

An Analytical Study of Customer Satisfaction towards Banking Sector with Special Reference to Janata Bank Limited

Prof. Swati Barse, Associate Professor, IMS, SAGE University, Indore

Abstract

Bangladeshi banking sector is one of the challenging and extensively spread industry in Bangladeshi economy. As the result of globalization the world is becoming smaller and the business is becoming larger. Due to growth of technology the demand of the customers is growing day by day in the banking sector. In this regard customer satisfaction has become the crucial aspect for the banking business. Banking is a customer oriented service industry. Now day's banks are more strong-minded to keep their existing customers by providing quality services leading to customer satisfaction. Customers want the best value for their money so they are always combing around to get the best services. The main objective of the research is to find out the level of satisfaction of the customers from the services offered by JBL and give some possible suggestions for the improvements of service quality. This study was based on Gulshan Circle-2, Corporate Branch of Janata Bank Limited. Data have been collected from primary and secondary sources. Conferring the results, the overall customer satisfaction is above average but not excellent. The bank should highlight the reputation of customer satisfaction and take further actions in order to enhance the quality of service. Basically, the customer satisfaction depends on positive relationship between customers and employees in the banking sector. Implementation of new features like employee education, beneficial programs, deposit schemes, service charges, networking system is the recommended of the JBL.

Keywords: Customer Satisfaction, Customer Service, Bank Employees, Service Quality, JBL.

1.1 Introduction

We are living in globalization era. The world competition of the business is growing severe. A firm should provide superior services in order to differentiate from another firm of the market. Customer satisfaction is the crucial for every business in today's market. It is the mindset which comes from the knowledge and past experience. In the competitive world all organizations are focusing the superior satisfaction of the respected customers. Nowadays the banking sectors are the most important bodies among the huge service sector. The Commercial banks in Bangladesh are one of the key components of the economy of Bangladesh. Among them the Janata Bank Limited (JBL) is the stated own bank that is registered under the Companies Act, 1994. Financial organizations believe that all success depends on attractive customer satisfaction .For why financial institutions are more concerned with customer satisfaction, customer loyalty and their retention. Customer satisfaction is a mental state, which compares the results of customer expectations prior to purchase with performance perceptions after a purchase. Customers are satisfied when they are happy with their purchase outcome, achieve their goals, and experience no hassle. It is believed that satisfied customers maintain contact with the company and purchase more products or services more frequently than dissatisfied customers.

1.2 Literature Review

According to [Singh and Kaur \(2011\)](#) research suggested that customer satisfaction is the outcome of seven determinants namely social responsibility, employee responsiveness, appearance of tangibles, competence, and reliability, services innovation, and positive word-of-mouth. According to their study customer satisfaction influenced by social responsibility, positive word-of-mouth, and reliability. On the other hand, [Kundu and Datta \(2015\)](#) research found regarding e- service quality, customer satisfaction and trust they found that there is a

significant relationship among e- service quality, trust and customer satisfaction. Internet banking service quality has huge impact on trust. Now day’s customers are more loyal towards those banks that are facilitating internet banking services. Also the images of the bank create customer satisfaction and enhance the transaction with the bank. He also suggested that if the brand image also plays a significant role between loyalty of the customers and internet banking. The role of brand image is positive in making a positive relationship between customers and internet banking (Rahi, 2015). According to Pareek (2014) thought that few causal fundamental factors like product attributes, employee characteristics, customer convenience, bank tangibles, cost of transactions and customer communication contributes in customer satisfaction in the bank. Besides Machogu and Okiko (2015) said that customer satisfaction is the mental process that depends on some factors like accessibility,

1.2 Objectives of the Study

The main objective of the study is to investigate the satisfaction level of customers from the services offered by Janata Bank Limited. This study looks at different types of factors that impact on customers’ satisfaction in the banking industry. The another objectives of the study are:

- To know about the deposit scheme of Janata bank limited.
- To investigate the impact of online banking on customer satisfaction
- To give some possible suggestions for the improvements of service quality.

1.3 Research Methodology

This study is based on primary data. For collecting primary data questionnaire method is being used here having 10 questions on that. Target population was the customers of Gulshan Circle-2, Corporate Branch of Janata Bank Limited. By using simple random sampling method 20 customers of JBL Gulshan Circle-2, Corporate Branch responded is this regard. All variables were measured using a 5-point likert scale in which 5 represented strongly agree to 1 which is strongly disagreeing.

1.4 Analysis and Results

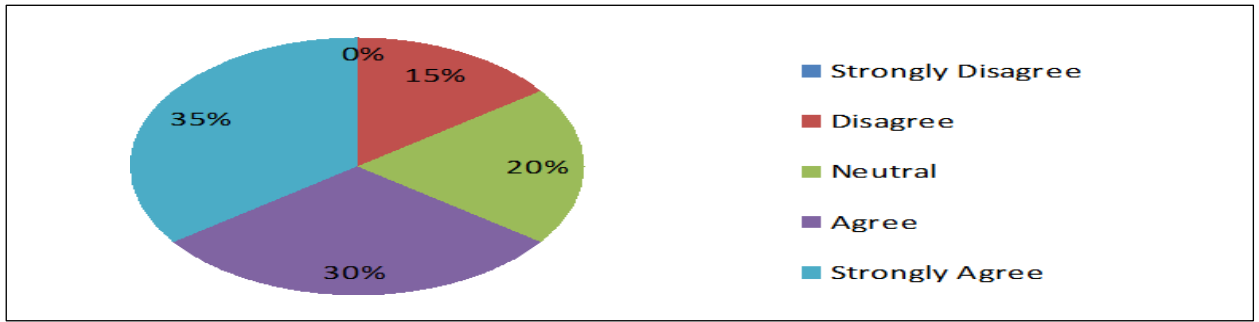
The main objective of this study is to examine the level of customer satisfaction. Data have been collected both primary and secondary sources. Questionnaire is made based on some variables that have directly or indirectly influence on the customer satisfaction level. With the help of MS excel tables & Charts the data are analyzed and interpreted. Analysis of survey data is given bellow:

Table 1. Environment of JBL

Frequency		
1	Strongly Disagree	0
2	Disagree	3
3	Neutral	4
4	Agree	6
5	Strongly Agree	7
Total		20

Source: Authors Calculation

Figure 1: Environment of JBL



Source: Questionnaire Survey

Interpretation:

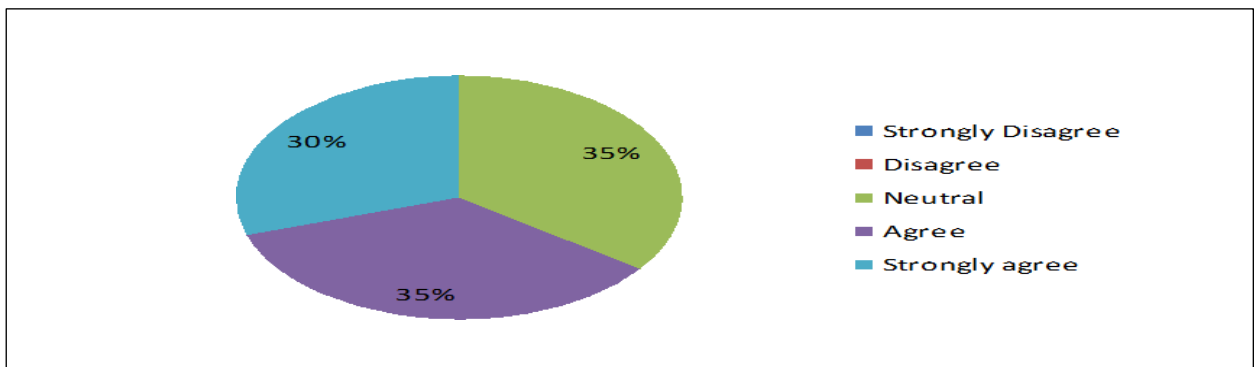
From the above table and chart it can be said that only 7 respondents strongly agreed to this fact and 6 agreed. Meanwhile the number of respondent who strongly disagreed to this fact is 0. Here 3 respondents said they disagree in this regard and 4 respondents kept themselves in neutral side.

Table 2. Helpful Staffs and Employees of JBL

Frequency		
1	Strongly Disagree	0
2	Disagree	0
3	Neutral	7
4	Agree	7
5	Strongly Agree	6
Total		20

Source: Authors Calculation

Figure 2: Helpful Staffs and Employees of JBL



Source: Questionnaire Survey

Interpretation:

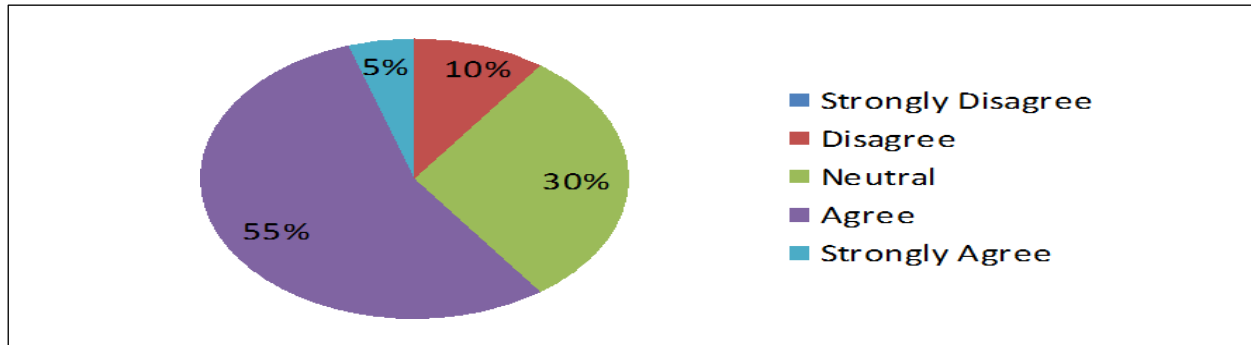
From the above table and chart we can say that only 6 respondents are strongly agreed to this fact and 7 agreed. For the meantime the number of respondents who strongly disagreed and disagree to this point is 0 and 7 respondent kept themselves in unbiased side.

Table 3. Relationships with customers of JBL

Frequency		
1	Strongly Disagree	0
2	Disagree	2
3	Neutral	6
4	Agree	11
5	Strongly Agree	1
Total		20

Source: Authors Calculation

Figure 3: Relationships with customers of JBL



Source: Questionnaire Survey

Interpretation:

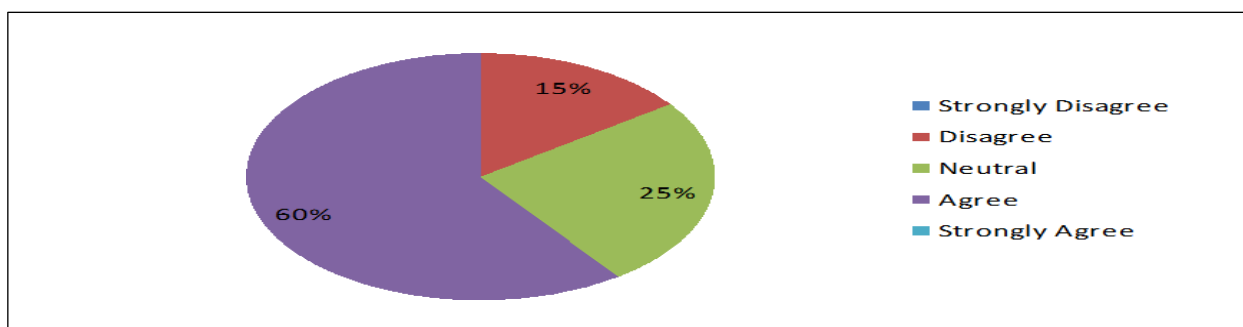
Relationship with customers is the essential task of every organization. In response the question the above figure said that 1 respondent is strongly agreed about relationship of customer whereas 11 respondents are agreed to this fact. Meanwhile the number of respondent who have expressed strongly disagreed to this fact is 0. On the other hand, there are 2 respondents who have said that they are disagreed about this fact and 6 respondents kept them in neutral side.

Table 4. Quick Service Delivery

Frequency		
1	Strongly Disagree	0
2	Disagree	3
3	Neutral	5
4	Agree	12
5	Strongly Agree	0
Total		20

Source: Authors Calculation

Figure 4: Quick Service Delivery



Source: Questionnaire Survey

Interpretation:

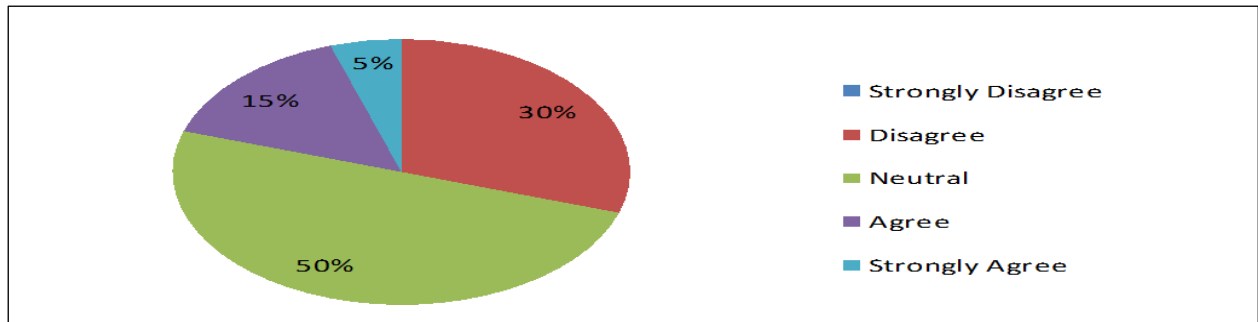
As the quick service delivery of customers are concerned, 0 respondent is strongly agreed with their quick service, 12 respondents are agreed, 0 respondent is strongly disagreed with quick service, 3 respondents are disagree and 5 respondents are neutral with this fact. Although majority customers are agreed with quick delivery service, so customers are satisfaction to get these services.

Table 5: Online services of JBL

Frequency		
1	Strongly Disagree	0
2	Disagree	6
3	Neutral	10
4	Agree	3
5	Strongly Agree	1
Total		20

Source: Authors Calculation

Figure 5: online services of JBL



Source: Questionnaire Survey

Interpretation:

From the above table and chart we can say that only 1 respondent strongly agreed with online service of JBL, 3 respondents are agreed, 0 respondents is strongly disagreed to this fact. Here 6 respondents are said that they are disagreed to this point and 10 respondents are kept themselves in neutral side.

Table 6. Low Service Charge

Frequency		
1	Strongly Disagree	0
2	Disagree	2
3	Neutral	8
4	Agree	9
5	Strongly Agree	1
Total		20

Source: Authors Calculation

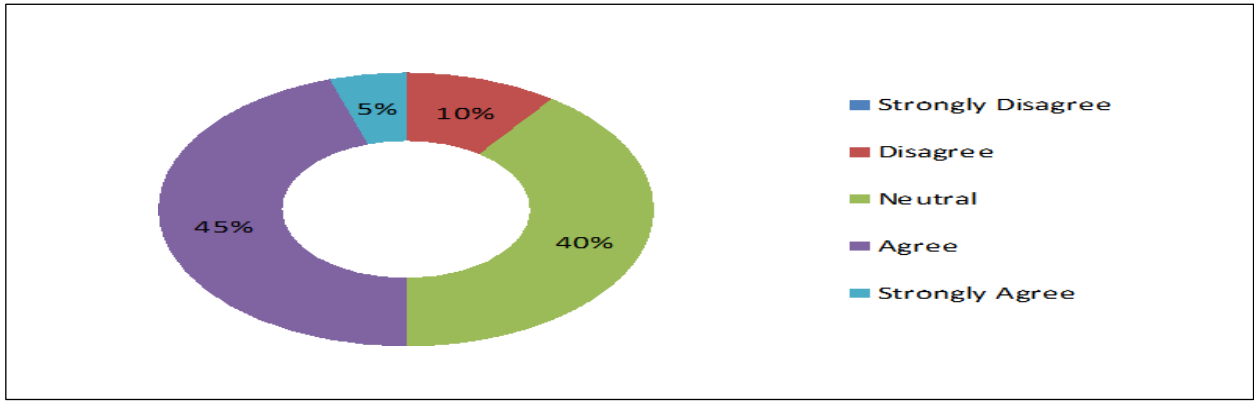


Figure 6: Low Service Charge

Source: Questionnaire Survey

Interpretation:

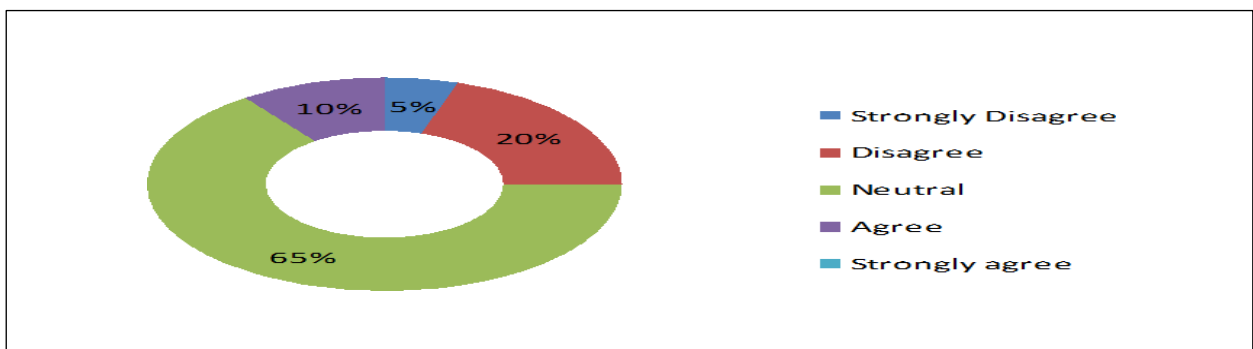
The above table state that only 1 respondent is strongly agreed about this point, 9 respondents are agreed. On the other hand 0 respondents are strongly disagreed to this fact. Also 2 respondents are said that they are disagreed with low service charge and 8 respondents are kept themselves in neutral side.

Table7. JBL Offers Best Deposit Schemes

Frequency		
1	Strongly Disagree	1
2	Disagree	4
3	Neutral	13
4	Agree	2
5	Strongly Agree	0
Total		20

Source: Authors Calculation

Figure7: JBL Offers Best Deposit Schemes



Source: Questionnaire Survey

Interpretation:

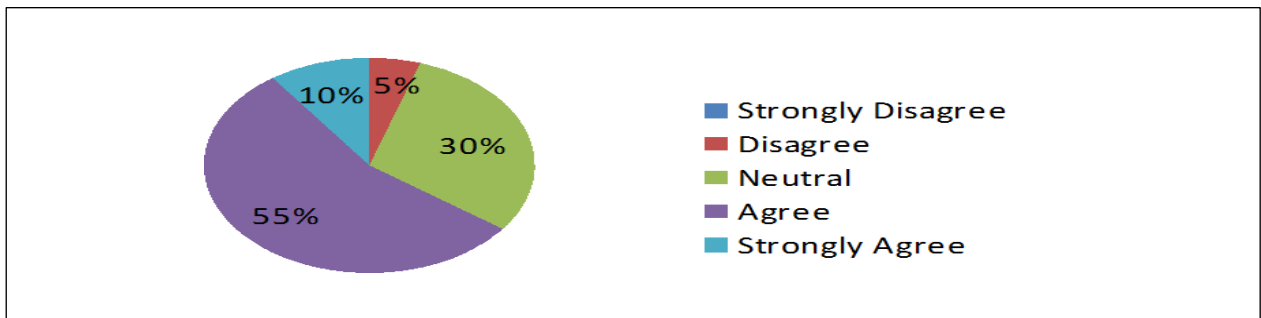
Deposit schemes are the most important satisfaction level of customers. In response to the above question none respondent strongly agreed to this fact and 2 respondents are agreed, 1 is strongly disagreed with this fact. Other side 4 respondents are expressed that they are disagree to this fact and 13 respondents are kept themselves in neutral point.

Table 8. Discloses Information

Frequency		
1	Strongly Disagree	0
2	Disagree	1
3	Neutral	6
4	Agree	11
5	Strongly Agree	2
Total		20

Source: Authors Calculation

Figure 8: Discloses Information



Source: Questionnaire Survey

Interpretation:

Disclose information is the significant service of the every organization. The above statement shows that 2 respondents are strongly agreed to this fact and 11 respondents are agreed. Beside 0 respondent is strongly disagreed with this point. Also 1 respondent is disagreed to this point and 6 respondents are neutral about this statement.

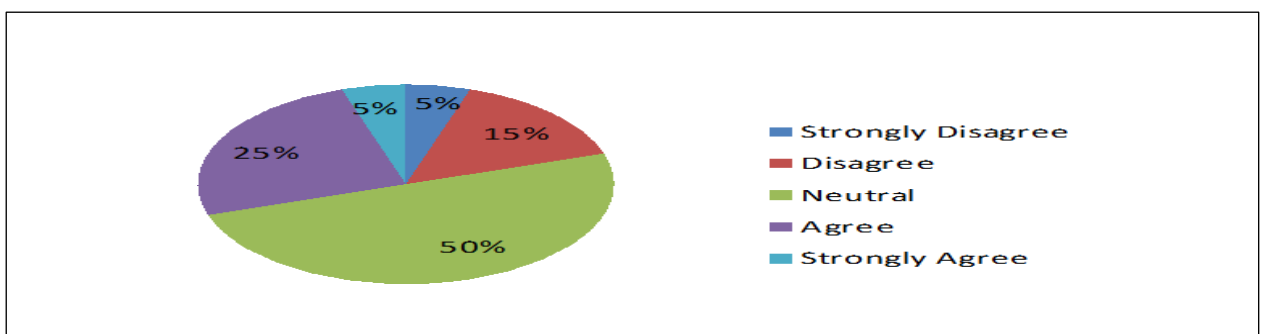
Table 9: Comparative Service Delivery

Frequency		
1	Strongly Disagree	1
2	Disagree	3
3	Neutral	10
4	Agree	5
5	Strongly Agree	1
Total		20

Source: Authors Calculation

Figure 9: Comparative Service Delivery

Source: Questionnaire Survey



Interpretation:

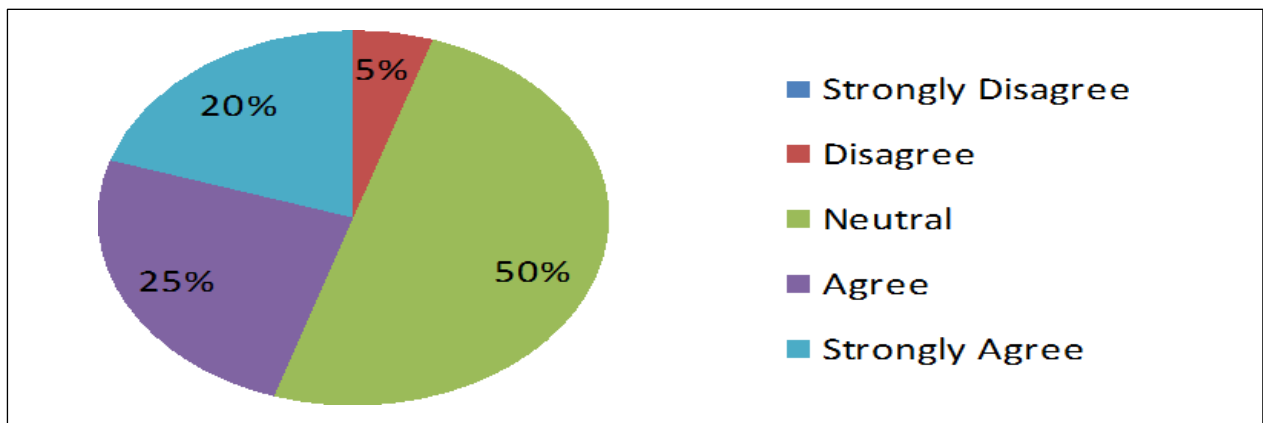
From the above table and chart we can say that only 1 respondent strongly agreed to this fact and 5 agreed. Meanwhile the number of respondent who strongly disagreed to this fact is 1. Here 3 respondent said they disagree to this point and 10 respondent kept themselves in neutral side.

Table 10. Deposit Money in Janata Bank (New Charges)

Frequency		
1	Strongly Disagree	0
2	Disagree	1
3	Neutral	10
4	Agree	5
5	Strongly Agree	4
Total		20

Source: Authors Calculation

Figure 10: Deposit Money in Janata Bank (New Charges)



Source: Questionnaire Survey

Interpretation:

From the above table and chart we can say that only 4 respondents strongly agreed to this fact and 5 agreed. Meanwhile the number of respondent who strongly disagreed to this fact is 0. Here 1 respondent said they disagree to this point and 10 respondents kept them in neutral side.

1.5 Discussion and Findings

Customer is the king of marketing. In the globalization era customer satisfaction is the crucial factor of every organization. Banking industry is growing day by day in Bangladesh. The bank industry provide different attractive services to the customers. Most of the customers are satisfied but not fully satisfied about the service and facility provided by the Janata Bank Limited. However Janata Bank Limited has many opportunities to improve the service quality to the respected customers. Basically the online banking system, service charge, deposit scheme etc. are not fully satisfactory to the customers. Office environment is the most important elements that have direct and indirect impact on customer satisfaction.

1.6 Recommendations

Customer satisfaction has been one of the essential apprehensions of today’s bank industry. Customers always want to best services from the bank. Now day’s customers are becoming very much dynamic .In this regard the Janata bank limited should expand online banking services for satisfaction to the customers. Service charge of banking system is the vital point to the customers. So the bank should maintain the service according to the expectation of the customers and this charge should be revised from time to time. Customers always wants proper deposit scheme. So JBL should expand proper deposit scheme to retain the customers’ satisfaction. Every

customers wants to quick delivery service that helps to create satisfaction of the customers. On the other hand, networking system should be increases among all branches of Janata Bank Limited.

1.7 Conclusion

Customer satisfaction has become important issues of bank industry to achieve goals of the bank. The success or failure of every organization depends on customer satisfaction. Despite competition among banks in Bangladesh the Janata Bank Limited has achieved good reputation around Bangladesh. It has to compete with not only State-owned bank but also private commercial banks. Though the Janata Bank Limited has lack behind in many sectors such as online banking but still people are investing in this bank because of its good reputation. This report shows what JBL is serving to their customers and what is the response of customers on the service provided by them. Huge number of researches has been done on banking sector of Bangladesh to find out the role of banking industry in the development of economy. Banks plays an important part in the economy of developing country like Bangladesh. Basically the services of private bank are better than state-owned bank. But in case of reputation, reliability, service charge, and deposit schemes are better than private banks. So the bank should provide different services to retain the customers. In this regarding, the bank should identify their strength and need to recover their weak sides.

1.8 References

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