INTERNSHIP REPORT
ON
"OVERALL BANKING INDUSTRY FOR
FOREIGN BANGLADESHI CUSTOMERS IN
TERMS OF BANGLADESH"

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BANGLADESHI CUSTOMERS IN TERMS OF BANGLADESH"

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Submitted To: Mohammad Atiqul Basher

(Lecturer)

BRAC Business School,

BRAC University

Letter of Transmittal

Date: 30.04.2019

Mohammad Atiqul Basher

Lecturer

BRAC Business School

BRAC University

Dear Sir,

Subject: Submission of Internship Report

This is my pleasure to inform you that I have successfully completed my internship report on

"Overall Banking Industry for Foreign Bangladeshi Customers in Terms Of Bangladesh"**.** I am satisfied to show this report after a long and thorough exertion. I have tried to integrate all the knowledge that I have acquired during my internship program to make this report as informative, reliable and relevant as possible.

I would like to thank you for your perpetual help, important proposal and direction in setting up this report. It is a great experience for me to writing this report. I might want you to sympathetically acknowledge my report and to recognize my commitment and endeavors. I will be happy to answer any of your inquiries in regards to the report.

Yours Sincerely,

Md. Aminul Islam

ID: 15204080

Acknowledgement

I might want to begin off by giving my serious gratitude to Almighty Allah (SWT) for giving me the quality and the bent to finish this report in due time. This report is the aftereffect of numerous individuals' commitment and help. I might want to exceptionally thank my faculty "Mohammad Atiqul Basher" for helping me with his important direction and perpetual help throughout setting up this report

My genuine appreciation goes to my organization manager of the BRAC Bank Ltd "Anwar Jahid (Unit head, Deposit organization, accountservice)",for addressing my numerous inquiries with incredible consideration and tolerance. Without his steady direction, counsel and accommodating nature all through the temporary position it would not have been conceivable to finish the report so easily. A unique appreciation goes to every one of the individuals from the

Executive summary:

In this paper, "Customer Satisfaction on overall banking industry for foreign Bangladeshi customer in Bangladesh," I have tried to find out the relationship between the service, price and safety of the customer satisfaction, which contains mainly the analysis of various data that I collect from seventy two respondents.

Firstly, I generated hypothesis with the dependent (customer satisfaction) and independent (service, price and safety) variables. Then I focused on collecting data from respondents based on that I conducted my analysis. While conducting the analysis I did outlier detection, data analysis using rotated component matrix, commonalities, etc.

Then I checked reliability through Cronbach's alpha and validity with convergent and discriminant validity.

After that from rotated component matrix, I made composite variable and regression analysis was run to check whether it supports the hypothesis or not.

Lastly, I came up with some limitations and suggested some recommendations along with discussing why the particular result was achieved.

BRAC BANK LIMITED

BRAC bank is one of the most popular Bank in Bangladesh. The vision of BRAC Bank is to provide banking solutions to the 'unbanked' Small and Medium Entrepreneurs. (Bracbank.com, n.d.). Around half of BRAC Bank's loaning portfolio includes small and medium ventures – prominently known as the 'SME'. In 2001 BRAC Bank was established. BRAC Bank has an alternate beginning voyage in 2001 with the intend to serve client who are unbanked. The visionaries who drove the bank understood that the recently disregarded Small and Medium Enterprises (SME) area assumes huge job in producing development and making work in the nation. In the course of recent decades, conventional banks were hesitant to put resources into this division. When it was practically inconceivable for the SME business visionaries to get financing from the financial division in Bangladesh, BRAC Bank ventured forward and came to back these unbanked SME business people. . (Bracbank.com, n.d.). BRAC Bank has turned into the primary Bangladeshi Bank to be appraised the best by three of the top domestic credit rating agencies in Bangladesh and two of the world's leading credit rating agencies depicting quality portfolio, higher capital base, steadiness and enduring development patterns.

CORPORATE VISION MISSION & VALUES

CORPORATE VISION

According to (Bracbank.com, n.d.) the corporate vision of BRAC Bank is "Building a profitable and socially responsible financial institution focused on market and business with growth potential, thereby assisting BRAC and its stakeholders to build a just, enlightened, healthy democratic and poverty free Bangladesh".

CORPORATE MISSION

BRAC Bank's core mission includes a variety of things. Primarily they want to promote constant and long-term growth in the SME sector along with growth in low cost deposit as well as retail assets. The primary funding of the corporate assets should come from self-liability mobilization. They also want to grow by investing in fast improving sectors. Furthermore, BRAC Bank has a view to increase non-funded income. One way they want to maintain a profitable growth is by keeping debt charges at around 2% level. All of these can be achieved through a synchronization between bank's branches SME offices and BRAC field offices for services of the bank. They also have a corporate mission that is to manage different lines of their business without any compromise in overall and service quality. Finally, they want to maintain a fully motivated team who are bold and ambitious enough to work hard and transform the bank's overall vision into something that can be achievable.

CSR ACTIVITIES:

Corporate social responsibility (CSR) is one of the values, those BRAC Bank Limited cultivates at the core of every activity. BRAC Bank thinks being focused on CSR implies giving proclamation that the bank is morally dedicated towards the general public of this nation in which it operates. According to (bracbank.com, n.d.), BRAC Bank's corporate social responsibility (CSR) in Bangladesh are in accordance with its 3P (People, Planet, Profit) theory which are surrounded by the vision that was imparted by its Founder Chairman Sir Fazle Hasan Abed, KCMG, who established this with a dream of budgetary consideration of the unbanked individuals. The foundation of BRAC Bank's CSR system is a pivotal segment that mirrors the aim for the maintainable advancement of the general mass and the partners which implies having methods set up that include social, natural, moral rights or purchaser concerns into business activities and center methodology – all in close synchronized effort with partners. For BRAC Bank, the general way for CSR tasks is to have a positive effect on society in general, while augmenting the making of a shared incentive for the proprietors of the business, its workers, investors and partners. (bracbank.com, n.d.), Bangladesh Bank's CSR Guideline is the primary source in planning our CSR guide. BRAC Bank centers around long duration programs as opposed to momentary projects. BRAC Bank puts stock in supportability and longer enduring effect. At BRAC Bank, representatives work with a mission to add to the bank's social activities like yearly pledge drive

long distance race, comfortable garments circulation and blood gift. CSR portfolio is additionally esteemed by the representatives of this association.

SECTOR-WISE CSR ACTIVITIES:

Education

Instruction is to be accepted to shape the country by including the way of life and contemplations. BRAC Bank puts tremendous need on training in light with the vision of the bank for an edified Bangladesh. The bank gives its help to training activities to acknowledge possibilities of understudies with remarkable legitimacy and mind. With the nations by and large development and advancement at the top of the priority list, the bank spends over 40% of its CSR spending plan in the education segment.

Health

To accomplish SDGs, organizing Healthcare is an unquestionable requirement. One of the significant motivations in the sustainable development goals (SDGs) that have being taken by the United Nations is the social insurance. The wellbeing emergency is clear in nations like Bangladesh. In this way, BRAC Bank set top need on wellbeing activities. The Healthcare efforts of the bank are: Giving another rent of life to the crippled: Centre for the Rehabilitation of the Parlayed (CRP), Partnering with the Diabetic Association of Bangladesh, Empowering the foundation of a burn unit at Chittagong City Corporation Hospital.(bracbank.com, n.d.),

Social Welfare

BRAC Bank feels that it must accomplish something for welfare of the network it works with and the general public it works in. The bank approaches for helpful reason with enthusiasm and love. The welfare works are not many of numerous social duties that this bank satisfies. Life-time backing to valiant opportunity contender, activity for safe drinking water for the general population of previous enclave, joining forces with Asiatic Society for a milestone book on Bangladesh's great history, making open mindfulness on street wellbeing.

Art and Culture

Art and culture is accepted to be the character of a country. It reshapes human spirit and characterizes keenness and imagination of a general public. As a Bangladeshi Bank, BRAC Bank advances and support craftsmanship, culture and legacy of the nation. Our energetic and steady connections make BRAC Bank synonymous with craftsmanship and culture.

Environment:

BRAC Bank is the bank which always think about the planet. BRAC Bank has a 3P philosophy which has a great connection with environment. BRAC Bank advances green banking and increase green activities, through its social works and banking.10% of its CSR Budget of BRAC Bank invest in Climate Risk Mitigation & Adaptation Programs. (bracbank.com, n.d.)

BRAC BANK PHILOSOPHY:

By making positive monetary, social and ecological effect, BRAC Bank invests heavily in assuming a main job in giving financial administrations. As a qualities based bank, BRAC Bank puts stock in the widely inclusive '3P' philosophy (people, planet and profit). This philosophy is cherished in our mutual qualities that underlines on our need to quantify esteem that goes past the estimation of money related results. This rationality is vital to our capacity to make broadened an incentive as we center around utilizing our center financial mastery to drive business esteem that empowers us to expand esteem creation at the more extensive dimension. (bracbank.com, n.d.) As a financial organization of notoriety, we are profoundly insightful of our duty to the general public and have. This is the fundamental reason for our capacity to proceed as a fruitful and supportable business. BRAC Bank achieves its qualities by executing these in the genuine banking.

Objective

BRAC Bank's objective is to drive the overall growth of Bangladesh. Consequently, the core strategy revolves around the dedication towards the country and focuses on growth so that it benefits the customers and shareholders in the long run. Finally, BRAC bank also focuses on their vision to leadership, building a better future and ensuring sustainability in order to exist and thrive in the long run. (bracbank.com, n.d.)

Business of BRAC Bank:

The primary segmented 3 divisions of BRAC Bank are: Corporate Banking, Retail Banking and SME Banking.

Corporate Banking Division:

The corporate financial division of gives discount banking administrations to corporate clients. Their point is to give banking administrations, for example, working capital account, venture fund, credit syndication and exchange answers for corporate customer through their two brought together activities situated in Dhaka and Chittagong and just as nine corporate branches to give administrations at certain topographical territories which can't be come to by their unified corporate financial group. They for the most part serve four classifications of expansive corporate customers: Large corporate which incorporates materials and pieces of clothing, broadcast communications, power and framework, Large Local Corporate, Local Corporate and Corporate Institutions. . (BRAC Bank Annual report 2017, p. 170) The Local Corporate segment used to be under SME Banking division as "Medium Business Unit". In order to give nourishment express target customer needs, it has been moved to be worked under the Corporate Banking division. . (BRAC Bank Annual report 2017, p. 170)

SME Banking Division:

BRAC Bank's SME Banking division was mobilized with the bank's commencement in 2001. The division's all-encompassing objective was of country working as far as including SME organizations into the sorted-out money related framework, empowering them to scale-up their organizations and produce more noteworthy business openings. Surely, the division imagined releasing business inside the SME space, which is among the biggest supporters of Bangladesh's gross domestic product (GDP). According to (BRAC Bank Annual report 2017, p. 170) BRAC Bank's SME banking unit is broadly viewed as a pioneer in the business for its specialty capacity to alter money related answers for suit the client's business profile and income cycle. The division is likewise perceived for giving a devoted and client driven deals power, income situated loaning evaluations, vigorous circulation arranges, decentralized basic leadership, most limited credit payment time span and ceaseless investigation of bringing the un-banked borrowers into the folds

of formal financial fund. The result of our center capabilities and a devoted way to deal with client administration was reflected in BRAC Bank being granted as the 'Best Bank for SMEs' by Asia money in 2017. So as to properly address the necessities of our clients speaking to different business fragments, the SME Banking division is sub-divided into a few wings that incorporate private ventures, farming account furthermore, rising corporate.

Retail Banking Division:

In 2001 BRAC Bank retail division was created and gives a wide suite of items and administrations to take into account a huge number of retail credit prerequisites. The division gives home advances and vehicle credits furthermore to a wide scope of other individual advances, charge cards what's more, money verified advances. Utilizing BRAC Bank's strong dish Bangladesh organize, the bank's Retail Banking division appreciates solid entrance the nation over, encouraging both promoting of retail credit items as well as accumulations. The division likewise has vigorous credit evaluation norms and techniques with industry leading TAT (credit turnaround time), which remained at a normal of 2 days in 2017. (BRAC Bank Annual Report 2017, p. 162). BRAC Bank's Retail Banking division likewise houses the Settlement division that encourages hundreds of thousands of NRBs in exchanging cash to their families back home. Prominently, in the course of recent years, the remittance unit has encouraged internal settlement to the tune of USD 3,893.27 million and is presently one of the biggest such organizations in the sorted-out settlement space in the country. The year 2017 was one more effective and significant year for the Retail Banking division, which accentuated on ensuring resource portfolio quality to make the establishments for reasonable long haul development. Remarkably, so as to enlarge the home credits and car advances organizations, the division fastidiously worked with a few driving land engineers and vehicle businesses. The result was that in 2017, the development of home advances and car credits was 6.3% and 79%, individually. In particular, the car credit business saw solid development footing amid the year, driven by industry-best TAT, advancement of more grounded associations with sellers with high POS (purpose of-offer) perceivability and re-designing of certain backend forms for smoother exchange help. BRAC Bank's Retail Banking division's portfolio developed at a solid 19% to BDT 40,741 million as on 31 December 2017. (BRAC Bank Annual Report 2017, p. 162). This fast development was made conceivable by the change of the retail loaning business from item driven way to deal with a client driven core interest with the result that item usefulness was

adjusted more to client prerequisites and item parameters. Also, procedures and arrangements were adjusted with the foundation of forcefully separated recommendations for fitting the prerequisites of various client fragments.

Introduction:

A good banking sector with a good banking strategy can increase the pace of development in a country. Banking is a key industry in the service sector and it can be considered as the financial nerve center of the economy. Technology has also made tremendous impact by introducing anywhere banking and anytime banking. Banking industry is continuously developing day by day. Private Banks are doing a fantastic job in terms of upgrading their condition. In recent days banks are more focusing on online services to achieve the customer satisfaction from the Bangladeshi customers who are basically living in abroad.

Banking industries generally focus on finding the market gap to build their ability to provide the best services to satisfy the customers need. The research is executing to inspect the factors achieving customer satisfaction regarding the service under study. The research helps to evaluate the factor to know what extent the customers are applied within the banking services, as well as knowing the effect of such factors on customers being satisfied with such service. The research will be able to develop a framework of the explored factors to cope with the desired level of customer satisfaction. The main research question enterprising this study is "what are the factors that affect customer satisfaction on overall banking industry for foreign Bangladeshi customers in terms of Bangladesh?" we believe this study will help to provide a well-defined and understandable scenario of the bigger picture.

Customer satisfaction is an important way to gain customer loyalty. Here, we can see that customer satisfaction is positively correlated with the loyalty. If the customers are not satisfied with the services than the loyalty will not be able to take any position in the consumer mind. I used the transaction specific model to addresses our research question. Transaction specific model explain the process how overall customer satisfaction can be point out by evaluating practicality with specific appearance of service quality, price and safety. These three factors will help to achieve the customer satisfaction by implementing the mixture of service quality, price and safety. The conceptual framework and the corresponding hypothesis are outlined in the next section followed by the explanation of research method, analysis, result and the discussion.

Research Objectives:

Research objective basically refers to the purpose of the research and determines what the author is trying to achieve. Here, my object is to find out factors affecting the customer satisfaction on overall banking industry for foreign Bangladeshi customers. Furthermore, the objective is also to identify if there is any gap between the factors like service quality, price and safety that the banks are offering and the customer expectations from the banks. As we know that the banking industry is a booming sector of Bangladesh economy, we selected this topic "What are the factors affecting the customer satisfaction on overall banking industry for foreign

Bangladeshi customers in terms of Bangladesh?" by choosing service quality, price and safety as our independent variables and customer satisfaction as our dependent variables.

Significance of the study: Here, the study will be very helpful and useful for both the potential customers and banking industry of Bangladesh. Moreover, this research will help us to know which areas of banking industry are lagging behind and to identify areas that required improving. Lastly, I can say about the research that, it's finding and recommendations could also be used for the further research on the same topic.
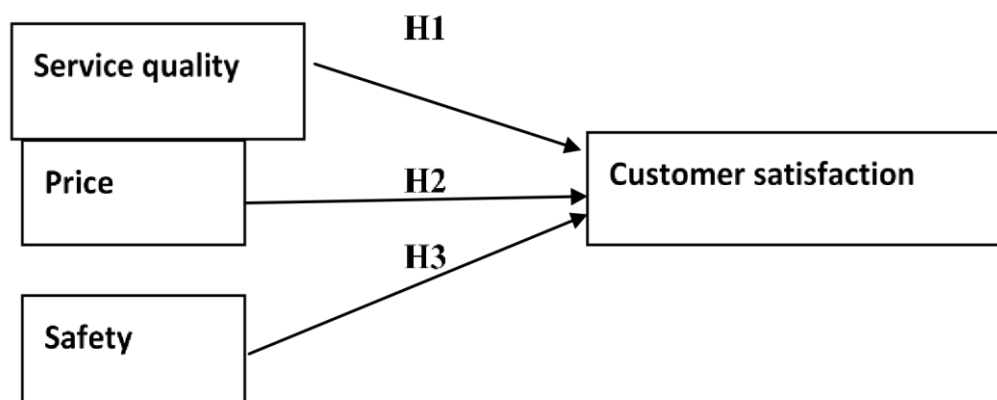
Model Development:

Figure: 01

Hypothesis H1= service quality, hypothesis H2= price, hypothesis H3=Safety

In the model, dependent variables is the customer satisfaction. Here, I will try to find out if the customers are satisfied or not with the banking services" offerings. For finding out these, we have

to look on what customers are thinking regarding the service quality, price and safety of the current industry. In addition, after that the relationship between the independent variable "service quality" and dependent variables "Customer Satisfaction on overall banking industry for foreign Bangladeshi customers in Bangladesh" can be identified by "H1". Similarly, the relationship between independent variable "price" and "safety" with the dependent variables "Customer Satisfaction on overall banking industry for foreign customers in Bangladesh" can be identified by "H2" and "H3". Moreover, at the end of the research if I can find out that, customers are satisfied based on these three independent variables, and then there is a huge possibility that the most of customers are satisfied with the banking industry and their current offerings in Bangladesh. Lastly, for finding out the result of our research, the dependent variables (customer satisfaction) are dependent on the three given separate variables.

Conceptual framework and hypotheses
Service Quality

Quality of service is the most fundamental component of the banking industry. Customers' preference and satisfaction can only be earned, if the service is safe, reasonable and responsive. A good and user-friendly communication also increases the level of service quality and customer satisfaction. Besides, service quality is the most influential predictor of customer loyalty and customer satisfaction. Moreover, the benefit of good quality service will meet the fulfillment of client's experience and satisfaction. The better the service quality are, the greater the repurchase or re use intention level is. If the customers get proper service from the Banking industry, he/she will be influenced to buy or use the service again. As a result, they will recommend using those bank to their family and friends. Lastly, the quality of service of the Banks will also result in customer satisfaction

H1: Good quality of services in the bank, positively affects customer satisfaction.

Price

Price has always been considered as a significant component while explaining the customer satisfaction. Price is one of the most important factors that will help to determine the level of satisfaction on banking sector of Bangladesh for foreign Bangladeshi customers. Price plays a key role in indicating customer satisfaction. Customers are transferring their money at their destinations at a convenient rate within a short time by using the various Bank of Bangladesh. It is necessary to ensure that customers are getting their Bank services in a much more affordable price as they did before. When People get their service in an affordable price, they will be more influenced to use that Bank on a regular basis. Specially, when the customers perceived that the price is reasonable and the pricing strategy of banking industry is fair enough, then their satisfaction level towards Bank services quality will increases. The customer perception of reasonable price from the Banking industry may positively influence the level of customer satisfaction

H2: Reasonable price positively affects customer satisfaction.

Safety

Safety influences the consumer satisfaction level. When a consumer feels that his or her information is safe while doing transaction, he/she will be satisfied. However, taking adequate amount of safety measurement also fall under safety. Customers will be satisfied if they feel that the Bank, they are using are safe and has taken enough safety measurement to protect their money and all the information at a tight security. For example, if someone finds out that his/her data has been stolen or traced then he/she will stop using that Bank. Adopting more safety measurement will ensure greater customer satisfaction. Safety is closely related to trust. If the service is not safe enough they cannot be trusted.

H3: The safer the service in the bank, the greater the level of customer satisfaction

Research Methodology

Since the objective of this research is measuring consumer behavior on overall banking industry for foreign Bangladeshi customers in Bangladesh, we have applied quantitative technique to conduct this research. As we know, quantitative research is concerned more likely about human behavior and interaction.

Research Design

The research is descriptive in nature. In first stage, I explored secondary sources, the past research conducted on related industry to collect information and for following the structure. In next step, I have collected information via quantitative method. This process allowed me to identify and narrow down the key factors and the related items comprising the factors that were expected to explain customer satisfaction for the Banking industry. Then I designed a questionnaire but did not conduct any pre-testing.

Measurement

The questionnaire asked to the respondents to measure the customer satisfaction on overall banking industry in Bangladesh. Since, it included the perceptual measures, the respondents gave rating by five points Likert scale whether they are satisfied with the overall service quality of the transaction system. Each scale item was anchored at the numeral 5 with the verbal statement "strongly agree" and at the numeral l with the verbal statement "strongly disagree." I used nominal scale as well.

The scales measure the respondent's feelings regarding the variables so that I can measure the satisfaction level of consumers. Some of the questions were adopted and some were adapted.

Sampling

Respondents were not selected randomly. I have provided questionnaire by taking help of social media and the sample size is 72 respondents. Moreover, I have ensured the respondent's secrecy which means, I will not use their name in anywhere in this research. In addition, I have reminded our respondents about the questionnaire fill-up and return procedure. I have conducted all these things via Google form. All the google forms were completed and submitted by this technology. Google form also helped me in creating database for the ease of further analysis of data.

Data Analysis

To start with the data analysis, at first, I coded down all the responds of 72 respondents. From the respondents 46 persons are male and 26 persons are female. Next I have checked whether there is any missing value or not. Missing values are the values that are completely absent from the data. In the dataset, I did not have any empty cells and no missing data, thus my data came out like the following screenshot:

Statistics

	IB1	IB2	IB3	IB4	Q1	Q2	Q3	P1	P2	P3	S1	S2	S3	CS1	CS2	CS3
Valid No Missing	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72	72
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Minimum	1	1	1	1	2	3	2	2	2	2	2	2	5	2	2	1
Maximum	2	5	2	5	5	5	5	5	5	5	5	5	5	5	5	5

Figure: 02

Here the statistics of frequency table shows that, in my data set did not have any missing data, since the table portrays zero number of missing values for each question. Here, there are no empty cells or missing values.

Factor Analysis:

Once I am done with the detection of any missing values or outlier, I conduct factor analysis. Factor analysis is a strategy for information diminishment. In terms of my factor analysis, it was directed

with varimax rotation to look at how the chosen measures stacked on expected develops. Four variables were recuperated from the examination, those are, service quality, price, safety and customer satisfaction.

Continuing the analysis, I ran the KMO and Bartlett's test, which result is being shown here:

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.453
Bartlett's Test of Sphericity	Approx. Chi-Square	30.092
	df	15
	Sig.	.012

Figure: 03

This table shows two tests that demonstrate the appropriateness of my information for structure recognition. High values (near 1.0) generally indicate that a factor analysis might be valuable with my information.

I have .453 from KMO test, which is less than 0.5 and from Bartlett's test I found the significance of .012 where it has needed to be less than .05 to be accurate. Here, the Bartlett's test is absolutely good for my research, as it is less than .05.

Rotated Component Matrix:

Rotated component matrix contains estimates of the correlations between each of the variables and the estimated components.
Following, I have put a screenshot showing the variables and the rotated component matrix of the data set

Here, I have used, Principal Component Analysis as extraction method and varimax with Kaiser Normalization as Rotation method.

Rotated Component Matrixᵃ

	Component			
	1	2	3	4
CS1	.855			
CS2	.790			
S1		.770		
S2		.843		
Q2			.974	
P3				.995

a. Rotation converged in 4 iterations.

Figure: 04

Communalities

The communalities in this following table are mostly moderate, which shows that the extracted components represent the variables moderately. Here, I tried to maintain the communality of 0.5 or close to that.

Communalities

	Initial	Extraction
CS1	1.000	.785
CS2	1.000	.706
S1	1.000	.639
S2	1.000	.745
Q2	1.000	.957
P3	1.000	.997

Extraction Method: Principal Component Analysis.

Figure: 05

Reliability Analysis

Usually I run the reliability test by determining the value of Cronbach Alpha. Reliability analysis allowed me to study the properties of measurement scales and the items that compose the scales.

Throughout the analysis, I have been thinking of the questionnaire, if it measures customer satisfaction in a useful way or not. Here, using reliability analysis, I have determined the extent in which the items are related to each other. I have an overall index of the repeatability or internal consistency of the scale as a whole, and I have identified the problem items that have been excluded from the scale.

Customer satisfaction:

Reliability Statistics

Cronbach's Alpha	N of Items
.807	2

Figure: 06(a)

Safety:

Reliability Statistics

Cronbach's Alpha	N of Items
.788	2

Figure: 06(b)

Service quality:

Reliability Statistics

Cronbach's Alpha	N of Items
.948	1

Figure: 06(c)

Price:

Reliability Statistics

Cronbach's Alpha	N of Items
.990025	1

Figure: 06(d)

Validity Analysis:

Here is the table showing the correlation in between the four variables of my research work.

Correlations

	Q2	P3	S1	S2	CS1	CS2
Q2	1					
P3	0.175	1				
S1	0.043	0.048	1			
S2	0.097	0.051	.335**	1		
CS1	0.13	0.013	0.077	0.101	1	
CS2	0.063	0.091	0.168	0.128	.378**	1

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

Figure: 07

Regression Analysis

At the end of the analysis, I have run regression and found out the summary of full model, the significance of the model and coefficients of the hypothesis. In this segment, I indicate just the three principle tables required to comprehend the outcomes from the linear regression procedure, assuming that no suppositions have been damaged.

Full model Summary: The model summary provides the values of R and R2. The R value in this table shows the simple correlation of .431[a] which indicates a well degree of correlation. Again,

The R2 value in the "R Square" section shows the amount of the total variance in the dependent variable, Customer Satisfaction (CS), can be clarified by the free factors, Quality, Reliability and Price. For this report, 18.6% can be clarified, which is moderate.

Model summary:

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.431[a]	.186	.150	1.29969

a. Predictors: (Constant), SSSS, PPPP, QQQQ

b. Dependent Variable: CSCS

Figure: 08

Significance of the model:

This ANOVA table shows that whether the whole model is significant or not. From the table I get to know that, the significance of F statistics is .003 for my outcome. To get a statistically significant outcome model, the significance of F statistics should be less than or equal to 0.05. As in this research, the F statistics is less than 0.05; the regression equation fits properly with the data. In other words, this model is statistically perfectly significant.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.246	3	8.749	5.179	.003[b]
	Residual	114.865	68	1.689		
	Total	141.111	71			

ANOVA[a]

a. Dependent Variable: CSCS

b. Predictors: (Constant), SSSS, PPPP, QQQQ

Figure: 09

Coefficients:

To show the relationship between dependent and independent variable, the significance of "t" statistics should be less than or equal to 0.05. One of the variables in this research is service quality. The significance of this variable is .023, which clearly defines that H1 is accepted, as there is relationship between service quality and customer satisfaction. Again, the significance of the variable price is .123, which shows that H2 is not accepted. In other words, there is no relationship between price and customer satisfaction. Lastly, the third variable safety has the significance of .054, which is very close to .05 and defines that H3 is accepted and there is relation between safety and customer satisfaction.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.955	2.368		1.248	.216
	QQQQ	.336	.145	.267	2.323	.023
	PPPP	.198	.127	.171	1.561	.123
	SSSS					.054
		.221	.113	.225	1.960	

a. Dependent Variable: CSCS

Figure: 10

Results

The model which was used to find out the customer satisfaction for foreign Bangladeshi customers is significant as indicated by the F-statistic. From the three variables, two of them are significant and one is not. The variable QQQQ (Service quality) has a significant effect on 'customer satisfaction' (b=0.336); (p=0.023). The variable SSSS (safety) has a significant effect on 'customer satisfaction' (b=0.221); (p=0.054). However, PPPP (Price) does not have a significant effect on 'customer satisfaction' (b=0.198); (p=0.123). Our model suggests that service quality has a significant effect on customer satisfaction and also safety has a significant effect on customer satisfaction and price has no significant effect on customer satisfaction.

Discussion:

Firstly, from the results we can see that service quality has a significant effect on Customer Satisfaction which means Good quality of services in the bank, positively affects customer satisfaction. Therefore, this supports our H1. The statistic of the survey shows that service quality of the bank (Bangladesh) are mostly user friendly, the employees are qualified enough in the bank and now a day's bank are providing well organized online services as these things create a positive influence in the customer mind as a result customer are satisfied with the service quality. Secondly, from the results we can see that safety has a significant effect on Customer Satisfaction which means the safer the service is, the greater the level of customer satisfaction. Therefore, this supports our H3. The statistic of the survey shows that taking adequate amount of safety measurement, using advance software to keep customer data secret, safety during transaction as these things create a positive influence in the customer mind as a result customer are satisfied with the safety. Lastly, from the results we can see that price has no significant effect on Customer Satisfaction which did not accept the hypothesis H2. From the research we can see that two of the hypothesis are accepted.

Limitations:

I face some certain limitation when I conduct the research. There was lack of time to conduct the research. I get only three months to conduct the research. Therefore, three months is not enough to conduct a research and get the desired results. As I have to come up with a proper, plan to execute the research, form a model to follow it and gather sufficient amount of responses from respondents to get variables that are more valid. For that, I need to form a questionnaire that is strong as well as easy to understand so that the users can correctly answer them helping us gather my data. Due to lack of time, I cannot make a strong model, so I prepared the model very quickly. If I have more time I will definitely collect more respondents for the survey. I did not get enough time to reach the respondents in order to get their opinion. Further, I only worked with one software, which is SPSS to conduct all these analyses. Some of the results may have been different and strong if various software was used giving a more reliable result.

Recommendations:

These may relate to findings of the study that I didn't anticipate. I may suggest future research to address unanswered aspects of the research problem. For example, hypothesis H2 was not supported and it is not clear why price does not have any significant effect on customer satisfaction, as price is one of one the important factor. Price is one of the factor which really matters a lot. Researchers have to focus on price to get a well desired result to gain customer satisfaction. So, future researches can look into this matter. To be more specific, I had time constraints as I had to make this report in about 3 months' time. I would advise future researchers to take more time to conduct such a study. To further elaborate, further study needs to be done to understand why price has not been accepted and how it can be satisfactory to the customers.

Conclusion:

For more valid result with fewer errors, sufficient amount of time is needed to conduct more research. Time is very important as I need to build a strong model to support the research as well as make a user-friendly questionnaire which will also meet our research needs in order to get valid data. So abundant amount of time is needed in order to conduct a research. I have come up with a positive result from my research but if I get more time than I will be able to make a better research paper. From the analysis I have identified that service quality and safety has positive influence toward customer satisfaction. To sum up, the paper was prepared in a very short time to cover the entire topic, thus it can be developed with further research.

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Appendix:

Following I have provided the survey,

Customer Satisfaction on overall banking industry for foreign customers in Bangladesh.

1. Gender ? *

    Male

    Female

2. Age ? *

    20-25

    26-30

    31-35

    36-40

    41-45

3. Marital Status *

    Married

    Unmarried

Other:

4. Income in BDT *

    25000-50000

    50000-75000

    75000-100000

    100000-125000

    above 125000

Other:

5. I think the service quality of the bank is very much user friendly- *

    Strongly disagree

    disagree

    Agree

    Neutral

    Agree

Strongly agree

Other:

6. I think the employees are qualified enough in the Bank for providing the best services- *

    Strongly disagree

    Disagree

    Neutral

    Agree

    Stronglyagree

Other:

7. I think the Banks are providing well organized online services to the foreign customers- *

    Strongly disagree

    Disagree

    Neutral

    Agree

    Strongly agree

8. Price range of the services for the transaction of money is reasonable and affordable- *

    Strongly disagree

    Disagree

    Neutral

Agree

Strongly agree

9. The amount of money banks are charging for transaction matches with your expected price- *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

10. Bank should change their pricing strategy- *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

11. Bank take adequate amount of safety measurement- *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

12. Banks are using software to keep the customer data secret- *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

13. I feel safe while doing transaction in the Bank *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

14. I am satisfied with my experience through the transaction system- *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

15. I am satisfied with the service quality the banks provided during transaction- *

Strongly disagree

Disagree

Neutral

Agree

Strongly agree

other

16. I am satisfied with the safety measurement taken by the bank authority- *

Strongly disagree

Disagree

Neutral

Agree

Stronglyagree