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**Shahjalal University of Science & Technology, Sylhet- 3114**

**Customers Perception on Application Based Banking:**

**A Study on Sonali Bank Limited**

**Course Code- 411**

**Course Title: Internship Defense**

**SUBMITTED TO:**

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**Letter of Submittal**

November, 2022

Professor Mazharul Hasan Mazumder

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**Subject: Submission of Internship Report.**

Dear Sir,

With due respect, I would like to inform you that, it is a great pleasure for me to submit the internship report on “**Customers Perception on App Based Banking**”that youassigned me as a requirement for the completion of BBA program. I have tried to make the report a comprehensive one within the given 3 months of time. I earnestly thank you for your guidance during the preparation of this report.

I therefore, request you to accept this report and give me proper suggestion in my professional life & I pray and hope that the mistakes, the report may have will be kindly excused.

Yours faithfully,

Tania Begum

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Department of Business Administration.

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**Letter of Certificate**

This is to certify that the internship report “**Customers Perception on App Based Banking: A Study on Sonali Bank Ltd**”Prepared by Mahbubur Rahman Kamil,a student a BBA program, Reg. no: 2017731037, Department of Business Administration, SUST under my supervision and guidance.

I wish him success in life.

Signature of the Supervisor

……………………………

Dr Mohammad Mizenur Rahman

Professor

Department of Business Administration

Shahjalal University of Science & Technology, Sylhet.

**Acknowledgement**

At first, I would like to express my gratitude to Almighty Allah who has given me opportunityto continue the whole process of internship and to write a report in this regard. In the preparation of this internship report, I would like to acknowledge the encouragement and assistance given to me by a number of bankers. I am most grateful to my internship supervisor **Dr Mohammad Mizenur Rahman**, Professor, Department of Business Administration, SUST for providing detailed feedback and support all the time on this report. Without the guidance of Dr Mohammad Mizenur Rahman, this path would not have been so easy for me.

I would like to express my gratitude to**Sheikh Mohammad Sujadul Huq**, Senior principal officer of Sonali Bank, Dargagate corp. branch. Thanks to him for helping me with the relevant information that I needed to prepare this report. Without their contribution, it would not have been possible for me to complete this report.

Thanks to all from the core of my heart.

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**Executive Summary**

The purpose of the report is to know the “**Customers Perception on App Based Banking on Sonali Bank Ltd**.”. By offeringtraditional banking facilities and customer-oriented schemes, the bank has gained the heart of the customers as well as held the market and becomes the leading financial institution of the country. In the very first part of my report, I have given a background which describes the overall content of the report. After that I shortly narrated the overview of Sonali Bank Limited. In this part I have made trial to explain the historical background, target,satisfaction, efficiency, tangibility, quality services of app etc. of Sonali Bank Ltd.

After that, the project part comes. In that part I have shown the app banking activities of Sonali bank ltd. I have elaborately discussed the customer services that the branch provides.

In findings part I have mentioned that the respondents are overall satisfied with transaction facilities and app banking activities.

Moreover, the bank has no advanced IT and utility bill paying facility than it is demanded.

After that, I have mentioned some guidelines based on the findings in this report. I have suggested the bank authority so that they can relate themselves with the ultra-speed of modern technology by acquiring the customized banking tools and applications.

I have also recommended the concern authority to expand office space and develop fast pace services policy in order to get the expected result.

Finally, I have mentioned that the bank should take necessary actions if the bank wants the betterment of the customers.

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# Chapter One:

# Introduction

### 1.1 Background of the study

The booming growth of information technology has created significant ramifications for the App Based Banking industry. Particularly, a significant portion of users are connecting with apps rather than traditional banking, thanks to increased security and improved condition-based services. In general, app-based banking refers to engaging customers in online and networked banking activities. We discovered a variety of advantages of app-based banking, including time and money savings, colorful banking, stoner friendliness, and convenience for both bankers and customers. Banks now benefit from cost savings, and clients have access seven days a week, twenty-four hours a day. Typically, app-based banking is referred to as eco-friendly banking.In fact, environmentally friendly programs rely on green systems. Accepting banking statements by email rather of paper could serve as an example of an eco-friendly banking practice. This is one of the best strategies to draw in clients. The green consumerism concept was created in the 1960s and 1970s to protect the environment and public health from abuses. A new "green" brand introduced this concept in the American request in 1980. Still, the term "green" has its origins in the dawn of the twenty-first century. The word "Green" refers to restrictions on society, morality, and the environment. The green station currently has a significant impact on environmental sustainability and the defense of traditional banking practices.

Accordingly, Sudhalakshmi and Chinnadorai (2014) proposed that green banking helps to reduce internal carbon footprint and carbon emigration. The majority of people in Bangladesh currently uses the internet. Bangladesh's app-based banking industry has also adopted the green idea. Bangladesh Bank developed laws and regulations for the execution of green banking practices together with conventional banking activities by utilizing technology innovation and clustering it with green banking practices. Green banking is currently helping businesses progress while also having a good effect on other industries. However, it raises questions that need to be addressed as a study of research being undertaken in Bangladesh's context found no evidence of discussion on the usage of apps for banking from the perspective of client’s green concern as well as operation of App based banking apps. Therefore, this super stud's main goal is to close this deficit. App banking is currently being used as a strategic strategy to draw in the global banking sector and keep customers. App-based banking is a common method of delivering services and goods across electronic platforms, much like the phone, the internet, mobile devices, etc. The concept and compass of app banking are currently being developed. It greatly speeds up the supply of banking services by enabling an efficient payment and account system. It significantly speeds up the supply of banking services by increasing efficacy in the area of efficient payment and account systems. Customers can use it.It enables customers to access electronic bill payment, money transfer, account viewing, and other banking-related services provided by App Based Banking. With the use of instruments from the digital era, app-based banking is now facilitating new connections with consumers, nonsupervisory authorities, suppliers, and banking partners. For instance, the relationship between the bank and the consumer will be more individualized through new ways of transaction processing and service delivery. Currently, the bank is dealing with a number of significant concerns, such as how new technology will benefit fully and how App Based Banking will change how customers interact with the service provider, etc. App-based banking has significantly contributed to the advancement of technology.One of the most strategic shifts to occur in retail banking in more than a decade has been app banking. Through the use of tone-service technologies, changes in technical interfaces have enabled the fiscal assiduity to satisfy its customers by providing instant solutions to their concerns. Customers are currently given access to a variety of channel services by the financial institution, including branch services for traditional-service preferences like ATMs, telephone banking, online banking, and mobile banking.With app banking, customers can execute financial operations including bill payments, stock market trades, account transfers, and other fiscal services on a secure website provided by the financial institution, typically accessed using a laptop or desktop PC. Using a mobile device, internet banking and app banking carry out their respective tasks similarly (mobile phone, smartphone, or tablet). In general, app banking and internet banking are seen as two comparable essential channels for banks to provide their consumers with goods and services. Many banks are urging their customers to use self-service technology because it offers new advantages like cost savings and cross-selling efforts.

The interaction between banks and their customers is improved by providing a variety of multi-channel services and products. The emphasis of the majority of investigations into the young channel in financial assiduity app banking is abandonment. Most empirical studies of app banking aim to comprehend the influences and reasons on the intention to give up or receive. However, there aren't many studies on the retention or even continued use of app banking in the post-adoption phase. This study aims to comprehend how using an app for banking might be advantageous for stoners, particularly in terms of personal performance. Despite the fact that some authors associate "performance" with efficiency and productivity. I link user benefit to individual performance in the context of app banking, where effectiveness in the execution of tasks related to app banking is a benefit. I'm making three contributions with this essay. I have first proposed a few definitions and found a few grouped definitions. Taking into account the development of various "front-office" technologies over time, such as mobile technology, which enable the banking sector to provide a range of products and services across many platforms. Due to technology improvements, the concept of app banking has changed, and a new, more thorough definition is being put out. In the second section, the body of literature giving empirical investigations of app banking over the preceding ten years is reviewed, examined, and synthesized. To comprehend the factors that influence app banking and the subject of app banking studies, much research has been done. This makes it easier for us to describe how this exploration sluice has evolved and to pinpoint its current location. Based on it and driven by the aforementioned research gap, we provide further perspective on individual performance at the post-relinquishment phase. Third, and, most importantly, I make suggestions for future study directions and where the trouble of app banking studies should concentrate their efforts. Future app banking patterns should be understood to enable experimenters and service providers create tactics for luring implicit adopters and retaining customers.

1.2 Objectives of the Report: The main objective of this report is to find the customers perception regarding app-based banking services on commercial bank specifically Sonali Bank.

## 1.3 Specific Objectives:

* To understand the customers satisfaction of app-based banking.
* To understand the scenario of app-based banking services.
* To identify major strengths and weaknesses of Sonali Bank Limited by applying App Based Banking.

## 1.4 Scope of the Report:

While preparing this report, a great opportunity had been discovered by me to have an in-depth knowledge of App Banking System of a leading bank in Bangladesh. This paper covers some of its general information of App banking system of Sonali Bank Limited.

## 1.5 Limitation of the Study:

* As I had to complete my internship program within 3 months, I can’t reach all sectors and get deep knowledge of various department
* Less access of limitation cause Bank has internal policy, operations which should not be not disclosed to others and some data and information had some confidential reason.
* The sample size is very low. Within short time period it is difficult to complete survey with large sample size.
* Some of the respondents were reluctant to response.

# Chapter Two:

# App banking

A bank can communicate with its customers in a variety of ways. Branch locations, ATMs, telephone banking, online banking, and mobile banking are some efficient methods for banks to market their services and goods to customers. Time savings and reduced client bases have resulted from the shift from an emphasis on original- centric (branch locations and ATMs) to place- centric (online banking) and equipment- centric (available anywhere, 24 hours a day, 7 days a week). Due to the fact that all a customer needs to complete a financial transaction is a mobile device, outfit-centric vision brings the customer closer to the bank. In traditional banking, customers must visit a physical location (a branch or an ATM), which might not be nearby. With location-based banking, users may conveniently complete the most sophisticated banking transactions in history as long as they have access to a computer and the internet. Customers prefer using particular banking channels to order particular products. According to Hoehle and Huff (2012), branches are employed for sophisticated product orders (such mortgages and loans), whereas tone-service technology can be used for more basic operations like bill payments or other domestic transactions. Many banks impose a fee for domestic transactions conducted at their locations in order to entice customers to borrow tone-service technology. The mobile platform offers a variety of complex services and goods, ranging from basic accounting balance enquiries to service payments, money transfers, and even more complex products like stock exchange dealings. Due to their handle restrictions, such as limited defenses and awkward input procedures, complex transactions are relatively delicate to accomplish on mobile devices. In businesses when they require immediate access to their accounts and their traditional banking channels aren't available, consumers are embracing mobile bias for simple mobile banking deals (e.g., checking their account balance before copping goods at a point of trade). The massive growth of mobile device use and e-commerce has attracted experimenters' attention to app banking. Researchers in colorful operation information systems have provided many definitions of app banking. M-commerce is commonly seen as a subset of e-commerce, and app banking as a subset of m-commerce. Few papers normally qualify device types for app banking use, while many others do not. This is because utilizing banking services from a laptop shouldn't be regarded as app banking because the UI is similar to a desktop PC, which isn't a mobile device.

# Chapter Three:

# Literature Review

The banking conditioning of the present is accelerated by the technological revolution, therefore app-based banking is essential to it. Customers utilize the App Banking system to manage their personal banking transactions, pay various bills, move money between accounts, conduct online transactions, and make purchases. The adoption of an app-based banking system is a chic method to address client expectations and needs while fostering strong communication between customers and service providers. Additionally, leveraging apps is essential for reducing fixed expenditures and running costs. However, despite the benefits of paperless tasks offered by app-based banking, drug users are typically confronted with security-related issues. Making a decision can be significantly influenced by this information. At the moment, technological development is also making it easier to use app-based banking. Initially, studies that focused on the abandonment of app-based banking and intention to use apps explored a number of key elements that influence app adoption.In this context a summary of reviewed literature has been given below:

|  |  |  |  |
| --- | --- | --- | --- |
| SL | Authors | Title | Factors Used in the Study |
| 1 | Marafon et al. (2018) | Perceived Risk and Intention to Use App: The Effects of Self-Confidence and Risk Acceptance | Risk acceptance, self-assurance, risk perception, and app usage intention. |
| 2 | Yoon and Steege (2013) | Development of a quantitative model of the impact of customers’ personality and perceptions on App use | Accessibility, perceived value, perceived usability, and perception. |
| 3 | Leon (2018) | Service mobile apps: a millennial generation perspective | Self-Efficacy, Information Quality, Perceived Usefulness, Perceived Ease of Use, Intention, and Attitude |
| 4 | Moon and Kim (2001) | Extending the TAM for a World-Wide-Web context | Positivity, usefulness, perceived simplicity, attitude toward usage, behavioral intent to use, and actual use. |
| 5 | Shampa and Jobaid (2017 | Factors Influencing Customers’ Expectation Towards Green Banking Practices in Bangladesh | Green financial products and services, an app, a dedication to energy conservation, economic factors, adherence to ethical and environmental standards, and environmentally friendly technology |
| 6 | Sagib and Zapan (2014 | Bangladeshi app banking service | Convenience of location, effectiveness, ease of operation, assurance of security, responsiveness and dependability, and customer satisfaction and retention |
| 7 | Nupur (2010) | E-Banking and Customers’ Satisfaction in Bangladesh: An Analysis | Customer satisfaction, responsiveness, assurance, empathy, tangibles, and Customer Satisfaction |

Aspects like green concern and app; apps for prognosticating have been explored by experimenters in banking sectors while rolling out mobile relinquishment of mobile operations. The use of apps has not yet been widely adopted, particularly in Bangladesh. However, the technology acceptance model (TAM) has been advocated in several parts of information technology relinquishment piecemeal from App, either in its original form or in its enlarged form. The current investigation supported the technology adoption model's perceived utility and perceived ease of use components as a result (TAM). Either 659 cybercrime cases have been resolved in the past six years, or three original private banks in Bangladesh have recently been the targets of severe cyberattacks (Rahman, 2019).

For this reason, there raising security enterprises in using of App banking services. Therefore, in addition to the green concern and apps, perceived security is added to the classical TAM as predictors of App banking use.

**3.1**

## Conceptual Framework

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**Practices App Based Banking**

## 3.2 Practices of App Based Banking and Efficiency of the Service:

The practices of app-based banking have created efficiency by providing quick and prompt services. It creates the interactive situation providing clear and understandable system. There do not found any difficulties while practicing app banking. There also found that bank shows deep concern in solving any problem related to app-based banking. Moreover, learning to operate the app banking is very easy for us. Besides, app-based banking service help in keeping records correctly. Many authors mentioned the efficiency level of app-based banking. They became successful while studying about the efficiency of app. They mainly highlight the point of prompt services which is not possible other mobile financial services. They focus the app for this quickness. Additionally. They forced the system of learning because app banking is such kind of learning where different sign, symbol etc. are used. For this reason, it becomes very easy for us learn the controlling process of app. Those who are not educated can use the app by following the symbolic action. Besides this facility of efficiency, authors highlighted the process of problem-solving capacity. Though there has efficiency, there must be stayed hi class power of problem-solving operation. And it has been proved by the authors that app-based banking is really bearing this capacity.

From the above discussion, this study found following hypothesis:

**H1: There is an impact of positive relationship with efficiency.**

## 3.3 Practices of App Based Banking and Reliability of the Service:

App based banking service is reliable and dependable that create confidence in terms of banking operations. The bank is quick in eliminating potential error and provide exact service on time. It also provides reversing and adjusting transaction. For this reason, customers usually prefer app-based banking services instead of visiting the branch for doing their transaction. Some authors also emphasize on the reliability of the app-based banking services because they discovered it has the capacity of first time and right service. Owing to the flourishing emergence of technology have been increasing that aims to find out whether any positive impact on the uses, competence, integrity on the uses of the mobile banking apps. Although banks have realized the importance of consumers choices, they struggle to create credibility that create positive impacts on users who would be helpful in increasing the uses of apps. For this the bank tries to diminishing error factors of potential app banking services. Meanwhile on social media varies customers usually complains about them in ability to log in or transfer funds from banking apps. On app banking transaction, banks normally provide convenient options for the customers whom highly wants adjusting banking transaction. Banking services also facilized the customers taking the option of non-visit branch services. They created the reliability for their customers by offering 24/7 services by using app.

From the above discussion, this study found following hypothesis:

**H2: The customers have positive Reliance on practices of app-based banking.**

## 3.4 Practices of App Based Banking and Tangibility of the Service:

Apps do not require a lot of effort and time to get the services. It is easy to find what one need on the app based on banking services.so that day by day the greater numbers of customer are receiving the services and got accustomed to using it. Banks are also creating maximum customer value and earned credibility. Besides this, banks are focusing the direct enter ship of customers by diminishing wasting time and effort. Customer can easily find out options what actually looking for they. These kinds of easy features option are going to be increased day by day as banks mainly focusing customers responses. Here customers also responding while they don’t find option what actually not in here. Based on this responses banks can regain modified their system process of app and show up the customers with a solving new option. By this way, banks are creating value of tangibility and earned customers focus on their services.

From the above discussion, this study found following hypothesis:

**H3: There is a positive relationship of tangibility and app banking services**.

## 3.5 Practices of App Based Banking and Responsiveness of the Service:

App based banking services respond immediately to clients’ request. Helpline is available if there is any problem. Bank inform the customer when the services will be performed so that the customer need not queue for their diurnal banking transaction. Some researchers categorized these responses as a special duty of bank and bank related authority. As banking is referred as business, that’s why no any negative effects hamper the banking transaction and customers must be followed. If they cannot respond more frequently, they will be failure authority of banking sectors for the category of responsive actions. For this not responding options or late responses, it may reduce the well face bank and may reduce the customer loyalty and main customers. These types of critical actions are mentioned as special duty of bank by the researchers. Moreover, responsiveness issues critically interfere the general dimensions of banking business that affects can be understood if you analyze the banking system of private limited company. Though we are analyzing that government bank, responsiveness issues may not highly affect the banking because government banks mainly be targeted as service provider not as profit maker. But in private or profit maker organization, customers my expect quick and prompt services.

From the above discussion, this study found following hypothesis:

**H4: The customers get quick response in terms of their transaction.**

## 3.6 Practices of App Based Banking and Satisfaction with Quality Services:

Quality service is the such kind of services where an organization provide the best services for their customers. For the betterment of services banks add the extra ordinary benefits for their customers. The customers are getting twenty-four hours in day and seven days a week including holidays. The overall services are better than traditional banking services. The users not only use but also recommend someone. consequently, the user of banking app is increasing rapidly. After getting quality services most of the users use mobile banking apps to check their balances, view recent transactions, pay bills and make transfer. Consumer expect convenience, security and quick access in case they use mobile banking apps. Some of the recent studies proved it that quality service highly be attachable with the perception of super customers. In those studies, the researchers make it understood that without proving best quality, the supreme value of customers might be ignored. From this ignorance aspects the negativity obviously be increased, that’s why customers will be demotivated to use the app and will try to consecutively detached from this banking transaction. They will try to habituate better option which gives us the best services with the best quality. But these types of operations may not highly affect government owned bank because government bank’s main target is to help the government in necessary and provide some local and international service for general public whether the service is quality full or not. But in private sectors bank’s main target is to make profits and make customers habituated to use their products. That’s why they must ensure quality services and habituate their customers in such a manner that they cannot escape. By this way, quality services affect the app-based banking operations.

From the above discussion, this study found following hypothesis:

**H5: The customer got supreme satisfaction with quality services.**

**Satisfaction Level**

## 3.7 Efficiency vs satisfaction level:

Though bank provide efficient services by sharing app-based banking system, customers became satisfied taking the facilities provided by bank. They become habituated day by day on app-based banking. Moreover, app-based banking shows up more problem-solving capacity that's why satisfaction level is being increased rapidly. Few years ago, a question has been raised in the mind of customers showed by small research of IBA of Rajshahi university where they customized the operation of banking services and emphasize on app and being able know that customers really want the unique services what actually not invented yet. They also emphasize that if the perception of customers be demised, some of the bank will rise and other will fall and might be detached from banking transaction. For this they make some recommendations for bankers and banking authority. They mentioned them to follow the desire of customers what actually they want from bank and what level of advice they give to the bank. If banks authority can accept their instructions and make a quick response with due respect then the satisfaction level will be increased and the efficiency of banking operations also be raised. If the efficiency be raised then the bank enjoys the cost reduction benefits and can get competitive advantage.

For this reason, we can say that there is positive relation between efficiency and customers satisfaction.

## 3.8 Tangibility vs satisfaction level:

It is known to us that service is intangible but when a service become heart touchable and which feeling as like as tangible think then it is called tangible service. Customers are highly satisfied getting the service of app and for these customers show up positive relation with the tangibility of the app-based banking. Banks needs to pay attention those services which provide for them competitive advantage. Tangibility is one of them to achieve competitive advantage. In offering effortless transaction, banks can take a good place on customers heart and make a good face in banking industry. This reputation will affect the banking operation and will be increased customers. If the bank can ensure these kinds of tangible services what is always looking for customers my highly affect the tangibility of banking operations. To increase satisfaction level of customers, banks must emphasize on the tangibility of the services proving customers real needs.

Form this discussion, a concept can be cleared that tangibility highly affect the satisfaction level of customers.

## 3.9 Reliable vs satisfaction level:

A special category of quality dimensions app banking is reliability of the services. App based banking is gradually being increased last few years and will be increasing coming days. It is known to us that customers are really anxious about the security and reliability of the transaction via app-based banking system. It is also can be called that reliability is the technology enabled system of banking technology related issues must be matter. To perform a reliable duty of satisfaction, it is must to affair in technology. App based banking service is reliable which increased the satisfaction level of customers. Customers become accustomed to getting the services of app. They perform their secret operation and duty by app-based system though they bear high confidence and secrecy of app-based banking. For this there we find proper positivity between reliability of app-based banking and customers satisfaction.

## 3.10 Responsiveness vs satisfaction level:

Responsiveness can be said as the process which has the better capability to respond customer very quickly and with a flexibility. There has greater revolutionary change in business industry which did not fall in other industry. At present, banks are being adopted to provide prompt services by minimizing their cost and adding the customers value. It is very necessary for banking industry to know the changing mood of the customer by which they can respond promptly.

App based banking services is showing responsiveness rather than rude diurnal activity. Customers get response twenty-four by seven-day services including holidays. Though it bears enough responsive ability to handle the matter, customer get satisfied taking the service. That's why a hypothesis can be created that there is powerful relationship between app responsiveness and customers satisfaction.

## 3.11 Quality services vs satisfaction level:

We can measure customers satisfaction by a service is supplied by the authority to meet customers need and wants. We can measure satisfaction by quality of the product, the services are provided by bank, the place where service is taken and price level of the product. The key term for the banks to achieve customer loyalty by adding excellent service quality which being the major goal of the organization.

Customers become habituated day by day because app-based banking service provide actually that services what mainly customers want. It is not only general service but also a categorized quality service. By the technological advancement, banks are being able to continue their duty consistently and can respond urgently adding quality products for the satisfaction of customers. Discussing this fact, a hypothesis is created as quality services highly affected customers satisfaction.

# Chapter Four:

# Methodology of the Study

This study shows the perception of a customer towards App banking service, a study on Sonali bank Ltd, which consist of efficiency, tangibility, reliability, responsiveness and communication and quality services and customer satisfaction.

## 4.1 Research design:

The study made by me mainly focused on primary data and which is being used as a quantitative research technique. Quantitative research is such kind of research which involves hefty samples and systematize questionnaire survey that can be measured numerically and statistically. The data which are used there is collected from Sonali Bank Ltd. Dargagate Corporate Branch. Main data were collected from the duty time of my three months internship by using quantitative questionnaire method. Customers of Sonali bank whom have account in this branch and perform their regular transaction from this branch been the respondents of my study. The respondents whom I have selected as the system of non-probability sampling method. I have collected totally 52 responses the question I have circulated around 62 among which 55 were considered as reliable of this study. In this survey, I tried to cover some demographic area of respondents. The questionnaire I have used has been taken different research article and rest were made by the help of my supervisor, Dr Mohammed Mizenur Rahman, Professor, Department of Business Administration, SUST.

Here I used closed ended questionnaire pattern to collect data. The design used here was called multiple item measurement scales. My questionnaire has been divided about 10 sections where ‘A’ section shows the demographics, ‘B’ section shows app based banking, ‘C’ section shows practice of app based banking, ‘D’ section shows the benefits level and customers satisfaction, ‘E’ section shows the efficiency, ‘F’ section shows the reliability, ‘G’ section shows the tangibility, ‘H’ sections shows the responsiveness and communication, ‘I’ section shows the satisfaction with quality services and ‘J’ section shows the causes behind dissatisfaction.

## 4.2 Data Tools and Analytical Techniques:

The method I used here is multiple regression method to determine the level of significance of the variables for the perception of app-based banking.

The modal of regression equation for this study is:

CSABB= α + ß1XE + ß2XR+ ß3XT+ ß4XRC + ß5XQ+e

Where,

CSABB= Customer Satisfaction on App Based Banking.

XE= Efficiency

XR= Reliability

XT= Tangibility

XRC= Responsiveness and Communication

XQ= Quality

α = constant, ß= Coefficients to estimate & e= error term

# Chapter Five:

# Data Analysis

# Demographics of the respondent:

## Table 1: Gender

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Gender** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Female | 11 | 21.2 | 21.2 | 21.2 |
| Male | 41 | 78.8 | 78.8 | 100.0 |
| Total | 52 | 100.0 | 100.0 |  |

For the study, respondent’s sex was divided into two categories. Here we found that among 52 respondents only 21.2 percent only female and rest of respondent are male.

## Table 2: Marital status

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Marital status** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Single | 29 | 55.8 | 55.8 | 55.8 |
| Married | 20 | 38.5 | 38.5 | 94.2 |
| Separated | 3 | 5.8 | 5.8 | 100.0 |
| Total | 52 | 100.0 | 100.0 |  |

Among the 52 respondent the greatest number 55.8 percent are single and second largest 38.5 are married. And the rest of them are seen as separated.

## Table 3: Age

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Age** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Below 30 | 27 | 51.9 | 51.9 | 51.9 |
| 30-34 | 14 | 26.9 | 26.9 | 78.8 |
| 35-39 | 8 | 15.4 | 15.4 | 94.2 |
| 40-44 | 2 | 3.8 | 3.8 | 98.1 |
| 45-49 | 1 | 1.9 | 1.9 | 100.0 |
| Total | 52 | 100.0 | 100.0 |  |

For the study respondent’s age group was divided into six classes. Among them below 30 years old are 51.9% customers, 30-34 years old are 26.9% customers, 35-39 years old are 15.4% customers, 40-44 years old are 3.8% customers and 45-49 are just 1.9% customers. Therefore, I can say that most of the respondents are between below 30 years old.

## Table 4: Education

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Education** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Secondary | 6 | 11.5 | 11.5 | 11.5 |
| High Sec | 15 | 28.8 | 28.8 | 40.4 |
| Undergraduate | 18 | 34.6 | 34.6 | 75.0 |
| Graduate | 10 | 19.2 | 19.2 | 94.2 |
| postgraduate | 2 | 3.8 | 3.8 | 98.1 |
| Prof. Certificate | 1 | 1.9 | 1.9 | 100.0 |
| Total | 52 | 100.0 | 100.0 |  |

In our previous findings we showed that 51.9 percent are below 30 and here undergraduate students are 34.6%. the relationship is that the educated and young generation has greater intention in using mobile apps for banking. The second largest are higher secondary customers whose percentage is 28.8. but the lowest portion of this chart is professional certificates’ customer who are 1.9%.

## Table 5: Monthly Income

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Monthly income** | | | | | |
|  | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Below 30000 | 26 | 50.0 | 53.1 | 53.1 |
| 30001-50000 | 21 | 40.4 | 42.9 | 95.9 |
| 50001-70000 | 2 | 3.8 | 4.1 | 100.0 |
| Total | 49 | 94.2 | 100.0 |  |
| Missing | System | 3 | 5.8 |  |  |
| Total | | 52 | 100.0 |  |  |

The above figure shows that 50% of the total customer’s income are less than 30000. Because the customer I found they are mainly newly graduated and new joint 3rd or 4th class job holder. Besides the plutocrat customer generally transact by their assistant and those are not ready to answer any question. That’s why the lower income percentage became high.

# Descriptive Statistics of App Based Banking

## Table 6: Service Taker Opinion Regarding App Based Banking

|  |  |  |  |
| --- | --- | --- | --- |
| **App Based Banking** | **Yes** | **No** | **Total** |
| Are you user of App? | 35  (67.3%) | 17  (32.7%) | 52  100% |
| Are you aware of App based banking? | 41  (78.8%) | 11  (21.2%) | 52  100% |
| Have you recommended app banking to others? | 41  (78.8%) | 11  (21.2%) | 52  100% |
| Do you use mobile financial services (MFS) services? | 28  (53.8%) | 24  (46.2%) | 52  100% |
| Do you use electronic fund transfer Systems? | 32  (61.5%) | 20  (38.5%) | 52  100% |
| Do you use POS? | 19  (36.5%) | 33  (63.5%) | 52  100% |
| Do you use App for utility bill payment services like internet, electricity, Gas, Water, cable TV etc.? | 36  (69.2%) | 16  (30.8%) | 52  100% |
| Do you use cardless transaction through App? | 26  (50%) | 26  (50%) | 52  100% |

From the above table we knew about service taker opinion regarding app-based banking. Here I mentioned eight question and found that the user of app is 35 customers from 52 respondent and which percentage is 67.3% only. Then the customer whom are aware about app are 41 of 52 respondent and bear the percentage only 78.8%. And then the MFS user are 28, electronic fund transferer 32 customers. Finally, the rest answerer pays different bills and cardless transaction user are 36 and 26 which percentage is69.2% and 50%.

## Table 7: Practices of App Based Banking (customers practice)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Practices of App Based Banking** | **Very low** | **Low** | **Average** | **High** | **Very**  **High** | **Total** |
| I have used apps for balance checking | 14  (26.9%) | 4  (7.7%) | 19  (36.5%) | 7  (13.5%) | 8  (15.4%) | 52  100% |
| I have used apps for fund transfer | 15  (28.8%) | 16  (30.8%) | 11  (21.2%) | 7  (13.5%) | 3  (5.8%) | 52  100% |
| I have used apps for bill payments | 14  (26.9%) | 11  (21.2%) | 15  (28.8%) | 7  (13.5%) | 4  (7.7%) | 52  100% |
| I have used apps for SMS or mobile banking | 12  (23.1%) | 7  (13.5%) | 14  (26.9%) | 10  (19.2%) | 8  (15.4%) | 52  100% |
| I am satisfied with App based bank’s security system | 10  (19.2%) | 13  (25%) | 16  (30.8%) | 9  (17.3%) | 4  (7.7%) | 52  100% |
| App banking site does not share my personal information with other sites | 10  (19.2%) | 14  (26.9%) | 10  (19.2%) | 11  (21.2%) | 7  (13.5%) | 52  100% |
| App is being used for update my information & data | 12  (23.1%) | 7  (13.5%) | 20  (38.5%) | 10  (19.2%) | 3  (5.8%) | 52  100% |
| I have used app for 24/7 transaction. | 14  (26.9%) | 17  (32.7%) | 11  (21.2%) | 5  (9.6%) | 4  (7.7%) | 52  100% |
| I have used app for performing different application | 11  (21.2%) | 13  (25%) | 13  (25%) | 12  (23.1%) | 1  (1.9%) | 52  100% |

Table no 7 shows us the practices of app-based banking in settled question 9 where answerer chronologically answer the question code p\_1 to p\_9 and given the percentage. Here code one’s shows that 36.5% customer are average user of balance checking. Code three’s fund transfer user support the low condition and that percentage 30.8%. Next the bill payment answerer shows average percentage that is 28.8%. Up next code no 5 and 6 that’s mean SMS mobile banking and app-based security also shows average answer and which combined answer 26.9% and 30.8%. then personal information sharing sites questions show that its low percentage that is 26.9%. and then the question of update information and 24/7 transaction combinedly shows average and lower percentage that is 38.5% and 32.7%. Code no 9’s answer of performing different applications shows lower and average both equal percentage that is 25% but its near percentage is high percentage that is 23.1%.

## Table 8: Benefits Level and Customer Satisfaction

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Benefits Level and Customer Satisfaction** | **SA** | **A** | **N** | **DA** | **SDA** | **Total** |
| App banking is cost saving than traditional banking | 16  (30.8%) | 14  (26.9%) | 14  (26.9%) | 6  (11.5%) | 2  (3.8%) | 52  100% |
| App banking is time saving than traditional banking | 22  (42.3%) | 17  (32.7%) | 6  (11.5%) | 5  (9.6%) | 2  (3.8%) | 52  100% |
| App banking is easy to use than traditional banking | 20  (38.5%) | 15  (28.8%) | 8  (15.4%) | 5  (9.4%) | 3  (5.8%) | 52  100% |
| App banking is flexible than traditional banking | 13  (25%) | 20  (38.5%) | 10  (19.2%) | 7  (13.5%) | 2  (3.8%) | 52  100% |
| App banking is more secure than traditional banking | 9  (17,3%) | 18  (34.6%) | 14  (26.9%) | 4  (7.7%) | 6  (11.5%) | 52  100% |
| App banking is reliable than traditional banking | 11  (21.2%) | 13  (25%) | 18  (34.6%) | 4  (7.7%) | 4  (7.7%) | 52  100% |
| App banking is tangible than traditional banking | 9  (17.3%) | 20  (38.5%) | 13  (25%) | 8  (15.4%) | 2  (3.8%) | 52  100% |
| The system, connectivity etc. for app banking available than traditional banking | 11  (21.2%) | 18  (34.6%) | 7  (13.5%) | 12  (23.1%) | 3  (5.8%) | 52  100% |
| App banking has better problem-solving capacity than traditional banking | 8  (15.4%) | 14  (26.9%) | 22  (42.3%) | 6  (11.5%) |  | 50  (96.1) |
| App banking can fill up one’s expectation than traditional banking | 6  (11.5%) | 24  (46.2%) | 15  (28.8%) | 6  (11.5%) | 1  (1.9%) | 52  100% |
| Are you satisfied? | 6  (11.5%) | 21  (40.4%) | 15  (28.8%) | 6  (11.5%) | 3  (5.8%) | 52  100% |
| I feel secure while making transaction through the app | 7  (13.5%) | 14  (26.9%) | 18  (34.6%) | 13  (25%) |  | 52  100% |
| Banking services are available 24/7 | 9  (17.3%) | 24  (46.2%) | 10  (19.2%) | 4  (7.7%) | 5  (9.6%) | 52  100% |
| Bank inform me exactly when a service will be performed | 9  (17.3%) | 17  (32.7%) | 19  (36.5.%) | 4  (7.7%) | 3  (5.8%) | 52  100% |
| By using app, it is quick to complete an intra bank or interbank banking transaction | 11  (21.2%) | 14  (26.9%) | 22  (42.3%) | 4  (7.7%) |  | 51  (98.1) |

Table no 8 shows us the benefits level and customers satisfaction where code BL 1 answer the question of cost saving and there found strongly agreed customer are 30.8% which is greater percentage related this question and here also found the lowest percentage bear the name strongly disagree which percentage 3.8%. BL2, BL3,BL4 bear the question app banking is time saving, easy to use and flexible than traditional banking where 42.3%,38.5% and 13.25% respectively shows strongly agree regarding the serviced provided by the bank. 38.5% and 34.6% respondent agree that app banking is flexible, more secure than traditional banking. 34.6 % respondent are neutral and express that App banking is reliable than traditional banking. 38.5%,34.6% and 26.9% agree that app banking is tangible, create connectivity and has better problem-solving capacity than traditional banking system. 46.2% respondent claims that app banking can fill up one’s expectation and they are satisfied through getting optimum services.34.6% normally express that they feel secure while making transaction through the app. 49.3% neutrally agree that by using app it quick to complete and inter banking transaction. This is short summary of this table.

## Table 9: Efficiency of App Based Banking

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Efficiency** | **SA** | **A** | **N** | **DA** | **SDA** | **Total** |
| App-based banking services provided very quick and prompt services. | 16  (30.8%) | 22  (48.1%) | 8  (9.4%) | 4  (7.7%) | 2  (3.8%) | 52  100% |
| Learning to operate the App based Banking system is easy for me | 10  (19.2%) | 21  (40.4%) | 16  (30.8%) | 5  (9.6%) |  | 52  100% |
| My Interaction with the App based Banking system is clear and understandable | 12  (23.1%) | 20  (38.5%) | 11  (21.2%) | 8  (15.4%) | 1  (1.9%) | 52  100% |
| I have not had difficulties with App based banking services. | 7  (13.5%) | 12  (23.1%) | 24  (46.2%) | 6  (11.5%) | 3  (5.8%) | 52  100% |
| Bank shows deep concern in solving my problems related to any App based banking operations | 8  (15.4%) | 23  (44.2%) | 13  (25%) | 5  (9.6%) | 2  (3.8%) | 52  100% |
| App based banking service helps in keeping records correctly | 10  (19.2%) | 19  (36.5%) | 13  (25%) | 10  (19.2%) |  | 52  100% |

Table 9 shows us the efficiency of app-based banking system. Here more favorable question for us is that service are quick and prompt. In this regard more of the customers become agreed which percentage is 48.1%. the second lower is strongly agreed customer that bear percentage 30.8%. here we also found that understanding and interactive action of a customer mainly agreed their answer that is around 38.5%. finally, app-based service may help us in keeping record correctly, regarding this question maximum respondent also become agreed with this question that is about 36.5%. This has been proved from this data table.

## Table 10: Reliability of App Based Banking

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Reliability** | **SA** | **A** | **N** | **DA** | **SDA** | **Total** |
| APP based Banking service is reliable and dependable | 5  (9.6%) | 26  (50%) | 14  (26.9%) | 3  (5.8%) | 4  (7.7%) | 52  100% |
| App based Banking services perform for me the service right on the first time | 8  (15.4%) | 23  (44.2%) | 15  (28.8%) | 6  (11.5%) |  | 52  100% |
| I have high confidence in the App based banking services in the bank | 9  (23.3%) | 21  (40.4%) | 17  (32.7%) | 5  (7.7%) |  | 52  100% |
| I prefer using App Banking services instead of visiting the branch for doing my transactions | 9  (17.3%) | 21  (40.4%) | 17  (32.7%) | 4  (7.7%) |  | 51  98.1% |
| The Bank is quick in eliminating potential errors on App based banking operations. | 10  (19.2%) | 16  (30.8%) | 16  (30.8%) | 7  (13.5%) | 1  (1.9%) | 52  100% |
| The App based banking provides convenient options for reversing or adjusting transaction | 8  (15.4%) | 15  (28.8%) | 18  (34.6%) | 7  (13.5%) | 3  (5.8%) | 52  100% |

Table no 10 answer the question of reliability of app-based banking. There has settled six question and maximum customers show the positivity. From R\_1 to R\_5 all of the customer has agreed with the question and lower level of customer showed neutral and disagree related activity. But the scenario has been changed in the question of convenient options of adjusting transaction where most of the customer become neutral and that percentage is 34.6%.

## Table 11: Tangibility of App Based Banking

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Tangibility** | **SA** | **A** | **N** | **DA** | **SDA** | **Total** |
| App do not require a lot of effort and time to get the services. | 13  (25%) | 21  (40.4%) | 12  (23.1%) | 5  (9.6%) | 1  (1.9%) | 52  100% |
| It is easy to find what I need on the App based banking services | 8  (15.4%) | 21  (40.4%) | 12  (23.1%) | 7  (13.5%) | 3  (5.8%) | 52  100% |

Table no 11 shows the tangibility of app-based banking were settled only two questions. From this most of the customer agreed the question that app do not require a lot of effort and time to get the service and that percentage is 40.4%. rest are strongly agreed and neutral. But scenario is same in the question no 2 where agreed customer also 40.4% and rest are neutral and strongly agree.

## Table 12: Responsiveness and Communication

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Responsiveness and Communication** | **SA** | **A** | **N** | **DA** | **SDA** | **Total** |
| App based Banking services respond immediately to clients’ requests | 9  (17.3%) | 17  (32.7%) | 18  (34.6%) | 6  (11.5%) | 2  (3.8%) | 52  100% |
| Helpline is available if there is any problem | 8  (15.4%) | 20  (38.5%) | 8  (15.4%) | 12  (23.1%) | 3  (5.8%) | 52  100% |
| Bank informed me exactly when a service will be performed | 8  (15.4%) | 16  (30.8%) | 15  (28.8%) | 9  (17.3%) | 6  (7.7%) | 52  100% |

In table 12, the responsiveness and communication of app banking has positive effect and most of the customer showed agreed response that is 32.7%,38.5%,30.85 and rest are neutral. SA, DA and SDA.

## Table 13: Satisfaction with Quality Service

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Quality Service** | **SA** | **A** | **N** | **DA** | **SDA** | **Total** |
| I am satisfied with the transaction processing via APP-based banking services. | 6  (11.5%) | 19  (36.5%) | 21  (40.4%) | 5  (9.6%) | 1  (1.9%) | 52  100% |
| I am satisfied with e-banking service packages that are provided 24hrs in a day and 7 days a week including holidays | 7  (13.5%) | 23  (44.2%) | 15  (28.8%) | 5  (9.6%) | 1  (1.9%) | 51  98% |
| I am satisfied with the bank’s app services quality. | 6  (11.5%) | 20  (38.5%) | 19  (36.5%) | 6  (11.5%) | 1  (1.9%) | 52  100% |
| Overall services of APP based banking is better than traditional banking service | 7  (13.5%) | 26  (50%) | 11  (21.2%) | 3  (5.8%) | 5  (9.6%) | 52  100% |
| I can recommend my bank to someone | 10  (19.2%) | 14  (26.9%) | 22  (42.3%) | 6  (11.5%) |  | 52  100% |

Table 13 focuses on the satisfaction with quality service where customer answer quality related question and satisfaction of app’s answer came as neutral that is 40.4%. But here found 44.2% agreed with the services of 24/7. Here also found 38.5% are satisfied with quality services. 42.3% customer became neutral in the question of recommended my bank to others. This is short scenario of this data table.

# Impacts of Quality Services Factors on Customers Satisfaction

## Table 14,15,16

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Model Summary** | | | | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | |
| R Square Change | F Change | df1 | df2 |
| 1 | .557a | .310 | .251 | 1.19612 | .310 | 5.275 | 4 | 47 |
| a. Predictors: (Constant), Responsiveness and communication\_Average, Tangibility\_Average, Reliability\_Average, Efficiency\_Average, | | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 30.188 | 4 | 7.547 | 5.275 | .001b |
| Residual | 67.243 | 47 | 1.431 |  |  |
| Total | 97.431 | 51 |  |  |  |
| a. Dependent Variable: Satisfaction\_Average | | | | | | |
| b. Predictors: (Constant), RC\_AVG, T\_AVG, R\_AVG, E\_AVG | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | .556 | .857 |  | .649 | .520 |
| E\_AVG | .681 | .358 | .689 | 1.904 | .063 |
| R\_AVG | .314 | .097 | .412 | 3.237 | .002 |
| T\_AVG | -.216 | .131 | -.587 | -1.645 | .107 |
| RC\_AVG | .046 | .085 | .067 | .539 | .592 |
| a. Dependent Variable: Satisfaction \_Average | | | | | | |

Here, a linear regression test was conducted to assess the relationship between the benefits level of customers satisfaction and efficiency, reliability, tangibility, responsiveness and quality services. Here, the mentioned table proves that there was no significant positive relationship between efficiency and customers satisfaction. Here we found that adjusted R2=.251, F=5.275, β=.689, T= 1.904, P=.063

Secondly, I found that there was a positive relationship between reliability and customer satisfaction where adjusted R2=.251, F=5.275, β=.412, T= 3.237, P=.002

Thirdly, I found that there was also no significant positive relationship between tangibility and customers satisfaction where adjusted R2=.251, F=5.275, β=-.587, T= -1.645, P=.107

Fourthly, I regained that there was no significant positive relationship between responsiveness and customer satisfaction where adjusted R2=.251, F=5.275, β=.067, T= .539, P=.592

# Impact on App Banking Services on Efficiency of the Services

## Table 17,18,19

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Model Summary** | | | | | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | |
| R Square Change | F Change | df1 | df2 |
| 1 | .096a | .009 | -.011 | 1.40549 | .009 | .469 | 1 | 50 |
| a. Predictors: (Constant), Practices\_Average | | | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | .927 | 1 | .927 | .469 | .496b |
| Residual | 98.770 | 50 | 1.975 |  |  |
| Total | 99.697 | 51 |  |  |  |
| a. Dependent Variable: Efficiency\_Average | | | | | | |
| b. Predictors: (Constant), P\_AVG | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 4.162 | .589 |  | 7.073 | .000 |
| P\_AVG | -.143 | .209 | -.096 | -.685 | .496 |
| a. Dependent Variable: Efficiency\_Average | | | | | | |

Linear regression test was conducted to assess relationship between practices of app-based banking and customers efficiency. Here I found that there was no significant positive relationship between app-based banking and customers satisfaction. Here adjusted R2=-.011, F1.50=.496, β=-.096, T= -.685, P=.496

# Impact on App Banking Services on Tangibility of the Services

## Table 20,21,22

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Model Summary** | | | | | | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
| R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .098a | .010 | -.010 | 3.77467 | .010 | .484 | 1 | 50 | .490 |
| a. Predictors: (Constant), Practice\_Average | | | | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 6.899 | 1 | 6.899 | .484 | .490b |
| Residual | 712.408 | 50 | 14.248 |  |  |
| Total | 719.308 | 51 |  |  |  |
| a. Dependent Variable: Tangibility \_Average | | | | | | |
| b. Predictors: (Constant), Practice\_ Average | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 5.153 | 1.581 |  | 3.260 | .002 |
| P\_AVG | -.390 | .560 | -.098 | -.696 | .490 |
| a. Dependent Variable: T\_AVG | | | | | | |

Here, a linear regression was conducted to find out whether there is any relationship between impact on app-based banking and tangibility of services. But there is no positive relationship I found between tangibility and app-based banking where adjusted R2=.-.010, F (1.50) =.485, β=-.484, T= -.696, P=.490

# Impact on App Banking Services on Reliability of the Services

## Table 23,24,25

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Model Summary** | | | | | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
| R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .098a | .010 | -.010 | 3.77467 | .010 | .484 | 1 | 50 | .490 |
| a. Predictors: (Constant), Practice\_ Average | | | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 6.899 | 1 | 6.899 | .484 | .490b |
| Residual | 712.408 | 50 | 14.248 |  |  |
| Total | 719.308 | 51 |  |  |  |
| a. Dependent Variable: Tangibility \_ Average | | | | | | |
| b. Predictors: (Constant), Practice\_ Average | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 5.153 | 1.581 |  | 3.260 | .002 |
| P\_AVG | -.390 | .560 | -.098 | -.696 | .490 |
| a. Dependent Variable: Tangibility \_ Average | | | | | | |

Here a linear regression was conducted to find out the relationship between impact on app-based banking and reliability of the services. But there is no relationship I found between reliability and app-based banking services where adjusted R2=-.010, F (1,50) =.484, β=-.098, T=-.696, P=.490

# Impact on App Banking Services on Responsiveness and Communication of the Services

## Table 26,27,28

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Model Summary** | | | | | | | | | |
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
| R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .020a | .000 | -.020 | 2.03731 | .000 | .020 | 1 | 50 | .889 |
| a. Predictors: (Constant), Practice\_ Average | | | | | | | | | |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa** | | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | .082 | 1 | .082 | .020 | .889b |
| Residual | 207.531 | 50 | 4.151 |  |  |
| Total | 207.613 | 51 |  |  |  |
| a. Dependent Variable: Responsiveness, communication\_ Average | | | | | | | |
| b. Predictors: (Constant), Practice\_ Average | | | | | | | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| B | Std. Error | Beta |
| 1 | (Constant) | 3.748 | .853 |  | 4.393 | .000 |
| P\_AVG | -.042 | .302 | -.020 | -.141 | .889 |
| a. Dependent Variable: RC\_AVG | | | | | | |

Here a linear regression was conducted to find out the relationship between impact on app-based banking and responsiveness and communications of the services. But there is no relationship I found between responsiveness and communications and app-based banking services where adjusted R2=-.020, F (1,50) =.020, β=-.020, T=-.141, P=.889

# Chapter Six:

# Findings

According to demographic findings, out of the 52 customers, male who are 41(table 1) is more accustomed to using mobile app for banking compare to female who are just 11. Among the male and female gender, the single who are 29(table 2) uses greater numbers than the married who are 20. Below 30 years customers have more intension using the app and 45-49 years hardly have interest as they used to traditional transaction. The guys who are undergraduate have highly addicted as they young enough and strive to be engaged with modern facilities. In terms of income range, highly salaried people normally use these apps and below 30k salaried persons are not aware regarding app-based services.

Out of 52 respondents, I found that 78.8% respondents are aware of app-based banking. Besides 69.2% respondents use app for utility payment like internet, electricity, gas, water, cable tv etc. I also exposed that the greatest 30.8% express average satisfaction level about bank security system. Apart from this, 34.6% customers have agreed regarding the system, connectivity etc. for app-based banking than traditional banking. In addition, 42.3% customers strongly agree about app-based banking has better problem-solving capacity than traditional banking. Consequently, app-based banking helps in keeping record correctly which is 36.9%. app based banking provides convenient options for reversing or adjusting transaction which is 34% almost. I re-again innovated that 40.4% customers are strongly believe that app-based banking does not require a lot of effort and time to get the services. Almost 40% customers consent regarding the easiness to find out what one need on the banking services. Helpline is efficient that quickly response if any accident is taken place and out of 52 customers 38.5% agree with the helpline services. Banks quickly inform the customers exactly when a service will be performed. 44.2% customers express satisfaction with e-banking service packages that provide twenty-four hours a day and seven days a week including holidays and overall banking services is better than traditional services that is said by 50% of the customers. While determining the relationship between tangibility and customers satisfaction I found that there is no significant relationship between them. On the contrary, there is strong positive relationship between reliability and customers satisfaction. While I measuring various factors like customers efficiency, tangibility, reliability, responsiveness and communication and tangibility with app-based banking I found there is no positive relationship among them. Though it should have been positive relation, it has been negative due to unaware response of customers.

# 

# Chapter Seven:

# Recommendation and Conclusion

## 7.1 Recommendation

This section aiming some suggestion based on the findings of study. Though in a short time and with small sample size I conducted my study therefore it is not enough to give suggestion to improve perception of branch customer. But I tried my best to combine my theoretical knowledge and practical experienced earned in this branch.

* The banks should focus on more customers awareness regarding their provided services so that the customers can differentiate with current advanced banking services.
* The banks should keep recording the banking service got the customers and response the provided recommendations got from the customers.
* The bank should focus profoundly whether the customer face any problems while using the apps and make them convince accordingly at that moment.
* Helpline should be always available if there is any problem occurred and settled the problem such a way that customers show favourable about the banking services.
* Sharply response while any banking adjustment may be needed so that any misstatement found the account holders would solve efficiently.
* While sensitive data is concerned, the users want the absolute best protection against hacker and cyber theft.
* The customers save money on single check that does not have to be processed and stored in the traditional sense. The bank should conscious about charging for the services so it’s a win-win for both parties.
* The banks should systemize the app in such a way that it creates awareness regarding cost savings and put aside money.

## 7.2 Conclusion

I prepared this report as a part of internship program of my BBA program and got opportunity to explore customer perception with app-based banking service of Sonali Bank Limited by using my theoretical knowledge and three months’ experience gathered in the branch. For analyzing my study, I applied least square multiple linear regression method. By reviewing some previous study, I selected five independent variables to compare with one dependent variable. From my findings I revealed that efficiency, tangibility, reliability, responsiveness and communication, satisfaction with quality service have association with customer satisfaction. It has been argued in the extant literature that customer satisfaction may not necessarily translate to customer loyalty. It is appositive side that young and energetic job seeker are now more interested I banking job and their performance in their job improving the condition of whole banking sector. we observe that different types of agents and different types customers prefer different types of services.Understanding customer’s need for mobile banking has become challenge for service providers. Specially understanding the consumer’s attitudes towards mobile banking, making improvement in the factors that influence consumers to use mobile banking and working on factors that affect consumers to use mobile banking will help service providers to gain the competitive edge over others. In conclusion, having access to mobile banking has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today.

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## Questionnaire:



**Shahjalal University of Science and Technology, Sylhet-3114**

**Department of Business Administration**

**Questionnaire for Internship**

**Title: Customers Perception on App Based Banking: A Study on Sonali Bank Ltd**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Code** | **Question and answer Options** | | | | | | | | | | | | | |
| D\_1 | **Gender:** a) Male b) Female | | | | | | | | | | | | | |
| D\_2 | **Marital Status**: a) Single b) Married c) Separated | | | | | | | | | | | | | |
| D\_3 | **Age:** (a)Below 30 (b) 30-34 (c) 35-39 (d) 40-44 (e) 45-49 (f) Above 50 | | | | | | | | | | | | | |
| D\_4 | **Education:** (a)Secondary (b)Higher Secondary (c)Undergraduate (d)Graduate (e)Postgraduate (f)Professional Certification | | | | | | | | | | | | | |
| D\_5 | **Monthly Income:** Below 30000 Tk. b) 30001-50000 Tk. c) 50001-70000 Tk. d) 70001-90000 Tk. e) Above 90001 Tk. | | | | | | | | | | | | | |
|  | **App based banking** | | **Yes** | | | **No** | | |  | | |  | |  | |
| ABB\_1 | Are you user of App? | |  | | |  | | |  | | |  | |  | |
| ABB\_2 | Are you aware of App based banking? | |  | | |  | | |  | | |  | |  | |
| ABB\_3 | Have you recommended app banking to others? | |  | | |  | | |  | | |  | |  | |
| ABB\_4 | Do you use mobile financial services (MFS) services? | |  | | |  | | |  | | |  | |  | |
| ABB\_5 | Do you use electronic fund transfer Systems? | |  | | |  | | |  | | |  | |  | |
| ABB\_6 | Do you use POS? | |  | | |  | | |  | | |  | |  | |
| ABB\_7 | Do you use App for utility bill payment services like internet, electricity, Gas, Water, cable TV etc.? | |  | | |  | | |  | | |  | |  | |
| ABB\_8 | Do you use cardless transaction through App? | |  | | |  | | |  | | |  | |  | |
| **Practices of App based banking (Customers’ practice)** | | | | Very Low | | | Low | | | Average | | | High | Very High | | |
| P\_1 | I have used apps for balance checking |  | | |  | | |  | | |  | | |  |
| P\_2 | I have used apps for fund transfer |  | | |  | | |  | | |  | | |  |
| P\_3 | I have used apps for bill payments |  | | |  | | |  | | |  | | |  |
| P\_4 | I have used apps for SMS or mobile banking |  | | |  | | |  | | |  | | |  |
| P\_5 | I am satisfied with App based bank’s security system |  | | |  | | |  | | |  | | |  |
| P\_6 | App banking site does not share my personal information with other sites |  | | |  | | |  | | |  | | |  |
| P\_7 | App is being used for update my information & data |  | | |  | | |  | | |  | | |  |
| P\_8 | I have used app for 24/7 transaction. |  | | |  | | |  | | |  | | |  |
| P\_9 | I have used app for performing different application |  | | |  | | |  | | |  | | |  |
| **Benefits Level & Customer Satisfaction** | | | | SA | | | A | | | N | | | DA | SDA | | |
| BL\_1 | App banking is cost saving than traditional banking |  | | |  | | |  | | |  | | |  |
| BL\_2 | App banking is time saving than traditional banking |  | | |  | | |  | | |  | | |  |
| BL\_3 | App banking is easy to use than traditional banking |  | | |  | | |  | | |  | | |  |
| BL\_4 | App banking is flexible than traditional banking |  | | |  | | |  | | |  | | |  |
| BL\_5 | App banking is more secure than traditional banking |  | | |  | | |  | | |  | | |  |
| BL\_6 | App banking is reliable than traditional banking |  | | |  | | |  | | |  | | |  |
| BL\_7 | App banking is tangible than traditional banking |  | | |  | | |  | | |  | | |  |
| BL\_8 | The system, connectivity etc for app banking available than traditional banking |  | | |  | | |  | | |  | | |  |
| BL\_9 | App banking has better problem-solving capacity than traditional banking |  | | |  | | |  | | |  | | |  |
| BL\_10 | App banking can fill up one’s expectation than traditional banking |  | | |  | | |  | | |  | | |  |
| BL\_11 | Are you satisfied? |  | | |  | | |  | | |  | | |  |
| BL\_12 | I feel secure while making transaction through the app |  | | |  | | |  | | |  | | |  |
| BL\_13 | Banking services are available 24/7 |  | | |  | | |  | | |  | | |  |
| BL\_14 | Bank inform me exactly when a service will be performed |  | | |  | | |  | | |  | | |  |
| BL\_15 | By using app, it is quick to complete an intra bank or interbank banking transaction |  | | |  | | |  | | |  | | |  |
| **Efficiency** | | | | | | | | | | | | | | | | |
| E\_1 | App-based banking services provided very quick and prompt services. |  | | |  | | |  | | |  | | |  |
| E\_2 | Learning to operate the App based Banking system is easy for me |  | | |  | | |  | | |  | | |  |
| E\_3 | My Interaction with the App based Banking system is clear and understandable |  | | |  | | |  | | |  | | |  |
| E\_4 | I have not had difficulties with App based banking services. |  | | |  | | |  | | |  | | |  |
| E\_5 | Bank shows deep concern in solving my problems related to any App based banking operations |  | | |  | | |  | | |  | | |  |
| E\_6 | App based banking service helps in keeping records correctly |  | | |  | | |  | | |  | | |  |
| **Reliability** | | | | | | | | | | | | | | | | |
| R\_1 | APP based Banking service is reliable and dependable |  | | |  | | |  | | |  | | |  |
| R\_2 | App based Banking services perform for me the service right on the first time |  | | |  | | |  | | |  | | |  |
| R\_3 | I have high confidence in the App based banking services in the bank |  | | |  | | |  | | |  | | |  |
| R\_4 | I prefer using App Banking services instead of visiting the branch for doing my transactions |  | | |  | | |  | | |  | | |  |
| R\_5 | The Bank is quick in eliminating potential errors on App based banking operations. |  | | |  | | |  | | |  | | |  |
| R\_6 | The App based banking provides convenient options for reversing or adjusting transaction |  | | |  | | |  | | |  | | |  |
| **Tangibility** | | | | | | | | | | | | | | | | |
| T\_1 | App do not require a lot of effort and time to get the services. |  | | |  | | |  | | |  | | |  |
| T\_2 | It is easy to find what I need on the App based banking services |  | | |  | | |  | | |  | | |  |
| **Responsiveness and Communication** | | | | | | | | | | | | | | | | |
| RC\_1 | App based Banking services respond immediately to clients’ requests |  | | |  | | |  | | |  | | |  |
| RC\_2 | Helpline is available if there is any problem |  | | |  | | |  | | |  | | |  |
| RC\_5 | Bank informed me exactly when a service will be performed |  | | |  | | |  | | |  | | |  |
| **Satisfaction with Quality Services** | | | |  | | |  | | |  | | |  |  | | |
| S\_1 | I am satisfied with the transaction processing via APP-based banking services. |  | | |  | | |  | | |  | | |  |
| S\_2 | I am satisfied with e-banking service packages that are provided 24hrs in a day and 7 days a week including holidays |  | | |  | | |  | | |  | | |  |
| S\_3 | I am satisfied with the bank’s app services quality. |  | | |  | | |  | | |  | | |  |
| S\_4 | Overall services of APP based banking is better than traditional banking service |  | | |  | | |  | | |  | | |  |
| S\_5 | I can recommend my bank to someone |  | | |  | | |  | | |  | | |  |