence of multi-collinearity between the variables of explanation. The 'correlation coefficient' was coined by Karl Pearson in 1896. Values between 0.3 and 0.7 (0.3 and −0.7) indicate a moderate positive (negative) linear relationship through a fuzzy-firm linear rule.

Here, most of the correlation's values between 0.245 to 0.523. So, most of our variables has moderate positive relationship among them. Only the correlation value of Performance of Easiness(PERESS) and Customer Satisfaction(CUSSAT) has shown negative relationship which is (-0.45) which indicates moderately negative relationship with Customer Satisfaction(CUSSAT).

5.4 Regression Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.636[a]	.404	.378	.4480012	1.844

a. Predictors: TRASEC, SERACC, CUSSUP, TRAFEE, FERESS
b. Dependent Variable: CUSSAT

The model summary table reports the strength of the relationship between the model and the dependent variable.

Here is a paraphrased version of the paragraph:

R, the multiple correlation coefficient, represents the linear relationship between the actual values and the predicted values of the dependent variable. A higher R value suggests a stronger relationship. Correlation coefficients ranging from 0.5 to 0.7 are generally viewed as indicating a moderate level of correlation. In this case, R = 0.636, which suggests a moderate correlation among the variables.

R-Squared (R^2), also known as the coefficient of determination, is a statistical measure used in regression analysis to indicate how much of the variation in the dependent variable can be explained by the independent variables. In simple terms, it shows how well the regression model fits the data. A higher R-squared value indicates a better fit. Typically, an R-squared value between 1% and 40% suggests a weak relationship between the dependent and independent variables.

The adjusted R-squared is a refined version of the R-squared value that accounts for the number of predictors in a regression model, especially those that do not significantly contribute. If the adjusted R-squared is lower when more variables are added, it suggests that the extra variables are not improving the model. While a good R-squared value can be as high as 0.9 or above, in financial studies, a value above 0.7 is usually considered to indicate a strong correlation, whereas a value below 0.4 suggests a weak correlation. In this analysis, the adjusted R-squared is 0.378, which indicates a low level of correlation.

The Durbin-Watson (DW) statistic is used to check for autocorrelation in the residuals of a regression model. A DW value between 1.5 and 2.5 typically indicates that there is no autocorrelation present. In this case, the Durbin-Watson value is 1.844, which suggests that the residuals are free from autocorrelation.

5.5 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.534	5	3.107	15.480	.000[b]
	Residual	22.880	114	.201		
	Total	38.415	119			

a. Dependent Variable: CUSSAT

b. Predictors: (Constant), TRASEC, SERACC, CUSSUP, TRAFEE, FERESS

5.6 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constan)	1.871	.344		5.434	.000		
	TRASEC	.398	.092	.405	4.332	.000	.597	1.676
	ACC	.406	.089	.383	4.564	.000	.744	1.345
	CE	-.125	.080	-.129	-1.557	.122	.758	1.319
	MFSPER	.139	.069	.168	2.002	.048	.741	1.349
	SOL	-.271	.066	-.366	-4.081	.000	.651	1.535

a. Dependent Variable: CUSSAT

b. Predictors: TRASEC, SERACC, CUSSUP, TRAFEE, FERESS

Collinearity refers to a situation where two or more predictor variables are closely related. Data will have high multicollinearity when the Variable Inflation Factor (VIF) is more than five. In general terms, VIF equal to 1 = variables are not correlated. VIF between 1 and 5 = variables are moderately correlated. VIF greater than 5 = variables are highly correlated.

Here, The values of VIF are between 1.319 and 1.676, that means variables are moderately correlated.

5.7 Findings and Discussions:

In this study, digital literacy has been considered the dependent variable, while the independent variables include factors such as security, accessibility, cost-effectiveness, MFS performance, and standard of living. To examine the relationships among these variables, a t-test was used as the analytical tool. This method is commonly applied in research and is suitable for evaluating the significance of hypotheses, especially when the sample size exceeds 30. The analysis was conducted at a 5% significance level.

1. Relationship between Transaction Security and Customer Satisfaction.

H1: There is no significant relationship between Transaction Security and Customer Satisfaction.

Table:1. Transaction Security and Customer Satisfaction.

Model		Unstandardized Coefficients		Standardized Coefficients	t-value	p-value	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.545	.281		9.072	.000		
	TRASEC	.398	.092	.405	4.332	.000	.597	1.676

a. Dependent Variable: CUSSAT

Here, the P-value is less than the significance level as well as the t statistic value is greater than 2. So, the Null hypothesis is rejected. This implies that there is significant relationship between Transaction Security and Customer Satisfaction.

2. Relationship Between Service Accessibility and Customer Satisfaction.

H2: There is no significant relationship between Service Accessibility and Customer Satisfaction.

Table 2: Service Accessibility and Customer Satisfaction.

Model		Unstandardized Coefficients		Standardized Coefficients	t-value	p-value	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.962	.315		6.237	.000		
	SERACC	.406	.089	.383	4.564	.000	.744	1.345

a. Dependent Variable: CUSSAT

Here, the P-value is less than the significance level as well as the t statistic value is greater than 2. So, the Null hypothesis is rejected. This implies that there is significant relationship between Service Accessibility and Customer Satisfaction.

3. Relationship Between Customer Support and Customer Satisfaction.

H3: There is no significant relationship between Customer Support and Customer Satisfaction.

Table 3: Customer Support and Customer Satisfaction.

Model		Unstandardized Coefficients		Standardized Coefficients	t-value	p-value	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.637	.301		12.091	.000		
	CUSSUP	-.125	.080	-.129	-.1557	.122	.758	1.319

a. Dependent Variable: CUSSAT

Here, the P-value is greater than the significance level as well as the t statistic value is less than 2. We know that, if P-value is greater than the significance level and t score is less 2 then the null hypothesis is accepted. So, the Null hypothesis is accepted which depicts that there is no significant relationship between relationship between Customer Support and Customer Satisfaction.

4. Relationship Between Transaction Fees and Customer Satisfaction.

H4: There is no significant relationship between Transaction Fees and Customer Satisfaction.

Table 4: Transaction Fees and Customer Satisfaction.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.891	.283		10.211	.000		
	TRAFEE	.139	.069	.168	2.002	.048	.741	1.349

a. Dependent Variable: CUSSAT

Here, the P-value is less than the significance level as well as the t statistic value is greater than 2. So, the Null hypothesis is rejected. This implies that there is significant relationship between Transaction Fees and Customer Satisfaction.

5. Relationship Between Preference of E-Banking and Customer Satisfaction.

H5: There is no significant relationship between Preference of E-Banking and Customer Satisfaction.

Table 5: Preference of E-Banking and Customer Satisfaction.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.955	.246		16.094	.000		
	FERESS	-.271	.066	-.366	-4.081	.000	.651	1.535

a. Dependent Variable: CUSSAT

Here, the P-value is less than the significance level. So, as per the criteria the Null hypothesis is rejected. This implies that there is significant relationship between Preference of E-Banking and Customer Satisfaction.

Table: Hypothesis Summery Table

Hypothesis	t-value	p-value	Decision
1.	4.332	.000	Significant relationship
2.	4.564	.000	Significant relationship
3.	-.1557	.122	No relationship
4.	2.002	.048	Significant relationship
5.	-4.081	.000	Significant relationship

The study looked at five independent variables: Transaction Security, Service Accessibility, Customer Support, Transaction Fee and Preference of Easiness, to see how these related to dependent variable Customer Satisfaction. According to the favorable relationships between customer satisfaction and transaction security, service accessibility, customer support, transaction fee, and preference of easiness, people who have greater levels of customer satisfaction are more likely to use e-banking because they are more knowledgeable about and comfortable using the platform. This result is consistent with earlier studies emphasizing the value of customer satisfaction in encouraging technology adoption and usage. The negative correlation between customer satisfaction and preference of easiness implies that as the preference of easiness improves, individuals may have reduced incentives to adopt e-banking despite their higher customer satisfaction levels. This phenomenon could be attributed to the availability of traditional financial services or a preference for face-to-face interactions at higher socio-economic levels. However, further research is needed to explore the underlying factors contributing to this negative relationship. The R value of 0.636 indicates a moderate-to-strong positive relationship between customer satisfaction and the combined independent variables. This suggests that the variation in customer satisfaction can be partially explained by the variation in transaction security, service accessibility, customer support, transaction fee, and preference of easiness. The R square value of 0.378 implies that approximately 37.8% of the variability in customer satisfaction can be accounted for by the independent variables, indicating that other factors not included in this study may also play a significant role in shaping customer satisfaction levels. The results revealed significant correlations between customer satisfaction and the various independent variables, with correlation values ranging from 0.245 to 0.523. Notably, there is a moderately negative correlation between customer satisfaction and preference of easiness which is -0.45. Moreover, after using the t-test for determining the significance, we found that, among five independent variables, four are significant (transaction security, service accessibility, transaction fee, preference of easiness). On the other hand, has the null hypothesis was accepted there is no relationship between customer satisfaction and customer support. The positive correlations between customer satisfaction and transaction security, service accessibility, transaction fee, and preference of easiness suggest that individuals with higher customer satisfaction levels are more likely to engage with e-banking due to their increased understanding and familiarity with the platform. This finding aligns with previous research highlighting the importance of customer satisfaction in fostering technology adoption and usage. The negative correlation between customer satisfaction and preference of easiness implies that as the preference of easiness improves, individuals may have reduced incentives to adopt e-banking despite their higher customer satisfaction levels. This phenomenon could be attributed to the availability of traditional financial services or a preference for face-to-face interactions at higher socio-economic levels. However, further research is needed to explore the underlying factors contributing to this negative relationship. The R value of 0.636 indicates a moderate-to-strong positive relationship between customer satisfaction and the combined independent variables. This suggests that the variation in customer satisfaction can be partially explained by the variation in transaction security, service accessibility, customer support, transaction fee, and preference of easiness. The R square value of 0.378 implies that approximately 37.8% of the variability in customer satisfaction can be accounted for by the independent variables, indicating that other factors not included in this study may also play a significant role in shaping customer satisfaction levels. Overall, the findings highlight the importance of customer satisfaction in promoting the adoption and usage of e-banking services. Policymakers and financial institutions should consider investing in programs to enhance customer satisfaction and empower individuals with the necessary skills and knowledge to effectively utilize e-banking platforms. Additionally, further research is needed to explore the reasons behind the negative relationship between preference of easiness and customer satisfaction to better inform strategies aimed at enhancing e-banking adoption across different socio-economic groups.

5.8 Scope of Further Study

The present study provides valuable insights into the relationship between customer satisfaction and usage of e-banking services, focusing on specific independent variables such as transaction security, service accessibility, customer support, transaction fee and preference of easiness. However, several aspects remain unexplored, creating opportunities for further investigation in this domain. Firstly, a deeper examination of the negative correlation between preference of easiness and customer satisfaction is warranted. Understanding the underlying factors contributing to this relationship is crucial to designing targeted interventions to bridge the digital divide across different socio-economic strata. Qualitative research methods, such as interviews and focus groups, could provide a more nuanced understanding of the perceptions and attitudes of individuals with varying preference of easiness towards e-banking adoption. Secondly, the study could be extended to include other variables that might influence customer satisfaction and e-banking usage. Factors like education level, age, easiness of using e-banking, preferences, reliability of e-banking and access to technology could significantly impact individuals' ability and willingness to engage with e-banking platforms. By incorporating these additional variables, a more comprehensive model could be developed to better explain customer satisfaction patterns and e-banking adoption behavior. Thirdly, conducting a comparative analysis across different regions or countries could shed light on how cultural and institutional factors influence the relationship between customer satisfaction and e-banking usage. Exploring the nuances in diverse socio-economic contexts could offer valuable insights into the design and implementation of effective customer satisfaction initiatives and e-banking service offerings tailored to specific cultural settings. Additionally, by increasing the sample size a more precise insight can be reveled about the importance of customer satisfaction and e-banking usage. Moreover, a longitudinal study could be undertaken to observe the changes in customer satisfaction and e-banking adoption over time. This longitudinal approach would provide a more dynamic perspective on the relationship between these variables, potentially revealing emerging trends and identifying areas for intervention and policy adaptation as the digital landscape evolves. Lastly, analyzing the impact of specific customer satisfaction programs and initiatives on e banking usage could provide actionable recommendations for policymakers and financial institutions. This type of study could assess the effectiveness of different interventions and identify best practices to enhance customer satisfaction levels and drive e-banking adoption rates.

CHAPTER SIX

CONCLUTION & RECOMMENDATION

6.1 Recommendations

Enhancement of User Education Programs: BRAC Bank PLC should invest in comprehensive user education programs to increase awareness and understanding of its e-banking services. This can include workshops, tutorials, and informative materials to guide customers on the functionalities and benefits of various e-banking services. In particular, sessions may be arranged for customers in areas like Chandpur where digital literacy is still developing.

Technological Accessibility: Continuous efforts should be made to enhance technological accessibility for a broader customer base. This may involve improving the user interface, ensuring compatibility with various devices, and providing user-friendly features to cater to customers with varying levels of technological proficiency.

Security Measures: Strengthening security measures is paramount to build and maintain customer trust in e-banking services. Regular security audits, updates on the latest security technologies, and educating customers on best security practices will contribute to a safer and more secure e-banking environment.

Language Accessibility: We live in a country whose primary language is not English, so BRAC Bank PLC should provide an option of Bengali to the customers who are using e-banking services to make it easier for them.

Utilizing Artificial Intelligence for Transaction Security: The bank should use artificial intelligence to track all the transactions of the customer and to detect doubtful transactions and should inform the customer immediately. The bank should ensure regular maintenance of servers in order to reduce the suffering of users.

Technical Training for Bank Employees: BRAC Bank PLC should hold seminars and conferences to educate customers about the safe and proper use of e-banking, including how to protect their account security and privacy. Bank employees should receive specialized technical training on e-banking so they can effectively motivate and assist customers in using these services. The bank should also highlight the convenience and cost-saving benefits of online banking, such as avoiding long queues and lowering transaction costs through e-banking.

Customization of Services: BRAC Bank PLC should consider tailoring its e-banking services to meet the diverse needs of different customer segments. Customization options, such as personalized account dashboards and targeted promotions, can enhance the overall customer experience.

Continuous Improvement: Regular feedback mechanisms, such as surveys and focus group discussions, should be implemented to gather insights from customers regarding their experiences with e-banking services. This feedback can be instrumental in identifying areas for improvement and implementing necessary changes to enhance overall service quality. These activities can be piloted in local branches such as Chandpur to better understand regional preferences.

Collaboration with Fintech Partners: Collaborating with fintech partners can provide BRAC Bank PLC with opportunities to integrate innovative technologies and services. This collaboration can result in the development of new features and functionalities, keeping BRAC Bank PLC's e-banking services competitive in the rapidly evolving digital landscape.

6.2 Conclusion

In conclusion, the comprehensive study on customer satisfaction and factors influencing e-banking services at BRAC Bank PLC has provided valuable insights into the evolving landscape of digital banking in Bangladesh. The findings indicate a positive trend in customer satisfaction, with acknowledgment. The diverse array of e-banking services provided by BRAC Bank PLC, ranging from online banking and mobile banking to electronic funds transfer and bill payment, demonstrates the bank's commitment to meeting the evolving needs of its customers. However, there is room for improvement, particularly in areas such as user education, technological accessibility, and continuous enhancement of security measures. By implementing the recommended strategies, BRAC Bank PLC can not only address current challenges but also position itself as a leader in providing cutting-edge e-banking services. The collaboration with fintech partners, customization of services, and a strong focus on customer feedback will contribute to the bank's sustained growth in the dynamic digital banking landscape. In conclusion, this study serves as a foundation for ongoing research and development efforts, aiming to further elevate BRAC Bank PLC's e-banking services and contribute to the broader discourse on the future of digital banking in Bangladesh.

6.3 Limitations of the Study

This study has a specific focus on BRAC Bank PLC's e-banking services and their influence on customer satisfaction. The study encompasses various e-banking services, including online banking, mobile banking, and electronic funds transfer, and assesses their impact on customer satisfaction. The limitation also extends to understanding customer preferences and concerns related to these services, with specific attention to the independent variables in question. The internship is scheduled to run for three months. Sincere efforts have been made to determine the variables that have a major impact on the caliber of e-banking services. The basic data used for this investigation were gathered using a questionnaire. The questionnaire comprises the respondent's demographic profile and the five primary elements of service excellence. However, some limitations must be acknowledged. The data size was small & the respondents' personal opinions or responses varied. We had some limitations about knowledge regarding data collection as well. Additionally, the scope also extends to it will not address other factors, such as cultural perceptions or regulatory barriers, that may also influence the usage of these services.