

Thesis Report

on

Customer Satisfaction towards Online Banking: A Case Study on Bank Asia PLC Banani Branch.

Submitted by
Syed Mazharul Kabir
ID: MBA2401031035

Program: Master of Business Administration (MBA)
Major: Marketing
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Department of Business Administration
Sonargaon University (SU)
Dhaka-1215

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Letter of Transmittal

07th January, 2025

To,
Shakila Yesmin
Lecturer,
Dept. of Business Administration
Sonargaon University.

Subject: Submission of Thesis Report on "Customer Satisfaction towards Online Banking": A Case Study on Bank Asia PLC Banani Branch.

Dear Madam,

I would like to thank you for being so kind towards me and providing me the opportunity of successfully completing the report on the topic of customer satisfaction towards online banking of bank Asia PLC, Banani Branch. I have tried my level best to provide the relevant information in my report. Throughout the journey of my thesis report you have been very grateful and helpful to me. Without your support the report would not be able to complete.

I hope and pray you will consider my mistakes and errors in this report. I would be very grateful if you accept my report and suggest me what can I change for the sake of the report. Thank you so much for your immense support and valuable time.

Sincerely yours,

Syed Mazharul Kabir
Major Marketing
ID: MBA2401031035
Sonargaon University

Letter of Authorization

I, Mrs. Shakila Yesmin, Lecturer, Dept. of Business Administration, Sonargaon University (SU) hereby certify that the Thesis work entitled as “Customer Satisfaction towards Online Banking”: A Case Study on Bank Asia PLC Banani Branch” has been prepared by Syed Mazharul Kabir, ID: MBA2401031035, Department of Business Administration, Sonargaon University (SU) and submitted it as a requirement for the partial fulfillment for the degree of the Master of Business Administration (MBA) with major in Marketing. To the best of my knowledge, the above-mentioned work has been conducted by the student himself. Any option and/or suggestion made in this study are entirely that of the author of this thesis paper. The report is an original work and prepared as a partial requirement of the degree the Master of Business Administration (MBA).

Shakila Yesmin
Lecturer,
Dept. of Business Administration
Sonargaon University

Student's Declaration

This is Syed Mazharul Kabir, a student of Master of Business Administration, ID: MBA2401031035 from Sonargaon University (SU) would like to solemnly declaration here that this report on Recruitment and Selection process in Bangladesh: A Case Study on Evince Group of Companies has been authentically prepared by me under supervisor of Mrs. Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University. I didn't breach any copyright act intentionally. I am further declaring that I did not submit this report anywhere for awarding any degree, diploma, or certificate.

Sincerely,

Syed Mazharul Kabir
ID: MBA2401031035
Major: Marketing
Semester: Fall - 2024
Department of Business Administration
Sonargaon University.

Acknowledgement

In the beginning, I would like to convey my sincere appreciation to the Almighty God for giving me the strength and ability to finish the task.

I want to thank my academic supervisor Shakila Yesmin, Lecturer, Department of Business Administration, Sonargaon University, for providing me with all the necessary help for the completion of this report.

After that, I want to thank Head of Branch at Bank Asia PLC for his immense support and guidance to gain every possible information regarding my report. He helped me a lot to go to the debt of the report and always guided me for choosing my career path.

Lastly, I would like to thanks the employees who gave me the authentic answer in my survey report. It took lots of time and patience to provide the information. Without the answers the report would not able to complete.

Sincerely,

Syed Mazharul Kabir
Major Marketing
ID: MBA2401031035
Sonargaon University

Executive summary

Bank Asia started their journey in the concept of reduce the poverty of Bangladesh. After 10 years later the bank keeps their promise and serving the customer to a great extent. The report indicates the customer attitude towards the online banking service of Bank Asia. I have chosen the topic because internet service is growing day by day. Almost every organizations are adapting online service for smoothing and improving their service. Bank Asia is also following the path to become better and bigger. There is a context in my report where every point is covered properly. The report explained a brief overview of the organization, function of the business of the organization. The first chapter of this report contains the limitation, rationale of the study, research questions, objective of the study is covered. In my report the second point is to do the literature review on online banking service. There is various journal, books are published to explain the online banking service. I took the information from that and complete the part. The chapter 3 included the methodology of the report. That indicates from which source I had collected data. There are two sources from where the data had been collected. One is secondary data one is primary data. In chapter 4, to get the actual scenario of their service there was a survey conducted where the sample size was 70. The targeted audience was the customers of Bank Asia who had visited the bank. From their response I was able to find out the ultimate's satisfaction of customers towards the online banking service. There were some graphical pictures were attached to indicate their response on questions. In chapter 5, the there was a finding put on the report. Where we can examine that, are the customers have positive attitude towards the online banking service or not. In chapter 6, there was a recommendation are added to improve the internet Banking service and what further steps should be done by the bank. In chapter 7 the whole summary of the report has been given. In chapter 9 and 10 reference and appendix are attached.

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Chapter One

Introduction

1.1 Introduction

To keep pace with the technological advances Bank Asia is adapting the internet banking features. They have introduced that products and service that can serve the betterment of the customers. There are different kinds of products and services are utilized to serve the users. The study is based on the topic-is customer's attitude is positive toward the online banking service of Bank Asia.

1.2 Rationale of the study

The use of internet is not only limited within a small portion of our life. In every part of our life we are continuously use internet to get updated and connected with the world. To keep pace with the technology Banks are adapting internet service to their customer. Not only customers but also the bank itself gets benefited for adapting internet banking. Almost every banks of Bangladesh is adapting internet banking for developing the services. Through the use of internet banking people can easily get their services. With the help of E-banking service people can get the services in a time-consuming way and affordable price. The idea of E-banking is new to the customer's mind of Bangladesh. However, the facilities of online banking direct the customers to repeatedly use the E-banking facilities. For that reason, ultimately the customer satisfaction towards bank has grown.

As, online banking is a emerging concept for the customer of Bangladesh. For keeping pace this concept "Customer satisfaction toward Online banking of Bank Asia" is a value-added topic to analyze.

1.3 Objective of the report

The objectives of the report is presented below.

- To learn about the products and service of Bank Asia online banking
- Understand the factors to improve the online banking service of Bank Asia
- To know the limitation of delivering the service to the customers of Bank Asia
- To analyze the customers expectation form Bank Asia through the survey questions
- To examine and analyze the online banking service of Bank Asia

1.4 Scope of the study

Internet facilities are spread all over the world. Both public and private banks are enthusiastic to facilitate the benefits to their customers. The report covers the elements and factors that derives the customer to take the E-banking facilities. This report describes very detailed concept of E-banking what is very confidential. So, the students can take lessons and can use this for the future. Also, while doing the thesis I got to know the activities and internal affairs that others cannot easily find out from outside. From collecting data to analysis of the problem every time I got to involve myself with the internal affair of this organization. So, it is a very broad opportunity for me to involve in the corporate world.

1.5 Limitations of the Study

- The data and information related with the topic was not easily available.
- The study also suffered from inadequacy of data.
- The study was not done very successfully due to inexperience.
- Supply of more practical and contemporary data is another shortcoming.
- Unwillingness to response of the interviewer is another limitation for this study work.
- Time Constraint.
- Shortage of update data.

1.6 **Research question:** The research question of this report, are the customer satisfied towards the online banking of Bank Asia of Banani Branch.

CHAPTER 2: Organizational Overview

2.1 Profile of the organization

From early 90's Bangladesh always encounter the quick development of economic growth. To develop the economy of a developing country private banks always plays an important role. To contribute the economy, to introduce the financial facilities, urbanizing the people of Bangladesh Bank Asia started its journey. The tagline of Bank Asia is "For a better tomorrow". A gathering of enthusiastic entrepreneurs came out the concept of bringing change to the general people and providing the high quality of life for them. It received the certificate of incorporation on September 28, 1999. In November 27, 1999 Bank Asia began its business operation with an approved capital of Tk.800million.

Bank Asia is a third-generation commercial bank. Even though after 18 years later the Bank continue to keep promise keep on contributing the economy of the country. There are 63 banks are operating in Bangladesh. However, it has successfully kept its legacy even after years later. Currently 127 branches of Bank Asia operate in Bangladesh. With the help of some dynamic employees and the chairman of the organization this bank simultaneously growing far. Currently 2087 full time employees are working for providing the banking service at a standardized way. This bank not only keep their footsteps on the local money market, but also it has expanded its business in the foreign currency.

One more success of this organization is it acquired the business operation of Nova Scotia in Dhaka before than any other bank in Bangladesh. This bank also acquired the Bangladesh operation of Muslim Commercial Bank Ltd (MCB) a Pakistani Bank. For that reason, a huge number of customers are included in their organization. The bank took their height in a new place when the public offering share of the bank was 55 times that was created a record in our capital market's story. The ultimate goal of this bank is to educate the people with technology and innovating products. For that reason, it serves people with ATM, Tele banking, SMS and Net banking so that people can keep pace with the technological development. Currently in Dhaka there are 52 ATM booth for serving the customer. Total 107 ATM Booths are available in Bangladesh. The Chairman of Bank Asia claimed that, in the upcoming days the bank will involve in serving the people with latest value added and modern banking service.

The asset of Bank Asia is remarkably growing very fast. In 2013 the total asset of Bank Asia was 163,778million taka. In 2014 the amount reached in 182,731 million Taka. In 2015 total assets of this bank was 224,347 million taka. Finally, the amount of total asset of Bank Asia was 253,196 million taka. That means that the assets of this bank every year increase.

Bank Asia successfully keep on contributing in the nearby currency market and also in the outside market. However, the best part is this did not affect the bank at all. This bank at a same time keep contributing in the Treasury bill and different securities. Bank Asia is rely on its IT sector that much that they started the SMS managing account, the app called Stellar directly connected to the customer's account. For connecting the accounts there is no pre requisition is needed. The bank is growing and in the path of achieving its goal by relying the technological invention and powerful employees.

The head office of Bank Asis is situated in Motijheel Dhaka, Bangladesh. In Dhaka there are twelve branches. In Chittagong three branches, one in Munshiganj , one in Sylhet and one in

Kishorganj and one in Barishal. There are 127 branches of Bank Asia currently operating in the whole Bangladesh. They want to expand their business and contribute to the economy of Bangladesh.

2.2 Vision of Bank Asia PLC

Vision means in future where the organization wants to see itself. Vision is the ultimate goal of the organization. The vision of Bank Asia is to establish the country poverty free for the new era, keep similarity with the national dream. Also, the organization has the goal is to build the country in this way where the human dignity and human rights get the foremost priority.

2.3 Mission

The missions of Bank Asia are-

- Serving customers with high quality services and involve in the development and betterment of the economy of the country.
- To stand against the expectation and fulfill the demand of the customer, shareholder, clients and workers.
- To become the bank most looked for bank in Bangladesh by delivering the high advanced service with the group of experts serving innovation.

2.4 Core Values

The vital value of Bank Asia is given below-

- Design the product and service in that way where the customers get the highest priority and customers can get their desirable service from doing banking service in this bank.
- To deal with the customer, client, shareholder moral standard and clarity should be present.
- Not only developing the banking service the bank is up to developing for the betterment of the society.
- Ensuring the work life balance of the employees so that they have willingness to contribute for the bank. Also, to get a long term benefits they have to motivate and encourage the employees.
- With the Excellency of providing service to the client they can add value to the stakeholders.

2.5 Description of total business

Bank Asia covers a huge area of financing like others bank and financial institute. For that reason, they have divided their banking in a different wing. They are given below.

a) Retail Banking:

Bank Asia provide a lot of verity of retail banking. It is basically consumer banking. It includes different types of deposit account like savings account, sort time deposit, fixed term

deposit, pension scheme, triple benefit plus, monthly benefit plus scheme, dps and current account. Under retail banking they financing individual by car loan, personal loan for professional, house financing, senior citizen support. They provide debit card and various type of credit card for local currency, dual currency, rfcd and others scheme. They also financing in rural area for different types of agricultural project. Internet banking, Smart app, mobile banking all goes under retail banking.

b) Corporate Banking

Bank Asia ltd provides its corporate client financial and strategic advice and vast and wide variety of product. Their main products are General Corporate Finance, Export Finance, Project Finance, Syndication Finance, Work Order Finance, Cash Management and Offshore Banking.

c) Islamic Banking

In 2008 bank Asia start their Islamic banking where they provide deposit scheme like al wadiah current account and muradaba savings account. They also provide profit sharing scheme and investment and corporate scheme under Islamic banking window.

d) SME Banking

For small entrepreneur bank Asia provide different types of scheme for service, trading manufacturing. They provide separate scheme for women entrepreneur. Most interestingly they provide financing for seasonal business under the name of Utshob- seasonal business.

e) Agent Banking

Bank Asia mainly doing business in urban and semi urban area. For this a large number of people stayed in rural area remain un-banked. To provide banking facility to this un-banked people bank Asia start agent banking service all over the country. Now they operate their agent banking service in 39 districts.

2.6 Products and services of Bank Asia

It is very essential to find out the internal information regarding the products and services of Bank Asia. If we do not know about that products and services, we will not able to find out accurate result to improve that. The products and services of Bank Asia Online banking is given below.

ATM: The full abbreviation of ATM is automated teller machine. The ATM is a telecommunication computerized device that allows the customer to do financial transaction except the need of any paperwork or standing in a big line. Customer can easily can withdraw their money from the help of the ATM Card.

Electronic Transfer Fund: From the new innovation of the internet banking people can transfer their fund in their bank and also in the other banks.

E-Statement: sometimes for getting a verification from bank people have to bring the bank statement. Now people can get the e transaction history of their own account also they can get the downloads copy of the E-statement.

Internet bill payment: Few years back people need to stand in a line only to give the bill of the electricity, gas. But now people can easily give their bills through internet. The Bank Asia provides the service like others to the customer.

Balance and transaction update: People now can get all the information without going to bank. Customer just have to log in to their id and get the balance and transaction profile of their account. In that way people have more idea about their account.

Tele banking: Sometimes some company or client want to transfer huge money for that reason the bank calls up them and confirm the transaction. Now people can complete different transaction over phone like fund transfer, bill payment etc.

Mobile Banking: Mobile banking means through mobile people can have their transaction. Bank Asia have developed an application "SMART APP" for transaction through mobile.

SMART APP provides some lucrative to the customers. Like they can now transfer funds from their account, they can pay their bill internet, they can now their balance of their account.

Debit card: Debit card is the system from which we can purchase alternative of money. It minimizes to carry a huge amount of money. To get money customers need to press the pin to the machine and then when the code matches the customer will get their money.

Credit card: The credit card also a card that provides the customer to do a transaction. The difference between debit card and credit card is that does not remove money from the account. The customer can take the amount what they want but they have to return this with an interest rate. Basically, credit card lends money to the customer for doing their transaction.

POS: POS means point of sale. It can be found almost in every restaurant, shopping mall to pay. Consumer can easily pay through POS. People can swipe up their card make their payment clear. In hotel, restaurant, shopping mall the POS is widely established. It minimizes the trouble of the consumers to carry and withdraw money.

Chapter 3

Theoretical Discussion

Like other services Banks are adapting new formulas to improve their performance in front of the customers. Customers are tech savvy, for that reason they want the service that they can be easily accessed. In Bangladesh the banks are disclosing all the information for the easiness of the customer. Not only the Private Banks are going to the concept of internet banking service the central Bank also encouraging the other banks to adapt the new concept "Internet banking service". The concept internet banking has taken the banking service in a way were people can stay in their home and doing banking transaction. After adapting the Internet banking both the customer and bank get the facilities.

According to Singhal & Padmanabhan (2008) internet banking is widely used concept in this era. Through internet banking people can be facilitated like- bill payment, fund transfer, view balance of the account, purchase financial instrument and certificate of deposit.

Ezhou and Chou (2000) said that, customer can enjoy five types of services in online banking: view account balance and transaction, pay bill, transfer fund between accounts, ordering check, requesting credit card. People can avail these facilities from online banking service.

According to, Ching, 2008; Lamb et al, 2002 claimed that the electronic banking transaction can help to meet with the expectation of the customer and build a closer relationship with customer. In future that relationship will help the bank to gain success.

Smith & Chaffey claimed that, online banking service increase the customer satisfaction because if the bank adapts online banking service, they can improve their service quality, performance. Moreover, the customers also easily use their services. So, ultimately customer's satisfaction toward bank will increase.

Amin (2010) said that, in Bangladesh there are several banks which are offering the online banking facilities. Among the public banks the private banks are one step ahead of bringing the facilities of online banking. Prime Bank Ltd, Dhaka Bank Ltd, BRAC Bank Ltd, Eastern Bank Ltd, Dutch Bangla Bank already provide the facilities to their customers. Most of these banks are offering the ATM service to the customer for ease of their use.

Halperin (2001) examined that, online banking plays an effective role for the betterment of the organization-reduction of operation cost, increase revenue of the organization. For example, online banking service helps the financial institute to reduce the expenditure on physical structure, also online banking has more expertise on collecting information and management. With the emerging of online banking service banks has more flexibility and operating their system.

Ahsan (2009) said that, by doing online transaction the gross domestic product (GDP) will increase and Bangladesh will achieve the Millennium development goals.

There are some advantages of adapting E-banking. It is convenient to use; people can operate easily in internet banking. The services are offered in a minimum cost. Customers do not need to spend a lot of money for using this. The customer can connect anywhere any time by the help of E banking service. For that reason, banks can assure their best service quality and faster delivery of information to their customers, customer prefer the online banking because

it saves the valuable time of the customer, it makes transaction of innovative products at a low cost and encourage the queue management that is one of the significant part of e-banking service quality. (Gonzalez et al, 2008; Singhal and Padmanabhan, 2008; Brodie ae al,2007; Williamson,2006; Beer, 2006; Cooper, 1997; IAMAI's, 2006 and Joseph etal,1999)

Categorization of Electronic banking service

Generation of electronic banking	**Back office**	**Front office**
First generation	Ledger Cash management Head office MIS	Cash dispensers
Second generation	Transaction processing ACHs Generation of information for record keeping Fund transfer	Telephone bill payment POS system Check verification ATMs Authorization
Third generation	On time transaction processing Centralized processing at country level Internet banking Interbank transaction processing	Automatic fund transfer On line banking Home banking electronic Direct deposit Lock box check Electronic fund transfer Internet banking

Source: Raihan, Ananya. 1998

CHAPTER 4: METHODOLOGY

4.1. Type of Research Design: Research design is the whole process of collecting, analyzing, presenting the data and getting the results for the research work. It is the master plan which specifies the methods and procedures for collecting and analyzing the information needed in a research study. Any study's objectivity depends largely on how it is methodologically done. For the purpose of this report I use descriptive research design. Dulock (1993) found that descriptive research is used to describe a market's characteristics, behaviors, and functions. I present my findings in both theoretical and graphical way to give a clear idea of factors those have impact on Customer Satisfaction towards Online Banking: A Case Study on Bank Asia PLC Banani Branch.

4.2 Sources of data

There are two types of sources from where the data are collected. They are-

a) **Primary source**: The primary source was very important source to find out about the actual response of the questions. At first, I had collected data from the website, later on I gathered information form the customers that visited in the Bank Asia Banani Branch. As the report is based on the satisfaction level of customer regarding the service of Bank Asia the customer could give the accurate result of this questions. Moreover, I also made the conversation with the employees of Bank Asia about the feedback that customer provide to them. For that reason I got the clear view of two parties and make compare their points.

b) **Secondary Source**: The secondary source is as important as the primary source. I took help from the website of Bank Asia where I found the different features they are providing to their customer. Also, I have taken information from different research paper, journal, case study, article for gathering information about the topic.

4.3 Methods of Data Collection

To complete the internship report I had to collect information's from different sources. I had collected information's from the website of Bank Asia limited. I had taken the interview from the employees who are working in Bank Asia. Also, survey questionnaires were given to the customers to learn about their attitude towards the E-banking of Bank Asia limited.

4.4 Sample size: To collect the data from the customers a survey questionnaires form was given to the customers. To get the accurate data the sample size of my survey was 70. The targeted people were the customers who visited in Bank Asia Banani Branch.

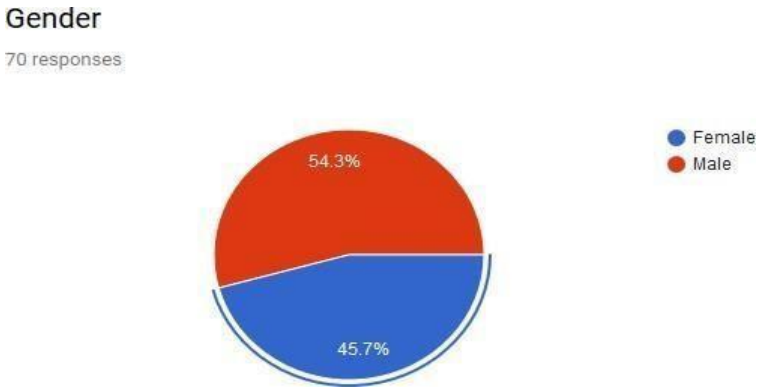
CHAPTER 5: ANALYSIS AND INTERPRETATION OF DATA

Analysis and Interpretation of Data

To analysis and interpret of the data examine a survey questionnaire I made to have a clear idea about the customer's attitude toward online banking system. The survey result gives the proper result of the attitude towards E-banking of the Bank Asia users. The result of the survey is given below.

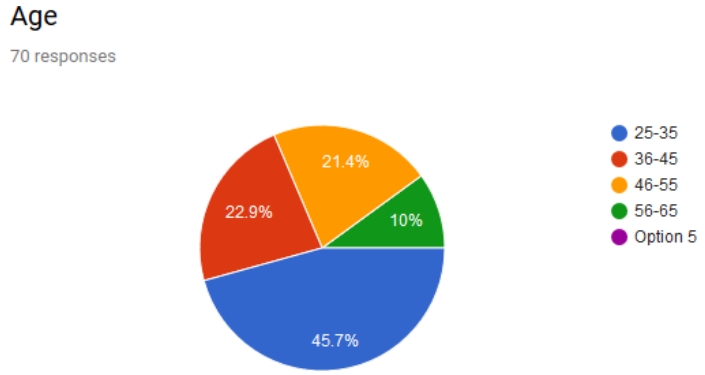
1. Gender

I had to collected data from the users who are the customer of Bank Asia Banani branch. Both male and female customer visited in Banani Bank Asia branch. Most of the customers of Bank Asia was the working people who are doing job in agency, banks, and universities. Almost male and female have the same ratio in visiting to the bank. The percentage of the male was 54.3% and the percentage of female was45.7%.



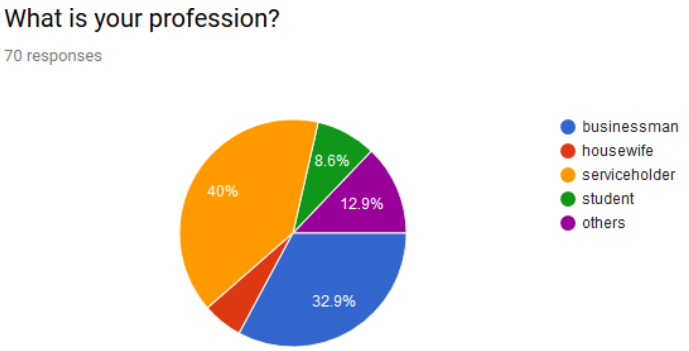
2. Age

There were various types of people came to the bank. There are no fixed aged group of people in the bank. For that reason, I keep the ratio of age from 18 to 56. However, most of the customers were in between 25-36 aged people.



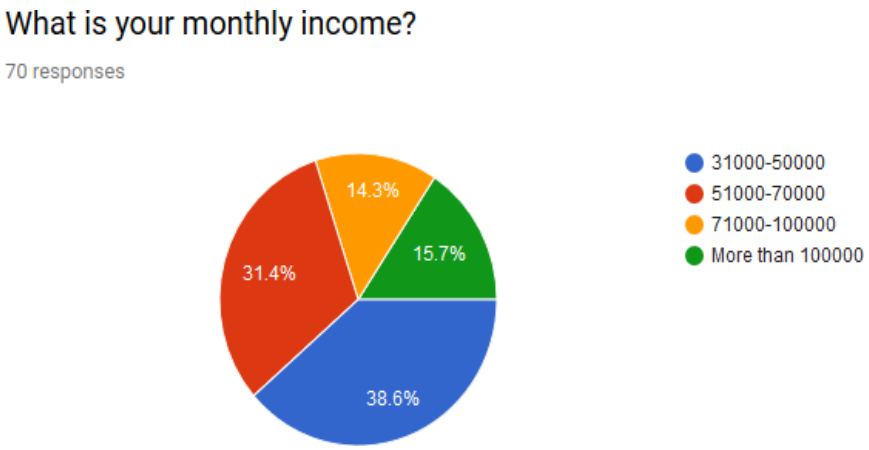
3. Profession:

The customers of Bank Asia came to bank for different reasons. Some of them are service holder, some of them are businessman. So according to the professional variety I have keep businessman, service holder, student, housewife, doctor in a unit of profession. 40% of the people's profession is service holder. About 32.9% of the people's profession is business. The student also has a small portion in my survey. 8.6% of the sample is student.



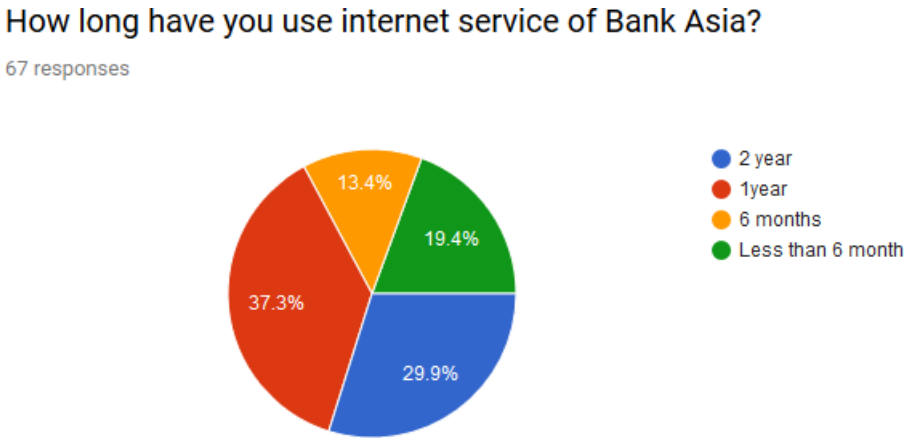
4. Income range:

When asking about the income range of the customers it has found out that, the range of salary is quite of the users of Bank Asia. So, I keep the salary range from 31000 to more than 100000 Taka approximately. About 38.6% people's salary in between 31000 Taka to 50000 Taka. 31.4% people's monthly income in between 51000 Taka to 70000 Taka. In my survey 15.7% of people have monthly earning more than 1 lakh taka.14.3% people have the income range from 71000 taka to 100000Taka.



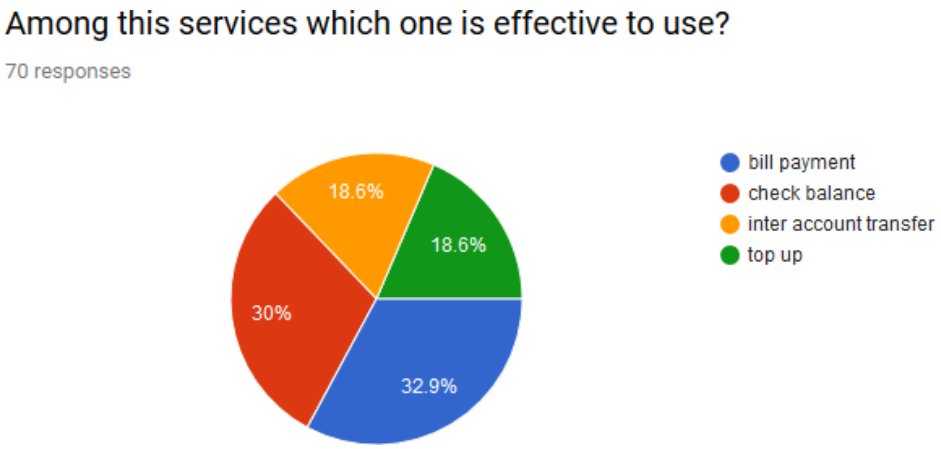
5. How long have you using internet banking service of bank Asia?

People who visited the bank maximum use the internet banking service. However, the internet banking service is new thing for them. For that reason, I keep the option from less than 6 months to 2 year. About 37.3% people use this for 1 year, 29.8% people use this for 2 years, 13.4% people use this for 6 months and 19.4% people use this less than 6months.



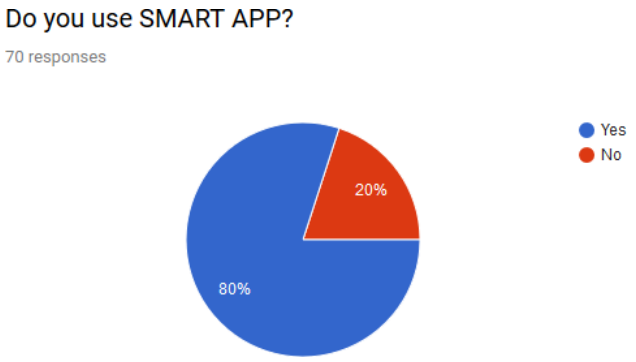
6. Services is effective

The useful service drives the customers to take the internet banking. The internet banking has some exclusive products and services for that reason customer want to utilize this for their betterment. Among the services I have categorized bill payment, check balance, inter account transfer, top up services. About 32.9% are using their service to give bill payment, 18.6% people take service for doing both checking balance, inter account transfer.



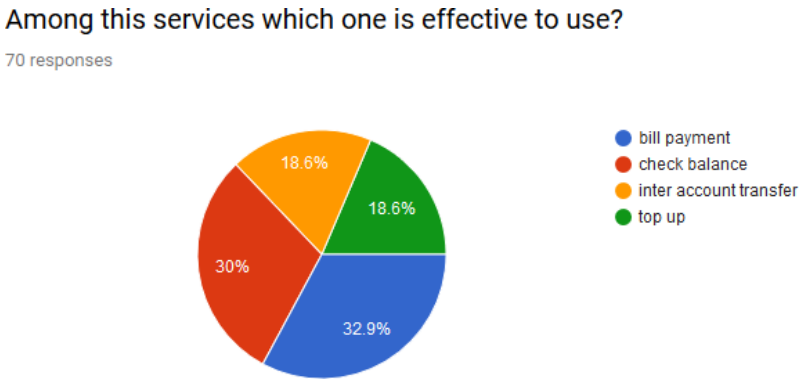
7. Do you use SMART APP?

The application Smart App launched 2 years ago. With the help of this application people can be benefited in a great extent. Bank Asia completely engage their employees in advertise and improving their quality. For that reason, 80% of the customer responded yes to the question of using the SMARTAPP.



8. Among this service which one is effective to use

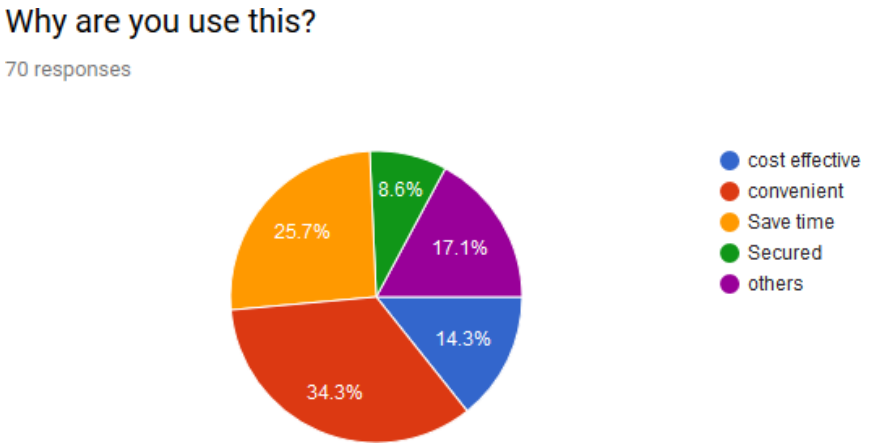
There are different kinds of services available in online banking service of Bank Asia. People are utilizing their services according to their need. Among the services- bill payment, check balance, inter account transfer, top up are very popular to the customers.



9. Why are you use this?

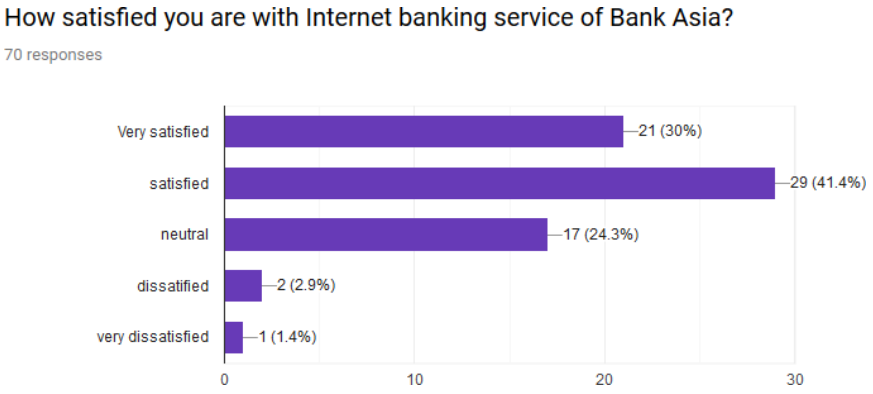
People are now familiar with the application SMART APP because of the exclusive services. There are several reasons for that people use the application. From the result of the survey it can be found out that, 34.4% people use this because it is convenient to use. The application is user friendly and easy to use for that reason customers use this application. Another essential.

Reason is people use the application because it saves the time of the users. 25.7% people find that, it saves the time of the people.



10. How satisfied you are with Internet banking service of Bank Asia?

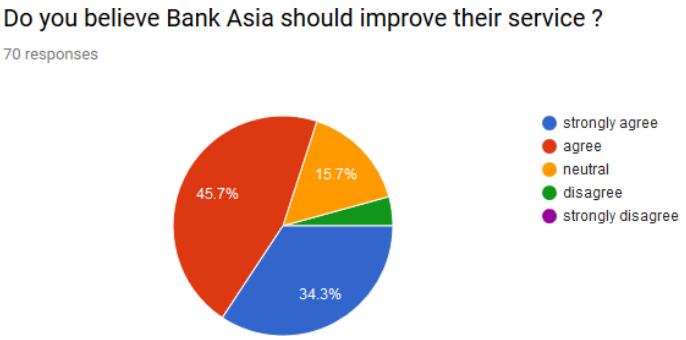
While asking about the satisfaction level of the customer towards the online banking service they happily claimed that they are very much satisfied about their online banking service. They hardly face any interrupt to use these services. For that reason, the customers claimed that, 41.4% of the customers claimed that they are satisfied with the online service of the bank Asia. Moreover, 30% of the people are very satisfied with the services provided by Bank Asia. In addition, 24% are neutral about the internet banking services. Lastly, 2.9% and 1.4% customers are dissatisfied with the services of Bank Asia. For that reason, it can be said that, except a small portion of the customer, a large amount of people are very much satisfied with the internet service of Bank Asia. So, the Bank Asia is going to their goal in establish their concept to the consumer's mind.



11. Do you believe Bank Asia should improve their service?

When I asked about the further improvement of the online service of Bank Asia the customers responded that 45.7% are agree about the improvement. Also, 34.3% customers are strongly

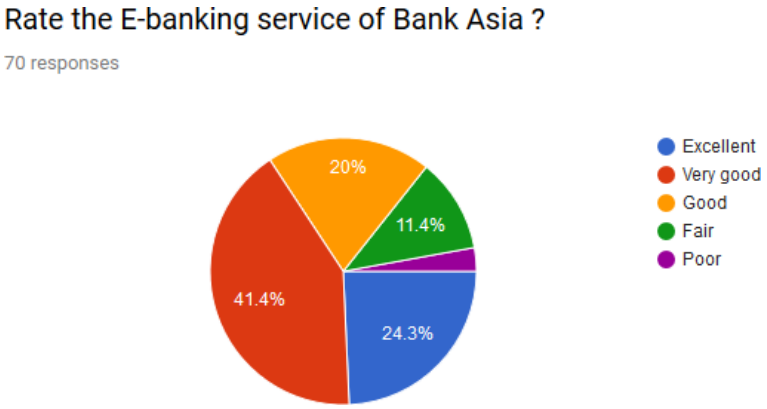
agreed with the improvement of the service of the Bank Asia. Maximum amount of the customer wants to Bank Asia to develop their services. 15.7% are neutral after asking the question.



12. Rate the E-banking service of Bank Asia?

When it was about rating the bank Asia E-banking service 41.4% people claimed that the services are very good. They have a positive response towards the E-banking service of Bank ASIA. Moreover, 24.3% people said that the services is excellent. They do not need any further complain about their service. Moreover, 20% of people said the services is good.

Lastly, 11.4% claimed that the services are fair enough to use. So, overall almost a maximum amount of people is rated the service very positive way.



13. What facilities they can provide to improve their service?

The question was created for getting suggestion from the customers for further improvement of the online service of Bank Asia. The concept of E-Banking is quite new to the customers. The customers give different suggestions to Bank Asia. Customers claimed that, the service quality of Bank Asia should be updated, developed so that people can take the facilities from their services. Moreover, they claimed that, the bank should come up with new and innovative service option for the customers. Also, they Sid that, they have to keep pace with the new technology and upgrade their product and services for the customers. However, few customers said that, there is no need to change and develop of the services the services are good enough to use. But the authority of Bank Asia should concern and take steps to solving the problem the customers are facing.

CHAPTER 6: FINDINGS

Findings:

From doing the internship report and from the result there are few things enlightened about the attitude towards the customer on the online banking of Bank Asia limited. The findings of the report are given below.

- Customers are much rely on the online banking service of Bank Asia than before, becausetheybelievethatonlineserviceservestheeffortlessservicetothecustomers.

- From the survey it can be said that, almost everyone is very much satisfied with the online banking service of Bank Asia. 41.4% of the customer are satisfied with the internet banking service of Bank Asia.

- Customers find out that, the features of the online banking service are very useful and reliable to them. For that reason, customer use the online banking in an important sector like- transfer money from one account to another account.

- People have the clear idea about the new application of online banking service "SMART APP". People are more focused to use these services. They take the benefits from this application because of the exclusive services that the application provides to them.

- The acceptance of online banking among people is increased in a great extent. People have grown an optimistic view towards the online service rather than before.

CHAPTER-7: RECOMMENDATIONS

Recommendations

After completing the analysis and findings part of the topic "Customer satisfaction toward online banking in Bank Asia" there are some realistic and practical recommendation. They are given below.

- Customers are more reliable and focused to the online banking service, for that reason Bank Asia should invest a huge amount of assets on this project.
- From the findings it can be seen that, customers are prefer the recent services however they want more exclusive services for their betterment.
- The cost of charging to the customers for internet banking should not be increased, they should keep stable for attracting to the customers.
- The internet banking experience of a customer should be very effortless, updated and faster.
- Every suggestion come from the users should give priority and have to work on this matter.
- If necessary, a new group of customer service center should be established only to solve the internet banking services.
- The employees of Bank Asia should train up to give facilities to the customers regarding internet services. Also, they have to be empathic to hear about the problems customer face regarding using the internet banking service.
- If any updated service and application arrive in the internet service the Bank should informed them through sending email or sending message.
- The employees should give proper knowledge and training to deliver proper knowledge and instruction to use the online banking.
- With the updated version of service and according to the demand of the customers Bank should provide the new service to their customers.
- Bank Asia should establish ATM booth to the areas where they are not available to serve the customer's demand.
- Bank Asia should aware and concern about the security and confidential matters of transaction.

CHAPTER -8: CONCLUSION

Conclusion:

Nowadays the use of internet is increased day by day. Every aspects of the life the use of internet is taking places. To keep pace with this development Bank Asia is following the footsteps to utilize internet to providing global services to the customer. If we observe the scenario then we can realize that, by providing the online service to the customers the customers are not alone benefited. The bank and the country also get beneficial from adapting online services to the customers. When the bank will deliver more efficient, updated, cost effective products and services to the customers the customer will use their service again. They will be satisfied towards their products and services. If the retention grows up the ultimate growth and usage of their product will also increase. So, ultimately the revenue of the bank will increase. Moreover, if customers are engaged to invest in the banking service in the long run the country will be benefited. So, there is no one sided benefit for delivering the online service to the customers.

Adapting the online banking service to the customer is a new concept for Bangladesh. Banks are serving the customers through providing exclusive products and services to fulfill the needs of the customers. Banks are providing some services like- checking balance, inter transfer of balance to the customers, payment of bills, top up services. These services were not so easy to be completed. But with the help of the updated technology online banking is serving to the customer in a very effective way.

So, the main duty of the bank is to provide the time demanding products and services to the customers. The customer should never feel that, they have sacrificed their security and open up their personal information for the world. The banks should take the need of the customer on top of everything hence customers will feel priority. They have to keep that in their mind that, if they can ensure the customer retentions by providing online banking service to the customer bank should take a step forward to develop it. By giving the excellent service to the customers, customers can grow a positive picture of the bank. The bank should invest and develop their online banking services to gaining the customer’s satisfaction toward online banking service.

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Appendix

Questionnaire

A Survey on "Customer satisfaction toward online banking service of Bank Asia, Banani Branch"

Dear Respondent,

I am a MBA student of Sonargaon University. For the purpose of my thesis I need to conduct a survey. You are requested to spare your precious time to fill up the questionnaire. Your views and answers are important to me. The information given by you will be kept confidential and will be used for the academic purpose only.

1. Gender?

a. Male

b. Female

2. What is your age?

a. 18-24

b. 25-34

c. 35-44

d. 45-54

3. What is your occupation?

a) Service holder

b) Businessman

c) Housewife

d) Student

e) Others

4. What is your monthly income?

a. 15000 Tk
b.20000Tk
c.25000Tk
d. More than 25000 Tk

5. **Do you use internet banking service?**

a. Yes b. No

If the answer is no then please explain why it is so? Comment:

6. **Among these services which one is very effective to use in internet banking?**

a) Bill payment
b) Check balance
c) Inter account transfer
d) Top up
e) all of them

7. **Do you use the new app of Bank Asia called "SMARTAPP"**

a) Yes
b) No

8. **Why are you using internet banking?**

a) Cost Effective
b) Convenient
c) Save Time
d) Secured

9. **How satisfied you are with your e banking service?**

a) Very satisfied
b) Satisfied
c) Neutral
d) Dissatisfied

10. **How satisfied you are with the service of E-banking?**

a) Very satisfied
b) Satisfied
c) Neutral
d) Dissatisfied
e) Very dissatisfied

11. Do you believe Bank Asia should improve their service in e-banking?

a) Strongly agree
b) Agree
c) Neutral
d) Disagree
e) Strongly disagree

12. Rate the E-banking service of Bank Asia?

a) Excellent
b) Very good
c) Good
d) Fair
e) Poor

13. What facilities they can provide to improve their service? Please comment below.