

Measuring Customer Satisfaction on The Services of HSBC During Covid-19

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the degree of
Bachelor of Business Administration

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Declaration

It is hereby declared that

1. The thesis submitted is my/our own original work while completing degree at Brac University.
2. The thesis does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The thesis does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
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Approval

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Ethics Statement

Throughout the research process, the research ethics will be maintained. The customers of HSBC Bank might have some confidential data or information about their experience with HSBC and the confidentiality of that information will be maintained. In order to protect data privacy "The Data Protection Act of 2018" will be maintained (HM Government, 2018). The permission of the customers will be taken in order to share any of their personal information. The research process and the data analysis process will be discussed with the customers of HSBC and the main objective and aim of the research will be shared with them. However, all the rules and regulations will be followed to maintain research ethics and confidentiality.

Abstract

In the banking sector, customer satisfaction is the most important factor and this customer satisfaction depends on the services provided by the banks. Customer satisfaction is related to the service provided by the banks and the growth of the bank depends on the satisfaction level of the customers. Service quality is the most important factor in getting customer satisfaction. With quality service, internet banking services were also provided by almost every Bank in Bangladesh to satisfy their customers during the pandemic. The services provided by HSBC Bank have been taken in the research to measure customer satisfaction among the customers of HSBC during the Covid-19 pandemic in Bangladesh. The main focus is on the service quality and internet banking service provided by HSBC Bank in Bangladesh for increasing their customer satisfaction and measuring the level of customer satisfaction will help to understand the bank's situation.

Keywords: Customer Satisfaction; Service Quality; Internet Banking; HSBC; Covid-19; Bangladesh

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List of Acronyms

HSBC Hongkong and Shanghai Banking Corporation

Chapter 1

Introduction

During the Covid-19 pandemic, the financial industry of Bangladesh had to deal with various challenges, especially the banking sector. It became difficult for the banks of Bangladesh to maintain their quality of service and satisfy the customers. This research will focus on the HSBC Bank in Bangladesh to measure customer satisfaction during the Covid-19 pandemic by focusing on the services provided by HSBC Bank. HSBC is one of the biggest banks in Bangladesh and during the Covid-19 pandemic it also faced problems related to its service and customer satisfaction. Like all other banks, HSBC also tried its best to provide the best quality of service to its customers by making changes in its service system and introducing different measures to gain customer satisfaction. Customer satisfaction is an important factor when it comes to operating a company or an organization. Internet banking or e-banking became the most convenient ways for customers and banks during this period. HSBC Bank launched internet banking facilities to satisfy its customers. However, by changing the quality of service it is possible to bring a change in customer satisfaction. The Covid-19 pandemic was difficult for the business sectors to handle but it was more difficult for the banking sector as it needs more interaction with the customers and because of the pandemic it was difficult for the bankers to communicate with their customers. A quick and easy solution was needed for the banking sector during a Covid-19 pandemic and most banks introduced mobile banking, internet banking, or e-banking facilities for their customers. However, in the beginning, it was difficult for the banks in Bangladesh to make the customers understand the procedure of using this mobile banking or internet banking facilities but eventually, customers welcomed internet Banking service or mobile banking as their way of transaction. Internet banking service is helping the banks in Bangladesh to maintain their services and reputation, also customers are happy with the outcomes they are getting. HSBC Bank in Bangladesh launched an internet

banking facility for their customers so that they can provide all the necessary services to the customers through the service. This service is used by most of the customers in HSBC. Different banks mainly launched Internet banking services in Bangladesh during the Covid-19 pandemic to facilitate their customers (Akhter, Mobarak Karim, Jannat, & M. Anwarul Islam, 2022). During the Covid-19 pandemic, the working hours were short, which is why the customers were facing a lot of problems. To solve this problem, HSBC Bank Bangladesh established an internet banking service. This service helps customers to complete their transactions and other financial work from their homes and stay safe (Rayhan and Uddin, 2021). Almost all the customers of HSBC have used the internet banking service provided by them during the Covid-19 pandemic but at the beginning, it was difficult for the customers to incorporate the internet banking service into their daily life. This research will measure customer satisfaction with the service provided by HSBC during the Covid-19 pandemic. However, in this research, customer satisfaction will be measured on the services provided by HSBC Bank during the Covid-19 pandemic.

1.1 Research Problem

This research is conducted to mainly find out customer satisfaction with the services of HSBC during the Covid-19 pandemic. It is necessary to find out the quality of services of HSBC and how the bank operated during Covid-19 to gain customer satisfaction.

1.2 Aim and Objectives of the Research

Aim: The aim of the research is to measure the customer satisfaction level on the services provided by HSBC Bank during the Covid-19 pandemic.

Objectives:

- ❖ To determine the services provided by HSBC Bank during Covid-19.
- ❖ To identify the relationship between quality of service and customer satisfaction.
- ❖ To identify the internet banking service provided by HSBC Bank during Covid-19.
- ❖ To measure the customer satisfaction level on the services provided by HSBC.

1.3 Research Question

- ❖ What are the services provided by HSBC Bank during Covid-19?
- ❖ What is the relationship between quality of service and customer satisfaction?
- ❖ How is the internet banking service provided by HSBC Bank during Covid-19?
- ❖ What is the customer satisfaction level on the services HSBC provided during Covid-19?

Chapter 2

Literature Review

Customer satisfaction is an important part of the banking sector and during the Covid-19 pandemic, it became a necessity for most banks to take different measures to increase the quality of service which helps in customer satisfaction and loyalty. In recent research, it is seen that a strong relationship can be found between service quality and customer satisfaction. However, the purpose of the literature review is to find out factors related to customer satisfaction during the Covid-19 in the banking sector and what the majors taken by different banks to increase customer satisfaction.

2.1 Situation of The Banking Sector During Covid-19

According to Khatun, Mitra, & Sarker (2021), the Covid-19 pandemic has impacted almost most of the sectors of Bangladesh. It has affected Bangladesh with the first confirmed case on 8 march 2020. The government of Bangladesh was forced to give lockdowns and take preventive measures. Almost all the government and non-government organizations except emergency services were closed during the Covid-19 period. Banks were operating as an emergency service for financial needs. During the Covid-19 pandemic, banks were operating with short serving hours, fewer branches, and a limited range of services. Most of the branches were closed during the Covid-19 pandemic and customers were facing various problems with financial access to perform their regular activities. Bangladesh Bank, the central bank of Bangladesh encouraged customers to use mobile banking, online banking, cheques, and other banking tools to reduce the contamination of Covid-19. Banks are forced to introduce mobile banking facilities for customers. However, it was very challenging for the authorities of the banks in Bangladesh to establish mobile banking or online banking facilities for the customers, because customers were unaware of mobile banking and its use. Moreover, it was difficult for

the banks to immediately switch to a different working style and most of the employees were working from home. The main focus of the banks was to explain the process of mobile banking service to the people of Bangladesh who were facing trouble accessing finance in emergency situations during the Covid-19 pandemic. Indrasari, Nadjmie, & Endri (2022), agrees that the Covid-19 pandemic has had a huge impact on the banking sector and the establishment of e-banking all over the world, and also it is related to the satisfaction and loyalty of the customers for their banks. It is important to analyze and understand the factors affecting e-banking satisfaction and loyalty of the customers during the Covid-19 pandemic and the service quality of the banking service needs to be reliable, private, and secure for gaining customer satisfaction during and after the pandemic.

2.2 Service Quality in Covid-19

During the Covid-19 pandemic, different dimensions impacted the mobile banking service in Bangladesh and customer satisfaction (Bala et al., 2021). Service quality is one of the important dimensions of the banking sector in Bangladesh and all over the world. It is a competitive advantage for the banks to create a supportive relationship with the customers and satisfy them. Service quality plays a vital role in the banking industry for measuring customer satisfaction in the banking sector for establishing mobile banking. It is important to enhance the quality of services provided by the bank to increase customer satisfaction. Banks need to implement different strategies and investment decisions to increase service quality. The banking sector follows a model called "SERVQUAL" which points out five dimensions of services that help to create a positive impact on the customers and satisfy them. The five dimensions followed by the model are tangibility, empathy, reliability, assurance, and responsiveness. Pangeiko Nautwima & Romeo Asa (2022) agrees that the "SERVQUAL" model is important for financial services to measure the service quality within and outside the organization. Customer satisfaction can be gained if banks follow this model for measuring service quality and

encourage the employees of the banks to deliver their best quality services which will ultimately maximize customer satisfaction. There is also a strong relationship between supply quality and customer satisfaction in different other industries other than the banking industry. Particularly, in the hospitality industry, the "SERVQUAL" model is used to measure the quality of service which can satisfy the customers in the organization. In addition, Zhou & Wu (2012) suggests that this model can be used in the Bangladeshi banking sectors because the model can measure the quality of services. However, a strong relationship between service quality, customer satisfaction, and customer loyalty was found by Zhou & Wu (2012) after analyzing the data collected from 100 local and international tourists. Similarly, the "SERVQUAL" model can be used in Bangladeshi banking services to measure the customer satisfaction level which depends on the quality of service.

2.3 Customer Satisfaction in The Banking Sector

According to A. S. A. A et al. (2020), in the banking sector, the most important thing is customer satisfaction and perception. Customer satisfaction and quality of service are interrelated to each other and they have a strong positive relationship which is important for any bank. To compete in the banking sector, it is important to improve the quality of service and customer satisfaction as these two factors are the key differentiator in the banking sector. Good quality of service helps to improve customer satisfaction and attracts new customers to get facilities from the bank. It is important to satisfy the customers with quality service because customer satisfaction depends on quality service and when the customer is satisfied then it becomes easier for the bank to build a stronger relationship with the customer and because of this relationship strong customer loyalty is built which eventually helps in the growth of the bank. Syafarudin (2021) supports that customer satisfaction is important in the banking sector as it describes the feeling of disappointment or pleasure of an individual customer who is taking service from the bank and customer satisfaction can be measured by comparing the

performance of the bank or service provided by the bank and the expectation of the customer. If the expectation of the customer is fulfilled then it is said that the customer is satisfied. In banking or any other sector, customer satisfaction is the goal to survive and it is important for banks or businesses to pay attention to the customers and try to increase the level of customer satisfaction to be superior to the competitors. An organization should be careful about its activities toward the customers and try to provide quality service to improve customer satisfaction. In his research, the author collected samples from 150 functional units at a regional Bank in Indonesia to find the relationship between product quality and customer satisfaction and how it affects customer loyalty (Syafarudin, 2021). However, Rumiya & Syafarudin (2021) agrees that in the banking sector customer loyalty is important, and to build customer loyalty it is important for the banks to have a quality and marketing mix to satisfy customers. In addition, during the Covid-19 pandemic, the government policies advised the banks to start work-from-home policies which made it difficult for the banks to provide quality service and gain customer satisfaction but many of the banks successfully provided services to their customers and were able to gain more customer satisfaction. The authors believe that customer satisfaction can affect the effectiveness, reliability, and assurance of the service portfolio and to find a strong relationship between service quality and the role of marketing in the banking sector SERVQUAL model was used (Rumiya & Syafarudin, 2021). Pangeiko Nautwima & Romeo Asa (2022) claims that customer service is a crucial part of the banking sector and any other business because it helps to achieve profit maximization and high cash inflows. They further argue that customer satisfaction depends on service quality and it is important to satisfy both external and internal business customers to maximize profit. However, the authors believe that there is a relationship between profit maximization and higher cash inflow in the banking sector, and customer satisfaction (Pangeiko Nautwima & Romeo Asa, 2022).

2.4 Measures Taken by The Banks During Covid-19 For Customer Satisfaction

Mobile Banking

Jahan & Shahria (2021) says mobile banking has become familiar to almost all customers because of the growth of mobile phone users in Bangladesh and all over the world. The bankers were also interested in using mobile banking to facilitate the customers. Mobile banking was the solution for most of the customers and banks during the Covid-19 pandemic. Mobile banking is more popular with customers because it is convenient to use but security and trust ordinances can be some significant factors that can be a problem for mobile banking. According to Bala et al. (2021), mobile banking is admired by the people of Bangladesh since the year 2012 and because of the convenience of mobile banking 28 banks in Bangladesh are giving mobile financial services and 18 banks are actively operating the service of mobile banking and most of the mobile operators in Bangladesh are helping them to facilitate the customers which are increasing customer satisfaction. Mobile banking is helping the banks to deliver quality services which are increasing customer satisfaction and the quality service is measured by the SERVQUAL model by most of the banks in Bangladesh (Bala et al., 2021).

E-banking

According to Ul Haq & Awan (2020), e-banking has an impact on quality service, customer satisfaction, and customer loyalty. During the Covid-19, the author of this research surveyed three domestic banks in Pakistan to identify the impact of e-banking. There is a strong relationship between e-banking privacy and security and customer loyalty and the relationship can be mediated by customer satisfaction. It is possible to gain customer satisfaction through reliability and proper website design that can attract customers. Indrasari, Nadjmie, & Endri (2022) agrees that e-banking has helped the banking industries during the Covid-19 pandemic.

There are different factors affecting e-banking customer satisfaction and customer loyalty which are related to service quality. Reliability, security, privacy, application design, and proper customer service can be some of the factors that are affecting customer satisfaction and loyalty in e-Banking. The Covid-19 pandemic has influenced the increasing number of e-banking users and the service that banks are providing through e-banking facilities which are helping in increasing customer satisfaction.

In conclusion, the literature review provides strong evidence on the situation of the banking sector during Covid-19, service quality, customer satisfaction, and measures taken by different banks during the Covid-19 to increase customer satisfaction. However, the relationship between service quality and customer satisfaction leads the banks to take various measures that can help them to improve their service quality and increase customer satisfaction in the process.

Chapter 3

Methodology

In research, the methodology is the system or method used by researchers to conduct the research. The methodology helps the researchers to perform the research effectively and successfully achieve the objectives of the research (Leverage Edu, 2021).

3.1 Research Method

Research methods are the techniques and strategies that are used by the researchers to collect data or evidence to collect new information about the research topic (Leverage Edu, 2021).

Three types of research methods are mainly used by researchers, they are qualitative research method, quantitative research method, and mixed research method. In this research, both quantitative and qualitative research methods will be used to analyze the data. Both research methods will be used in this paper because both descriptive and mathematical types of data will be used in this research and to find the result of the data effectively both research methods will be required.

3.2 Research Philosophy

Research philosophy is the process through which research can be conducted on a specific topic. There are four types of research philosophies used by the researchers. The research philosophies are positivism, realism, pragmatism, and interpretivism (Dudovskiy, 2011). In positivism philosophy, the data is converted into numerical form and in interpretivism philosophy, the data is collected and converted into descriptive form. In this research, both positivism and interpretivism research philosophy will be used because the collected data needs to be analyzed in both mathematical and descriptive ways.

3.3 Research Design

Research design is the blueprint of the overall strategies that will be used in the research. There are different types of Research designs that are used by the researchers. Qualitative and quantitative research are divided into four types of research designs (Leverage Edu, 2021). The four types of designs are descriptive Research design, experimental Research design, explanatory Research design, and correlational Research design. In this research, descriptive Research design and regression analysis will be used to determine the results from the collected data. However, regression analysis is partially under the correlational Research design.

3.4 Data Source

There are two types of data sources that researchers usually use for their research papers, they are primary data sources and secondary data sources. In this research, the primary data source will be used, which means all the information will be collected directly from the customers of HSBC with the help of a questionnaire.

3.5 Data Collection Method

There are mainly two types of Data Collection methods that are used by the researchers. One is the primary data collection method and another is the secondary data collection. In the primary data collection method, the data is directly obtained from the main source with the help of interviews, experiments, or surveys. And in the secondary data collection method, the data is collected from different secondary sources such as previous research papers, journal articles, websites, newspapers, magazines, and books. Primary data collection methods will be used in this research. A questionnaire is prepared for collecting the data directly from the customers of HSBC.

3.6 Sample Size

There is a large number of customers taking facilities from HSBC Bank and among all the customers a sample of 50 customers is taken for this research. The questionnaire will be sent to the customer to collect the necessary data for this research. However, the sample size is 50 and a random sampling method will be used to select the customers of HSBC for this research, which means customers will be selected randomly.

3.7 Data Analysis Method

The data analysis method is the process by which data is collected and analyzed to find practical outputs. In this research, the quantitative data analysis method will be used to analyze the mathematical data and the qualitative data analysis method will be used to explain the outcomes of the mathematical data. However, both dependent and independent variables will be used in the research. The dependent variable is customer satisfaction and the independent variables are service quality and internet banking service.

Chapter 4

Findings and Analysis

In this research, a questionnaire was prepared to collect all the primary data from the participants who are customers of HSBC Bank. The questionnaire mainly focused on service quality, internet banking service provided by HSBC, and customer satisfaction. The feedback is collected from 50 customers of HSBC regarding their experience on the service quality, internet banking service provided by HSBC, and whether they are satisfied with the measures taken by HSBC during Covid-19. However, the main three findings were about the internet banking service, service quality, and customer satisfaction of HSBC during Covid-19.

4.1 Findings

Service Quality

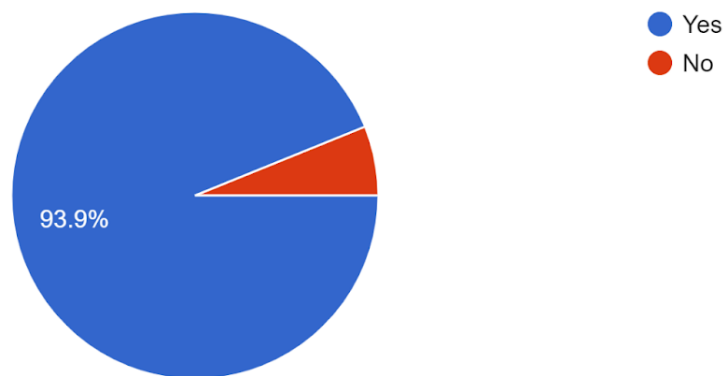


Figure 1: Graph for service quality

46 out of 50 candidates have answered "Yes" in their feedback, which means they are satisfied with the service of HSBC during Covid-19. In the graph, it is shown that 93.9% of the participants are happy with the service quality of HSBC in Bangladesh and 6.1% of participants are not satisfied with the service quality of HSBC.

Internet Banking Service

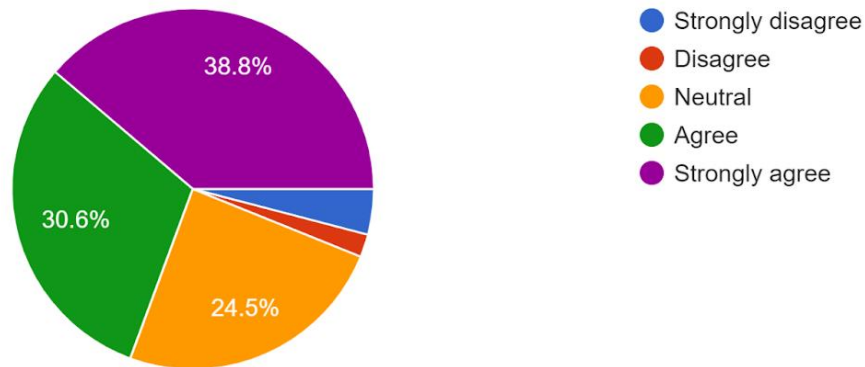


Figure 2: Graph for Internet banking service

During the Covid-19, HSBC Bangladesh launched an internet banking service for its customers and most of the customers are happy with the internet banking service provided by HSBC. The 50 participants of this research send their feedback by selecting from the 5 options given in the questionnaire. The graph it is shown that 38.8% of the participants strongly agreed that the internet banking service is beneficial for them, 30.6% of the participants agreed that the internet banking service is helpful, 24.5% of the participants were neutral about the launch of the internet banking service and other participants whether disagreeing or strongly disagreed with the decision that internet banking service provided by HSBC during Covid 19 was beneficial.

Customer Satisfaction

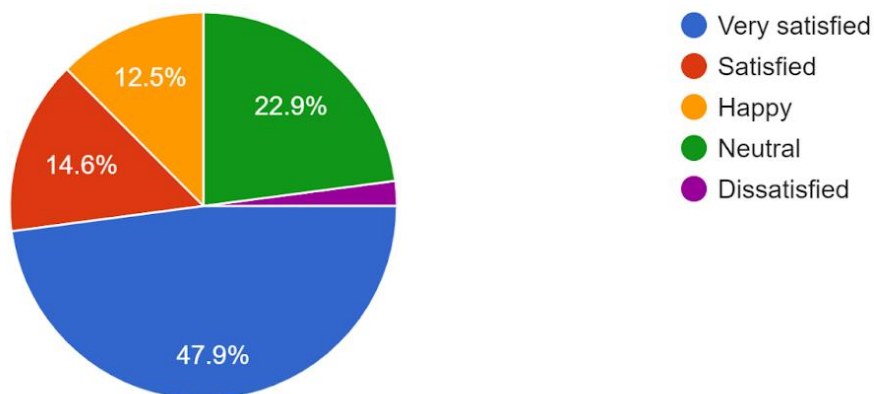


Figure 3: Graph for Customer satisfaction

Customer satisfaction is dependent on the service quality and internet banking service provided by HSBC during Covid-19 in Bangladesh. The 50 participants were happy to share their feedback on this question and that they are satisfied with the service of HSBC Bangladesh. In the graph, it can be seen that about 47.9% of the 50 participants is very satisfied with the services provided by HSBC Bangladesh during the Covid-19 pandemic, about 14.6% of the participants were satisfied with the measures taken by HSBC, 12.5% of the participants were happy with the measures taken by HSBC during Covid-19, and 22.9% of the participants were neutral about their decision on satisfaction, and less than 3% of the participants were the satisfied with the service provided by HSBC during Covid-19 pandemic in Bangladesh.

However, these are the main findings collected from the customers as primary data. The dependent variable for this research is customer satisfaction and the independent variables are service quality and internet banking service. To analyze the primary data regression analysis is conducted in Excel for this research.

4.2 Analysis

Hypothesis

The regression analysis was conducted to support the hypothesis used in this research. The one-tailed hypothesis is used in this research. It is a type of hypothesis which checks the possibility of having a one-directional relationship among the variables but does not consider two-directional relationships among the independent and dependent variables (Kenton, 2019).

H₀: There is no significant relationship between customer satisfaction, service quality, and internet banking service.

H₁: There is a significant relationship between customer satisfaction, service quality, and internet banking service.

Here, H_0 is the null hypothesis, and H_1 is the alternative hypothesis (Frost, 2017).

Multiple Regression Analysis

For this regression analysis, the dependent variable (y) is customer satisfaction, and the independent variables (X1, and X2) are service quality and internet banking service respectively.

Table 1: Regression Statistics

Regression Statistics	
Multiple R	0.349551198
R Square	0.12218604
Adjusted R Square	0.084832254
Standard Error	1.227843143
Observations	50

Table 2: ANOVA

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	2	9.862857143	4.931428571	3.271048387	0.046769029
Residual	47	70.85714286	1.507598784		
Total	49	80.72			

Table 3: Regression Analysis

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.571428571	1.194050965	2.153533347	0.036438115	0.169307869	4.973549273	0.169307869	4.973549273
Service Quality	0.771428571	0.681551702	1.131870949	0.263430667	-0.5996766	2.142533743	-0.5996766	2.142533743
Internet Banking Service	-0.314285714	0.178052376	-1.765130692	0.084038539	-0.672480893	0.043909465	-0.672480893	0.043909465

Decision

In the regression analysis, the p-value helps to make a decision whether to keep or reject the null hypothesis. P-value is the statistical number that proves the relationship between variables. Significance level means the risk that exists between variables when there is no actual difference between the variables. In this regression analysis, we can see that the p-value of the intercept (0.036) is less than the value of significance F (0.046). If the p-value for the variable is less than the significance level, then that null hypothesis can be rejected. In this research, the null hypothesis is rejected as the p-value is less than the significance level. However, the alternate hypothesis is kept that proves there is a significant relationship between customer satisfaction, service quality, and internet banking service.

Regression Equation

$$y = bx + a$$

Here, y is the variable being predicted, b is the slope of the line, x is the value known variable, and a is the y-intercept.

The regression equation for this research is,

$$y = 2.571428571 + 0.771428571 \text{ Service quality} + (-0.314285714) \text{ Internet banking service}$$

However, the regression equation shows that there is a significant relationship between customer satisfaction, service quality, and internet banking service.

Chapter 5

Conclusion and Recommendation

In research, the methodology is the system or method used by researchers to conduct the research. The methodology helps the researchers to perform the research effectively and successfully achieve the objectives of the research (Leverage Edu, 2021).

5.1 Conclusion

The financial industry of Bangladesh had to deal with different challenges during the Covid-19 pandemic and the banking sector had to face immediate changes in its operations. It was difficult for the banking sector of Bangladesh to maintain its service quality and satisfy its customers. However, the main objective of the research is to measure customer satisfaction during Covid-19 on the services provided by HSBC Bank in Bangladesh (Al Karim, 2020). HSBC Bank had to change its operating style during the Covid-19 pandemic to satisfy that customer and bring change within the organization. Customer satisfaction is one of the most important factors that HSBC is concerned about and thinking about the customers the HSBC bank launched an internet banking service during the pandemic (Bergman & Klefsjo, 2020). However, online service was provided to the customers in order to satisfy them. Also, different other online activities were done to support the internet banking service provided by the bank. To prove the relationship between customer satisfaction, service quality, and internet banking service provided by HSBC this research was conducted. The research proved that there is a significant relationship between customer satisfaction and the other two factors which are service quality and internet banking service with the use of regression analysis. The main objective of the research was to determine the service provided by HSBC Bank during Covid-19, to identify the relationship between quality of service and customer satisfaction, to identify the internet banking service provided by HSBC Bank, and to major the customer satisfaction

level on the service provided by HSBC. Moreover, the primary data collection method was mainly used for this research and a questionnaire was prepared and distributed among 50 participants who are customers of HSBC Bank in Bangladesh. The survey was conducted with the help of an online form that was distributed among the participants after the data collection was analyzed with the help of graphs and regression analysis. However, the main findings from the primary data are service quality, internet banking service, and customer relationships. However, the one-tailed hypothesis was used to identify the significance of the three factors of this research.

5.2 Limitations

While conducting the research there were some limitations and difficulties. For this research, the main limitations were the time frame, data management, and less use of secondary data. The first limitation of this research is the time frame. The time frame for this research was short and it was difficult to complete the data collection process within the estimated time frame. The second limitation of this research is data management. It was difficult to contact the research and collect data because there was a lot of data that needed to be stored in an excel file and maintaining the sequence for the data storage was difficult and challenging. Another limitation of this research was the less use of secondary data. Customer satisfaction and service quality is a vast topic and previous research papers contain different other concepts that could be used in this research. In this research, because of the short time frame, it was difficult to collect more information from the participants who were employees of HSBC Bank Bangladesh, data management was difficult because it was difficult to maintain the research information in an excel sheet and sort the data together in the excel sheet, and less use of secondary data made it difficult to find the pre-existing data. However, there were some more limitations like some participants were late to submit the feedback form which made it difficult to maintain the time for findings and analysis. Apart from all these limitations, it was exciting

to complete the data collection process for this research and the participants were helpful to send the feedback on time and provide confidential data.

5.3 Recommendations for Future Work

If someone wants to work on this topic in the future then they should know some basic concepts of this research. Some suggestions or recommendations would be followed by future researchers if they want to use this research for their work. The recommendations are, that the researchers should try to find more relevant previous research articles or journal articles regarding this topic which will help them in the literature review part, and also secondary data can be collected from the journal articles or previous research papers, the researchers can also use newspapers and books to get help regarding the research, it is advised that the researchers use both primary and secondary data to get more relevant data, it is necessary for the researchers to use another analysis method such as correlation, t-test, and others to get more accurate results, and the researchers could also increase that time frame to get more time to collect data, store the data and analyze them. However, future research is possible on this topic because customer satisfaction and service is a vast topic and there are different other concepts that have not been discussed yet. If someone wants to conduct further research on this topic then they should use more secondary research and try to establish a relationship between some other factors that are related to customer satisfaction and service. In conclusion, it is possible to establish a new relationship between customer satisfaction and any other factor related to customer satisfaction and service.

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Appendix

Questionnaire

1. What is your Name?

2. What is your age?

1. 15-20
2. 21-25
3. 26-30
4. Above 30

3. What type of Banking service do you use?

1. E-banking
2. Internet banking
3. Cheque
4. Direct service from the bank

4. Are you a Customer of HSBC Bank Bangladesh?

1. Yes
2. No

5. Have you taken service from HSBC Bank Bangladesh during Covid-19?

1. Yes
2. No

6. If you have taken service from HSBC during Covid-19 then how was the service according to you?

1. Good

2. Excellent
3. Satisfactory
4. Dissatisfactory
5. Bad

7. Did you face any problems regarding any financial services during Covid-19?

1. Yes
2. No

8. What type of financial problem did you face?

1. Transaction issue
2. Shortage of cash
3. Shorter banking hours
4. Withdrawal of cash
5. Internet banking issue
6. Others

9. Did you face any problems with the service of HSBC?

1. Yes
2. No

10. What type of problem did you face?

1. Shortage of service provider
2. Short banking hours
3. Transaction related issue
4. Internet banking issue

11. What measures did HSBC take to satisfy you during Covid-19?

1. Internet banking service
2. E-banking service
3. Service quality improvement
4. Others

12. Have you heard about internet banking?

1. Yes
2. No

13. How long does it take for you to complete a transaction?

1. 5-10 minutes
2. 15-20 minutes
3. 21-30 minutes
4. More than 30 minutes

14. Do you think internet banking solved your problem during Covid-19?

1. Yes
2. No

15. Did you take the internet banking service of HSBC during Covid-19?

1. Yes
2. No

16. Does HSBC provide good customer care service regarding internet banking?

1. Strongly disagree
2. Disagree
3. Neutral

4. Agree
5. Strongly agree

17. Is it a good initiative taken by HSBC to launch internet banking or e-banking during Covid-19?

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly agree

18. Do you think service quality should be increased by HSBC?

1. Yes
2. No

19. Do you think the service of HSBC is good?

1. Yes
2. No

20. Are you satisfied with the service provided by HSBC during Covid-19?

1. Very satisfied
2. Satisfied
3. Happy
4. Neutral
5. Dissatisfied