

INTERNSHIP REPORT
ON
“CUSTOMER SATISFACTION OF STANDARD BANK LIMITED”

Submitted To

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DEPARTMENT OF BUSINESS ADMINISTRATION
DAFFODIL INTERNATIONAL UNIVERSITY
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LETTER OF TRANSMITTAL

To,

Dr. S M Sohel Rana

Associate Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of internship Report.

Dear Sir,

With due regard that I, Kawser Ahmed ID: 161-11-264 might want to educate you that here is the report on "Customer Satisfaction of Standard Bank Limited" that was allocated to me under the internship program. It was an incredible delight for me to do the doled out report. I have directed my internship program in Standard Bank Limited, Ashkona Bazar Branch, with your thoughtful supervision. I accept that the information and experience I accumulated during the internship time frame, will be useful in my future professional life.

I made each attempt to set up this report exact, vivid and complete and attempted my level best to collect important and clever data inside the planned time and limited assets. Any deficiency in this report is totally my issue.

It will be an incredible accomplishment for me on the off chance that you mercifully experience the report to learn the productivity of it. It will be an unmistakable triumph for me if the report gets together your alluring desire.

Sincerely Yours,

.....

Kawser Ahmed
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SUPERVISOR'S DECLARATION

It gives me colossal delight to guarantee that the anticipated report titled "Customer Satisfaction of Standard Bank Limited" has been finished by Kawser Ahmed, ID: 161-11-264, the understudy of BBA program, Department of Business Administration Daffodil International University, Dhaka under my watch and guidance. Apparently, this is a unique work, which has not been distributed in any diary or submitted to any organization or division for any degree of recognition.

I do hereby accept it and recommend Internship report for Submission.

.....

Dr. S M Sohel Rana
Associate Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

STUDENT'S DECLARATION

I do thusly pronounce that the work introduced in this Internship Report has been done by me and has not been recently submitted to some other University/Organization for a scholastic capability. The work I have introduced does not rupture any current copyright and no segment of this report is duplicated from any work done before for the degree or something else.

I further embrace to repay the Department against any misfortune or harm emerging from rupture of the prior commitments.

.....

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ACKNOWLEDGEMENT

The opportunity has already come and gone to offer my most profound thanks and humble accommodation to the all-powerful Allah yet for whose help I would not have the capacity to finish an immense undertaking of setting up this report.

I would like to explicit my deep sense of appreciation towards one of my Supervisor Dr. SM Sohel Rana, Associate Head, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University for giving me an opportunity to complete my internship report on “Customer Satisfaction of Standard Bank Limited” In fact, no devotee can achieve perfectness without the help of a scholar. Similarly, a student can never be perfect without the help of a good teacher. A good teacher may be a landmark for any student. I am greatly indebted to I would like to explicit my deep sense of appreciation towards one of my Supervisor Dr. SM Sohel Rana, Assistant Professor, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University for giving me an opportunity to Complete my internship report and his suggestions and guidelines Were really a great help to me.

Especially, I am also thankful to Mr. Md. Samsud Doha, Assistant Director of Standard Bank Limited, Ashkona Bazar Branch who gave me the opportunity to allow me in this organizational arena. I would also like to express my heart full thanks to all officers of the Standard Bank Limited, Ashkona Bazar Branch. Dhaka and also my friends and Elder Brother for their excellent support and proper guidance in completing my internship report.

DEDICATION

There has to be someone behind every great work. Similarly, this time it was none other than my Parents. Their consistent support and care pushed me to an extent where I accomplished nothing but this report and many more. Keeping these thoughts in mind I want to dedicate this report to the persons who are in the position of top priority in my life, my father and my mother and as a whole my family. In the meantime, I want to say that it was them who brought me in this world and I am indebted towards them then, now and forever for even a tiniest thing that I have ever and will achieve in my life.

May Allah bless them to live longer.

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CHAPTER: 01

INTRODUCTION

1.1 Introduction

Banking activities are winding up increasingly powerful and testing to work together in the monetary markets. By providing one-stop coordinated monetary administrations for customers needing higher banking offices, the capacity of banks to give customers access to various markets for various budgetary instruments has turned into a profitable focused edge. General Banking comprises of the administration of store, money, clearinghouse, charges, account opening, security instruments dealing with, customer administrations, storage offices, and so forth. Each bank provides these administrations to its customers. Be that as it may, by and by, the working of the customer's psyche is a puzzle which is hard to tackle and understand the subtleties of what fulfilled customers are a difficult errand. This activity with regards to the aggressive banking industry will give us knowledge into the parameters of customer satisfaction and their estimation.

The explanation for picking this point is to know the degree of customer satisfaction and the execution of Standard Bank Ltd. In this report I have attempted to make contrasts in banking execution, worker exhibitions the degree of customer satisfaction in this bank and simultaneously, to go over real discoveries and provide some important proposals for the Bank.

1.2 Background of the Study

The internship is an opportunity to integrate career-related experience in graduate education by participating in planned, supervised work. The primary goal of the internship is to provide students with a job search and to give theoretical concepts a chance to translate practical life situations into practical initiatives, organizations, research institutes as well as development projects for students to gain practical knowledge. Practical knowledge is fundamental for the application of theoretical intelligence. With this in mind an internship program was included in the BBA curriculum. The purpose of this analysis is to expose the student to organizational work situations and to provide the opportunity to apply classroom learning in practice. There are some differences between theory and practice. This report has been prepared for the Internship Program by studying in-depth the customer satisfaction and general reasons for the general banking of Standard Bank Limited. The report is titled "**Analyzing the Customer Satisfactions of Standard Bank Ltd**". As a student of Daffodil International University this

study will be more significant in my practical life; I have worked at **Ashkona Bazar** of Standard Bank Limited to complete the internship program.

1.3 Objective of the Study

➤ **General Objective:**

The general purpose of this report is to relate the theoretical education acquired through classroom studies to the real-life business situations encountered during the internship.

➤ **Specific Objective:**

To be more precise, the specific objectives of this report are to analyze customer satisfaction with Standard Bank Limited:

- ❖ To identify the existing procedures and techniques of general banking of Standard Bank Ltd.
- ❖ To uncover the customer attitude towards SBL.
- ❖ To understand the procedures of customer care service of SBL.
- ❖ To find out the customer satisfaction level of SBL.
- ❖ To identify the effectiveness of Standard Bank Ltd.

1.4 Methodology

For the purpose of analyses, the study used both primary and secondary data to prepare the report. Initial information was collected from Standard Bank Limited officials and customers regarding general banking activities and customer satisfaction levels, respectively. Secondary information was collected from annual reports, relevant books, websites, etc. In the original sense of space, the source of information:

➤ **Primary Sources:**

- ➔ Personal observation
- ➔ Discussion with the employees
- ➔ Discussion with the customers
- ➔ Practical deskwork
- ➔ A questionnaire survey of the customers

➤ **Secondary Sources:**

- ❖ Annual Report of Standard Bank Ltd.
- ❖ The website and internal server of SBL
- ❖ Different document provided by the concerned officers of the organization
- ❖ Relevant books, research papers and journals
- ❖ And websites.
- ❖ For fulfilling the research objectives primary source was used. Interview technique was used with structured questionnaire for the collection of primary data. The survey questionnaire is design and distributed to target respondents randomly.

Sample Unit

Targeted Sample Units are customers of SBL who have one or more savings and / or current accounts. The decision sampling method was used to select the sample unit from different customers of the bank who were willing to answer the questionnaire.

Sample Size

The sample size comprised of 60 respondents who are the real customers of the neighborhood corporate fragment of the bank. Corporate customers are typically less in number simultaneously corporate customers may not uncover data through study because of confidentiality concerns. For this examination, those customers have been picked who have the most extreme conceivable outcomes of responding to the overview questions. In this way, remembering restrictions, a sample size of 60 has been looked over the neighborhood corporate customers of Standard Bank Limited.

Data Collection Method

Data for this report was gathered through organized surveys from customers, who were posed inquiry eye to eye with a formal discourse. Additionally, casual exchange with the esteemed customers provided data for the report. Distributed insights identifying with Standard Bank Limited and Local customers were likewise utilized in this report.

1.5 Limitation of the Report

The examination was not out of constraints. Getting ready such an extreme report, it requires a tremendous measure of data. When I was setting up this report, I have confronted numerous constraints in going on further. In any case, I have attempted my best to make an appropriate report inside my entrance limit. The restrictions those I stood up to for the most part are-

- Relevant data and document collection is difficult due to the organization confidentiality.

- ❑ Sometimes customers did not have sufficient time for answering the questionnaire properly.
- ❑ Insufficiency of necessary information and data.
- ❑ Insufficient books, publications and journals about the banks information.
- ❑ It is very difficult to measure the level of employee performance in short period of time.
- ❑ Due to shortage of time, it is not possible to gather in-depth knowledge of the Standard Bank Ltd.

CHAPTER: 02

OVERVIEW OF STANDARD BANK LIMITED

2.1 Introduction

Standard Bank Ltd. is a private business bank. The experience of the prosperous economies of Asian nations and specifically of South Asia has been the main thrust and the systems behind operational strategy choice of the Bank. Banking sector assumes a significant job in the financial advancement of a nation particularly for Bangladesh, a sound and effective banking framework is one of the most significant preconditions to accomplish monetary improvement. At present, a sum of 47 banks (4 State-possessed Commercial Banks, 4 Development Financial Institutions, 30 Private Commercial Banks and 9 Foreign Commercial Banks) having 7246 branches are working in Bangladesh with Tk. 4411.98 billion absolute resources and Tk. 3329.08 billion stores (Islam, 2014).

The Company Philosophy – *“Setting a New Standard in Banking”* has been preciously the essence of the legend of bank’s success. It has been becoming quicker as one of the pioneers of the new age banks in the private sector in regard to business and profitability as it is evident from the fiscal report throughout the previous 5 years.

2.2 An Overview of Standard Bank Ltd.

Standard Bank Limited (SBL) was fused as a Public Limited Company on May 11, 1999, under the Companies Act, 1994 (Board of Investment, Business Law, Sec-18). It was a long dream of the author administrator Mr. Kazi Akramuddin Ahmed to glide a business bank to make a commitment to the financial improvement of our nation. After the joining, the Bank accomplished palatable advancement from its business tasks on June 03, 1999. SBL has presented a few new items on layaway and store plans. It likewise goes for Corporate, Retail Banking, and so on. The Bank likewise partook in-store Syndication with different Banks. Through all these horde activities SBL has made a positive effect on the Market.

The approved capital and paid-up capital of the bank are Tk. 3000.00 million and Tk. 1092.96 million separately. SBL got the endorsement of fuse number-C37864 (2164)/99 under the Company (Act-vill) of 1994. It additionally got the declaration for beginning of business on a similar date by area 150(2) under the organization's Act (Board of Investment, Business Law, Sec-18, 1994).

SBL's Head Office was set up in Dilkusha C/A so as to provide a wide range of banking backing to the customers. At present, the bank has 87 branches the nation over. It renders a wide range of business banking activities to its customers inside the domain of the Bank Companies Act, 1991 and in accordance with the orders and strategy guidelines laid somewhere around Bangladesh Bank (Regulation Guideline, 2012).

During the most recent 12 years, it has built up decent notoriety as a proficient business banker in Bangladesh. Its enrolled head office is situated at Metropolitan Chamber Building (third floor), 122-124, Motijheel C/A, Dhaka-1000.

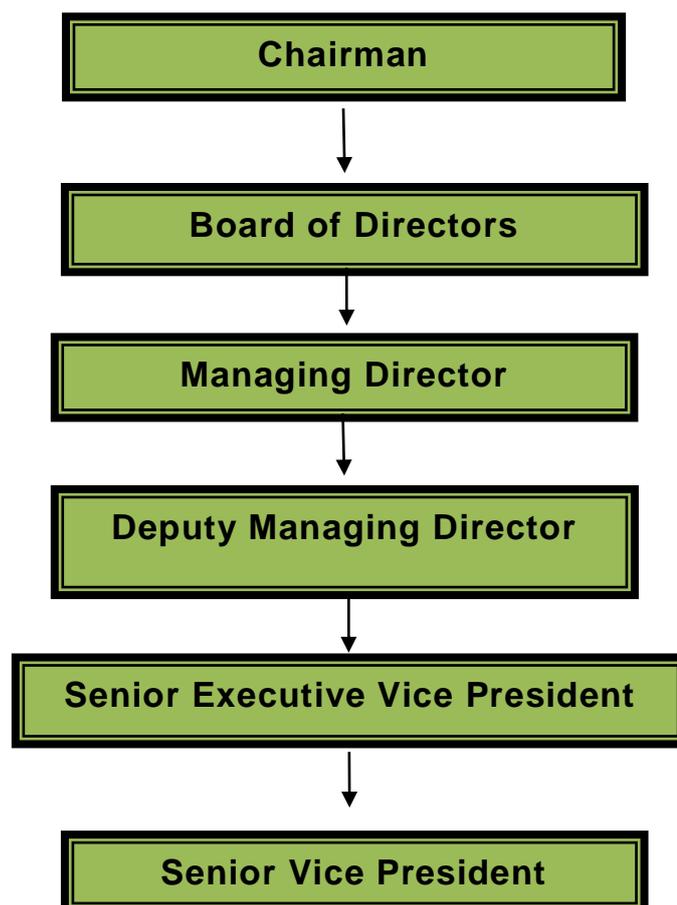
2.3 Vision of Standard Bank

Vision of the Standard Bank is a modern bank that aims to build a sound national economy and makes a significant contribution to public scrutiny.

2.4 Mission of Standard Bank

Standard Bank's mission is to be the best private commercial bank in Bangladesh in terms of efficiency, capital adequacy, asset quality, sound management and profitability.

2.5 Hierarchy of Standard Bank Ltd.



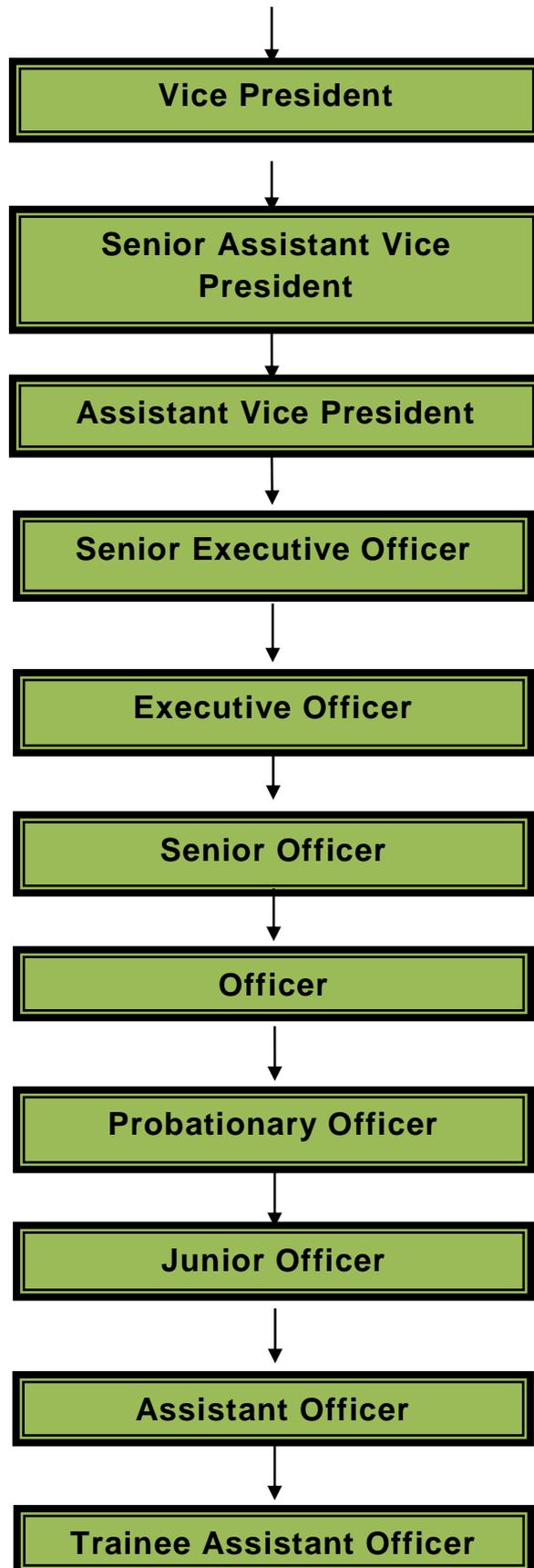


Chart 1: Management Hierarchy of SBL

2.6 Objectives of Standard Bank

- ❑ To be a dynamic leader in the financial markets in inventing new products as per the need of the society.
- ❑ Achieving Positive Economic Value Addition (EVA) every year.
- ❑ All commercial banks are at the top of the list in terms of cost efficiency.
- ❑ To become one of the best financial institutions in Bangladesh economy by participating in the most significant segments of the business market we serve.

2.7 Core Values of Standard Bank

- **Shareholders of SBL:** By ensuring fair return on the investments of shareholders through generating stable profit.
- **Customers of SBL:** To become most caring bank by providing the most courteous and efficient service in every area of the business SBL.
- **Employee of SBL:** By promoting the wellbeing of the members of the staff.
- **Community of SBL:** Assuring its socially responsible corporate entity in a tangible manner through close adherence to national policies and objectives.

2.8 Corporate Culture of Standard Bank

Employees of SBL share certain common values, which helps to create SBL culture and to distinguish them from competitors. These include:

- ❑ Serving the client is the first priority
- ❑ Search for professional excellence
- ❑ Openness to new ideas and new methods to encourage creativity
- ❑ Quick decision making
- ❑ Flexibility and prompt response
- ❑ A sense of professional ethics and morality.

2.9 Services

As a commercial bank provides all the usual banking services like Standard Bank Savings Account, Current Account and STD Account, it issues Demand Draft, Pay Order for Money Transfer. It also has provisions for other depository projects, such as:

- SBL Regular Deposit Program (SRDP)

- SBL Regular Income Program (SRIP)
- SBL Double Income Plus (DI+)
- SBL 5 (Five) Lacs Savings Scheme
- SBL 10 (Ten) Lacs Savings Scheme
- SBL Lakhopati Plus (SLP)
- SBL Millionaire Plus (SMP+)

As a special product, Standard Bank has customer credit scheme and home loan loan for customers.

2.10 Information Technology Division

Standard Bank Limited has a business automation plan to provide effective sophisticated electronic services to its customers. This increases customer satisfaction with the ultimate result of increasing the number of loyal and loyal customers at a lower cost. Customers are encouraged to avail the service through various electronic distribution channels such as ATMs, POS, Internet banking, kiosks, BEFTNs etc. rather than providing services through bank counters.

2.11 Visa Credit Card and Debit/ATM Card

Standard Bank has always focused on customers' emerging needs and introduction of credit card is a step towards catering to such requirement. Against this background, the Bank has taken associate membership of Visa International through NCCBL. Visa is a global player in the payment industry and controls 60% of total market share in the world. With Visa's license it has successfully launched VISA credit card for local and international usage. Since August 2010, SBL's issued cards are being accepted across the world on line real time basis with authorization from its' card centre (Annual Report of SBL, 2013).

2.12 ATM/Debit Card

Customer satisfaction is the foundation of SBL's business procedure. So as to provide banking administrations paying little mind to time and area, the bank has presented its own Standard Bank Debit card. It has additionally introduced 5 ATMs at its branches and another 10 will be introduced for the current year. To cover most extreme zone Standard Bank has gone into an imparting consent to DBBL and BRAC Bank with the goal that their customers can gain admittance to their ATMs which are found all over Bangladesh. DBBL and BRAC Bank have just introduced more than 2500 ATMs which are accessible for the customers of Standard Bank

Ltd. 24hours per day and 7 days per week. Likewise, SBL has a concurrence with Q-money system of in excess of 50 ATMs (Annual Report of SBL, 2013).

2.13 Capital Management and Policy

The Bank keeps up some key standards for its capital administration to work smooth banking activities. By and large Capital position as pursues:

- Bank's Authorized Capital was enhanced from Tk. 880.00 crore to Tk. 1500.00 crore in 27th EGM on 14.11.2011.
- The Paid-up Capital of the Bank stood at Tk. 406.13 crore in 2011.
- The Statutory Reserve stood at Tk. 199.52 crore.
- The total equity capital & reserve of the Bank at the end of the 2011 was Tk. 687.05 crore. (Annual Report of SBL, 2011)

The bank has a specific risk-based capital planning policy. The bank's capital management framework ensures that the bank and its subsidiaries are adequately capitalized, in line with the risk profile, regulatory requirements, economic capital standards and target ratio at both bank and subsidiary levels. Bank's Goals on Capital Planning (SBL's Annual Report, 20):

- Maintain sufficient capital resources to meet minimum regulatory capital requirements set by Bangladesh Bank (in accordance with Basel II) requirements;
- Maintain sufficient capital resources to support the bank's business and risk appetite;
- Cover unexpected loss within the bank's target confidence levels and support the bank's credit rating;
- Allocate capital to business to support the bank's strategic objectives, including optimizing returns on economic and regulatory capital; and
- Ensure to maintain buffer capital as excess of minimum requirements.

2.14 Capital Adequacy

In terms of Bangladesh Banks' revised Basel-II Guidelines, the Minimum Capital Requirement (MCR) from January to June 2011 was 9% of Risk Weighted Assets (RWA) and from July-2011 to onward, the MCR was fixed at 10% of RWA.

The Tier-1 Capital of SBL stood at Tk.695.64 crore which is increased by Tk. 37.96 crore from previous year. MCR needed to be covered 50% from Tier-1 Capital. It includes the equity such as Paid-up Capital, Reserve & Retained Earnings (Annual Report of SBL, 2013).

2.15 Future Planning of Standard Bank Ltd

There are some tentative arrangements that Standard Bank has made. They feel that by actualizing this arrangement they can accomplish their objectives. Thus, this is a significant issue for them. As-

- Full duplex on-line banking
- Introducing more innovative products and services
- Opening new branches to provide flawless service to more people.
- Expansion of business network at both home and abroad.
- Introduce and develop SMS Banking.
- Introduction of new liability / Asset products.

CHAPTER: 3

LITERATURE REVIEW

With respect to concentrates done by Parasuraman et al (1985,1988, 1991,1994) an administration quality model is created and the consequences of the desires and view of the customers can be dissected. Since the late 1990s, the rivalry between banks escalates as the solicitation of snatching the biggest portion of the pie. This challenge certainly affects the representatives in the sector. This is definitely not a positive effect that we are talking; every year the weight level increments and it is going to the degree of abuse. Administrations, in general, incorporate poor hunt properties and high inability, dependence and confidence properties, that makes their estimation of value troublesome than merchandise (Zeithaml 1981). The confused character of administrations (Heizer and Render 1999) turns out from their regular highlights, which are elusiveness, perishability, high customer contribution, concurrent creation and utilization, and homogeneity. These highlights joined with quickening significance of the administration sector, have additionally supported the need for better administration quality as partnerships look for strategies to develop money related execution and charm customers in an exceptionally aggressive condition (Wang et al., 2003).

Administration quality is the assessment of customers' desires that has satisfied and how great the administration level conveyed. Conveying quality administration means consenting to customer desires on an intelligible premise. (Lewis and Booms 1983). Administration quality has been bantered by not many compositions (Gronroos 1982; Lehtinen and Lehtinen 1982; Lewis and Booms 1983).

Investigation of these compositions and other writing on administrations prescribes three basic intentions. Administration quality is harder for the buyer to assess than merchandise quality. Service quality observations result from a resemblance of purchaser desires with genuine administration execution and quality assessments are not made just on the result of an administration; they likewise incorporate assessments of the continuum of administration conveyance. Despite seemingly insurmountable opposition of the kind of the administration, administration quality estimated by customers considerably similar criteria. These criteria fall inside 10 primary classes which are designated "administration quality determinants". SERVQUAL technique utilizes these 10 perspectives. It gauges the hole between customer desires and experience. The essential presumption of the estimation was that customers can assess an association's administration quality by contrasting their discernments and their desires. This model created and assessed by Parasuraman et al. (1988; 1991). Ice and Kumar, 2001 utilized this model for interior administration quality demonstrating.

Determinants of Service Quality

The ten determinants of Service Quality are given. The principal determinant is the that contains a continuation of execution and reliability. That implies that the firm plays out the administration effectively as exemplary nature in charging; keeping records properly and administrations are cultivated in delegated time. Responsiveness concerns the eagerness or intentionality of representatives to provide administration. It contains up-to-datedness of administration; going to a solicitation at the earliest opportunity; acknowledging troublesome mix-ups rapidly and fixing it; serving quick and being reliable. Ability means having the required and requested that aptitudes and learning play out the administration. It contains learning and expertise of the contact workforce; information and ability of operational care staff, examine the capacity of the association, e.g., scanning for the most profitable stock available for customers. Access includes reachable and simple to convey. It implies the administration is that is effectively available by phone (lines are not occupied and they don't put you on hold); holding up time to get administration (e.g., at a bank) isn't drawn out; fitting opening and shutting hours; appropriate area of administration foundation. Obligingness concerns benevolence, goodness, regard, regard, conspicuousness, and amicability of contact work force (counting tellers, customer agents, and so on.). It contains consideration for the purchaser's item; spotless and perfect appearance of the open contact work force. Correspondence intends to be in contact with customers by oral language by utilizing an unmistakable and justifiable language, and offer time to listen to them. It can likewise mean you have to align the language you are utilizing as per the degree of training, savvy and status, in light of the fact that these differ from individual to individual. Validity implies dependability, unwavering quality, steadiness, genuineness, and honesty of the establishment. Security implies no danger, peril, chance, vulnerability. It includes physical wellbeing; money related security; confidentiality. Understanding the customer includes endeavoring to comprehend the customer's needs. It includes learning the customer's particular needs and needs; giving customized consideration and care; perceiving the normal customer. Effects incorporate the physical evidence of the administration as physical offices; the appearance of staff; apparatuses or hardware used to provide the administration; physical portrayals of the administration, for example, a plastic Visa or a bank proclamation. With respect to the determinant in their investigations, researchers discover that the quest and need for higher administration quality, authorizes organizations to look for approaches to create money related execution and draw purchasers in an aggressive market (Wang et al., 2003). Administrations that are impalpable makes it difficult to have a comprehension of how it is seen by customers. On the off chance that a specialist organization knows about how the administration will be assessed by customers, at that point they will almost certainly influence these assessments in a positive manner to support the organization itself (Gronroos 1982). WOM (informal) has much increasingly noteworthy impact on potential shoppers at that point promoting techniques that they are utilized to. Administration quality examinations should be finished by the customer's viewpoint (Gronroos 1982). Parasuraman et al.

(1985) utilized WOM as the principle participator to the normal administration and demonstrated administration quality as a hole among buyer and advertiser sides at various levels.

Cronin and Taylor (1992) and Teas (1993) recommend SERVPERF (a service quality tool for measuring perceptions only) and EP (Evaluated Performance) model respectively. Gap model which evaluates quality by gaps in between expectations and experiments critiqued by them. Later this was again critiqued by Parasuraman et al. (1994) and then again criticized by Cronin and Taylor (1994) and Teas (1993). According to Cronin and Taylor (1992) service quality is a premise of customer satisfacton, also has an important effect on purchase purpose. This led to the growth and progress of model of perceived service quality and satisfaction (Spreng and Mackoy, 1996). The correlation between these two constructs and recommended by gone and mediator model later studied and analyzed by Dabholkar et al. (2000). Cronin and Taylor (1992) draw attention to, consumers sometimes tend to purchase based on their evaluation of value of services in place of trending directly to buy best service quality. This tendency emphasizes the prominence of the value and by the light of that, researchers interpolate model value for improvement /understanding of service quality.

Customer Satisfaction Effect

Customers, Company, and Competitors, the 3 C's approach (Ohmae 1982), as potential determinants of the satisfaction-loyalty relationship. We will be examining all the determinants of these relationship including customer buying habits, perception, expectations, sources of information, positive word of mouth, service quality, satisfaction and loyalty. Customer satisfaction leads customer loyalty and customer loyalty brings profitability. They are all related to one another.

Gummesson (1993); (1994); Rust, et al. (1995); Schneider and Bowen (1995); Storbacka et al. (1994); and Zeithaml, et al. (1990); Rust and Zahorik (1991), study the relationship of customer satisfaction to customer retention in banking. All these people work on the connection between profitability, loyalty and satisfaction.

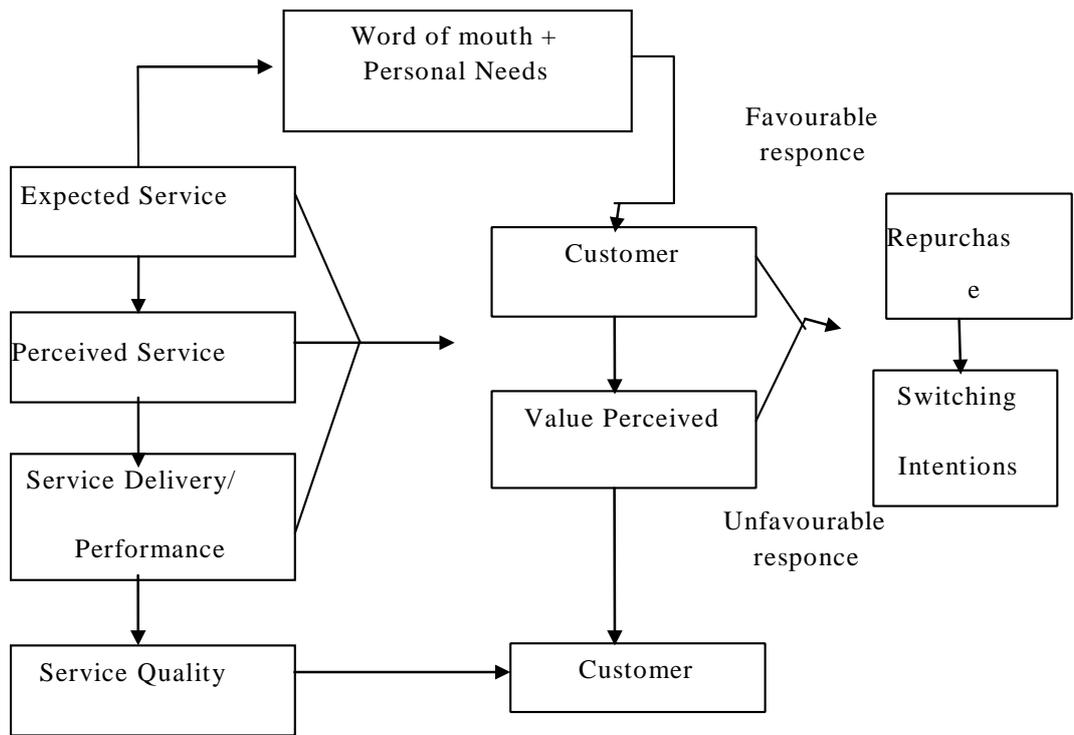


Figure presents a Relationship between service quality and customer satisfaction. This model is constructed after going through different models presented by Parasuraman et al. (1985); Spreng and Mackoy (1996) and McDougall and Levesque (2000) related to service quality and customer satisfaction. According to Zeithmal and Bitner (2000) somehow personal and situational factors also effect the process of customer satisfaction.

CHAPTER: 4

ANALYSIS AND PROBLEMS IDENTIFICATION

4.1 Data Analyses

Customer satisfaction estimates how items and administrations provided by an organization meet or outperform customer desire. It is characterized as "the number of customers, or level of all-out customers, whose reported involvement with a firm, its items, or its administrations (evaluations) surpasses indicated satisfaction objectives." Customer Satisfaction has turned into a significant part of estimating execution. Especially for the banking and account industry. Like most banks and money related associations offer comparative items and administrations. Improving customer satisfaction is the most significant factor in keeping up just as expanding a piece of the overall industry for these associations.



The workers of Standard Bank Ltd. believe that quality, esteem, and in particular administration make a customer fulfilled. They provide banking administrations to their customers as indicated by their considerations. Thus, I have made this study to discover customer satisfaction level and the explanations for it on 30 respondents who are the esteemed customers of Ashkona Bazaar of SBL. Among them 60% was male and 40% was female. The statistic profiles provide a general perspective on the attributes of the customers of Ashkona Bazar, Standard Bank Ltd.

The monthly income range of maximum respondents is between 21,000 BDT – 40,000 BDT.

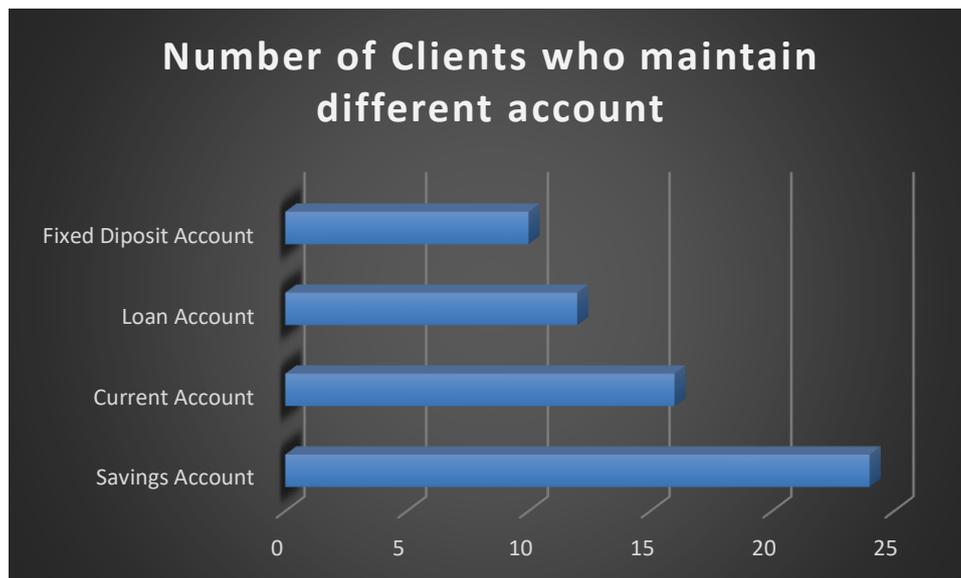
Monthly Income Range	Respondents
10,000-20,000 BDT	12
21,000-40,000 BDT	24
41,000-70,000 BDT	20
More than 70,000 BDT	4
Total	60



Clients who maintain different account

There are different types of accounts for SBL customers. Savings account, Current account, Credit account, Fixed deposit account Some types of account. Most of these respondents have savings accounts.

Number of Clients who maintain different account	Respondents
Savings Account	24
Current Account	16
Loan Account	12
Fixed Diposit Account	10
Total	60

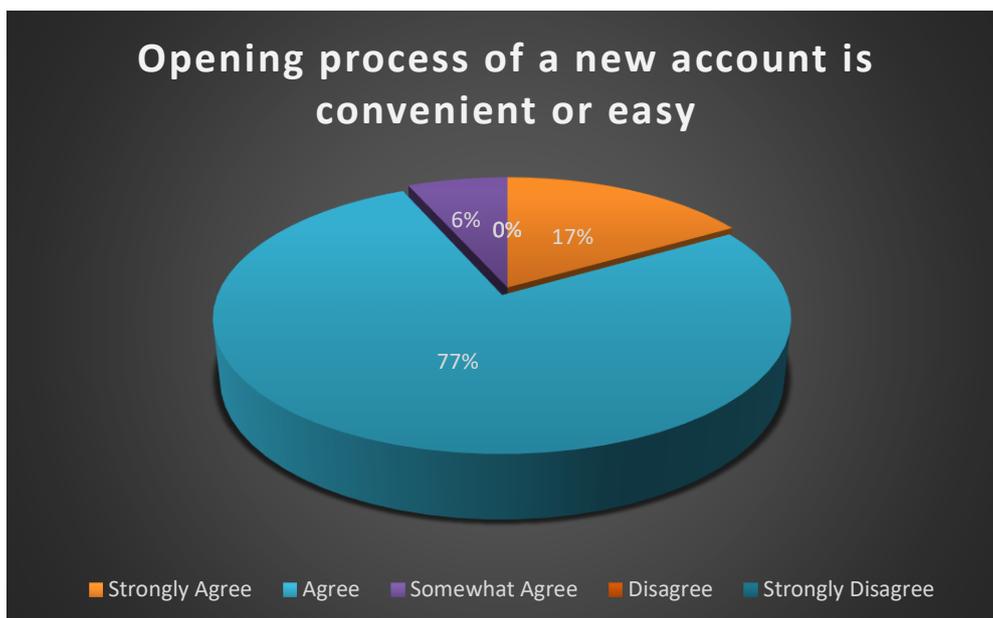


55% of the account holders have multiple accounts and the remaining 45% have only one account.

Opening process of a new account is convenient or easy

Most account holders agreed with the statement that 'opening a new account is convenient or easy'. Some strongly agreed and some disagreed. However, no one disagreed.

Opening process of a new account is convenient or easy	Respondents
Strongly Agree	10
Agree	46
Somewhat Agree	4
Disagree	0
Strongly Disagree	0
Total	60



Facilities are given more importance in SBL

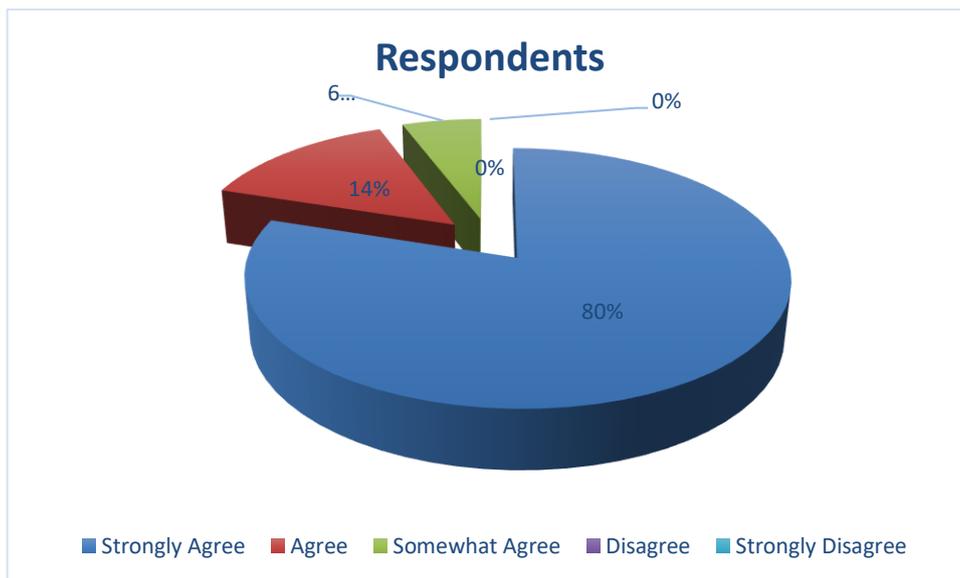
SBL has a number of centralized facilities for serving banking to customers such as Deposit, FDR, Loan, SRDP etc. However, along with the benefits of deposits, valuable customers of SBL feel that better customer service is being given more importance in SBL.

Facilities are given more importance in SBL	Respondents
Loan	0
ATM	0
Deposit	20
Better Customer Service	40
Total	60

Minimum account limit is not high and easy to maintain

Each bank follows some system to manage their customers' accounts. The minimum account limit is followed by each bank. The majority of SBL respondents strongly agree that the minimum account limit is high and not easy to maintain

Minimum account limit is not high and easy to maintain	Respondents
Strongly Agree	10
Agree	46
Somewhat Agree	4
Disagree	0
Strongly Disagree	0
Total	60



SBL offers various interest rates for its customers. Savings deposit interest rate is 5.00%. Below is the SBL rate according to Bangladesh Bank's Schedule Bank Interest Rate (Deposit Rate):

Interest rates for Special Notice Deposit (SND)

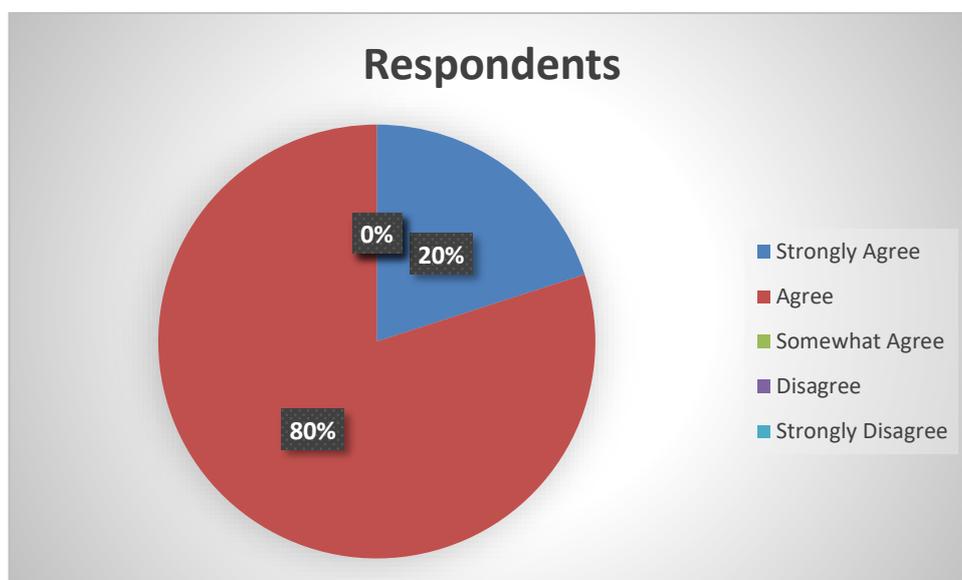
< 1.00 crore	1.00 crore but <25.00 crore	25.00 crore but <50.00 crore	50.00 crore but <100.00 crore	100.00 crore and above
4.00	4.50	5.00	6.00	7.00

Fixed Deposit (FDR)

3 months but<6 months	6 months but<1 year	1 year but<2 years	2 years but<3 years	3 years and above
9.25-9.50	9.25-9.50	9.00	8.50-8.75	0.00

The largest number of survey respondents think that SBL offers competitive interest rates. 5% of the respondents agree that SBL's interest rate is better than its competitors and the remaining 20% strongly believe that SBL has a competitive interest rate.

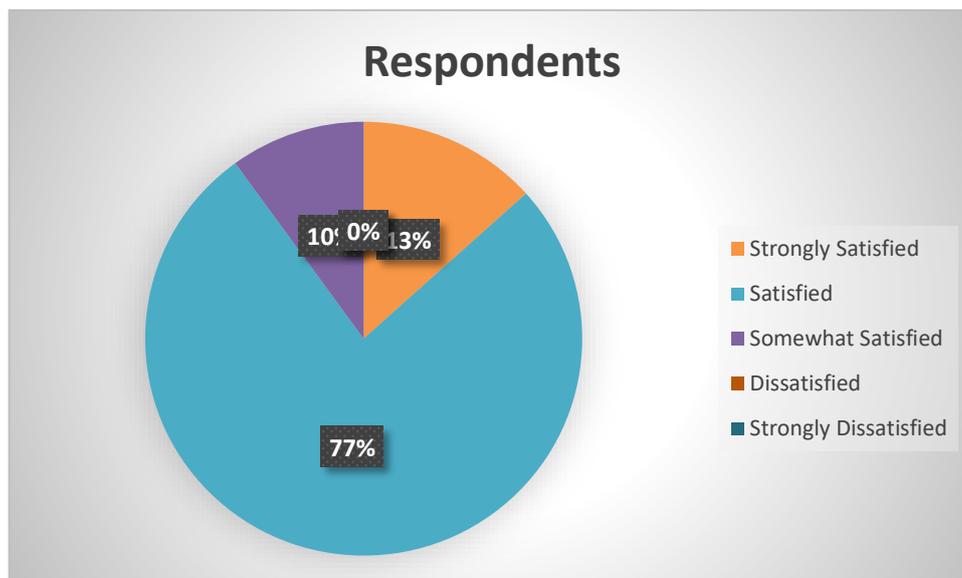
Competitive Interest Rate	Respondents
Strongly Agree	12
Agree	48
Somewhat Agree	0
Disagree	0
Strongly Disagree	0
Total	60



An event involving money or payments, such as depositing money into a bank account, lending money to a lender or selling a product or property, is called financial transaction. Financial

transactions in banking are the main activities between the banker and the customer. Standard Bank Limited is very concerned about providing the best financial services to its customers.

Satisfaction Level Regarding Financial Transaction	Respondents
Strongly Satisfied	8
Satisfied	46
Somewhat Satisfied	6
Dissatisfied	0
Strongly Dissatisfied	0
Total	60



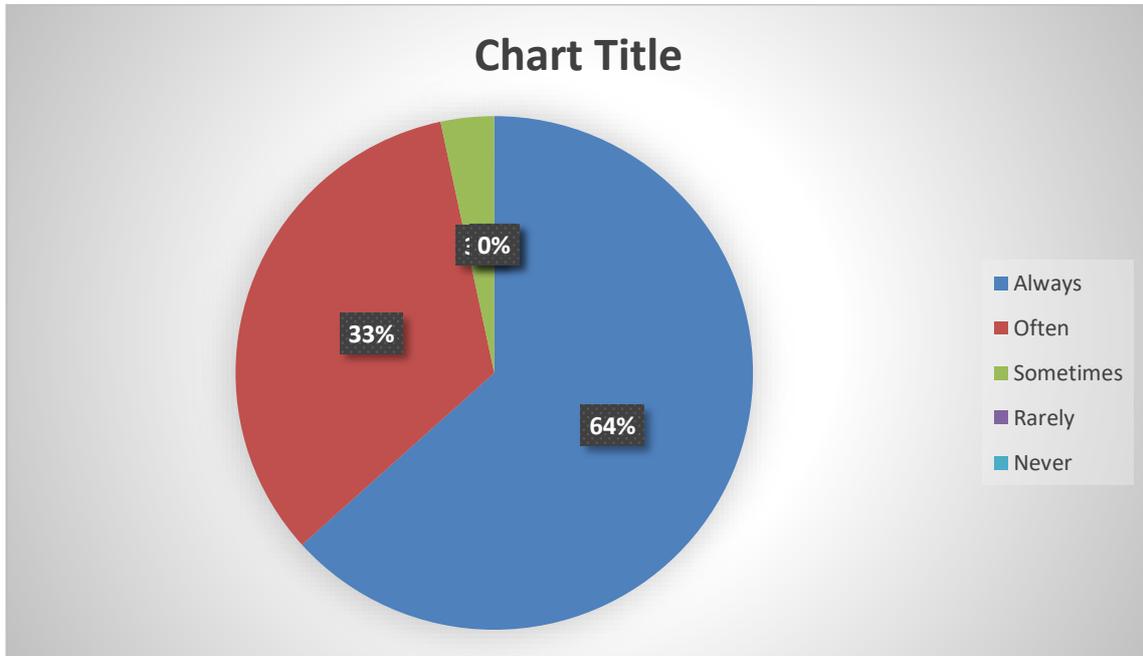
From the pie chart it can be said that the customers of SBL are very satisfied. They think they are getting better financial transaction services at Standard Bank Limited.

Getting Prompt Service

It is also a matter of how the services will be prompt. Employers of SBL find it extremely worrying to offer prompt service to their customers. 5% of customers feel that they are always getting prompt service, 5% get prompt service and the other 3% sometimes get service.

Getting Prompt Service	Respondents
Always	38
Often	20
Sometimes	2

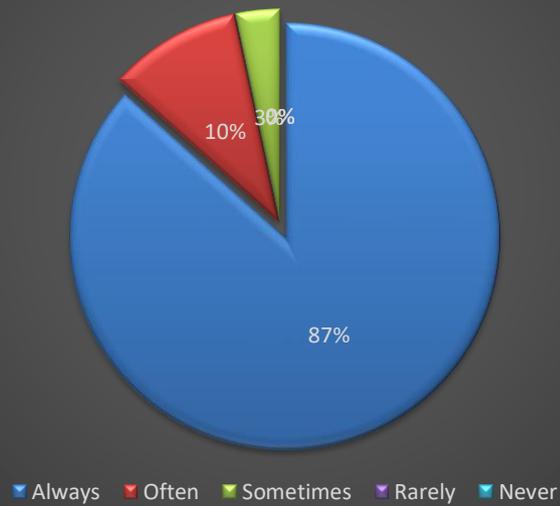
Rarely	0
Never	0



Most respondents feel that management sees good customer service as a way to relate to customers.

Management See Good Customer Service As a Way of Relating Customers	Respondents
Always	52
Often	6
Sometimes	2
Rarely	0
Never	0
Total	60

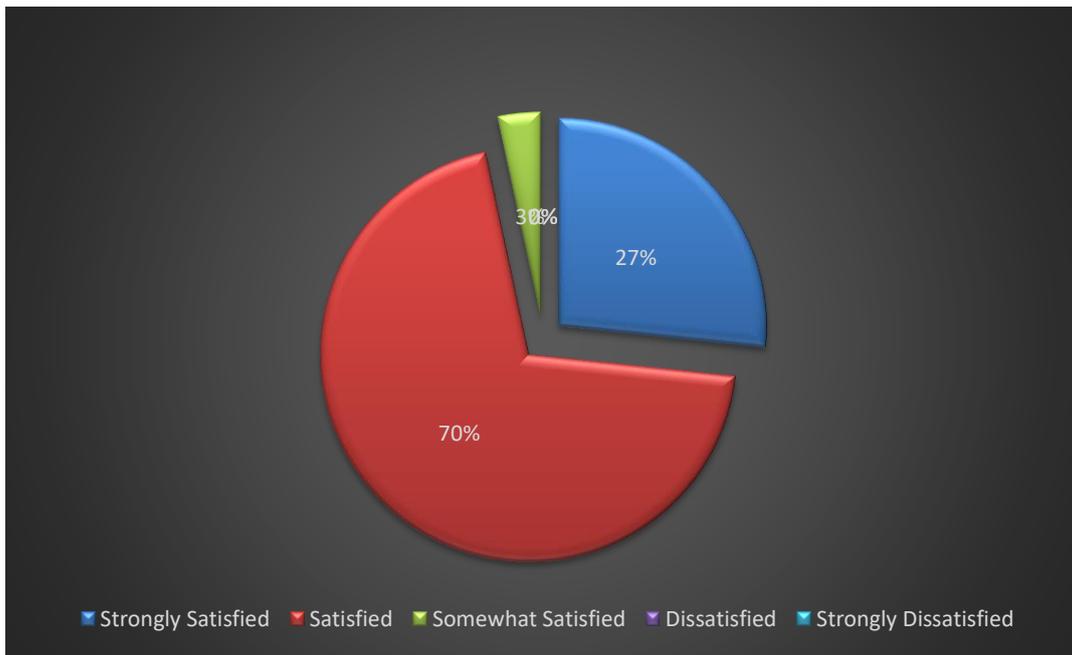
Management See Good Customer Service As a Way of Relating Customers



Satisfaction Level with the Services Provided by SBL

Customer satisfaction with Standard Bank Limited's overall service quality is truly commendable as most respondents agree with the statement that they are satisfied with the service provided by SBL.

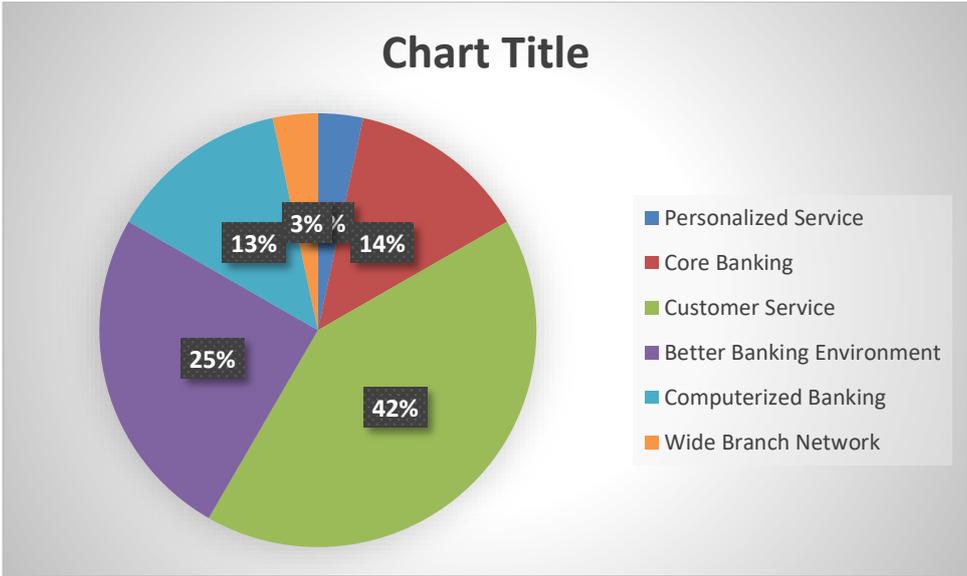
Satisfaction Level with the Services Provided by SBL	Respondents
Strongly Satisfied	16
Satisfied	42
Somewhat Satisfied	2
Dissatisfied	0
Strongly Dissatisfied	0
Total	60



Consumers Thinking About Bank:

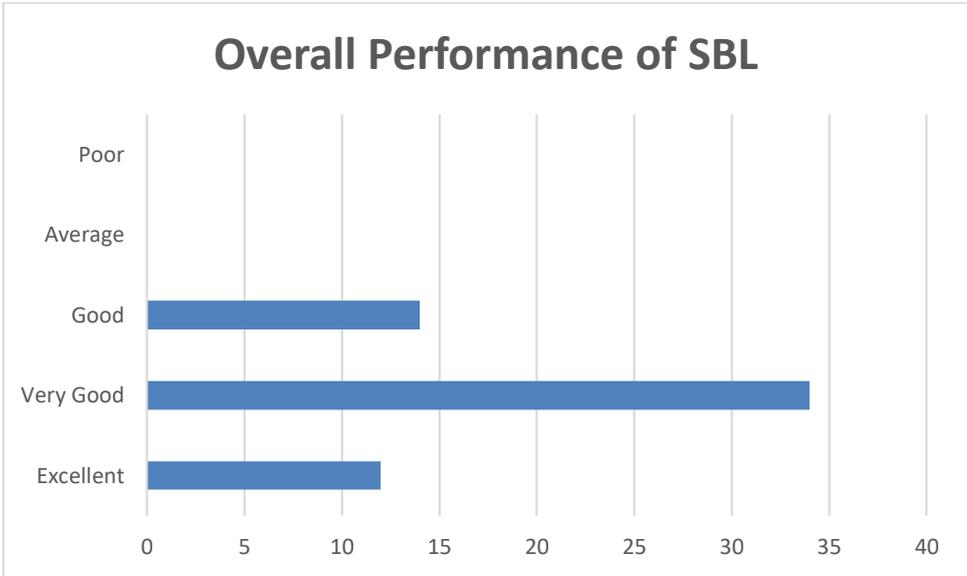
Everyone has to do banking. He has an idea about banking and banking services. All respondents were asked 'When you think of your bank, what comes first to your mind?' Most respondents want customer service and better banking environment.

Thoughts About Banking	Respondents
Personalized Service	2
Core Banking	8
Customer Service	25
Better Banking Environment	15
Computerized Banking	8
Wide Branch Network	2
Total	60



The majority of respondents feel that SBL's performance is better than other banks. The ratio is given below:

Overall Performance of SBL	Respondents
Excellent	12
Very Good	34
Good	14
Average	0
Poor	0



4.2 Problems Identification:

- ❑ Most of the customers of Standard Bank Limited: Ashkona Bazaar are service holders and they represent 60%.
- ❑ 40% respondents have account in Ashkona Bazaar between 1-2 years which represents the maximum percentage because Ashkona Bazaar has started in year 2010.
- ❑ 40% respondents said strongly agree regarding Standard Bank Limited's products can benefit everyone.
- ❑ Maximum numbers of customers of Standard Bank Limited are pleased with the service charges that the Bank implies on them.
- ❑ 35% respondents are agreed that SBL give enough information about their accounts regularly.
- ❑ Banking staffs of SBL are entirely committed to give the best services to the customers and make the customers satisfied.
- ❑ Most of the respondents of the questionnaire said that they are satisfied with the location of the bank.
- ❑ It is very imperative for any organization to leave a mark in the mind of the customers by providing excellent services. Standard Bank Limited is certainly leaving marks in the mind of the customers by providing good customer services to the customers.

CHAPTER: 5

RECOMMENDATION AND CONCLUSION

5.1 Recommendation

- ❑ Maximum respondents recommended that the software problem should be solved as soon as possible.
- ❑ The IT department of Standard Bank Limited should be advanced with modern infrastructure, equipment, and expertise.
- ❑ Ashkona Bazaar of Standard Bank Limited is very small for a bank. Some customers recommended that space of the bank should be increased to introduce new banking activities.
- ❑ In order to increase the level of customer satisfaction, the Card division of Standard Bank Limited should work more promptly.
- ❑ As the number of ATM booth of Standard Bank Limited is few so whenever the customers use other banks' ATM booth they have to pay an additional amount per transaction.
- ❑ Therefore, the number of ATM booth should be increased in the prominent location of the whole of Bangladesh. Ashkona Bazaar should have one booth at least.
- ❑ Some of the customers are not satisfied with account opening procedure, like for savings and current account sometimes they do not find any introducer; as a result, they cannot open the account even though they badly need to open the account. SBL should arrange introducer if customers could not find any.
- ❑ Standard Bank Limited should pay attention to consumers' need and want. It should increase the facility of consumer loan products, small loan products like a car loan, personal loan, and student loan, House Building loan, etc.
- ❑ In order to open new branches, Standard Bank Limited should not only focus on urban areas, rather than it should also concentrate on rural parts of Bangladesh. Because nowadays rural customers are also demanding different banking services.
- ❑ Standard Bank Ltd. has to be more improved with its networking and branding.

5.2 Conclusion

The prominence of banks is expanding step by step which prompts increment rivalry too. All the business banks are offering nearly similar items and administrations and their working framework is practically same. Be that as it may, the manners in which they provide the administrations are not quite the same as one another. So individuals pick their bank as indicated by their satisfaction and necessities. They will incline toward the bank of which administration is effectively open and reasonable. Then again, bank develops new items and administrations to draw in their ideal customers. So, Standard Bank Ltd. is such a business bank which is rendering all business banking administrations to the customers. They put stock in building up a solid relational association with one another. All things considered, they are will undoubtedly provide great banking administrations with the most recent innovation to acquire an ideal profit for investor's value guaranteeing the security of contributor's cash. In spite of the fact that they are as of now rehearsing a wonder such as this occasionally they face a few issues. Those issues emerge on the grounds that occasionally they don't have the foggiest idea about the view of store holders. In the internship time frame, I saw that issue. In this way, I decided to make an exploration dependent on customer's discernment towards banking. To do this examination, I directed an overview which was finished by the customer of Standard Bank Limited, Ashkona Bazaar. Subsequent to getting their feeling, I attempted to provide some arrangement as a suggestion to recuperate from this issue. By along these lines, I close my report on "Dissecting the Customer Satisfactions and Reasons Behind it on General Banking Activities of Standard Bank Ltd".

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