



Internship Report on:

**Customer Satisfaction in Public Banks: A Study on
Janata Bank Limited**

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Letter of Transmittal

August 01, 2017

Ms. Mahreen Mamoon

Assistant Professor

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SUBJECT: Submission of Internship Report.

Dear Ma'am,

It is my great pleasure that I am going to submit the report on "*Customer Satisfaction in Public Banks: A Study on Janata Bank Limited*". I have tried my best to follow your guidelines preparing my report. While making this report, I came across many hurdles and pleasant experience. I tried sincerely to comprehend and translate my knowledge in preparing this report. This report is based on the knowledge and experiences that I have acquired throughout my BBA program. I must admit that this report has given me a wide range of exposure.

I will be grateful to you if you accept the report. Your support in this regard will be highly appreciated.

Sincerely,

Supervisor,

Shah Zafar Ershad

Ms. Mahreen Mamoon

ID-13104067

Assistant Professor

Acknowledgement

First of all I would like to express my gratefulness and harmony to the almighty Allah for giving me the sound health and mind to complete this report. Secondly, I would like to express my kindness to my beloved parents who did everything for my success. I am grateful to BRAC University for the academic life of BBA that I have passed and enjoyed here entirely.

Then I am deeply indebted to my internship supervisor, Ms. Mahreen Mamoon, Assistant professor, BRAC Business School, BRAC University for her whole-hearted guidance and supervision. Her suggestions and comments were very helpful for me to make report a complete one. Without her contribution, it would not be possible for me to complete the report.

I am also expressing my cordial thanks from the core of my heart to others faculties of BBS for their continuous support, assistance and inspiration throughout my academic life.

It was a great opportunity for me to complete my internship program at Janata Bank Limited, Rajnighandha Super Market Branch. I am also very grateful to my branch manager, admin and other officers for their great support.

Lastly, I would like to give special thanks and greetings to my fellows for giving me some required information, valuable advices and suggestions to complete the report in a comprehensive manner. I thank them all from the core of my heart.

Executive Summary

This internship report based on the three month long internship program that I had successfully completed in Janata Bank Limited as a requirement of my BBA program. As being completely new to practical, corporate world setting, every hour spent in the company gave me some amount of experience all the time all of which cannot be explained in words. But nevertheless, they were all useful for my career. This report includes the history of Banking in all over the world along with detailed information about rise of Banking Industry in Bangladesh. However the big portion of this report is on Janata Bank Limited. A survey was done in Janata bank Limited to make this report. That survey was done to get data about the satisfaction level of the customers of Janata bank Limited towards its services.

Bangladesh is an economically developing country, where the commercial banks play a major role behind the economical progress. Now Bangladesh has more than 70+ commercial banks. As the number of commercial bank is higher in Bangladesh, these banks has to compete themselves to get more customers. So customer's satisfaction is the most important issue to be concern of in banking industry. If a bank is not able to satisfy its customers than customers must switch to other banks as they have more relative options. This report discuss about the satisfaction level of Janata Bank Limited's customers. Through survey and data analysis I have tried to show whether current statistics of satisfaction level of Janata bank Limited.

However Before drawing any conclusion based on this report it may be noted that the report was prepared in a very short term and there is lack of data. But still the report may be useful for Janata Bank Limited to understand their customers.

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1.1 Introduction

“Bank” is very familiar word to us. Generally the word “bank” stands for the side of a river or canal. But in economy the word “bank has some different meaning. In economy the word bank stands for an organization that provides various financial services for example keeping or landing money. According to Indian Banking law 1949, “Banking means the accepting, for the purpose of lending or investment of deposits or money from the public, repayable on demand or otherwise, and withdrawn able by cheque, draft, and order or otherwise”.

Banking has a very old history, while in 2000BC the merchants of Assyria and Babylonia use to land money to the farmers and traders and also used to keep valuable things from villagers in safe place to protect them from thefts and robbers; this is how things get started. World’s first bank was establish in China in 600BC named “Shansi Bank”, meanwhile world’s first government bank was Bank of Venice which started its journey in Italy in 1157AD. “Bank of England” was the first central bank of world established in 1694AD. In our sub-continent banking started at the period of Mughal’s. At that time the land lords used to land money to farmers mortgaging their lands and houses. But the first established bank of Indian sub-continent was “The Hindustan Bank” which started its journey in 1770AD in Calcutta.

In 1947 when Pakistan got separated from India, most of the Hindu bank owners let Pakistan along with their banking business, so in 1st July, 1948 Pakistan government established their own central bank called “The state bank of Pakistan”. “The national bank of Pakistan” was Pakistan’s first commercial bank which was enlisted by the central bank in 1949. By 1971 Pakistan has 36 enlisted banks (18 local & 18 international). Among those 36 banks 34 has their head office in

West Pakistan and only 2 in East Pakistan. Those 2 banks were “Eastern Mercantile bank Limited” and “The Eastern Banking Corporation Limited”.

After liberation war in 1971, East Pakistan got separated from Pakistan and become Bangladesh. From 16th December 1971 “Bangladesh Bank (central bank of Bangladesh)” unofficially started its journey which was officially enlisted in 1972. At that period Bangladesh has 1,094 branches different Pakistani banks. In March, 1972 Bangladesh bank nationalized a gazette which declares that total 12 Pakistani banks along with their branches will be combined and make 6 new state owned banks for republic of Bangladesh. JANATA BANK LIMITED was among those 6 new state owned banks which started its journey on that particular day.

This report is on service satisfaction of JANATA BANK LIMITED’s customers. Now Bangladesh is a developing nation which has more than 70 commercial, State owned and specialized banks. JANATA BANK LIMITED is among those 70+ banks which are currently operating in Bangladesh. This report is done to find out whether customers of this particular bank are satisfied with the service provided by this bank or not. For checking the satisfaction levels a survey is done in JANATA BANK LIMITED in case of service. A set of questionnaire has been made for asking people about what they think about JBL. All of them in the survey are JBL account holder or those who pays bills here.

2.1 Background of Janata Bank Limited

Bangladesh has total 6 state owned banks, Agrani Bank Limited, Rupali Bank Limited, Sonali Bank Limited, Bangladesh Development Bank, BASIC bank limited and Janata Bank Limited. JANATA BANK LIMITED is one of the largest commercial bank operating its services in Bangladesh. After Sonali Bank Limited, Janata Bank Limited is the largest state owned bank of Bangladesh. This Bank has started its journey on March, 1972 by the nationalization gazette of Bangladesh Bank. Janata Bank Limited was formed taking over two Pakistani Banks named Union Bank Limited and United Bank Limited. This bank started its operations in branches and offices and those two banks. In 15th November, 2007 Janata Bank became public limited company by registering with the joint stocks. Janata Bank has its head quarter in Motijheel C/A. Currently it has 904 branches among those 444 are situated in rural area, 456 are in urban area and 4 branches are situated in United Arab Emirates. It has 10 divisional head offices. Currently JBL has 16,000 employees. Mr. Md. Abdus Salam is currently assigned as CEO and Managing Director of Janata Bank Limited. Along with Mr. Md. Abdus Salam, Janata Bank Limited has 4 more deputy managing directors. By 31-12-2014 Janata Bank Limited had Tk. 30,000 Millions of Authorized Capital and Tk. 19,140 Millions of paid up capital.

2.2 Vision & Mission of Janata Bank Limited

✓ **Vision of JBL:**

To become the effective largest commercial bank in Bangladesh to support socio-economic development of the country and to be a leading bank in South Asia.

✓ **Mission of JBL:**

Janata Bank Limited will be an effective commercial bank by maintaining a stable growth strategy, delivering high quality financial products, providing excellent customer service through an experienced management team and ensuring good corporate governance in every step of banking network.

2.3 Services of Janata Bank Limited

Janata Bank provides all sort of commercial banking services to its customers. The main services provided by JBL are:

1. Retail Banking: Retail services are normal saving accounts with different schemes such as short term deposit, long term deposit, fixed deposit etc.

2. Credit Banking: Credit banking means the facilities of loan provided by banks. Janata Bank provides its clients credits based on their term and condition. These credits are agricultural loan, educational loan, house loan, car loan etc.

3. Rural Banking: Janata Bank Limited provides loans to the rural people who are unemployed or has no money to do any business or agricultural works. They provide very little amount of money at first to those people and increase the amount of credit based on the performance done by the creditor.

4. Micro Enterprise Credit: This is one kind of business loan provided by Janata Bank. They provide loans to the entrepreneurs for starting business. However this service is not provided by all branches of JBL and this service not for all the entrepreneurs. There are different terms and conditions.

5. International Banking: Janata Bank has 4 branches in UAE and has 1198 correspondent banks around the world. They provide loans in import and export trades. They also provide LC services.

6. Foreign Remittance & NRB Services: JBL provides the foreign remittance services. It helps the Bengalis who are working outside Bangladesh to send their money in Bangladesh.

7. Bill Collection: Every JBL branch has bill booths to collect different kinds of bills from the users such as electric bill, gas bill, water bill, telephone bill and also school fees.

8. Online Services: Currently JBL is also providing online banking services to its customers. Though only few branches of JBL have these service facilities. Yet most of the branches do not have online service.

9. ATM Service: JBL also provides ATM services to its customers. Janata Bank was the 1st among all state owned banks to start ATM Booth service. 174 branches out of 904 have ATM services.

2.4 Five Forces Model of Janata Bank Limited

Michael Porter developed the five forces model to analyze the competitive environment in which a product or company works. This figure shows those 5 forces:

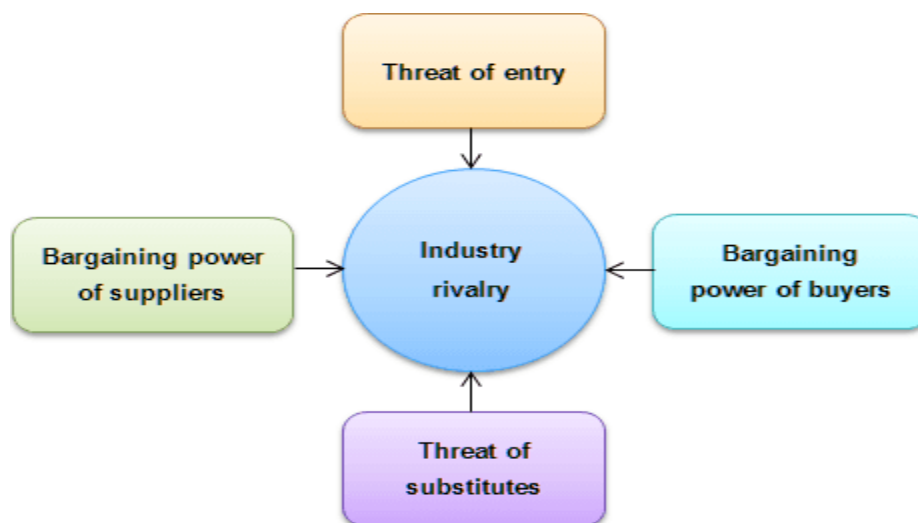


Figure: Porter's 5 Forces Model.

1. Threat of New Entry: Bangladesh is a very small country but still it has 70+ banks where a giant country like India has only 96 Banks. So we can say that the number of banks in Bangladesh is surplus. A small nation like Bangladesh does not need this number of banks. As there are so many banks and also further new banks are coming so JBL has threat of new entries, because the customers have more options to look for.

2. Bargaining Power of Customers: In banking sector the bargaining power of customers does not play a vital role. All the interest rates, exchange rates, policies and terms are decided by the central bank and customers of a bank are bound to follow that. So JBL has no threat of bargaining power of customers.

3. Threat of Substitutes: There are different financial companies which provide credits such as home loan, car loan, education loan etc. And there are also insurance companies which provide insurance facilities and also pension facilities. Basically these companies are substitutes to banking industry. JBL has threat of such industries because these companies also give attracting schemes. People now a day choose finance companies over banks to take loans and credit salutations.

4. Bargaining Power of Suppliers: Banks takes money from their customers to keep it as deposit and provides interest in that deposit. On the other hand bank lend that money to their other customers and take it back with high interest. This is the main business process of a bank. So here both the supplier and buyer of a bank is same person. The customer of a bank is both the supplier and buyer of it. So in banking sector there no such threat of bargaining power of supplier because all the interest rates, exchange rates, policies and terms are decided by the central bank and customers of a bank are bound to follow that.

5. Industry Rivalry: As Bangladesh have 70 odds commercial banks so there is a huge rivalry in banking industry. But this rivalry is seen among the private commercial banks of Bangladesh. As Janata Bank is a public limited company and also a stare owned bank so it does not have treats of rivals because this bank runs through the law and policies of government and there is no such threat for JBL to lose business or face losses because of that high number of banks.

2.5 SWOT Analysis of Janata Bank Limited

The acronym “SWOT” stands for **Strengths, Weakness, Opportunities, & Threats**. SWOT analysis is a business tool through which a firm can observe its internal strengths & weakness along with firm’s external opportunities and threats. Here is SWOT Analysis of JBL:

Strengths:

1. One of the oldest and trusted Bank of Bangladesh. It’s been serving us after our independence.
2. “JANATA BANK LIMITED” is a familiar name to all Bengalis.
3. State Owned Bank so less threat of losing business or being bankrupt.
4. has huge customer base.
5. Always get support from the government and no risk of fund crisis.

Weakness:

1. No marketing and promotional strategies.
2. Internal environment of the branches are not up to the mark.
3. Employees are not well trained and qualified.
4. Not aware of need and demands of customer.
5. Lack behind in technology.

Opportunities:

- Bangladesh is an economically developing nation so JBL has many sectors where they can invest and increase their funds. They can start providing new schemes to its customers relative to the facilities provided by other private banks.

Threats:

- There is so many new commercial banks in Bangladesh so it's a threat for JBL because the customers has more option to look for and those private commercial bank provides good service with good schemes. Thus this creates a threat for JBL in their future business.

2.6 PESTEL Analysis of Janata Bank Limited

The acronym “PESTEL” stands for **Political, Economical, Social, Technological, Environmental, & Legal**. Pestel Analysis is a comprehensive version of SWOT analysis. This is also a business tool which helps us to observe the impact of external things on a particular business or industry. Here is Pestel analysis of JBL:

1. **Political:** In 2013, 2014 & 2015, the political circumstance was not good for any sort of business. Though it's been fine in 2016 & 2017 but we know that it can go worse at any moment because of the rivalry in between two major political parties of Bangladesh. However whatever the political circumstance stays in Bangladesh, whoever controls the nation, that won't put big effect on the business of JBL because JBL is a state owned bank so it will remain satiable in any political situation.

2. **Economical:** Bangladesh is an economically developing nation. GDP is getting handsome with the passage of time and government has a plan to make Bangladesh a developed country by the year 2040. So this is the best economical period of Bangladesh and thus JBL has a great opportunity for its self to do a good business here.

3. Social: Social circumstance do not put that much effect on banking sector because whatever the social condition stays, we have to use banking for saving money, getting loans and other financial purposes.

4. Technological: This is the era of technology. We have seen the boom of technological advancement in recent years. Each and everyone is now attach with technology. In such situation if a firm lack behinds in technology than it has to suffer in long run. JBL is not a technology advanced firm. They are very poor in this sector. So they have to adopt this thing so that they can cope with the current situation.

5. Environmental: In banking business environment do not plays a major role. Because bankers do not need to grow crops or do mining to run their business. Yes if the environment goes so worse that life becomes difficult than that environment may put impact of business of a bank like JBL, but apart from that environment has no great impact on JBL.

6. Legal: Janata Bank started its journey in March, 1972 by the nationalization order of all banks by the president. That order and gazette states that Janata Bank is a state owned bank. And in November, 2007 Janata Bank becomes a public limited company. As it's a stated owned bank so it gets supports from the government in all circumstances and there is no legal barriers for JBL.

3.0 Literature Review

There have been lots of articles, journals and case studies published on Janata Bank Limited and its service quality. Literature review of this research paper will give some idea about the related theoretical knowledge and studies of this particular topic.

Islam and Rahman, (2105) had stated in their journal that “Janata Bank Limited is committed to provide high quality financial services/products to largely contribute to the remarkable growth of GDP of the country through stimulating trade and commerce, accelerating the pace of industrialization, and sustainable socio-economic development of the country.”

This journal was published in 2015 in Journal for Worldwide Holistic Sustainable Development. Here both the writer talked about the importance of marketing mix in service of banking sector. Authors Islam and Rahman, (2015) came up with 6 hypotheses to find the role of marketing mix in Janata Bank Limited.

European Journal of Business and Management published a case study on Janata bank Limited which was written jointly by Md. Mobarak Karim, Md. Jannatul Islam and Md. Abul Latif Mahmud. This case was about the job satisfaction of JBL employees. Here Karim et al., (2014) claimed that “While studying the job satisfaction level of employees of Janata Bank Limited, the finding is that on average they were satisfied with their jobs. Although some weaknesses exist in contents of Welfare facilities, other facilities, performance Appraisal system, behavior of boss, Career Development System and Promotion system, the bank can easily overcome them through improvement measures.”

Islam and Niaz, (2016) wrote in their article that “Delivering superior service quality to customers in today’s business environment is very crucial and important due the stiff competition in the local and international markets. The ability to provide high service quality will strengthen the image; enhance retention of customers, attracting new potential customers through customer satisfaction and loyalty.” This article was about the analysis of service quality and satisfaction of banks customers. Here the authors discussed about the present condition of

banking sector of Bangladesh. Their main concern was whether the banks are able to satisfy their customers or not.

Salma and Shahneaz, (2013) admitted in their research paper that “Some publicly owned banks are scoring well among customers but overall analysis shows that satisfaction rate in customers of private banks is much higher than public sector banks and people will continue the mortgage with private banks then public because they're impressed by the level of honesty of private banks.” This article talks about performance level of private bank v/s public banks of Bangladesh. In this text the Salma and Shahneaz, (2013) also claimed that “When the private sector banks are compared with public sector banks, private bank customers were more satisfied with their bank because of their multiple branches at convenient locations and technology (like check deposit machines, utility bill accepting machines etc.) which were not even seen in public sector banks. But when we talk about public sector banks customers of public sector banks were more satisfied with reputation, reliability and the prices which public sector banks impose on services like cheque/cash deposit and cheque/cash withdraw (it has been shown that price charges are lower in public sector banks than in private sector).”

Akhter, (2012) says in her journal that “The public commercial banks are not meeting the ever-increasing demand of their clients. To survive in competition with private sector's bank, competitive and professional attitude is to be created in the mind of the employees of the public sector's banks. Proper training and education is to be provided to the employees of Public Commercial Banks.”

These are the recent published journals on Janata Bank Limited. We can see that these articles talk about the importance of service quality in banking sector. We can see that private commercial banks are doing better than public commercial banks when the researchers compared those. Providing better Service is the root of doing better in the banking industry. If the customers are not satisfied they might switch to other banks.

4.1 Research Objective

Research Objective:

The board objective of the report is fulfilling the course requirement for completion of the degree of BBA program at BRAC Business School, BRAC University. After completing 126 credits, we have to do internship and then represent a report on that particular organization. I have done internship at Janata Bank Limited and this report is mainly made to fulfill the course requirement for completion of degree.

There are also some other objectives behind doing this research. Those are:

- ✓ To find out whether customers of JBL are satisfied with its service or not
- ✓ To come up with possible ways of improving service quality.
- ✓ To understand the major attributes of customers satisfaction.
- ✓ Analyze customer opinion regarding satisfaction through questioning customer.

4.2 Research Gap

1. Time frame of the research was very limited. The actual survey was done within a month.
2. The survey has been done in only one particular branch of JBL. So it does not show the overall view of JBL.
3. Respondents unwillingness to participate and give specific information.
4. Because of the time limit, research is conducted only on a small size of population.
5. Due to lack of experience, there is a possibility of having some mistake in the report though I have given my best efforts to avoid any sort of mistake.

4.3 Research Question

This research was conducted to sort out whether the customers of JBL are satisfied with the service provided by JBL. So the broad question for this research was to determine the satisfaction level of the customers of Janata Bank Limited. To do that, 10 questions were prepared for the survey. Here are those 10 questions:

1. Janata Bank Limited has the best or at least very good environment.
2. Office staffs and employees are very much helpful to customers.
3. Its employees maintain good relationship with customers.
4. Employees in this bank are punctual and all services are provided in time.
5. Online services provided by Janata Bank Limited are up to the mark.
6. The service charge is competitively low.
7. It offers one of the best deposit schemes for people.
8. Janata Bank Limited discloses necessary information to its customers.
9. Janata Bank provides better service than other state owned banks in Bangladesh.
10. People will still deposit money in Janata Bank regardless of new charges allocated by government.

5.1 Research Methodology

Research methodologies can be classified under 2 categories: Qualitative and Quantitative. The mode of methodology selected for this report is quantitative data methodology. Quantitative data methodology is an approach professional research that is done through collection of data by doing survey or interview. For preparing my report I have made a questionnaire and done a survey in JBL so my research methodology is quantitative methodology.

Sources of Data:

Different data and information are required to meet the goal of this report. Those data and information were collected from various sources, such as, primary and secondary which is showed below:

Primary Data:

The primary data are those data, which are collected afresh and for the first time. These data are original in character as they are collected for the first time. For collecting primary data I have made questionnaire having 10 questions on that. I gave that question to the customers of JBL to fill those up. My target population was the customers of Rajnigandha Super Market Branch of Janata Bank Limited. Meanwhile I have used **Simple Random Sampling** method for this study. My Sample size has been 80 for this study.

Secondary Data:

Secondary data means data that are already available. These data are already been collected and analyzed by someone else. I have elaborated different types of secondary data in my research. Here are those:

- ✓ Report and Journals on Janata Bank Limited.
- ✓ Annual Report of Janata Bank Limited.
- ✓ Book on Banking.
- ✓ Official website of Janata Bank Limited.
- ✓ Other Banking Sites on Internet.

6.1 Data Analysis

Questionnaire was made to understand the satisfaction level of the customers of JBL. This survey was conducted in July, 2017 in the Rajnighandha Super Market Branch of JBL where 80 customers of this bank responded in this season.

With the help of MS Word's tables & Charts the data are analyzed and interpreted. Some diagrams and tables were used in this report for analyzing the collected data to explain certain concepts and findings more clearly. Here is that:

Question 1: Janata Bank Limited has the best or at least very good environment.

Analysis: Flowing table and diagram shows the analysis of particular topic:

Frequency		
1	Strongly Disagree	8
2	Somewhat Disagree	21
3	Neutral	14
4	Somewhat Agree	27
5	Strongly Agree	10
Total		80

Table 1: Response from Q1

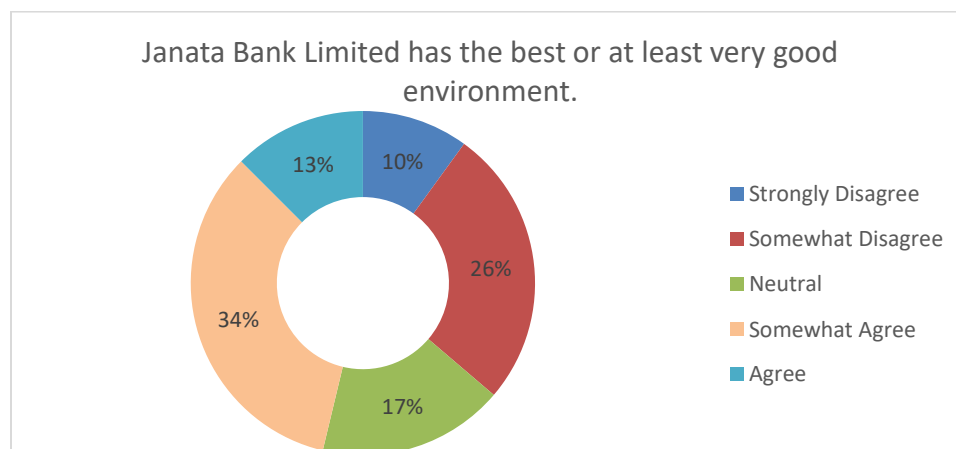


Figure 1: Q1 response percentage

Interpretation: From the above table and chart we can say that only 10 respondent strongly agreed to this fact and 27 somewhat agreed. Meanwhile the number of respondent who strongly disagreed to this fact is 8. Here 21 respondent said they somewhat disagree to this point and 14 respondent kept themselves in neutral side.

Question 2: Office staffs and employees are very much helpful to customers.

Analysis: Flowing table and diagram shows the analysis of particular topic:

Frequency		
1	Strongly Disagree	8
2	Somewhat Disagree	14
3	Neutral	16
4	Somewhat Agree	20
5	Strongly Agree	22
Total		80

Table 2: Responses from Q2

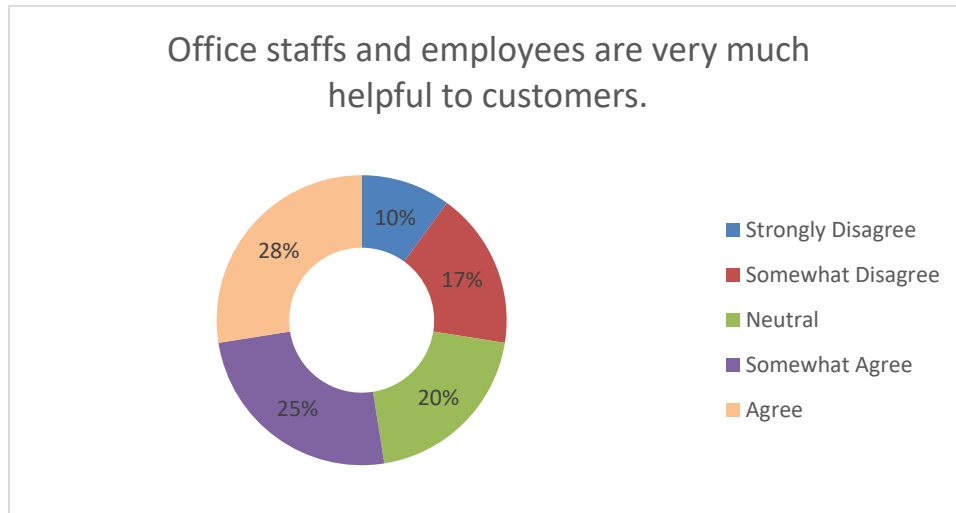


Figure 2: Q2 response percentage

Interpretation: From the above table and chart we can say that only 22 respondent strongly agreed to this fact and 20 somewhat agreed. Meanwhile the number of respondent who strongly disagreed to this fact is 8. Here 14 respondent said they somewhat disagree to this point and 16 respondent kept themselves in neutral side.

Question 3: Its employees maintain good relationship with customers.

Analysis: Flowing table and diagram shows the analysis of particular topic:

Frequency		
1	Strongly Disagree	9
2	Somewhat Disagree	21
3	Neutral	12
4	Somewhat Agree	28
5	Agree	10
Total		80

Table 3: Responses from Q3

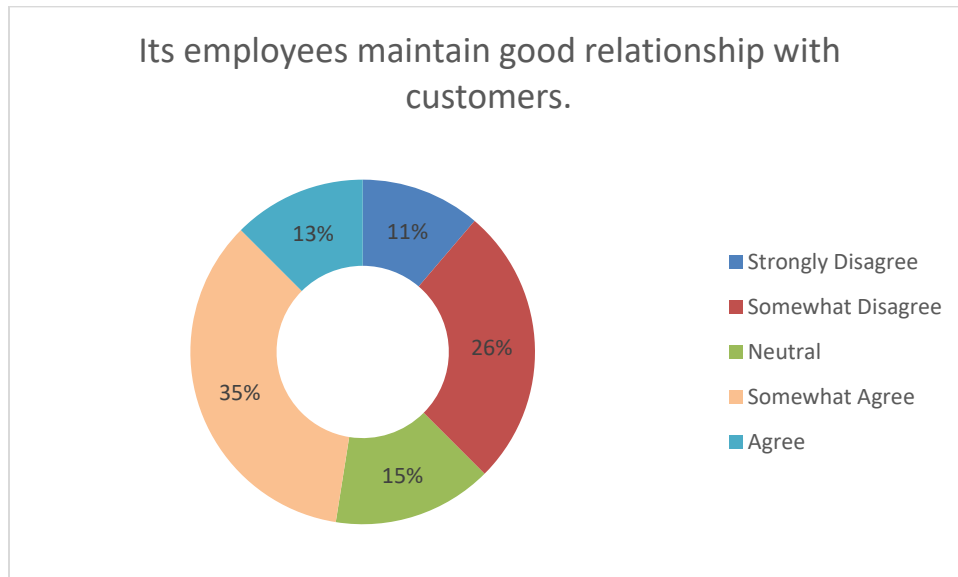


Figure 3: Q3 response percentage

Interpretation: From the above table and chart we can say that only 10 respondent strongly agreed to this fact and 28 somewhat agreed. Meanwhile the number of respondent who strongly disagreed to this fact is 9. Here 21 respondent said they somewhat disagree to this point and 12 respondent kept themselves in neutral side.

Question 4: Employees in this bank are punctual and all services are provided in time.

Analysis: Flowing table and diagram shows the analysis of particular topic:

Frequency		
1	Strongly Disagree	13
2	Somewhat Disagree	19
3	Neutral	14
4	Somewhat Agree	25
5	Agree	9
Total		80

Table 4: Responses from Q4

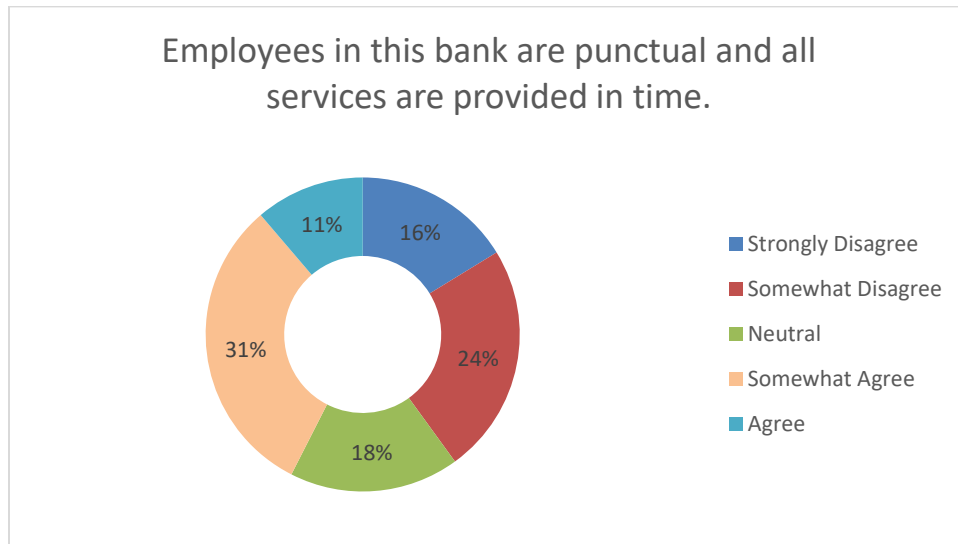


Figure 4: Q4 response percentage

Interpretation: From the above table and chart we can say that only 09 respondent strongly agreed to this fact and 25 somewhat agreed. Meanwhile the number of respondent who strongly disagreed to this fact is 13. Here 19 respondent said they somewhat disagree to this point and 13 respondent kept themselves in neutral side.

Question 5: Online services provided by Janata Bank Limited are up to the mark.

Analysis: Flowing table and diagram shows the analysis of particular topic:

Frequency		
1	Strongly Disagree	5
2	Somewhat Disagree	31
3	Neutral	20
4	Somewhat Agree	14
5	Agree	10
Total		80

Table 5: Responses from Q5

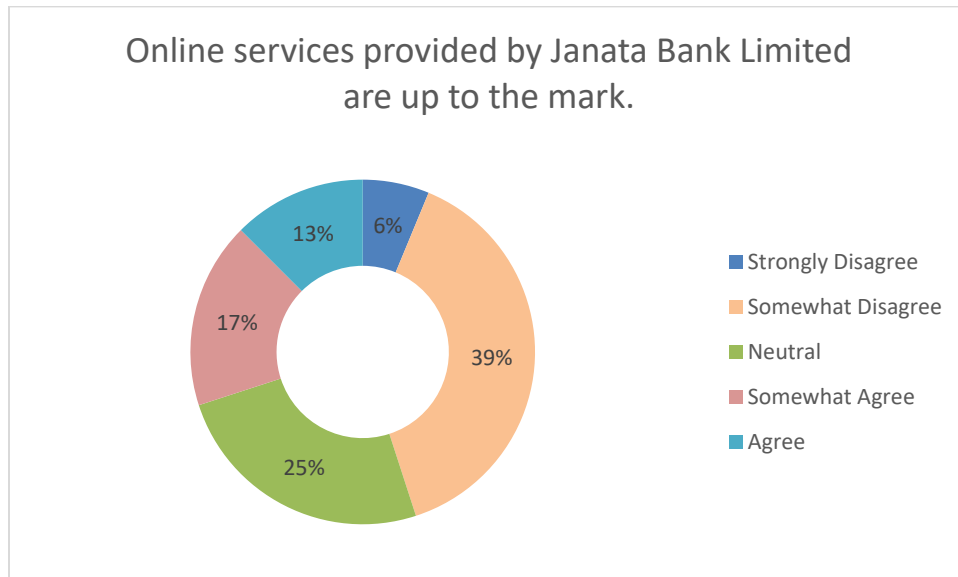


Figure 5: Q5 response percentage

Interpretation: From the above table and chart we can say that only 10 respondent strongly agreed to this fact and 14 somewhat agreed. Meanwhile the number of respondent who strongly disagreed to this fact is 5. Here 31 respondent said they somewhat disagree to this point and 20 respondent kept themselves in neutral side.

Question 6: The service charge is competitively low.

Analysis: Flowing table and diagram shows the analysis of particular topic:

Frequency		
1	Strongly Disagree	2
2	Somewhat Disagree	13
3	Neutral	13
4	Somewhat Agree	42
5	Agree	10
Total		80

Table 6: Responses from Q6

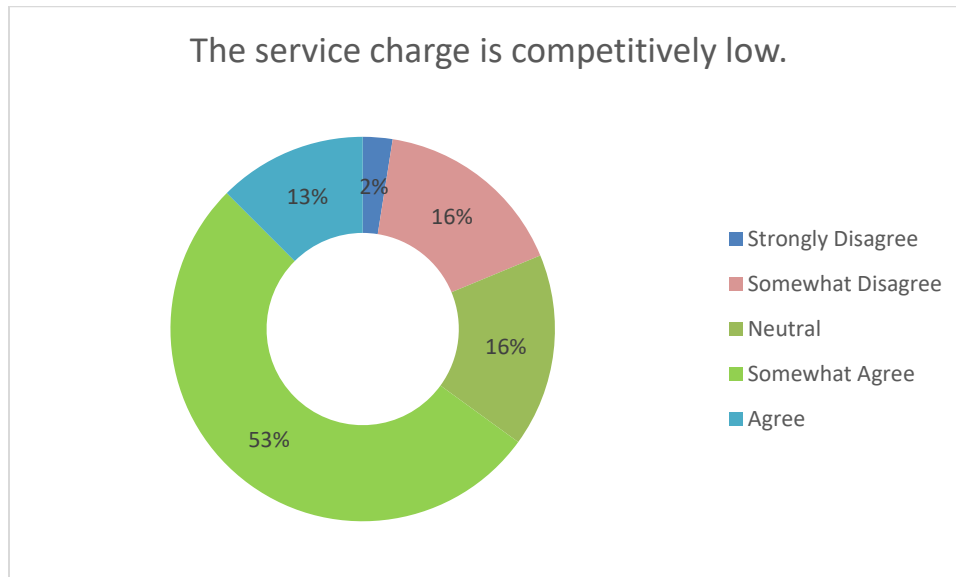


Figure 6: Q6 response percentage

Interpretation: From the above table and chart we can say that only 10 respondent strongly agreed to this fact and 42 somewhat agreed. Meanwhile the number of respondent who strongly disagreed to this fact is 2. Here 13 respondent said they somewhat disagree to this point and 13 respondent kept themselves in neutral side.

Question 7: It offers one of the best deposit schemes for people.

Analysis: Flowing table and diagram shows the analysis of particular topic:

Frequency		
1	Strongly Disagree	7
2	Somewhat Disagree	3
3	Neutral	11
4	Somewhat Agree	38
5	Agree	21
Total		80

Table 7: Responses from Q7

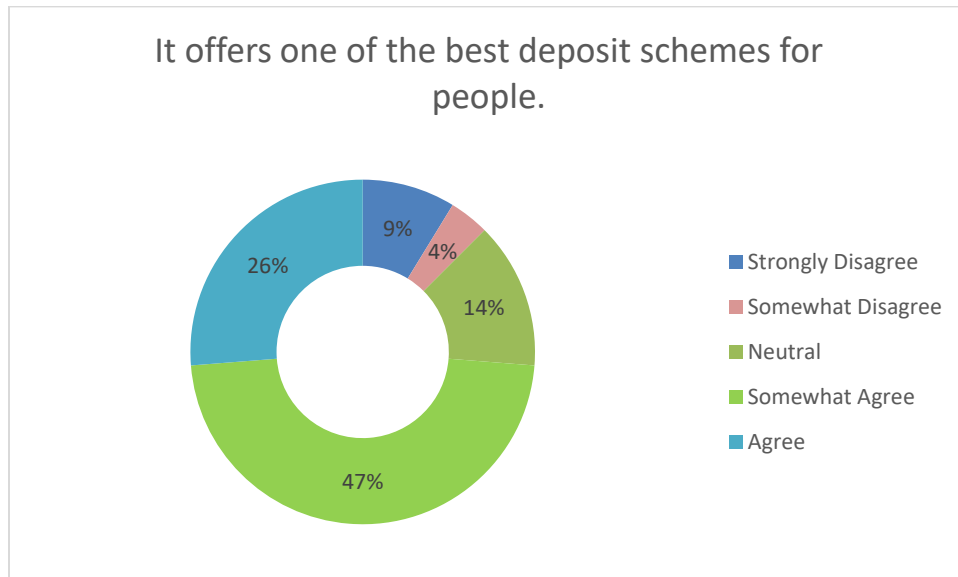


Figure 7: Q7 response percentage

Interpretation: From the above table and chart we can say that only 21 respondent strongly agreed to this fact and 38 somewhat agreed. Meanwhile the number of respondent who strongly disagreed to this fact is 7. Here 3 respondent said they somewhat disagree to this point and 11 respondent kept themselves in neutral side.

Question 8: Janata Bank Limited discloses necessary information to its customers.

Analysis: Flowing table and diagram shows the analysis of particular topic:

Frequency		
1	Strongly Disagree	6
2	Somewhat Disagree	29
3	Neutral	15
4	Somewhat Agree	19
5	Agree	11
Total		80

Table 8: Responses from Q8

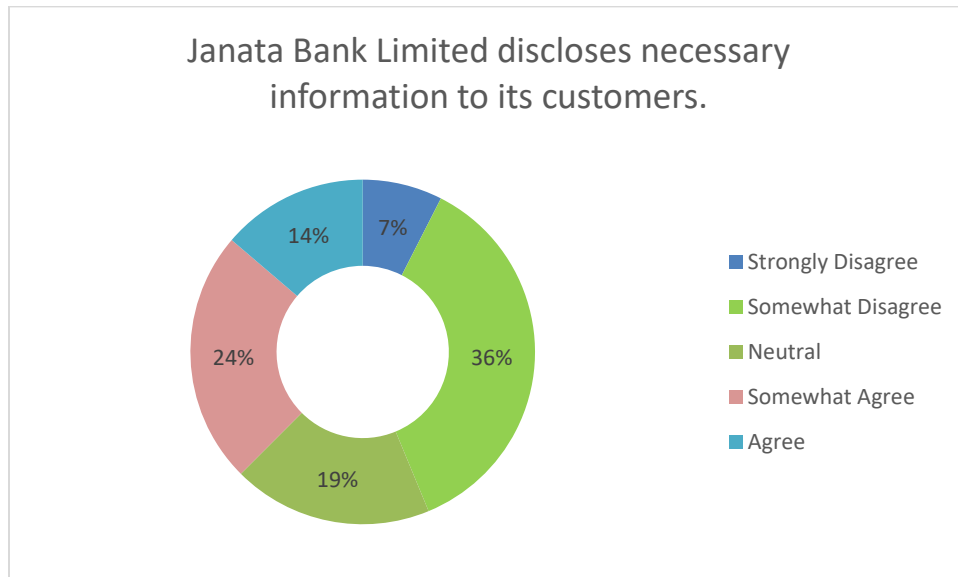


Figure 8: Q8 response percentage

Interpretation: From the above table and chart we can say that only 11 respondent strongly agreed to this fact and 19 somewhat agreed. Meanwhile the number of respondent who strongly disagreed to this fact is 6. Here 29 respondent said they somewhat disagree to this point and 15 respondent kept themselves in neutral side.

Question 9: Janata Bank provides better service than other state owned banks in Bangladesh.

Analysis: Flowing table and diagram shows the analysis of particular topic:

Frequency		
1	Strongly Disagree	7
2	Somewhat Disagree	16
3	Neutral	13
4	Somewhat Agree	32
5	Agree	12
Total		80

Table 9: response percentage

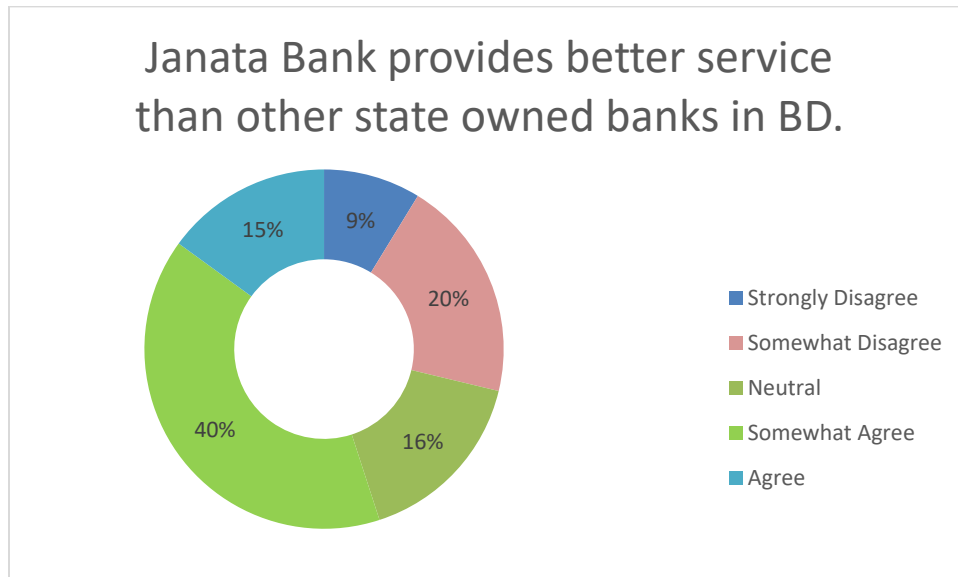


Figure 9: Q9 Response chart

Interpretation: From the above table and chart we can say that only 12 respondent strongly agreed to this fact and 32 somewhat agreed. Meanwhile the number of respondent who strongly disagreed to this fact is 7. Here 16 respondent said they somewhat disagree to this point and 13 respondent kept themselves in neutral side.

Question 10: People will still deposit money in Janata Bank regardless of new charges allocated by government.

Analysis: Following table and diagram shows the analysis of particular topic:

Frequency		
1	Strongly Disagree	19
2	Somewhat Disagree	27
3	Neutral	15
4	Somewhat Agree	15
5	Agree	4
Total		80

Table 10: response percentage

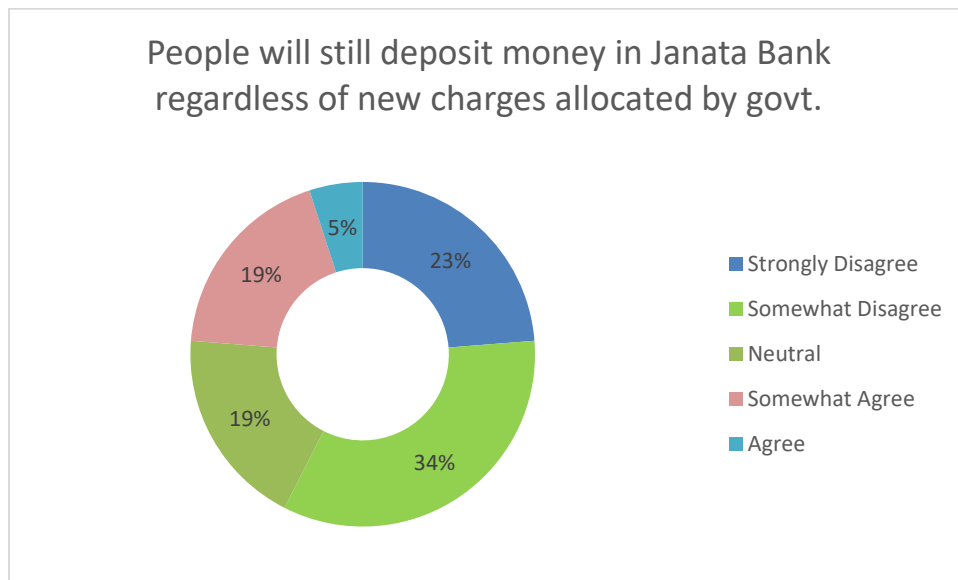


Figure10: Q10 Response chart

Interpretation: From the above table and chart we can say that only 4 respondent strongly agreed to this fact and 15 somewhat agreed. Meanwhile the number of respondent who strongly disagreed to this fact is 19. Here 27 respondent said they somewhat disagree to this point and 15 respondent kept themselves in neutral side.

7.1 Findings

If we look at the 10 questions which were asked to the respondents we can see that those entire questions has a positive tone which means AGREE to those questions refers to the satisfaction of the customers. On the other hand DISAGREE refers to customers dissatisfaction on the service of JBL. Here is finding of that survey:

- ✓ Here question 1, has 47% positive, 36% negative and 17% neutral response which means more customers think that the environment of JBL is good to them.
- ✓ Question 2, has 53% positive, 27% negative and 20% neutral response. This question was about whether office workers are helpful or not, and it has double number of positive response than the negative ones which indicates that most of the people think that the staffs of JBL are helpful.
- ✓ Question 3 was about the relationship between the customers and the employees of JBL this also has more number of positive responses than the negative responses. This means the number of respondent thinking that the relation between employees and customers is higher. Here 48% responded agreed to the point and 37% disagreed.
- ✓ Question 4 has almost a mixed response. Here 42% responded agreed to the fact the JBL employees are punctual and 40% disagreed to that. Meanwhile 18% said they are neutral.
- ✓ Question 5 which was about the JBL online banking, it has more negative responses. Though 25% respondent kept themselves in neutral side but 45% said they are disappointed with the online services of JBL, where 40% was satisfied with this.
- ✓ Question 6 was about the service charge. As JBL is a stated owned bank so we know that it charges very low charges. And so 66% respondents were satisfied with JBL's service charge where 18% things that the charge is not competitively low. Meanwhile 16% respondents were in neutral side.
- ✓ Question 7 was referring to the deposit schemes provided by JBL. This topic has the highest percentage of positive response. 73% respondent said yes JBL has best deposit schemes meanwhile only 13% disagreed to the fact. 14% were neutral.

- ✓ Question 8 was whether JBL exposes necessary information to its customers or not. This question has higher number of negative response with refers that more people think that JBL does not expose all important information to its customers. 41% people thing that JBL is hiding information to them, where 38% thinks that all information are exposed. Percentage of neutral response was 19%.
- ✓ Question 9 has a decent number of satisfactory responses. The question was whether JBL provides better service than other state owned bank or not. 55% agreed to the fact and only 29% disagreed. Which means more people thinks that JBL provides better service than other sate owned bank. Meanwhile 16% respondent said they are neutral.
- ✓ Question 10, which was the last question of my questionnaire, have more negative response than the positive ones. This question was about the new charges allocated by government on deposit of money in bank. It was asked in that question that people will still deposit money in JBL regardless of new charges allocated by government. Here 57% respondent gave negative reply which means they will not deposit money in JBL because of the new law of government. 24% said they will still deposit money in JBL and 19 were neutral.

Summary of finding: Here 8 of 10 questions have more number of positive responses than the negative ones. Only question no. 5 which was about the online service of JBL and question no. 10 where I asked people if they will still deposit money in JBL regardless of new charges allocated by government has more negative responses. This means most of the customers are satisfied with the service of Rajnigandha Super Market Branch of Janata Bank Limited.

8.1 Recommendation

Janata Bank Limited has started their journey 46 years ago. In this long time they have hardly changed their way of doing business. So it is very difficult for me to suggest something to this bank. However, I have come up with few recommendations. They are as follows:

1. Adopt Marketing Strategies & Marketing Research: JBL or any state owned bank of Bangladesh are not involved in any marketing strategies. As they are not doing marketing, people do not get information about their offers, schemes, interest rates and many other things. For this JBL loses many customers. They should do marketing so that we can get to know about them.

2. Go Online: Only few branches of JBL have online banking facilities. In this current world, if a bank does not have online banking facilities than it cannot survive in long run. Even many banks have mobile banking facilities which help the customers to do banking chores just in second. That's why JBL should go online to cope with the current situation.

3. Increase ATM Booths: Only 174 out of 904 branches of JBL have ATM Booth Facilities. ATM Booth helps the bank account owner to get money at anytime from anywhere. No one likes to stand in cue for long hours to get money. People like to deposit their money in that bank which has more ATM booths; this is why Dutch Bangla Bank has more customers in Bangladesh, because it has highest number of ATM booths. So JBL should increase their ATM Booths.

4. Recuite Qualified Employees: JBL has 16,000 employees but all of them are not well qualified. Most of the employees do not have a commerce back ground or BBA/MBA degree. They follow a very old recruitment system where they hire anyone who has done graduation from any background. This thing should be changed.

5. Improve Office Environment: Office environment of JBL should be changed. It is not that attractive which may attract the customers to visit this bank. They do not focus on the decoration

of office. All branches of JBL have old furniture and other accessories. This makes the environment of JBL unattractive. So JBL should improve office environment.

6. Should Ask Feedback From Customers: JBL should ask for feedbacks from their customers after providing a service. They can do this at least twice a year. It will help them to get idea about the quality of their services. They can improve their services according to the feedback of customers.

7. Build Strong Networking Among All Branches: There is no networking between branches of JBL. They do not keep information about what nearby branch is doing. Different branch runs in a different way according to the order of their Branch Managers. So the service of different braches differs from each other. This should be changed because all branches of a particular bank should work in a same way. So JBL should build networking among their branches and all branch managers should seat for meeting twice in a year so that they can keep collaboration in work process.

9.1 Conclusion

Janata Bank Limited has archived a good reputation in its long journey of almost 5 decades. People have more trust on the state owned or nationalized banks than other private commercial banks. Janata Bank Limited has to compete with not only with the other state owned banks but also with the large number of private commercial banks. As all these banks are providing same sort of service so it makes the competition more difficult but interesting. Still they have managed to do well in this industry. Though they lack behind in many sectors such as online banking but still people are investing in this bank because of its good reputation. This report shows what JBL is serving to their customers and what is the response of customers on the service provided by them? Huge number of researches has been done on banking sector of Bangladesh to find out the role of banking industry in the development of economy. Banks plays an important part in the economy of developing country like Bangladesh.

However it was my privilege to do internship in Rajnigandha Super Marekt Branch of Janata bank Limited. I have learned a lot of things which I believe that will be helpful in my future life. My work experience in this bank was very interesting and memorable. I have come to know about many real life things about job life which I book cannot teach.

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9.3 Appendix

✓ **Research Questionnaire:**

Survey on “Service satisfaction of Janata Bank Limited”

1. Janata Bank Limited has the best or at least very good environment.

(a). Strongly Disagree (b). Disagree (c). Neutral (d). Agree (e). Strongly Agree

2. Office staffs and employees are very much helpful to customers.

(a). Strongly Disagree (b). Disagree (c). Neutral (d). Agree (e). Strongly Agree

3. Its employees maintain good relationship with customers.

(a). Strongly Disagree (b). Disagree (c). Neutral (d). Agree (e). Strongly Agree

4. Employees in this bank are punctual and all services are provided in time.

(a). Strongly Disagree (b). Disagree (c). Neutral (d). Agree (e). Strongly Agree

5. Online services provided by Janata Bank Limited are up to the mark.

(a). Strongly Disagree (b). Disagree (c). Neutral (d). Agree (e). Strongly Agree

6. The service charge is competitively low.

(a). Strongly Disagree (b). Disagree (c). Neutral (d). Agree (e). Strongly Agree

7. It offers one of the best deposit schemes for people.

(a). Strongly Disagree (b). Disagree (c). Neutral (d). Agree (e). Strongly Agree

8. Janata Bank Limited discloses necessary information to its customers.

(a). Strongly Disagree (b). Disagree (c). Neutral (d). Agree (e). Strongly Agree

9. Janata Bank provides better service than other state owned banks in bangladesh.

(a). Strongly Disagree (b). Disagree (c). Neutral (d). Agree (e). Strongly Agree

10. People will still deposit money in Janata Bank regardless of new charges allocated by government. (a). Strongly Disagree (b). Disagree (c). Neutral (d). Agree (e). Strongly Agree