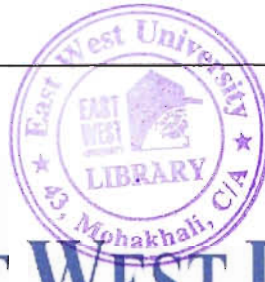


**EAST
WEST
UNIVERSITY**



EAST WEST UNIVERSITY



“Level of Customer Satisfaction at The Premier Bank Ltd and What Should Be Done to Improve”

Submitted to:

S I Nusrat A Chaudhuary

Associate Professor

Department of Business Administration &

Head of Career Counseling Centre

Submitted by:

Md. Mozammel Hussain Shaon

ID: 2005-1-10-052

Department of Business Administration



Submission Date: December 22, 2008





EAST WEST UNIVERSITY

43 Mohakhali C/A, Dhaka-1212

September 20, 2008

To Whom It May Concern

This is to certify that **Md. Mozammel Hussain Shaon** is a BBA student of EWU. In the fall 2008 semester he has taken the course BUS 499, which requires a formal report on a specific topic or on a specific organization after completing a three months of work experience. For this purpose, he requires to gather relevant information about the chosen organization.

It is worth mentioning that the gathered information will only be used for pure academic purposes and will be kept classified. It will be appreciated if you help him to get relevant information about your esteemed organization.

Thank you for your kind cooperation.

Sincerely yours



S I Nusrat A Choudhury

Associate Professor
Business Administration Department
East West University

Letter of Transmittal



December 21, 2008

Mr. S I Nusrat A Chaudhuary
Associate Professor
Department of Business Administration &
Head of Career Counseling Centre
East West University

Subject: Submission of Internship Report on *Level of Customer Satisfaction at The Premier Bank Ltd and What Should Be Done to Improve.*

Dear Sir,

This is a great pleasure for me to submit this report, as a partial fulfillment of the BBA Program, on "**Level of Customer Satisfaction at The Premier Bank Ltd and What Should Be Done to Improve.**" Accomplishing this work has been a very worthwhile experience for me.

I have tried to prepare the report a comprehensive one within given time. Any sort of query will be highly appreciated. There could be some mistakes, if any, for some constraints during the process of preparing this report. However, I apologize for all those and beg your kind consideration in this regard.

I hope that you would be kind enough to receive this term paper and bless me hearty with respects. I would like to submit the report with the hope that it lives up to your satisfaction. However, for any updates or query regarding this project please feel free to contact the undersigned.

Sincerely yours

A handwritten signature in black ink, appearing to read 'Md. Mozammel Hussain Shaon'.

.....
Md. Mozammel Hussain Shaon
ID: 2005-1-10-052
Department of Business Administration
East West University

Acknowledgements

I would like to express my heartiest thanks to my teacher **Mr. S I Nusrat A Chaudhuary, Associate Professor**, Department of Business Administration and Head of Career Counseling Center, East West University, for giving me the opportunity to work with him during my internship period on this important issue. Under his counseling, I have been able to compile this report in a comprehensive manner. I have tried my best to implement his constructive suggestions, wherever relevant. I am grateful to him for his excellent supervision and thoughtful guidance.

The report might never have been completed without the necessary academic knowledge, assistance of reference books, web pages and some practical knowledge, assistance of The Premier Bank Officials, and what is worth mentioning the sincere and enthusiastic cooperation from the course teacher **Mr. S I Nusrat A Chaudhuary**.

I would like to thank all those, especially the employees of the banks; who have assisted me to prepare the report, and special thanks to my supervisor **Mr. S I Nusrat A Chaudhuary**, and all the faculty members. I will remain grateful to all of them.

Table of Content

<u>Topic Name</u>	<u>Page No.</u>
Executive Summary	01
Chapter 1: Introduction	02-07
1.1 Background of the Study.....	03
1.2 Origin of the Report	04
1.3 Scope of the Study	04
1.4 Objectives	04
1.5 Methodology	05- 07
1.6 Limitations of the Study	07
Chapter 2: Organization Profile	08-15
2.1 A Brief History of the Premier Bank Ltd ...	09
2.2 Corporate Information	10
2.3 Board of Directors	10
2.4 Vision of the Bank	11
2.5 Mission of the Bank	11
2.6 Commitment of the Bank	11
2.7 Objectives of the Bank	12
2.8 Products of the Bank	12 -13
2.8.1 Deposit Products	13
2.8.2 Lending Products	13
2.9 Services of the Bank	14 -15
2.9.1 Lockers Service	14
2.9.2 SMS Service	14
2.9.3 Online Service	14

2.9.4 ATM & VISA Debit Card	15
2.9.5 Credit Card	15

Chapter 3: Key Aspects Related to the Service

Marketing in Premier Bank Ltd.	16- 20
3.1 Customer Satisfaction	17- 18
3.2 Maintaining Quality Service	19
3.3 Expanded Marketing Mix for Service Followed by the Bank	20

Chapter 4: Analysis of Level of Present

Customer Satisfaction	21-29
4.1 Problem Statement	22
4.2 Variables	22
4.3 Methodology for Data Analysis	23
4.4 Analysis of SPSS Output	23
4.4.1 Result of Regression Analysis	23- 25
4.4.2 Result of Discriminant Analysis	27- 29

Chapter 5: Findings, Future Scope &

Conclusion	30-34
5.1 Summary of the Survey Result	31
5.2 Recommendations	32- 33
5.3 Conclusion	34

Annexure

Exhibit A: Questionnaire	35-36
Exhibit B: Statistical Output	37-40

Bibliography

41



Executive Summary

The main part or objective of this report is to find out the present level of customer satisfaction at Premier Bank and what should be done for further improvement. For every bank and financial institution it is very important to satisfy their current customers and attract potential customers by providing new and innovative services. That's why banks are changing their way of service for customers, recruit good employees and trained them about customer's relationship management. Unsatisfactory service may cause negative word of mouth about the company and thus can be extremely detrimental because it can reinforce the customer's feelings of negativism and spread that negative impression to other present and potential customers. To find out the level of customer satisfaction, I have chosen the Questionnaire research methodology. Questionnaire of the Survey covered the technique, Process, People, Physical Evidence, Products and other issues that this bank uses in providing their customer services. For time and cost limitation I have to limit the sample size to 51. Data has been analyzed through various statistical methods like-Multiple Regression Analysis, Discriminant Analysis Wilkis Lamda, Factor analysis etc. The major finding of the analysis is that present level of satisfaction of the customers is 72.55%. Customers are satisfied with the manner & etiquette of the employees, branch environment, online service, time to complete a service etc, but less satisfied with the branch location, customer reception, and product varieties. At the end of the report some recommendations regarding improvement of skill of the employees, selection of branch location, online service facility enlargement, logistic support to faster the service, promotional activities and more to improve the customer service and to remove the problems that the bank has in customer services.



CHAPTER: I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY:

Theory and Hands on experience complement each other in the arena of BBA. The BBA program is designed to orient the student with the interaction of theoretical knowledge along with the experience of the practical field of business. Here, I can experience and evaluate the common phenomena and feasibility of the theoretical concepts which I have come across in the sessions with our learned teachers. As per norm this report is the requirement of the fulfillment of the internship program. This report on **“Level of Customer Satisfaction at The Premier Bank Ltd and What Should Be Done to Improve”** is a requirement for the completion of the BBA program under the Faculty of Business Studies.

Bangladesh has achieved colossal augmentation in the service sector over the last couple of decades. This growth can be attributed to the accomplishment of the banking sector over the course of this decade as one of the sources. Private Banks are trying to break up the oldest method of banking service by introducing new technologies and services to smooth the all kind of banking operations. Quality Service and Customer Satisfaction are the key issues in Service Marketing. Being a third generation and local bank, The Premier Bank Ltd has to compete with the local and as well as Foreign banks. Thus, it is very much necessary to maintaining a quality service, understanding the customer’s expectation, designing a customer driven services and matching performance to promises to stay in the market and make the customers more satisfied. So it is sometimes needed to measure the customer satisfaction. As an intern I got that scope to find out the level of present customer satisfaction of The Premier Bank Ltd, Uttara Branch, Dhaka.



1.2 ORIGIN OF THE REPORT:

The report is being prepared under direct supervision & guidelines of Associate Professor *Mr. S I Nusrat A Chaudhuary*, Department of Business Administration, East West University as a prerequisite for successfully completion of the BBA program.

1.3 SCOPE OF THE STUDY:

The survey for the study has been conducted on Current Customers of the Uttara Branch, Dhaka, The Premier Bank Ltd where I have been working in. The analysis and interpretation of the report have been done with the help of my academic supervisor *Associate Professor Mr. S I Nusrat A Chaudhuary*, Department of Business Administration, East West University.

1.4 OBJECTIVES:

The objectives of the research are:

- Determine the Level of Customer satisfaction of Premier Bank Ltd.
- Identify the factors responsible for Customer satisfaction
- Identify of the effectiveness of every factor to each others



1.5 METHODOLOGY:

Research Design:

A descriptive research approach has been used to conduct the study.

- ***Sources of Data:***

To carry out the proposed study data has been collected from two sources; Primary sources and Secondary sources.

- 1 **Primary data:** Primary data for this study has been collected through a well prepared structured questionnaire. Clients who came in the branch to take the services are chosen for the Interview to collect data
- 2 **Secondary data:** Secondary data again are of two kinds, internal and external. Internal secondary data has been collected from the organization (Head Office) and from its brochures and annual reports of different years. External secondary data are gathered from internet and internship reports of other organizations.

- ***Tools for Data Collection:***

The major tool for data collection was the questionnaire that includes simple, straightforward, close-ended questions and open-ended question.

- ***Questioning Process:***

The questions are been asked after taking the service when they had some time to feel free to express their ideas or by taking the prior permission about the time that they are willing to spend for interview. I have questioned to the respondent based on the questionnaire format without using the ambiguous words.



- ***Interview Technique:***

I have followed the “Questionnaire” for the survey keeping in mind the following advantages:

- 1 Fewer misunderstood questions and inappropriate responses
- 2 Fewer incomplete responses
- 3 Higher response rates
- 4 Easy to avoid biasness
- 5 Low cost
- 6 Easy to reach and take response

The data collection instrument was paper questionnaire and recorded the responses with a pencil at the time of the survey.

- ***Sampling plan:***

The outlined sampling plan is given as below-

1. **Target population:** The population includes only the customers of the Uttara Branch of The Premier Bank Ltd.
2. **Sample unit:** The proposed samples (Customers) have been taken from the customers of three departments (General Banking, Credit & Foreign Exchange) of the Uttara Branch of the Premier Bank Ltd.
3. **Sample size:** The sample size for the proposed survey was 51. ‘Convenience and Judgmental Sampling Method’ is used to select these respondents from the total customers of the branch as because the sample size is too small.



- ***Data Analysis Procedures:***

- ***Factor Analysis-*** To find out the most important factors that make the customer most satisfied.
- ***Multiple Regression Analysis-*** To find out the importance of each of the independent variables in determining customer satisfaction.
- ***Discriminant Analysis-*** To measure the effects of some independent variables on a dependent variable

1.6 LIMITATIONS OF THE STUDY:

1. Sample size is too small (51 only).
2. Due to time and cost limitation, the study is concentrated only at the Uttara Branch of the Premier Bank Ltd.
3. Sampling error may occur in this study due to the utilization of convenience and judgmental sampling.
4. Lack of required effectiveness in the questionnaire since the pilot survey has not been conducted before the final survey.
5. Difficulties in collecting information because most of the respondent was extremely busy and some of them are unwilling to participate.
6. Typically, these types of researches are carried out in groups. But, in this situation, it was an individual research. As a result, there was no field force provided to the researcher to carry the field work. This also acts as a constraint to the research.



CHAPTER: II

ORGANIZATION PROFILE



2.1 A BRIEF HISTORY OF THE PREMIER BANK LTD:

The Premier Bank Limited (PBL) is incorporated in Bangladesh as banking company on 10th June 1999 under Companies Act 1994. Bangladesh Bank, the central bank of Bangladesh, issued banking license on 17th June 1999 under Banking Companies Act.1991. The Head Office of The Premier Bank Limited is located at 42 Kemal Ataturk Avenue, Banani, Dhaka, one of the fast growing commercial and business areas of Dhaka city. Now it is operating with twenty Seven Branches all over the country. The Premier Bank also incorporated Islamic Banking division along with normal banking facilities to meet the demand of all types' customers in Bangladesh. The Premier Bank also introduced on line banking facilities to enhance customers' facilities all over the country. People can draw and deposit money from any part of the country. Visa Credit Card facilities also a fascinating product of PBL. It has both local and international credit facilities for the customers. PBL came in the banking sector in Bangladesh with complete service. It is one of the most successful and fastest growing third generation banks in Bangladesh. Service is the first priority for Premier Bank Limited.

There is only Three Major banking areas where the group is performing with high reputation. These areas are:

- Personal Banking
- Commercial Banking
- SME Banking

2.2 CORPORATE INFORMATION:

The Premier Bank Limited is managed by a group of dynamic Board of Directors drawn from different segments. They hold very respectable positions in the society and are from highly successful group of business and Industries in Bangladesh. The bank has a very competent Management Team who has enough knowledge and experience in domestic and international banking. The bank uploads and strictly abides by good corporate governance practices and is subject to the regulatory supervision of Bangladesh bank.

At the Year Ended 2007:

The Authorized Capital	: BTD 2000.00 Million
Paid-up Capital is	: BTD 1689.99 Million
Total Deposit	: BDT 2711.47 Million, Growth: 12.05% ,
Advance	: BDT 2363.71 Million, Growth: 14.31%
Advance Deposit Ratio	: 87.18%
Capital Adequacy Ratio	: 12.66% (Required 10 %.)

The bank is a full fledged Commercial Bank and licensed by Bangladesh Bank. The bank has a strong capital base, with low non-performing loans (5.96%).

2.3 BOARD OF DIRECTORS:

The Board consist of 11 (Eleven) Directors. The members of the Board of Directors of the Bank hold very respectable positions in the society. They are from highly successful group of Business and Industries in Bangladesh. Out of 11 members one is from Taiwan. Each member of the Board of Directors plays a significant role in the socio-economic domain of the country.



2.4 VISION OF THE BANK:

“To be the best amongst the top financial institutions.”

2.5 MISSION OF THE BANK:

- ☞ To be the most caring and customer friendly provided of financial services, creating opportunities for more people in more places.
- ☞ To ensure stability and sound growth whilst enhancing the value of shareholders investment.
- ☞ To aggressively adopt technology at all levels of operations and to improve efficiency and reduce cost per transactions.
- ☞ To ensure a high level of transparency and ethical standards in all business transacted by the bank.
- ☞ To provide congenial atmosphere which will attract competent work force who will be proud and eager to work for the bank.
- ☞ To be socially responsible and strive to uplift the quality of life by making effective contribution to national development.

2.6 COMMITMENT OF THE BANK:

“Service First” – holds a prime and central focus in the Bank’s operation.

“Easier Banking” – provide the customers with a comfortable and friendly environment and up to date technological applications.

“Better Relationship” – view banking to be a long term relationship with the customers to fulfill their needs and satisfaction.

“Assured Confidentiality” – assure our customers with uncompromising commitment to transact their financial activities with strict confidentiality and professional manner.



2.7 OBJECTIVES OF THE BANK:

- ☑ To ensure and motivate new entrepreneur to establish industries and business in line with development of the national economy.
- ☑ To boost up investment in private sector by financiering independently or under syndication arrangement.
- ☑ To financing foreign trade of the country both in export and import.
- ☑ To enhance savings tendency of the people by offerings attractive and lucrative new savings scheme.
- ☑ To develop the standard of living of the limited income group by offering consumer credit scheme.
- ☑ To boost up mobilization of savings both from urban and rural areas.
- ☑ To develop the model of participatory banking.
- ☑ To develop competitive most modern science and social welfare oriented banking institutions on the country.
- ☑ To finance the industry, trade and commerce through conventional way as well by offerings various customers' friendly credit products.

2.8 PRODUCTS OF THE BANK:

Premier bank always conscious of the changing needs of the customers and strive to develop new and improved services for its valued customers. The Premiers Bank offers various Deposit and Lending Products and Services to meet all kinds of financial needs of their customers:





2.8.1 DEPOSIT PRODUCTS:

- Monthly Savings Scheme (MSS).
- Monthly Income Scheme (MIS).
- Double Benefit Scheme
- Fixed Deposit
- Savings Account.
- Current Account.
- Premier 50+ (for Senior Citizen)
- Premier Genius Account (for Students aged 18 & Above)
- Corporate savings account.
- Short Term Deposit Account.

Premier Bank is paying interest on daily balance of the savings & corporate savings accounts. Interest rate is given higher on Premier 50+ and Premier Genius Account than all other savings account.

2.8.2 LENDING PRODUCTS:

- Consumers Credit Scheme.
- Student Credit Program.
- Special Credit Scheme on RMG.
- Lease Finance.
- SME Finance
- Car Loan.
- Trade Finance.
- Project Finance.
- Finance for Agro-processing Industry.

Others commercial lending such as: Cash Credit, PAD, LIM and LTR



2.9 SERVICES OF THE BANK:

2.9.1 LOCKERS SERVICE:

For safekeeping of customers' valuables and important documents and goods like jewelries and gold ornaments, premier locker service is available in most of the branches of urban areas.

2.9.2 SMS SERVICE:

Customers of the bank are enjoying the SMS service facility through which a customer can get the balance, last three transaction and full statement of the account through email address.

2.9.3 ONLINE SERVICE:

Premier Bank Limited already been set up wide area network using Radio link, fiber optic and other available communication systems to provide any branch banking to its customers in really better, easy and modern way which is very significant in today's banking.

Customers of one branch are now able only to deposit and withdraw money at any of our branches. No TT/DD or cash carrying will be necessary. Online branch banking service is designed to serve its valued clients. No charges for online transactions for Dhaka & Chittagong Clearing House.

Under this system any one is able to do the followings type of transaction:

- ☞ Cash withdrawal & Deposit from any branch of PBL.
- ☞ Transfer of money from one account to another account at any of the branch of PBL.



2.9.4 ATM & VISA DEBIT CARD:

Premier bank Limited already buys numbers of ATM machines and set up has been started around the country. It will help to the customers deposit and withdrawal of money any time any where in Bangladesh. Visa Debit Card is also introduced in the market which will help the customers in purchasing goods and services without carrying the hard cash in pocket.

2.9.5 CREDIT CARD:

The premier bank limited hold the principle members license from VISA International to Issue & acquire the world's most widely used credit card. Premier Bank is the first local bank offers VISA International Credit Card in the country. The Bank is offerings both local and international credit card into two categories **Classic and Gold.**



CHAPTER: III

KEY ASPECTS RELATED TO

THE SERVICE MARKETING

IN PREMIER BANK LTD



3.1 CUSTOMER SATISFACTION:

Because the concept of customer satisfaction is new to many companies, it's important to be clear on exactly what's meant by the term. Customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. The achievement of customer satisfaction leads to company loyalty and product repurchase. There are some important implications of this definition:

- Because customer satisfaction is a subjective, non-quantitative state, measurement won't be exact and will require sampling and statistical analysis.
- Customer satisfaction measurement must be undertaken with an understanding of the gap between customer expectations and attribute performance perceptions.
- There should be some connection between customer satisfaction measurement and bottom-line results.

"Satisfaction" itself can refer to a number of different facts of the relationship with a customer. For example, it can refer to any or all of the following:

- Satisfaction with the quality of a particular product or service
- Satisfaction with an ongoing business relationship
- Satisfaction with the price-performance ratio of a product or service
- Satisfaction because a product/service met or exceeded the customer's expectations

Each industry could add to this list according to the nature of the business and the specific relationship with the customer. Customer satisfaction measurement variables will differ depending on what type of satisfaction is being researched. For example, manufacturers typically desire on-time delivery and adherence to specifications, so measures of satisfaction taken by suppliers should include these critical variables.

Clearly defining and understanding customer satisfaction can help any company identify opportunities for product and service innovation and serve as the basis for performance appraisal and reward systems. It can also serve as the basis for a customer satisfaction surveying program that can ensure that quality improvement efforts are properly focused on issues that are most important to the customer.

To satisfy the customer some factors are taken in to consideration by The Premier Bank Ltd.

- ***Product / Service Features:*** Customer satisfaction is influenced significantly by the customer's evaluation of the product or service features. The Premier Bank offers competitive better products and services than the competitors. Low interest rate on loans products and better offer in savings depository accounts. Free online service, less charge for Locker facility, Less Service charge for account maintaining etc.
- ***Perception of Equity or Fairness:*** Customer satisfaction is also depends on how they are treated fairly compared with other customers. In the Premier Bank Ltd, various type and class of customers are getting services. Bank always tries to serve the all level of customers equally.



3.2 MAINTAINING QUALITY SERVICE

Customer satisfaction mostly depends on the *Quality Service*. Now we will look how the bank provides quality service through the following quality service dimensions.

- **Reliability:** The Premier Bank Ltd holds a prime and central focus in the Bank's operation- "**Service First**". Thus the bank always tries to deliver the proper service that it promised about the service outcomes and core service attributes.
- **Responsiveness:** The employees of this bank always follow the customer friendly environment. Employees are well trained to deal any customers request and also there is a Manager (Operation) who deals with customer's question, complaints and solves the problem and also ensures the quick service.
- **Assurance:** The employees of this bank always try to give the proper guideline to the customer to get the most benefit from the bank. Confidentiality of the customers is also strictly maintained. For example, No information is given to any person (even spouse) other than account holder without having any authorization, a telephonic authorization is taken from the account holder for online cheque payment to bearer for the amount Tk.1.00 Lac & above.
- **Empathy:** It means treating customers as individuals. In a bank, there are a lot of customers. So it is sometime difficult to know the customers by name. But in every organization there are some valued clients. They should be serviced in a customized way and these are doing in this bank.

- **Tangible:** The total environment of the Branch like physical facilities, Equipment, Personnel and other communication materials are defined as tangibles. Branch environment of this Bank is very good. Modern technologies, well interior decoration, good dress up of the employees, waiting room for the client, Prayer room etc are the common scenario of all the branches of the Bank.

3.3 EXPANDED MARKETING MIX FOR SERVICE FOLLOWED BY THE BANK:

Careful management of Product, Place, Price & Promotion, there are some additional variables that should be also essential to take into consideration to satisfy and communicate with customers. The additional Three Ps is

1. **People-** In The Premier Bank Ltd always tries to recruit qualified **Employees** and to train and motivate them. People from various classes of the society are the **Customers** of the bank. So this bank always tries to handle the all types of people fairly and equally.
2. **Physical Evidence-** Environment is a vital factor to facilitate performance or communication of the service. The tangible representation (Decoration, Brochures etc) of The Premier Bank Ltd is modern like other private banks.
3. **Process-** Flow of activities is standardized and somewhat customized and service delivery system is simple in the Premier Bank Ltd.



CHAPTER: IV

*ANALYSIS OF LEVEL OF
PRESENT CUSTOMER
SATISFACTION "A SURVEY"*



In the last few pages, I have discussed what the Premier Bank Ltd does to satisfy the customers. Now I would like to analysis what the customers really feel about the bank's products, services, and environment.

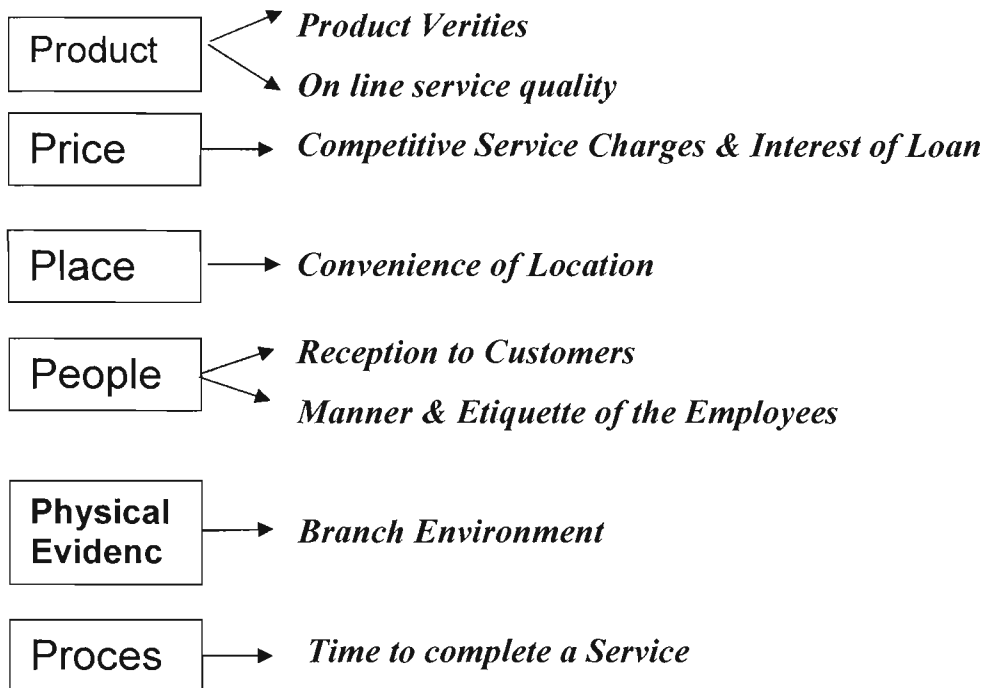
4.1 PROBLEM STATEMENT:

Determination the Present Level of *Customer Satisfaction* of Premier Bank Limited.

4.2 VARIABLES:

Dependent Variable: "Customer satisfaction"

Independent Variables: Independent variables are selected based on the most important Marketing Mix for the Service Marketing.





4.3 METHODOLOGY FOR DATA ANALYSIS:

Various methods of data analysis can be used for the research study like ANOVA, Multiple Regression Analysis, Discriminant Analysis etc. Since the research includes relationships among some variables, multiple regression analysis is chosen. ANOVA is also necessary. The significance of the variables and their importance are needed to be analyzed. Bearing these in mind, I carry out a discriminant analysis. Detailed theoretical backgrounds and descriptions of these techniques are given below.

4.4 ANALYSIS OF SPSS OUTPUT:

To analyze, I put the data collected from my fieldwork into the SPSS and I took the output necessary to my survey analysis. Then I analyzed these outputs and contents of these windows are given as my results in the following sections.

4.4.1 RESULT OF REGRESSION ANALYSIS:

To describe the relationship among two variables regression analysis is used. Multiple regression analysis is used when there are more than two variables. In my research, there are more than two independent variables acting upon the dependent variable. So I used multiple regression analysis.

Multiple regression analysis can be presented by an equation, in which, the dependent variable is the summation of the independent variables. The coefficient of each of the independent variable determines the significance of it.

Following is an example of such equation:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \dots + \beta_n X_n$$

Where, Y denotes the dependent variable and the $X_{1/n}$ represent the independent variables.

As the null hypothesis is assumed that there is no contribution of each of the factors over the dependent variable, a measure required to identify the contribution of the factors. The R^2 value is used for this purpose. The R^2 value indicates the overall contribution or influence of the independent variables on the dependent variable. When the value is zero it indicates that no summed contribution of the independent variables in determining employee satisfaction. A value above zero indicates some contribution. Thus it clearly indicates that a zero R^2 value results in an acceptance of the null hypothesis.

In brief, the hypotheses test according to multiple regression analysis can be stated as, $H_0: R^2 = 0$, $H_1: R^2 \neq 0$

Hypotheses Test:

The hypotheses assumed for the hypotheses test are

$$H_0: R^2 = 0, H_1: R^2 \neq 0$$

Following table is found from the regression analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815 ^a	.664	.600	.630

a. Predictors: (Constant), Charge & Interest, Recp to Customer, Branch Location, Time to Serve, Product Varities, Manner & Attitude, Online Quality, Environment

Here, $R^2 = 0.664$ which is greater than zero. We know, $R^2 = 0$ means that there is no correlation among the variables. But as our value is 0.664, which is greater than zero, this indicates that there is a significant amount of correlation among the variables. That is, the decision can be drawn that there exist some relationships among the variables.



Relationship Analysis:

Following table is the summary of the multiple regression analysis from which the relationship is analyzed

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.471	.807		1.823	.075
	Branch Location	-.070	.122	-.061	-.572	.571
	Recp to Customer	-.057	.087	-.075	-.652	.518
	Manner & Attitude	.378	.116	.469	3.254	.002
	Time to Serve	-.078	.134	-.098	-.582	.563
	Product Varities	-.099	.100	-.123	-.993	.327
	Online Quality	.162	.089	.246	1.829	.075
	Environment	.419	.152	.412	2.745	.009
	Charge & Interest	.017	.092	.020	.187	.853

a. Dependent Variable: Satisfaction

Here the above coefficients indicate the relationships among the variables.

Following equation can be drawn from this table

$$C_s = 1.471 - 0.070 BL - 0.057 RC + 0.378 M\&A - 0.078 TS - 0.099 PV + 0.162 OQ + 0.419 E + 0.017 C\&I$$

Where,

Cs = Customer Satisfaction

BL = Branch Location

RC = Reception to Customer

M&T = Manner & Etiquette of the Employees,

TS = Time to Serve

PV = Product Verities,

OQ = Online Service Quality

E = Branch Environment

C&I = Charge & Interest

There are both positive and negative coefficients of the independent variables. The positive coefficients indicate that they have a positive relationship with the dependent variable and the negative coefficients indicate that they have a negative relationship with the dependent variable. Let's check how much each of the independent variable has contributed to the Present Customer Satisfaction of Premier Bank Ltd.

Branch Location has 7% negative contribution but on the other hand it has least significance on the customer satisfaction, which means Customers either less satisfied with the present location or they have given less emphasis on this factor rather on the other variables.

Customers are also less satisfied with the reception, time to serve, Product Varieties which is indicated by negative relationship of the variables.

Customers are pretty satisfied with the manner & etiquette, Branch Environment, Competitive charge & Interest and online service quality of the Premier Bank.

According to this regression analysis the rating for the independent variables can be made as mentioned in the following table:

Variable	Effect on Satisfaction	Rank
Product Verities	High	1
Time to Serve		2
Branch Location		3
Reception to Customer		4
Branch Environment		5
Manner & Etiquette		6
Online Service Quality		7
Charge & Interest	Low	8

4.4.2 RESULT OF DISCRIMINANT ANALYSIS:

In marketing research discriminant analysis is used when the dependent variable is categorical and the independent variables are metric scaled in nature. It is a strong analytical tool for measuring the effects of some independent variables on a dependent variable.

The tables resulting from discriminant analysis include the within mean correlation tables, ANOVA tables, test of significance tables, structured metric tables, standardized canonical discriminant coefficient tables etc. There are some values based on which the analysis is done. Among these values, most important ones are Wilks' lambda, F ratio, Standardized Canonical Discriminant function coefficient etc. Wilks' Lambda gives the categorization capability of the variables while F ratio gives the significance of the variables and standardized canonical discriminant function coefficient gives the relative importance of each of the factors.

To convert the metric data into categorical data, the raw data was modified. The response categories from 1 to 3 were assumed to be low response categories and were assigned the number one in the SPSS variable view. Response categories from 4 to 5 were assigned number two and response categories from 6 to 7 were assigned number three in the SPSS variable view.

For the analysis of discrimination among the groups I selected the Wilks' Lambda Coefficient, F ratio and Standardized Canonical Discriminant Function Coefficients. There are other measures based on which the analysis can be done. But due to the simplicity of the project, these analyses are more than enough. The main part of the analysis can be given in a tabular form as follows;

Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
Branch Location	.995	.109	2	48	.897
Recp to Customer	.944	1.425	2	48	.251
Manner & Attitude	.529	21.339	2	48	.000
Time to Serve	.739	8.477	2	48	.001
Product Varities	.947	1.347	2	48	.270
Online Quality	.715	9.562	2	48	.000
Environment	.586	16.952	2	48	.000
Charge & Interest	.866	3.699	2	48	.032

Analysis of Wilks' Lambda:

The Coefficient of Wilks' Lambda shows how much discrimination one independent variable can make among the three categories imagined for the Customer satisfaction of Premier Bank Ltd. The higher values indicate lower discrimination ability and a lower value indicates higher discrimination ability. The variable which causes the most discrimination among the categories is indeed the most important one to look for.

The value of Wilks' Lambda is least for Manner & Etiquette. As we know the lower the value the higher the ability to discriminate, so Manner & Etiquette has the highest discriminating power among all the independent variables. Thus in a service organization like Bank, Manner & Etiquette of the Employees are most powerful factor to satisfy customers.

From the above table, the Value of Wilks' Lambda can be arranged from lower to relatively higher as- Branch Environment, Online Service Quality, Time to Serve Charge & Interest, Reception to Customer, Product Verities and last of all Branch Location. So from the viewpoint of the present customers of the Bank, it is clear that customers have given most emphasis on the Branch environment, afterwards

online service Quality, Time to complete the service. Branch Location & Product Verities are the less important factors to the clients of the Premier Bank.

Analysis of Standardized Canonical Discriminant Function Coefficients:

Standardized Canonical Discriminant Function Coefficients shows the relative importance of each of the independent variable in discriminating the categories of Customer satisfaction of Premier Bank Ltd. The lower value of an independent variable shows a lower importance while a higher value shows the higher importance. In the table we see that the value of **Manner & Attitude** has the highest Standardized Canonical Discriminant Function Coefficients. This means, this independent variable is the most important one and has the greatest influence in satisfaction.

Significance Test for the Independent Variables (Analysis Made on F ratio):

F ratios indicate the significance of the independent variable's effect in discrimination. The degree of freedom according to the test of equality table is 2 and 48. Between these two values, the *F* ratio is 3.23. The independent variable having a lower *F* ratio than this value means its effect is insignificant.

From the table of group means, it can be seen that, only promotion and appreciation have a lower *F* value. This means those have a low significance. We can also see from the significance table that its probability of type 1 error is very high, almost 89.70% and 27.00% respectively. So, Branch Location and Product Verities do not have the proper discriminating ability. Manner & Etiquette of the Employees has the highest significance as its *F* ratio value is much higher than the theoretical value.



CHAPTER: V
FINDINGS, FUTURE SCOPE &
CONCLUSION





5.1 SUMMARY OF THE SURVEY RESULT:

After analysis of collected data some useful observation² were found. The findings are based on a survey comprising responds of 51 clients of the bank's Uttara Branch. The observations are given below:

- Customer satisfaction level of the Branch of the Premier Bank Limited is satisfactory
- Most of the clients are satisfied with the overall service of Uttara branch, which is a good sign for The Premier Bank Limited
- Maximum numbers of the customers are either satisfied with the present branch location or they are not given emphasis on this factor
- Reception of customers is not up to the mark of the branch. Customer wants more attentive and courteous reception
- Online service is somewhat satisfactory and also required some additional service to make the service more meaningful to customers
- Many customers wanted better services like Foreign Banks
- Many clients of this branch expect to see the existing service level continued without loss of quality for long
- More logistic support is required for employees in the bank to reduce the time to complete a service
- Customers want more product and service verities. ATM and Debit Card facility with more ATM booth and other type of bonus schemes.



5.2 RECOMMENDATIONS:

After analyzing the results of all of the above analysis, the following recommendations can be made

- a. Reception to Customers has a great impact on customer satisfaction. Because customers are getting the first impression from the Front Desk reception. Customers are less satisfied with the present reception.

Scope for Enhancement: The employee of the Front desk as well as other desk should be more caring about the customer reception. They should show the utmost honor, attention and courtesy. The employees are also should be routinely up-skilled and empowered to respond to customer needs effectively.

- b. Online Service Quality is moderately satisfactory. Premier bank is providing only cash deposit & withdrawal facility through online. To get all other facilities (cheque book issue, a/c payee cheque deposit, Statement of the account, Bank Certificate, etc) a customer has to go to his or her account maintaining branch.

Scope for Enhancement: Online service can be updated by providing the clients all type of facilities, mainly getting cheque books, depositing of a/c payee cheques, getting statement of the account from any branch of the bank. Many local banks are giving those types of facilities, so to compete in the market The Premier Bank Ltd should take these steps to make the online service more meaningful to customers.

- c. Customers are becoming choosier day by day. Most of the private banks are giving near about the same services and products. So customers are selecting those banks which are giving more benefited products and



services. From the survey it is clear that customers are less satisfied with the current variety of products and services of the Bank.

Scope for Enhancement: Bank can offer various services through internet and provide a full coverage of all the facilities. The website of PBL should be updated regularly with every additional service and there should be a general comparative feature where the lucrative features of the bank's services can be exposed. Explanation in detail is needed so that people can understand the services better and at the same time the banks will gain the facility to create a brand image. For instance, ATM card with more booths, more bonus scheme and verities in Credit products can help the bank to provide variation in products and services to satisfy the customers more.

Beside the above recommendations, The Premier Bank Ltd should also take into consideration the following activities to enhance the level of present customers satisfaction and to attract the and potential customers.

- The Premier Bank Ltd. should introduce more TV advertisement with an early extent.
- Initiative must be taken for proper and effective marketing of this bank so that it will be able to draw a large volume of depositors.
- The bank should have the scope for various training programs for increasing the efficiency of employees to provide better service to customers.*
- The bank authority should give emphasis on employees' benefits; because if the employees of the bank are satisfied then they will be more serious to provide better services to the clients.
- Should emphasis more on quality people rather than reference.



5.3 CONCLUSION:

Customer is in the core of everything that The Premier Bank does. The PBL tries to upgrade and realign products and services regularly to fulfill customer expectation. The delivery standard are constantly monitored and improved to assure the highest satisfaction.

“Service First” is the motto of The Premier Bank Limited. Whether in personal, Corporate, Treasury or Trade transactions The Premier Bank is committed to provide the best. Meeting the demand of the discerning customers is not the sole objective of The Premier bank. PBL endeavor to deliver a quality that makes every transaction a pleasurable experience.

The Management should take steps to fill the gap between the service and the satisfaction level of the customers. To fill this gap, every corner of the system should be in continuous observation to identify the faults and so that those can be corrected properly. This study found out some of the faults and lacking of the PBL services, and also some demand of the customers to the bank and their perceptions, by which some fruitful measurement and ratification steps can be made to keep the existing customers as well as to invite the potential customers to join with PBL.



ANNEXURE

EXHIBIT A: QUESTIONNAIRE

Dear Sir / Madam:

This is a questionnaire from East West University to collect data on Level of Customer Satisfaction at Premier Bank Ltd and What Should Be Done to Improve. All the data will be used for academic purpose and will be kept confidential. And you are assured that we will not take more than five minutes to serve this purpose.

1. What is your age?
 - a. 18-35 yrs
 - b. 36-45 yrs
 - c. 46-55 yrs
 - d. More than 55 yrs
2. What is your occupation?
 - a. Service
 - b. Business
 - c. Housewife
 - d. Others
3. From how many years you are taking services from PBL?
 - a. Less than 1 year
 - b. 1-3 yrs
 - c. 3-6 yrs
 - d. More than 6 yrs
4. What type of account you are maintaining in PBL?
 - a. Savings
 - b. Current
 - c. MSS
 - d. FDR
 - e. Loan
 - f. DBS
 - g. MIS
5. How much time takes to open an account in PBL?
 - a. Excessive
 - b. Average
 - c. Quick.
 - d. Very fast.
6. Are you satisfied with the interest rates of Savings, FDR, MSS, DBS and other account rate?
 - a. Moderate
 - b. Yes
 - c. Not at all
 - d. No comments
7. How is the service of online transaction?
 - a. Too bad
 - b. Take more times than others
 - c. Average
 - d. Fast

8. Is there any credit card facility of PBL?
a. Yes b. Don't know c. Not sure
9. How many days bank takes to issue a credit card?
a. More than average b. Average c. Fast
10. Is there any debit card facility of PBL?
a. Yes b. Don't know c. Not sure
11. How many days bank takes to issue a credit card?
a. More than average b. Average c. Fast
12. How many days bank takes to sanction a loan?
a. More than Average b. Average c. Fast
13. What is the overall environment inside the bank?
a. Very Neat & Clean b. Average c. Not up-to the mark d. Very Bad
14. What your opinion about the employees of the bank?
a. Supportive & Friendly B. Not Supportive & Friendly
15. What is the response of the bank regarding any complain?
a. Instant b. Faster than Others c. Average d. No Response
16. Are you satisfied with the overall service of Premier Bank Ltd?
a. Not at all b. In some case c. No Comments d. Yes
17. Please fill up the below spaces:
3 good things of PBL _____
3 bad things of PBL _____
3 suggestions _____

Thank you



EXHIBIT B: STATISTICAL OUTPUT

Discriminant

Analysis Case Processing Summary

Unweighted Cases		N	Percent
Valid		51	100.0
Excluded	Missing or out-of-range group codes	0	.0
	At least one missing discriminating variable	0	.0
	Both missing or out-of-range group codes and at least one missing discriminating variable	0	.0
	Total	0	.0
Total		51	100.0

Group Statistics

Satisfaction		Mean	Std. Deviation	Valid N (listwise)	
				Unweighted	Weighted
Low	Branch Location	6.50	.707	2	2.000
	Recp to Customer	4.50	2.121	2	2.000
	Manner & Attitude	2.50	2.121	2	2.000
	Time to Serve	3.00	2.828	2	2.000
	Product Varities	4.00	2.828	2	2.000
	Online Quality	1.50	.707	2	2.000
	Environment	3.50	.707	2	2.000
	Charge & Interest	5.00	.000	2	2.000
Medium	Branch Location	6.21	.726	29	29.000
	Recp to Customer	4.52	1.184	29	29.000
	Manner & Attitude	5.07	1.033	29	29.000
	Time to Serve	4.48	1.056	29	29.000
	Product Varities	4.83	1.071	29	29.000
	Online Quality	3.55	1.454	29	29.000
	Environment	5.45	.827	29	29.000
	Charge & Interest	4.52	1.056	29	29.000
High	Branch Location	6.25	1.070	20	20.000
	Recp to Customer	5.15	1.424	20	20.000
	Manner & Attitude	6.30	.571	20	20.000
	Time to Serve	5.55	.999	20	20.000
	Product Varities	5.25	1.293	20	20.000
	Online Quality	4.85	1.089	20	20.000
	Environment	6.35	.671	20	20.000
	Charge & Interest	5.40	1.231	20	20.000
Total	Branch Location	6.24	.862	51	51.000
	Recp to Customer	4.76	1.320	51	51.000
	Manner & Attitude	5.45	1.238	51	51.000
	Time to Serve	4.84	1.255	51	51.000
	Product Varities	4.96	1.232	51	51.000
	Online Quality	3.98	1.516	51	51.000
	Environment	5.73	.981	51	51.000
	Charge & Interest	4.88	1.177	51	51.000



Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
Branch Location	.995	.109	2	48	.897
Recp to Customer	.944	1.425	2	48	.251
Manner & Attitude	.529	21.339	2	48	.000
Time to Serve	.739	8.477	2	48	.001
Product Varities	.947	1.347	2	48	.270
Online Quality	.715	9.562	2	48	.000
Environment	.586	16.952	2	48	.000
Charge & Interest	.866	3.699	2	48	.032

Analysis 1

Summary of Canonical Discriminant Functions

Eigenvalues

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	1.792 ^a	90.7	90.7	.801
2	.184 ^a	9.3	100.0	.394

a. First 2 canonical discriminant functions were used in the analysis.

Wilks' Lambda

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1 through 2	.302	53.225	16	.000
2	.844	7.528	7	.376

Standardized Canonical Discriminant Function Coefficients

Functions at Group Centroids

Satisfaction	Function	
	1	2
Low	-5.090	1.259
Medium	-.464	-.331
High	1.182	.354

Unstandardized canonical discriminant functions evaluated at group means

	Function	
	1	2
Branch Location	-.392	.175
Recp to Customer	-.471	.622
Manner & Attitude	.765	-.109
Time to Serve	-.481	.668
Product Varities	.123	-.299
Online Quality	.494	-.142
Environment	.815	-.517
Charge & Interest	-.196	.919



Structure Matrix

	Function	
	1	2
Manner & Attitude	.699*	.275
Environment	.624*	.217
Online Quality	.458*	.347
Time to Serve	.426*	.392
Product Varities	.175*	.084
Charge & Interest	.166	.754*
Recp to Customer	.134	.383*
Branch Location	-.026	.134*

Pooled within-groups correlations between discriminating variables and standardized canonical discriminant functions
Variables ordered by absolute size of correlation within function.

- *. Largest absolute correlation between each variable and any discriminant function

Regression

Variables Entered/Removed

b

Model	Variables Entered	Variables Removed	Method
1	Charge & Interest, Recp to Customer, Branch Location, Time to Serve, Product Vanties, Manner & Attitude, Online Quality, Envjronme nt		Enter

a. All requested variables entered.

b. Dependent Variable: Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815 ^a	.664	.600	.630

a. Predictors: (Constant), Charge & Interest, Recp to Customer, Branch Location, Time to Serve, Product Varities, Manner & Attitude, Online Quality, Environment

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.008	8	4.126	10.390	.000 ^a
	Residual	16.678	42	.397		
	Total	49.686	50			

a. Predictors: (Constant), Charge & Interest, Recp to Customer, Branch Location, Time to Serve, Product Varities, Manner & Attitude, Online Quality, Environment

b. Dependent Variable: Satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.471	.807		1.823	.075
	Branch Location	-.070	.122	-.061	-.572	.571
	Recp to Customer	-.057	.087	-.075	-.652	.518
	Manner & Attitude	.378	.116	.469	3.254	.002
	Time to Serve	-.078	.134	-.098	-.582	.563
	Product Varities	-.099	.100	-.123	-.993	.327
	Online Quality	.162	.089	.246	1.829	.075
	Environment	.419	.152	.412	2.745	.009
	Charge & Interest	.017	.092	.020	.187	.853

a. Dependent Variable: Satisfaction



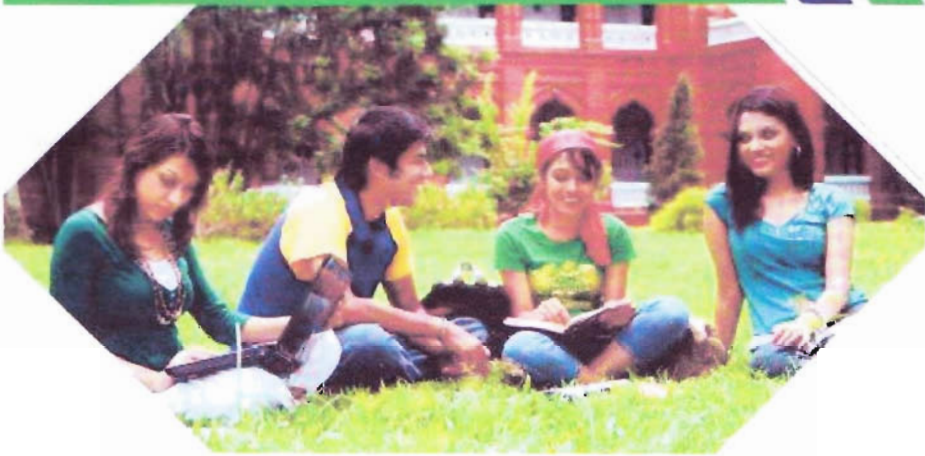


প্রতিদান নয়, সম্মান



Premier
Genius
Account

সম্ভাবনার সঞ্চয়



WE CARE ALL AGES

Thank You

End of Report

