



Internship Report on

Impact of Digital Marketing Factors on Customer Satisfaction at Agami soft ltd.

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Letter of Transmittal

Date: March25,2025

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Subject: Request to accept my report on “Impact of digital marketing factors on customer satisfaction at Agami Soft Ltd”.

Dear Mam,

In the time of my internship, you asked me to write a report titled “Impact of digital marketing factors on customer satisfaction at Agami Soft Ltd”.

The study of this report talks about “Impact of digital marketing factors on customer satisfaction at Agami Soft Ltd.” This study reports that primary data was used to conduct this research. This research finds the organizational key performance indicator (KPI)to be done through convenience sampling analysis.

I cordially thank you for allowing me to adapt to this concept of developing my research, which would be really valuable & effective for my future research field. I hope I will fulfil all the requirements of a BBA internship.

Sincerely yours,



Md.Shakil Sonower Afnan

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Certificate Of Approval

This certifies the internship report, “Impact of digital marketing factors on customer satisfaction at Agami Soft Ltd. Provided by Md.Shakil Sonower Afnan ID:203-11-6599 of B.B.A program Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. He is a very pleasant student, Md.Shakil Sonower Afnan possesses moral and ethical character. I hope he has the best life has to offer.



Ms.Farhana Noor

Assistant Professor

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Student Declaration

I hereby attest that the work included in this report has never been submitted for credit towards any academic degree to any other university, institution, or organization. There is no copyright protection for the material I have given, and this report does not contain any copies of previous work completed for a degree or elsewhere.



Md.Shakil Sonower Afnan

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Acknowledgment

Firstly, I would like to express my gratitude to Almighty Allah for allowing me to complete my internship and write this report. His favor and direction made this achievement possible for me.

Secondly, I would also like to express my cordial gratitude to my internship supervisor, **Ms. Farhana Noor**, for her valuable guidance and continuous help throughout my internship. Her valuable feedback and positive motivation have played a significant role in this report.

Thirdly, I would also give thanks to my colleagues during my internship period for their incredible support. Their assistance and encouragement are greatly appreciated by me.

Finally, I want to give thanks to my clients who participated in my research by responding to the questionnaire. Their support and valuable feedback helped with the conclusion of this report.

Executive Summary

This study focused on “Impact of digital marketing factors on customer satisfaction at Agami Soft Ltd”. Using Convenience sampling, 192 clients from various backgrounds.

The study set up a structured questionnaire was administrated to a sample of clients of Agami Soft Ltd. The collected data were analyzed using the Statistical Package for Social Science (SPSS).

The study found several key impact of digital marketing factors influencing that significantly boost customer satisfaction. The research finding that user-friendly is significantly enhances customer satisfaction. Personalization such content, product recommendation and targeted audience in creating great relationship with customer satisfaction. Quality of service is highly impactful to create decision in customer satisfaction.

The study shows that user- friendly, personalization and quality of service are the main factors that significantly create impression of customer satisfaction at Agami Soft Ltd. These kinds of elements are key to prioritizing to take Agami Soft Ltd. It can enhance digital marketing strategies, improve customer satisfaction and loyalty.

Implement these recommendations and invest in improving data analytics to deliver personalized content and offers that resonate with individual customer preferences.

The role of User-Friendly (UF) of the study is the outstanding core relation which has user-friendly significantly enhances customer satisfaction. In the digital marketing sector, it has good client experience. Because it's not a big luxury but an essential for the consumer of Agami Soft. Although Agami Soft Ltd. finds that which implicates the design, navigation, fundamentals of Agami Soft Ltd. digital platform (website, social media) it would be initiative and effortless.

User- Friendly has several dimensions that ease of finding information and simplicity for the buying process, such as purchasing products or services and accessibility for the response. The clients of Agami Soft Ltd. can achieve their needs, wants on Agami Soft Ltd digital marketing support, which minimizes friction and builds a good sense of competency, including trust.

The research of this study established that Personalization (PER) encompasses aspects like content, Product or service recommendations, and targeted client strategies, are create a healthy relationship between customer satisfaction.

In this study, Agami Soft Ltd, offers diverse software solutions and digital marketing services. Clients of Agami Soft is understand, the solutions which is being presented are their needs and wants.

Quality service is a highly effective foundation of digital marketing effectiveness, which highlights that quality service is outstanding, an impactful core relation between customer satisfaction of Agami Soft Ltd.

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Abbreviation

User-friendly	UF
Personalization	PER
Quality of service	QS
Customer Satisfaction	CS

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Chapter-1 Introduction

1.1 Introduction

The modern world is totally based on technology. Day by day, digital marketing dominates in education, business, law & various fields. Agami Soft Ltd is playing a vital role in the area of customer satisfaction in digital marketing. Agami Soft Ltd. offers and ensures the highest level of customer satisfaction, such as lofty standards and reliable services.

Agami Soft Ltd. has unique special areas such as DM, PHP, Angular JavaScript, Android, Photoshop, Illustrator etc. (Smith Jones 2020)

I am really grateful for this kind of opportunity to complete my practical training at Agami Soft Ltd. Today, businesses must contend with intense competition, so they are trying to attract consumers by employing various digital techniques. Agami Soft Ltd. implemented and uses these tactics in the hope that it will make an impression on its customers. They think that user-friendly(UF), Personalization (PER), and quality of service (QS) will help them to recognize the advantage of using the impact of digital marketing factors on customer satisfaction.

Agami Soft Ltd. believes that there are certain investment risks to it.

1.2 Background Study

Digital technology has profoundly changed how companies engage with their consumers. Digital marketing encompasses social media, email marketing, SEO, content marketing and online advertising and has an impact as a strategic tool to enhance customer engagement and satisfaction (Chaffey & Ellis-Chadwick,2019). Agami Soft Ltd provides IT services and is increasingly leveraging digital platforms to attract and retain customers by delivering more user-friendly, personalized, and interactive experiences.

Agami Soft Ltd, as a technology-driven company which is offering software solutions, operates in a competitive advantage environment where they are offering digital presence and engagement. Their understanding of how various digital marketing factors impact customer satisfaction is important for the company to remain competitive and sustainable.

Agami Soft Ltd. must regularly assess and optimise its digital marketing practices to meet consumers changing demands and maintain a strong customer relationship.

This study aims to investigate and identify the impact of digital marketing factors influencing customer satisfaction at Agami Soft Ltd.

1.3 Rational of the study

The world is totally connected digitally. Any kind of business must adopt impact of digital marketing strategies to maintain a competitive advantage and keep up with the increasing use of the internet, mobiles and social media platforms. Most of the consumers are more informed, connected and empowered than ever before. This environment placed significant importance on how to engage the customer.

Agami Soft Ltd. is a growing software development company understand the impact of digital marketing tricks and tips and implements for sustaining and enhancing customer satisfaction. In industrialization, people's experiences and service delivery often take place digitally. Content marketing, Personalization, User-Friendly and Quality of services through digital channels directly impact how customers perceive the services or product.

This research is necessary because despite the companies, investment, there is a lack of empirical data on which areas and which strategies are most effective in influencing customer satisfaction. Gaining competitive advantages of marketing elements that drive customer satisfaction will allow Agami Soft Ltd. to allocate resources which is really more efficient.

1.4 Scope of the study

The Research of the study focuses on examining the impact of digital marketing factors that on customer satisfaction at Agami Soft Ltd. In this study, research specifically identifies key components of digital, such as website usability, content quality, email marketing, social media engagement, SEO, online customer service and personalization efforts.

This study's findings scope is limited to the existing and potential consumers of Agami Soft Ltd., those who have engaged with its marketing campaigns. The research of the study will gather data through customer surveys and interviews and evaluate how different marketing practices impact customers points of view and satisfaction levels.

Geographically, the Research of the study is confined to Agami Soft Ltd. operations, with a primary focus in Bangladesh, but the company confined to a secondary focus on foreign markets.

1.5 Problem statement

Today Businesses must contend with intense creative competition, so most of the company are trying to draw clients by employing a variety of digital marketing techniques, such as SMM and SMM are implementing both tactics. Agami Soft Ltd must use and implement both marketing techniques in the hope that it will include them to make an impression. They think that user-friendly (UF), Personalization (PER), and quality of service (QS) will help them to recognize and

create an impact on the advantages of using the impact of digital marketing factors on customer satisfaction.

However, Agami Soft Ltd. believes that there are certain risks to it. It is critical to ascertain how digital marketing is effective and whether it genuinely factors into customer satisfaction.

1.6 Research objective

1.6.1 General objective

Impact of digital marketing factors on customer satisfaction at Agami Soft Ltd.

1.6.2 Specific objectives

1. To identify the relationship between User-Friendly (UF) and Customer Satisfaction (CS) of Agami Soft Ltd.
2. To identify the relationship between Personalization (PER) and Customer Satisfaction (CS) of Agami Soft Ltd.
3. To identify the relationship between Quality Of Services (QS) and Customer Satisfaction (CS) of Agami Soft Ltd.

Chapter -2 Overview of Agami Soft Ltd.

2.1 Introduction of the company

Agami Soft Ltd. is a pro-tech service IT- based company in Bangladesh, which was founded in 2016. Agami Soft Ltd. offers high- standard and reliable services and offers the highest level of customer satisfaction. Agami Soft Ltd. builds web & mobile application it totally based organizations need & want also the company structure. Their expertise is in PHP, Angular JS, JavaScript, Android, WordPress, Joomla, Photoshop, Illustrator etc.

Agami Soft Ltd. provides end to end service. From the organizations idea, they extract the requirement, show the organizations wireframe, design UI, write software and through to server. They will be maintaining the services. Their expert will make them comfortable by providing guidance and using effective tools for their clients. They offer smart, efficient and reliable services in the local market and around the world. Agami Soft Ltd. service range is consulting and development through its implementation continuous operation, maintenance and support.

Agami soft Ltd. designs for the client in modern way, eye- catching looking, responsive websites. Their IT engineers are high quality, developed programs in a custom way and databases to meet client needs. When development is done, they will be there for maintain it- fixing the issues, Implement new features, version up -graduation and other necessary stuffs.

Also, they create lots of mobile app for the organization. They are one of the best digital marketing agencies in Bangladesh. Such as Facebook Marketing, SEO and many more digital services. Agami Soft Ltd. believes in providing quality not just the first time, but every time.

2.2 Mission & Vision of Agami Soft Ltd.

2.2.1 Mission

Agami Soft Ltd. mission is to deliver maximum business value to its customers by designing, developing, and maintaining efficient high quality software solutions aligned with clients most essential business needs.

2.2.2 Vision

The vision of Agami Soft Ltd. is to be a global leader in the software solutions industry, recognized that they believe that in providing quality not just the first time, but every time. Agami Soft ltd. thinks that top-down monitoring processes assure performance on any level, and address issues as soon as possible.

2.3 Values & Culture of Agami Soft Ltd.

Transparency with Clients:

Their clients have full access to all the assets. Clients enjoy direct communication privileges with each of the hired resource.

Corporate Governance:

Agami Soft Ltd. maintain utmost corporate governance and take special care in preparing and reporting to the government and different agencies.

Social Responsibility:

Agami Soft Ltd. have a plan that every year they will voluntarily give away 5% of their reserve for the development of the education and medical sector in Bangladesh.

Responsibility to Tech community:

Agami Soft Ltd. contribute to the tech community by regularly taking sessions in universities and national conference.

Knowledge Sharing to Offset Risk:

Agami Soft Ltd. makes sure that the business and technical knowledge is not connected to a single resource and that if one developer leaves, others can be productive.

Utmost Confidentiality with Clients Information:

Agami Soft Ltd. signs NDAs before entering a contract. Their employees are contractually bound to keep clients information confidential.

2.4 Team Members of Agami Soft Ltd.

Agami Soft Ltd. team members are working tirelessly to make the biggest impact possible. Their team members have a strong cultural value for action, management work & efficiency. Their dedicated and talented team members are enthusiastic. Also, each member of their team member is a specialist in his/her field.

Founder/CEO:

With a great vision to revolutionize the software industry, CEO leads the company and observing all the team.

Chief Technology officer (CTO):

Responsible for all the technological advancement of Agami Soft Ltd.

Marketing Team:

The marketing team of Agami Soft Ltd. is responsible for tasked with developing and executing marketing plan, strategies and promoting Agami soft Ltd. Product or services.

Customer Support Team:

The customer support team members are all the dedicated and professionals for assist clients.

Finance & Accounts Team:

Agami Soft Ltd. finance & accounts team manages the financial aspects of the company such as budgeting, accounting functions and ensuring the company operates as efficiently.

2.5 Core Software services of Agami Soft Ltd.:

- ERP-Enterprise Resource Planning
- Inventory/ Stock Management System
- Accounts Software
- POS-Points of Sale
- Sales/Expense/Billing Management System
- Restaurant Management Software
- Hospital Management Software
- Medicine Store Application
- Real Estate Management Software
- School/College/University Management Software
- Human Resource Management Software
- Smart Attendance System for corporate offices
- Payroll Software
- Supply Management System
- Laboratory Management System
- Recruitment Agency & Management System
- Customer Support Management System
- Promotional Bulk SMS panel
- Email Marketing Software
- E-commerce

2.6 Why Choose Agami Soft Ltd.

1. 100% Satisfaction Guarantee
2. 90 Days Free Maintenance
3. 24/7 Dedicated Support
4. New Technology Integration
5. Money Back Guarantee
6. Timely Delivery
7. Well Documentation
8. Reliability
9. Affordable Pricing

Chapter-3 Literature Review

3.1 Literature Review

Customer satisfaction is a vital metric for business, basically essential for the digital age where competition is intense. Digital marketing plays an important role in customer perception and experience. In this literature review, we explore users the effectiveness of digital marketing factors influencing user-friendly, personalization and quality service at Agami Soft Ltd.

User-Friendly: User-Friendly is to refers to the ease with which consumers can interact in a digital platform. A user friendly interaction with the interface enhances customer experience, leading to top level of satisfaction. The study of the literature review has shown that websites and apps innovative significantly improve client satisfaction. A study by Flavian, Guinaliu, and Gurrea (2006) found that to uses directly in online creates good impacts for the customer satisfaction at Agami Soft.

Personalization: Tam and Ho (2006) examined the relationship between Personalization and customer satisfaction. Although the studies found that personalization increases client satisfaction for the interface and individual preferences. Also, satisfaction brings top- notch opportunities for clients to suggest it to others. The study found that personalization is not merely a good technical feature but also a good strategy for marketing client loyalty and commitment for Agami Soft.

Quality Service: Cronin and Taylor (1992) examined a model of quality measurement. Which measures the relationship between customer satisfaction. The study shows that the performance measure exhibited top notch relation with customer satisfaction. The study found that quality of service that meets expectations is necessary and perceived with more accurate and effective indicator. Quality of service is across all touchpoints is essential for maintaining customer satisfaction for the Agami Soft.

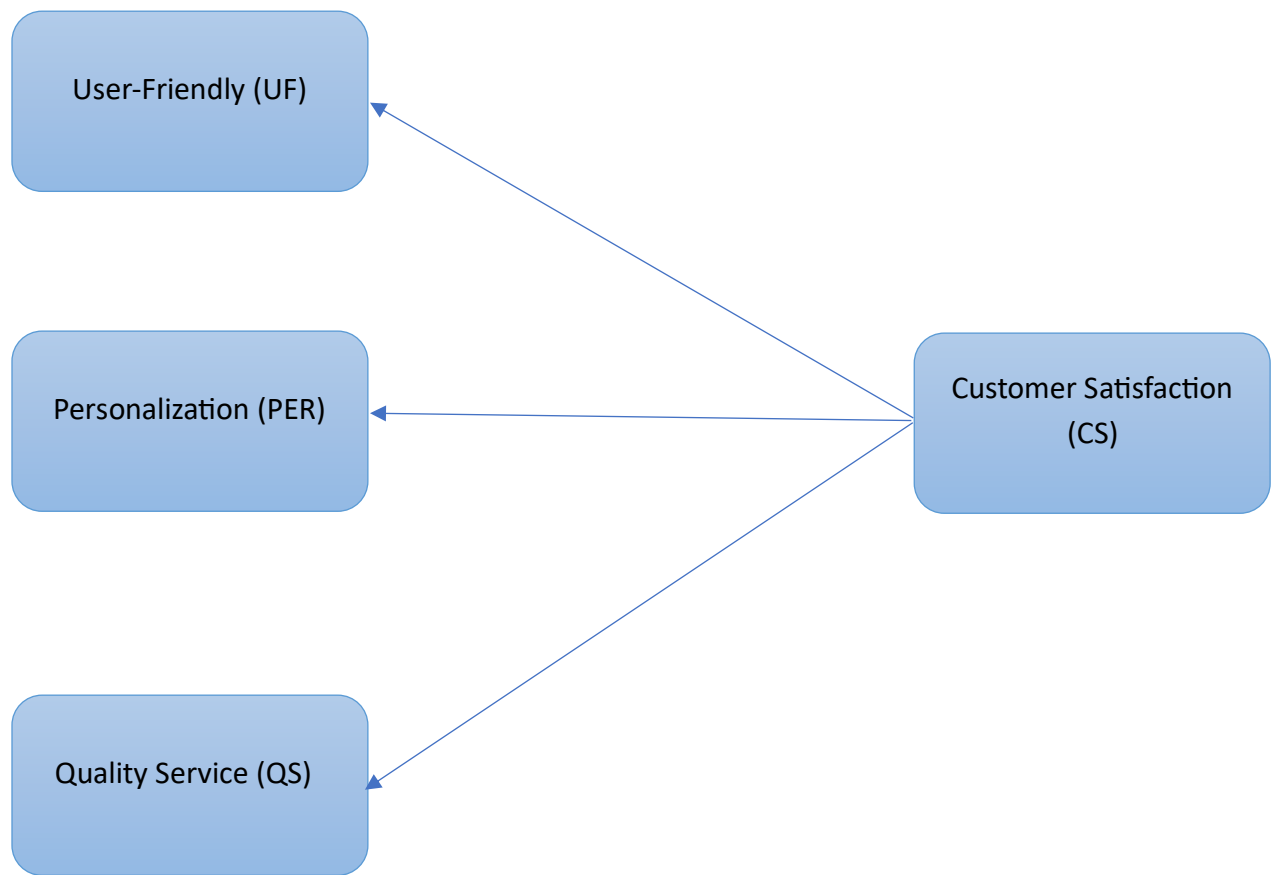
Customer Satisfaction: Customer satisfaction is the most effective dependable variable in the study. Smith (2020) examined increasing consumer engagement and discovered it timely and related content significantly effected to increasing customer engagement and brand loyalty. Again, Smith and Jones (2020) examined personalization, real time analytics to impact customer satisfaction.

These kinds of factors contribute to understanding of this study to identify the impact of digital marketing factors on customer satisfaction at Agami Soft. The following studies are described based on the variables identified in this study conceptual mode.

Variables	Author
User-Friendly (UF)	Flavian,Guinaliu and Gurrea (2006)
Personalization (PER)	Tam & Ho (2006)
Quality Service (QS)	Cronin& Taylor (1992)
Customer Satisfaction (CS)	(Smith 2020),(Smith&Jones,2020)

Chapter-4 Conceptual Framework and Hypothesis

4.1 Conceptual Framework



Flavian, Guinaliu and Gurra (2006) ,Tam & Ho (2006), (Smith 2020) , (Smith & Jones 2020)

Figure : Conceptual framework

4.2 Hypothesis Development

4.2.1 Hypothesis-1

User-friendly interfaces are vital design, essential for today's competitive market. A well designed User-friendly enhances raises usability. It reduces learning curve and also encourages client engagement. So, the studies indicate that a need innovative and interface to create to increased customer satisfaction (Norman 2013).

Studies of this research have a top- notch relationship between User-Friendly and Customer Satisfaction for company like Agami Soft.

H1: “There is a significant correlation between User-Friendly and Customer Satisfaction.”

4.2.2 Hypothesis-2

Personalization is a great attention in marketing and services as businesses strive to enhance customer satisfaction. Personalization defined products, services and information to individual client suggestions and behaviors (Arora et al, 2008).

In this study there is a top-notch relationship between Personalization and Customer Satisfaction for company like Agami Soft.

H2: “There is a significant correlation between Personalization and Customer Satisfaction”.

4.2.3 Hypothesis-3

Quality service has a great impact in business. The central theme in service is great relationship between quality and customer satisfaction. Khan and Rahman (2015) examined that businesses have high quality service that leads consistently customer satisfaction.

This kind of relationship is crucial for organizations like Agami Soft.

H3: “There is a significant correlation between Quality service and Customer Satisfaction”.

Chapter-5 Methodology

5.1 Population and Sample Size

The research of this study's target demographic is Dhaka's client of Agami Soft Ltd. Dhaka is the capital of Bangladesh. Currently reside in Dhaka total population is 24,682,900 people (World Population Review,2025). The data was collected using a closed -ended questionnaire 192 people in total and usable responses were acquired.

5.2 Questionnaire design

The research titled Impact of Digital Marketing Factors on Customer Satisfaction at Agami Soft Ltd. the questionnaire design to collect data on four variables: User-Friendly, Personalization, Quality Service and Customer Satisfaction.

These four variables were measured using 16 indicator items, with four items assigned to each indicate. In the study, respondents were asked to indicate their level of agreement in every statement using five- point Likert scale ranging Strongly agree, Agree, Neutral, Dis agree, Strongly Dis Agree.

5.3 Data Collection

The research of the studies used a questionnaire survey approach which is Convenience sampling. Questionnaire dimensions (User-Friendly, Personalization, Quality Service and Customer Satisfaction) this kind of considering the feedback from the survey and its phrasing in the questionnaire also revised for clarity from the respondent perspective. The total target population for this study was consumer of the Agami Soft Ltd. in Dhaka city.

5.4 Population and Sampling Design

This research study's population size refers to the total count of individual. Which context of this study, the population is the clients of Agami Soft Ltd. in this research sample for this study there are 192 respondents. Though the group was selected by convenience sampling. The sample size is determined using statistical formula which is ensure the result are statistically way.

5.5 Time Dimension

In this study research is using convenience sampling a methodology was utilized for collecting to data, Also information was gathered at a single point in time from the respondents. In this study research project period of time is 4 months.

5.5.1 Time Frame & Data collection timeline

In this study research was conduct on May 3, 2025 1st and deadline was June 4,2025 2nd. The study was dedicated for the clients of Agami Soft. This frame to conduct the research was also based on available also timeline completion of the project.

5.6 Data Analysis

In this study to make the research finding factors and analyze the research, the result was presented through the figure and tables. SPSS (Statistical Package for the Social Sciences) was used to convenience sampling analyses, though Microsoft Excel organize data, Microsoft Word help to visual chart & table and support overall key information in the presentation .

Chapter 6: Findings and Analysis

6.1 Demographic Profile of the sample

Table 1

Demographic Information of the respondents (N= 192)

		Frequency	Percentage %	Mean	Standard Diviation
Gender	Male	83	43.2%	1.43	28.5
	Female	109	56.8%		
Education	Under Bachelor	12	6.3%	0.78	50.5
	Bachelor	127	66.1%		
	Others	4	21.1%		
Profession	Employed	44	20.8%	1.22	30
	Unemployed	148	2.1%		
Income (Per month in BDT)	Below 20,000	1	0.5%	2.06	7.5
	20,001-40,000	17	8.9%		
	40,001-80,000	36	18.8%		
	80,001-100,00	83	43.2%		
	Above-100,00	50	26.0%		
Age	Below to 17	3	1.6%	2.72	33.5
	18-22	21	10.9%		
	23-27	109	56.8%		
	28-32	38	19.8%		
	33-Above	21	10.9%		

In this study respondents are majority in the sample are identified as female 56.8% participants, though males 43.2%. The educational qualification of this sample's highest respondent is bachelor's degree 66.1%. The second largest sample size comes from Master's degree, which is 27.6%. Others are the lowest which is 2.1% respondents. The employment status of this study, the largest sample size come from unemployed that is 77.1%. Also, 20.8% are employed. The highest rank of this study income comes from group of 80,001-1,00,00 percentage of this is 43.2%. The second largest group comes from the range of income 1,00,001-above, which is 26.0%. The age studies of the study's highest number sample which is come from the group of range is 23-27 percentage is 56.8%.

6.2 Reliability Test

In this research how item testing effect the notion which was dependability metric. The Reliability test is done From SPSS which using Cranach's Alpha that to confirm data is internally consistent.

Table 2 Reliability (Cronbach's a)

Variable	Result	Number of Items	Internal Consistency
User-Friendly	0.798	3	Acceptable
Personalization	0.884	3	Good
Quality Service	0.879	3	Good
Customer Satisfaction	0.793	3	Acceptable

In this research analysis Cronbach's alpha ranged from coefficients from 0.798 to 0.884, which is Demonstrating strong internal consistency across all measures:

In this study, User-Friendly ($\alpha=0.798$) which have 3 items, though measure exhibit is low but it acceptable. Personalization ($\alpha=0.884$) which have 3 items, though the measure score is good. Quality Service ($\alpha=0.879$) which have 3 items, though measure is good. Customer Satisfaction ($\alpha=0.793$) which have 3 items though the measure is acceptable.

6.3 Correlation Analysis

The research of this study from table 3 of the variables UF-CS ($r=0.664$), PER-CS ($r=0.793$), QS-CS ($r=0.784$), in this variable correlation with the dependent value is Customer Satisfaction. Thus, H1, H2, H3 is high.

Table 3 Pearson Correlation Coefficient (r)

Hypothesis	Pearson Correlation Coefficient (r)	Interpretation
H1:User-Friendly(UF)-Customer Satisfaction (CS)	0.664	High
H2:Personalization(PER)-Customer Satisfaction (CS)	0.793	High
H3:Quality Service(QS)-Customer Satisfaction(CS)	0.784	High

Table 3 Result of tested Pearson Correlation

The study Pearson Correlation analysis was conducted to high interpretation relationship between three dimensions of digital effectiveness-User-Friendly(UF), Personalization (PER), Quality Service (QS) and Customer Satisfaction (CS).

In this study, all three coefficients are high, indicating a direct relationship between each dimension and Customer Satisfaction. The specific interpretations are as follows:

User-Friendly(UF) and Customer Satisfaction(CS):

In this study a correlation coefficient of 0.664 indicates a high positive relationship. Suggest of the study that is improve in the user-friendly of this company's interface, which is associated with increased customer satisfaction.

Personalization (PER) and Customer Satisfaction(CS):

In this study a correlation Coefficient of 0.793 is represent a very high relationship between Personalization and Customer Satisfaction, it enhances customer satisfaction that's a key determinant in digital effectiveness.

Quality Service(QS) and Customer Satisfaction(CS):

In this Study a correlation Coefficient of 0.784 has indicates a very high relationship. Suggests of finding that is higher perceived service quality leads to an increase in customer satisfaction.

6.4 Factor Analysis

Factor Analysis (FA), which is a statistical method that used to identify the structure though a set of observed variables by grouping them common factors(Field,2018). Which is helpful Convenience sampling that explain the relationships between variables. This factor analysis is the

Kaiser-Meyer-Olkin(KMO) that measure of sampling and Bartlett's Test of specifically to evaluate the suitability of the data.

Factor Analysis(FA) First Run

KMO and Bartlett's Test

Measurement Scale	Result
Good	.928

Table 4 above, which shows the value of KMO and Bartlett's Test that was obtained is .928. The measurement scale is good.

Initial Factor Analysis

An initial factor analysis was conducted using the dataset though yielded a KMO value of 0.928, which is really good sampling.

Table 6.4.2

Communalities

	Initial	Extraction
User-Friendly-1	1.000	.656
User-Friendly-2	1.000	.727
User-Friendly-3	1.000	.712
Personalization-1	1.000	.790
Personalization-2	1.000	.879
Personalization-3	1.000	.865
Quality Service-1	1.000	.881
Quality Service-2	1.000	.852
Quality Service-3	1.000	.873
Customer Satisfaction-1	1.000	.799
Customer Satisfaction-2	1.000	.834
Customer Satisfaction-3	1.000	.832

In this table 6.4.2, there are communalities in factor analysis that serve as indicators of variance in each variable though it can be attributed to the extract factors. The communalities of this are presented in two stages that is initial and extraction. The initial communalities, are diagonal correlation matrix, Which is typically set to 1 by default. On the other hand, the extraction communalities are the critical figures, that estimated the common variance associate with the identified factors. The range of values is between 0 and 1, that indicating is larger proportion of the variance in the variable.

Extraction communalities served effectively; the factors extracted from the analysis explain the observed variance in the variables. However, the communalities are close to 1; that suggests the factors do a great job of accounting which is substantial amount of the variance in the variable. Also, a high indication for the factor analysis demonstrates that the identified factors that is successful in explaining the structure of the data.

Although that is worth nothing in the Table 6.4.2 a few variables (example, User-Friendly-1) have communalities at the lowest end. This table is implemented that some of the variance in the variable is lowest adequately explained by the extracted factors. In this case, again analysis was required to understand the variance and determine which had additional factors need to identified that kinds of variable.

The summary of the extraction communalities presented in Table 6.4.2 provides valuable insights into how well the factor is extracted the factor analysis and analysis to explain the variance in the variables. This table had higher communalities indicate that a great proportion of variance accounted for by the factors.

Table 6.4.3

Rotated Component Matrix

	Component
	1
User-Friendly-1	.810
User-Friendly-2	.853
User-Friendly-3	.844
Personalization-1	.889
Personalization-2	.938
Personalization-3	.930
Quality Service-1	.939
Quality Service-2	.923
Quality Service-3	.934
Customer Satisfaction-1	.894
Customer Satisfaction-2	.913
Customer Satisfaction-3	.912

In the Table of 6.4.3 shows that the rotated component matrix provide valuable a dependable variable which into the associations three factors from the factor analysis. In this matrix represent the good strength of the relationships between the other variables is represented. In this rotated component matrix had variable with higher loadings that on a particular factor indicate a healthy association factor, suggest a closer relationship to the explain by that factor.

Factor 1,2 and 3 in the rotated component matrix are characterized by which variable is exhibiting high. In this rotated matrix factors capture that different dimension that explain the variance in the observed variables.

The rotated component matrix was revealed with the associations which have a strong relationship between variables also three factors that resulting from the factor analysis. However, Higher loading strong relationships between variable and factors. This rotated component matrix, table information helps identify the value which dimensions influencing the observed variables.

Chapter-7 Findings and Conclusion

7.1 Findings

This research study findings that relationships between User-Friendly, Personalization and Quality Service which is impact on customer satisfaction. This study also holds great potential to contribute to improvement that impact of digital marketing factors in Agami Soft Ltd. though leading to enhanced customer satisfaction. Thus, by identifying the factors which is influence customer satisfaction, Agami Soft can gain knowledge valuable insights int customer needs and wants, also enhance the services what the measure they offer.

Although, this present research is based on a small size of respondents and limited data which obtains more accurate and authentically results, though future research should be consider distributing questionnaires and survey on depth sample size.

This research recommended that future researchers explore other factors which can potentially influence customer satisfaction, such as celebrity influencing, which is crucial for companies to raise awareness about their product or services.

Although the study highlights the significant of User-Friendly, Personalization, Quality Service factors that influencing customer satisfaction in Agami Soft.

7.2 Conclusion

This research study aimed to examine the factors of impact of digital marketing that is User-friendly, Personalization, Quality Service and dependent variable is Customer Satisfaction which have specific context of Agami Soft Ltd. though it focuses on Dhaka City. However, this research is findings valuable significant in influencing customer satisfaction in digital marketing industry.

Although this study can find significant factors influencing implementation for Agami Soft. Company prioritized in User-Friendly, Personalization, Quality Service which factors company can easily enhance customer satisfaction levels.

In conclusion, the research implement to the User-Friendly , Personalization , Quality Service is the key factors for customer satisfaction thus it help for Agami soft profile also contribute to the keep Performance Indicator (KPI) on effective digital marketing factors and it impact on customer satisfaction.

Chapter – 8 Limitations and Recommendations

8.1 Limitations

This research study had limited resource and short time period. Questionnaire design was close-ended. That's why the client didn't give any suggestion or didn't give own thoughts. So, clients of Agami Soft Ltd. give there thought in a boundary. This research was done over a short time of period, so in-depth result or findings factors such as User-Friendly, Personalization, Service Quality are associated with customer satisfaction level indicator not examined. In this research study was trained by a relatively sample size; that's why it may limit the generalizability of the findings this research study factors. Though, more diverse sample could have provided a good understanding which is of the relationships between impact of digital marketing and customer satisfaction.

8.2 Recommendations

In this research study of the study's result are crucial for establishing credibility. Consumers of Agami Soft Ltd. are more enhanced to become loyal to brands and company provide by a unique impression and message. A strong online service creates a higher customer satisfaction level that includes SMM convenient access for the client. Agami Soft Ltd. clients require prompt addressing of their pross and cons. Company try to understand negative attitudes, and it can be lessened by active monitoring and also internet evaluations and comments. However, brand reputation enhances to improve by interacting with consumers and inviting them to share their own experience.

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Appendix

Questionnaire Items

Constructs/ Questionnaire Items

Construct	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
User-Friendly UF[1-3]	The ease of navigation on Agami Soft Ltd. digital platforms contributes to customer Satisfaction.					
	The responsiveness of digital marketing channels(website, mobile app, social media) affects customer satisfaction.					
	The key elements of a user-friendly digital marketing approach that improves customer satisfaction.					
Personalization PER[1-3]	Personalized marketing strategies such as recommendations, targeted ads influences customer satisfaction.					
	Customers prefer personalized digital marketing					

	content over generic content.					
	Agami Soft Ltd use customer data for Personalization and impact on customers trust and satisfaction.					
Quality Service QS[1-3]	Customers perceive the quality of digital marketing services provide by Agami Soft Ltd.					
	The consistency of digital marketing content plays a role in shaping customer satisfaction.					
	The speed and reliability of Agami Soft Ltd. customer support in digital marketing influence customer satisfaction.					
Customer Satisfaction CS[1-3]	Overall, I am satisfied with the service provided by Agami Soft Ltd.					
	The service consistently meets my expectations.					
	I would recommended this company to others for digital marketing services.					

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