Report On

Internet Banking Service Quality and Customer Satisfaction: A study on NCC Bank PLC

By

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20304012

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of
Bachelor of Business Administration

BRAC Business School
Brac University
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Declaration

I am Susmita Somadder confirms that my internship paper, "Internet Banking Service Quality and Customer Satisfaction: A Study on NCC Bank PLC," is original and done for the BBS Department at Brac University. Based on my internship at NCC Bank PLC, I wrote the report with honesty and attention. I confirm that no academic or professional institution has received this report. The information, data, and findings offered here are legitimate and based on my practical observations, professional talks, and organisational sources. I also thank my academic supervisor, organisational supervisor, and all those who helped me finish my report. Any coincidental parallels with previous studies are unintended, and I am responsible for any errors or omissions.

Student's Full Name & Signature:

Susmita Somadder
20304012

Supervisor's Full Name & Signature:

Dr. Mohammad Enamul Hoque
Associate Professor, BRAC Business School
BRAC University

Letter of Transmittal

Dr. Mohammad Enamul Hoque

Associate Professor

BRAC Business School

BRAC University

Kha 224, Bir Uttam Rafiqul Islam Ave, Dhaka 1212, Bangladesh

Subject: Submitting internship report on ‘An Analysis of Internet Banking Service Quality Affecting Customer Satisfaction with a Focus on NCC Bank PLC’

Dear Sir,

To complete my Bachelor of Business Administration (BBA) degree at BRAC Business School, BRAC University, I am Susmita Somadder (20304012) glad to present my internship report, “An Analysis of Internet Banking Service Quality Affecting Customer Satisfaction with a Focus on NCC Bank PLC”. This paper summarises my NCC Bank PLC internship knowledge and experience.

I analysed the bank's internet banking services to determine customer satisfaction based on key service quality parameters for my report. My study uses primary and secondary data to be thorough and well-structured. I hope the report fits the needs and sheds light on the topic.

Consequently, I sincerely request that you consider any inconsistencies in my report as a consequence.

Sincerely yours,

____

Susmita Somadder

20304012

BRAC Business School

BRAC University

Date: 1/05/2025

Non-Disclosure Agreement

This Agreement is between NCC Bank PLC and a BRAC University student researching "Internet Banking Service Quality and Customer Satisfaction: A Study on NCC Bank PLC". Customer data, financial records, and corporate procedures from the internship were my responsibility to maintain secret and use exclusively for academic purposes.

………………… Susmita Somadder …………………

Acknowledgement

I appreciate A.S.M Mostafizur Rahman, Branch Operation Manager and GB Incharge Taslima Sultana, NCC Bank PLC, for his assistance in writing this report.Additionally, Humaira Tabassum's help in preparing the survey questionnaire for this study is also appreciated.Finally, I extend my gratitude to Dr. Mohammad Enamul Hoque, Associate Professor at BRAC University's BRAC Business School, for his invaluable support in preparing this paper. Thanks to his guidance, encouragement, and recommendations, I completed this report thoroughly.

Executive Summary

This internship report examines how internet banking service quality affects customer happiness at a large Bangladeshi commercial bank. The study examines the service quality factors that affect NCC Bank's internet banking customers' perceptions, expectations, and satisfaction. The financial business has changed due to internet banking, making service quality essential for client retention and competitive advantage. This research evaluates NCC Bank's internet banking services' dependability, responsiveness, security, usability, and efficiency. The investigation included primary data (NCC Bank customer surveys and interviews) and secondary data (bank reports, research papers, and industry publications). NCC Bank has made progress in internet banking, however security, transaction speed, and customer service should be improved. The survey examines consumer satisfaction and internet banking usage. The report suggests technical advances, greater security standards, and better consumer involvement to improve service quality. NCC may enhance customer happiness and maintain competitiveness by focusing on service quality factors.

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Overview of Internship

1.1 Student Information

Name: Susmita Somadder

ID: 20304012

Program: Bachelor of Business Administration (BBA)

Major 1: Finance

1.2 Internship Information

1.2.1 Company Information

Company Name: NCC Bank PLC

Department/ Division: General Banking

Tenure: 20th Oct to 22nd January

Address: Krishi Market , Mohammadpur Dhaka

1.2.2 Internship Company Supervisor's Information

Name: Mrs. Taslima

Position: GB In-charge, NCC Bank PLC.

1.2.3 Job Scope – Job Description/Duties/Responsibilities:

The honour was mine of working with the General Banking Department at NCC Bank PLC. I served from October 20 until January 22. As an intern at GB, I largely assisted staff in their everyday activities. My job tasks included the following -

(A) General Banking:

General banking involves several customer-focused and operational activities needed for effective operations. Account establishment and maintenance for individuals and businesses, deposits (savings, current, and fixed), cheque book issuing, fund transfers, and remittance services are included. Additionally, the bank handles cash transactions, loan processing, foreign exchange, and lockers, mobile and online banking for consumer convenience. Customer service, risk management, and regulatory compliance are also part of normal banking operations.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the Company

I worked in NCC Bank PLC's General Banking Department with numerous duties to improve efficiency and customer service throughout my internship. I guided clients through account opening procedures, including documentation and compliance needs. Explained deposits, withdrawals, and loan applications to consumers. To streamline banking, I organised account opening papers, KYC documentation, and transaction records. Verified and updated bank customer data to reduce inconsistencies, Assisted with cheque clearance and verification, assuring financial transaction correctness. Improved counter customer experience by answering cash deposit and withdrawal questions. Helped with fixed deposits, savings accounts, and remittances As requested, issued demand drafts, pay orders, and other financial instruments and verified client transactions followed banking rules and NCC Bank's internal procedures.

1.3.2 Student advantages

NCC Bank PLC's General Banking Department internship taught me excellent practical and professional skills. I experienced account management, deposits, withdrawals, cheque clearing, and remittances, learnt how commercial banks operate and the role of banking regulations, compliance, and risk management in daily transactions, and improved my communication and interpersonal skills by helping customers with account openings, transaction enquiries, and banking procedures. built problem-solving skills by addressing customer concerns and ensuring smooth service delivery, gained hands-on experience with banking software and digital banking platforms, which are essential for modern banking operations, and learnt about banking products like savings accounts, fixed deposits, loans, and remittance services. Also worked in corporate banking and learnt how to connect with senior bankers and adapt to a structured workplace. Finally, I pay attention to detail while filling out account opening papers, confirming KYC documents, and keeping financial records.

1.3.3 Problems and Difficulties

As an intern at NCC Bank PLC, I had both accomplishments and problems. I had to overcome several challenges during my internship. Although the work atmosphere at NCC Bank Finance is great, I struggled to adjust owing to my lack of corporate experience. It took some time for me to adjust to the strange office culture and norms. For example I had to wake up very early in the morning to attend the office sharp at 10 am otherwise I would have to face my deputy manager who was very strict. One of the employees who worked in GB , she was not helpful to me for this reason. I used to face difficulties doing my tasks in a proper way. And I found it challenging because I was completely new and didn't know about the corporate banking tasks. I used to feel mental pressure. And obviously there is a huge difference between the full time employees and the intern. It's very normal I know but it's also disrespectful I think when some of the employees do not give any value to the interns. Moreover it was an unpaid internship but I had to work a lot.

Chapter 2

Organization Part

2.1 Introduction

Private commercial bank NCC Bank PLC is from Bangladesh. Mr. M. Shamsul Arefin is bank CEO and managing director. NCL (National Credit Limited) formed NCC Bank in 1985 as an investment firm. It started with Tk. 390 million in paid-up capital and became a scheduled commercial bank in 1993 with central bank approval. Tofazzal Hossain became NCC Bank chairman in June 2008. The Rapid Action Battalion detained an NCC Bank employee in September 2015 for embezzling 89.8 million BDT from remittance. NCC Bank CEO and managing director Mosleh Uddin Ahmed was appointed in August 2017. Chairman of Electro Mart Limited and Central Insurance Company Limited Md Nurun Newaz Salim was chosen NCC Bank chairman.

A Bangladesh Financial Intelligence Unit inquiry in May 2019 found improper bank deposits by NCC Bank managing director Mosleh Uddin Ahmed. The bank board met to discuss the situation and asked Ahmed for an explanation. In May, Dutch Bangla Bank Limited, NCC Bank Limited, and Prime Bank were hacked. Dutch Bangla Bank Limited lost three million USD to hackers, but the other banks denied losing anything. Md Nurun Newaz Salim was re-elected NCC Bank chairman. Mohammad Mamdudur Rashid became NCC Bank managing director on 30 December 2020. Md Abul Bashar became NCC Bank chairman on 5 September 2021. In August 2022, the bank approved a five billion BDT bond to meet Basel III Tier 2 capital requirements. Md Abul Bashar was re-elected bank chairman in September.

2.1.1 Company Profile

Name of the Company: National Credit and Commerce Bank

Legal Form : Private Commercial Bank

Industry : Banking Services

Date of Incorporation : 1985

Branches : 109

Keypeople: Abul Bashar (Chairman)

Auditors: PricewaterhouseCoopers AB (PwC)

Slogan: With You Always

Website: www.nccbank.com.bd

NCC BANK SLOGAN

WITH YOU ALWAYS

2.1.2 History of NCC Limited

NCL (National Credit Limited) formed NCC Bank in 1985 as an investment firm. It started with Tk. 390 million in paid-up capital and became a scheduled commercial bank in 1993 with central bank approval. Tofazzal Hossain became NCC Bank chairman in June 2008.

2.2 Overview of the Company

2.2.1 Establishment

In 1985, the organization began its journey as an investment business in the nation's financial industry. The company's goal was to raise internal resources and invest them in ways that would advance the nation's trade and industrial sectors while also acting as a catalyst for the development of the capital market. With 16 branches, the firm functioned till 1992. In 1993, with the Central Bank's approval, it became a fully fledged private commercial bank with Tk 39.00 crore in paid-up capital to provide a wider range of services to the country.

2.2.2 Expansion

For its commitment to development, innovation, and excellence in banking, NCC Bank received the "Fastest Growing Banking Brand in Bangladesh-2023" award. GBM, a UK-based worldwide organization, revealed the prizes yesterday. NCC Bank, a leading first-generation bank in Bangladesh, has expanded to over 109 locations nationwide, providing diverse banking services to consumers.

2.2.3 Vision

The goal of NCC Bank is to become one of Bangladesh's top banks by providing communities with first-rate financial services via enduring solutions and solid client connections. Along with using state-of-the-art technology and sound financial standing, this vision also entails establishing a welcoming and coherent workplace where both clients and staff may thrive.

2.2.4 Mission

The company's goal was to organize and employ internal resources to expand the country's industrial and trade sector and support capital market formation. The company benefited greatly from its browse membership.

2.2.5 Services

Stock Brokerage :

- Dhaka and Chittagong stock exchanges.
- Dual Exchange Arbitrage.

CDBL-related services :

- Full Service Depository Participant Services.
- BO account setup and maintenance.
- Client custodial.
- Share dematerialization/rematerialization
- Suspensions and freezes.
- Pledging, un pledging, confiscation.
- BO ISIN balance/master maintenance requests.

2.2.6 Principles

Customer Focus

NCC Bank tailors its services and products to each customer's financial needs, physical locations, digital platforms, and 24/7 support to make banking solutions accessible. Asking for input to improve service and making decisions with customers in mind. Transparent, reliable, and value-driven financial services build trust and loyalty.

Professional Ethics

Maintaining honesty and integrity in all interactions, ensuring consumer data security and privacy, Being accountable for actions and decisions builds stakeholder trust, Following regulations, industry standards, and business governance.

Quality and Innovation

Continuously improving processes and training workers for world-class banking, using cutting-edge technology to create new financial products, boost productivity, and improve user experiences, anticipating consumer demands and offering innovative solutions to follow global financial trends, promoting green banking and eco-friendly activities.

Participative Management

Engaging staff in decision-making and respecting their input, promoting a collaborative culture where different teams achieve goals, promoting staff growth, skill development, and leadership.

Maintaining transparency and communication between management and staff at all levels

Contribution to the Economy

Financial help for SMEs, startups, and major firms to boost economic activity, directly and indirectly creating jobs through various efforts, expanding banking to underprivileged and unbanked groups promotes equitable growth. Funding community development, education, healthcare, and environmental conservation, ensuring economic stability and growth through financial system involvement.

2.2.7 Core Values

We put our Customer Focus

- NCC provides customized financial solutions, the bank understands customer needs, preferences, and goals. A large branch network, abms, mobile banking, and online platforms ensure 24/7 banking accessibility.
- Maintaining transparency and ethics to generate customer loyalty. Continuously soliciting client feedback to enhance service and satisfy changing expectations.

We Emphasize Professional Ethics

- Honesty, transparency, and justice in all activities build consumer and stakeholder trust.
- Protecting consumer data with strict privacy and ethical data processing.
- Following national and international banking laws, business governance, and anti-money laundering.
- Leading by example and promoting professionalism, respect, and accountability within the organisation.

We maintain Quality and Innovation

- Offering high-quality personal and corporate financial products to meet various customer needs.
- Offering mobile banking, e-commerce payment systems, and automated services using cutting-edge technology for efficient, safe, and user-friendly banking. Keeping systems, processes, and staff skills updated to improve service.
- Predicting consumer demands and delivering creative solutions that follow global banking trends and digital transformation.

We believe in Corporate Responsibility

- Supporting education, healthcare, poverty reduction, and disaster relief efforts.Providing financial services to rural and underserved communities, empowering people, and promoting economic equity.
- Implementing eco-friendly operations and supporting climate change and environmental conservation efforts.
- Supporting local companies, organizations, and initiatives that improve communities and quality of life.

We Foster Participative Management

- NCC encourages active participation from all employees to foster a culture of mutual respect and cooperation to achieve joint goals.
- For a skilled and motivated team, invest in training, leadership, and career advancement.
- Increasing trust and understanding between management and personnel through transparency and communication.

Management

Management is a core value of NCC Bank PLC Bangladesh because good leadership and management are key to its success. The NCC Bank management team creates a strategic vision that supports national economic growth and worldwide banking standards. Staying competitive requires leadership to adapt to market trends, economic problems, and technology advances. Promoting innovative and sustainable techniques for operational excellence and sustainability.

2.2.8 Products and Services

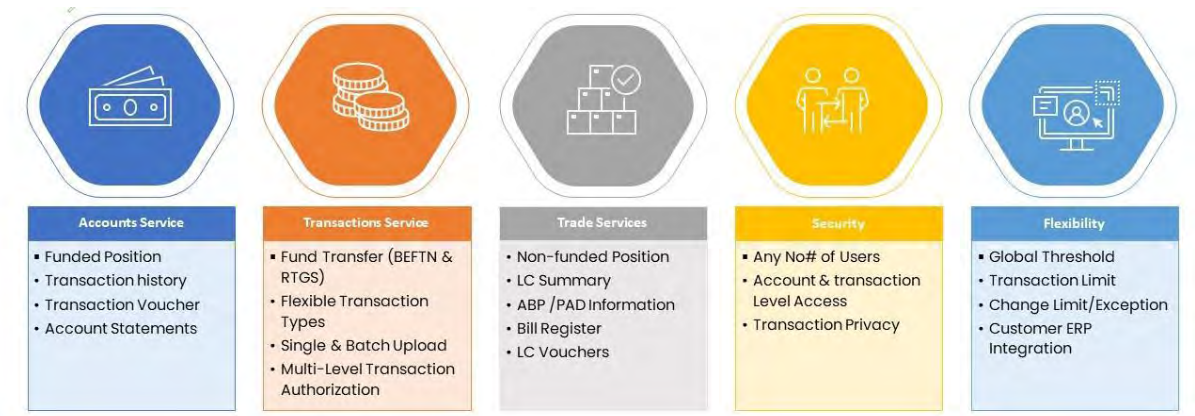

Figure-1 Products of NCC Bank

Figure 2 Deposit Banking, Lending Banking & Money Transmission Products of NCC

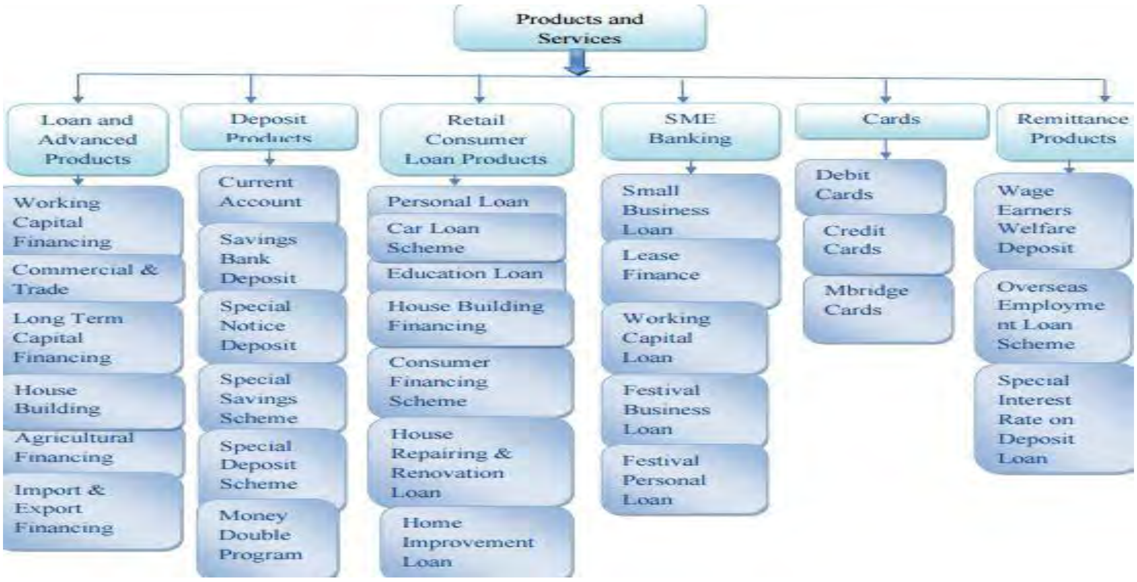

Figure 3 Categorization of Products & Services

2.2.8.1 Retail Banking

1. Personal Accounts

Savings Accounts: NCC Bank offers competitive savings account interest rates to assist customers grow their money while making it easy to access.

Current accounts: Current accounts offer cheque books, debit cards, and overdrafts for daily transactions.

Fixed Deposits (FDs): Customers can save money with assured returns in fixed-term deposits.

2. Lending Products

Personal loans: Unsecured loans for medical, educational, and travel expenditures.

Home loans: offer flexible financing for buying, building, or modifying homes.

Car loans: Loans to buy cars with reasonable interest rates and repayment alternatives.

Education loans: It covers tuition, living expenses, and more for college students.

3. Card and Payment Options

Debit cards: Allow cash withdrawals, purchases, and internet transactions from savings or current accounts.

Credit Cards: Different credit cards offer cashback, rewards points, and discounts to suit different purchasing habits.

Prepaid Cards: Easy spending for gifting or travel with prepaid quantities.

4. E-banking

Mobile Banking: The bank's app lets customers pay bills, make transactions, and manage accounts.

Internet Banking: Safe account management, fund transfers, and statement access.

Contactless Payments: NFC cards and QR codes enabling faster, easier transactions.

5. Wealth & Investment Services

Mutual Funds and Investment Plans: Offering alternatives for different risk appetites and aims.

Bancassurance offers life, health, and general insurance.

Retirement Plans: Financial planning for consumers.

6. Support and Relationship Management

Personal Relationship Managers: Helping customers manage their finances and make informed decisions.

Customer Service 24/7: 24/7 phone, email, and chat support.

Professional personnel in well-distributed branches for in-person banking.

2.2.8.2 SME Banking

1. Customized SME Accounts

Business Current Accounts: Unlimited transactions, overdrafts, and little or no maintenance fees.

Trade Accounts: Accounts for import-export enterprises with tools for foreign transactions and currency exchange.

Cash Management Accounts: Manage cash flow using automated payments, collections, and reconciliations.

2. Finance and Credit

Working Capital Loans: Short-term funding for salary, rent, and inventories.

Term Loans: Medium- to long-term loans for machinery, expansion, and new facilities.

Overdrafts and Credit Lines: Flexible funding for cash flow shortages helps businesses obtain funds, In invoice discounting, SMEs can acquire advances against their invoices to boost cash flow.

Trade Finance: Letters of credit, bank guarantees, and export-import financing for domestic and international trade.

3. SME Loan Specialties

Startup loans: Funding for entrepreneurs with solid company proposals.

Women Entrepreneur financing: Low-interest, flexible financing for women-owned businesses.

Green Business Loans: Loans for renewable energy projects or eco-friendly businesses.

Sector-Specific Loans: Financing for SMEs in agriculture, manufacturing, retail, or services.

2.2.8.3 Corporate Banking

1. Business Accounts

Corporate Current Accounts: No daily transaction restrictions, overdraft, and chequebook services for high-volume transactions.

Corporate Cash Management Accounts: Optimized for receivables and payables to streamline cash flow.

Multi-Currency Accounts: These accounts let international corporations hold and transact in different currencies.

2. Credit and lending solutions

Working Capital Loans: Short-term loans for payroll, utilities, and raw materials.

Term loans: Medium- to long-term funding for infrastructure, machinery, and facility expansion.

Big projects including building, energy, and industrial growth with fixed payback schemes.

Syndicated loans: Partnerships with other financial institutions to fund huge projects.

To cover cash flow shortages, overdraft facilities are available.

3. Trading and Supply Chain Finance

Letters of Credit (LC): Bank guarantees for domestic and international trade.

Bank Guarantees: Performance or payment guarantees used in construction and government contracts.

Pre- and post-shipment finance for foreign traders.

Invoice Discounting: Selling receivables at a discount to increase liquidity.

Supply chain financing: Supplier and buyer-specific solutions for efficient company operations.

4. Cash/Liquidity Management

Cash Management: Automated collections, disbursements, and cash concentration.

Sweeping and pooling accounts optimize liquidity.

Automated payment platforms for payroll, vendor, and bulk payments.

Virtual Account Management: Single-account reconciliation simplifies and improves visibility.

2.2.8.4 Digital Banking

The Mobile Banking App

A user-friendly mobile app with extensive banking services is available from the NCC bank. Real-time fund transfers, bill payments, and cell recharge allow instant transactions.

Payments, transfers

Instant local and international fund transfers, standing instructions, and regular payments are available. Digital wallets, QR code payments, and UPI (if local) are supported.

2.2.8.5 Achievements

NCC Bank received PCI-DSS card data security certification.

NCC Bank received PCI-DSS certification for card data security. M. Shamsul Arefin, Managing Director & CEO (C.C.) of NCC Bank, Osman Haider, Director of ITCL & CMS Partner, Moshiul Islam, CEO of EIC, Mohammed Anisur Rahman, SEVP & CIO, Zobair Mahmood Fahim, Head of Cards & Digital Payment Division, and other IT Division and EIC officials are celebrating this achievement in the Innovation Centre at NCC Bank's Head Office.

M. Shamsul Arefin, NCC Bank's Managing Director & CEO (C.C.), said this PCI-DSS certification raised the company's Card Information Security Standard. NCC Bank's commitment to securing clients' financial information, sensitive data, and intellectual property is recognized globally. This PCI-DSS accreditation would help us get an international card data security system. Mohammed Anisur Rahman, SEVP & CIO, stated VISA, MasterCard, AMEX, JCB, and others use PCI DSS, a worldwide recognized card data security standard. This certification is a milestone made achievable by the Project Team's hard work. Finally, he thanked the Hon'ble Board of Directors and Senior Management Team for their support of this achievement.

In addition, Osman Haider, Director of ITCL, Moshiul Islam, CEO of EIC, Zobair Mahmood Fahim, Head of Cards & Digital Payment Division, and Md. Meizanur Rahman, Head of Information Security & IT Governance of NCC Bank, expressed hope that this achievement will help the bank gain customers' trust and ensure the standardization of sensitive data security.

2.3 Company Practices

2.3.1 Core Values of NCC Bank

2.3.2 Departments of NCC Corporate Branch

1. General Banking: NCC Bank offers several basic banking services to individuals and businesses. Features include deposit Savings, current, and fixed deposits adapted to individual needs. Effective cash deposit and withdrawal at branches, abms, and digital platforms; cheque, demand draft, and pay order issuance, clearing, and management.

2. General Advance: Education, medical, and wedding loans without collateral. A special loan for small and medium-sized businesses. Farmers and agribusinesses can get agricultural loans.

3. Foreign Exchange Advance: International trade enterprises and individuals receive specialized services from NCC Bank. LC, export-import financing, and documentary collections are key offers. Currency exchange for travel or overseas commerce.

4. Structured Finance: Joint bank funding for large projects. Infrastructure, manufacturing, and large-scale corporate loans. Business-specific financial management solutions.

5. Agent Banking: NCC Bank helps distant and underserved communities using agent banking to increase financial inclusion. Agent-based cash deposits and withdrawals. Rural small loans for individuals and enterprises Paying energy, water, and other bills is simple.

6. Corporate Banking Loans: NCC Bank offers specialized corporate solutions, including Working Capital Loans for daily business operations. Medium and long-term loans for business expansion or asset acquisition.

7. Off-shore Banking: Protects international clients' foreign currency accounts, help cross-border traders.

8. Wealth Management: Based on client profiles, NCC Bank customized investing strategies. Manage multiple investment portfolios actively.

9. Customer Services: Premium clients receive customized attention. Branch, call centre, mobile app, and chatbot customer service. A strong complaint system for fast resolution.

10. IT and Operations: This section oversees the bank's IT infrastructure, including online and mobile banking services.

2.3.3 Recruitment/Selection

NCC Bank PLC Recruitment/Selection Policy attracts, identifies, and hires the best individuals with fairness, openness, and efficiency. Our merit-based selection policy supports the bank's strategic goals and organizational demands.

The recruitment process begins with finding openings and assessing job requirements. Job descriptions and specifications detail required skills, knowledge, and abilities. After determining recruitment needs, the bank offers job positions via its website, job portals, media, and professional networks.

Screening applications using preset criteria shortlists qualified individuals. The selection process may include written examinations, interviews, and assessments, depending on the role. Candidates are assessed on technical skills, knowledge, experience, and bank values and culture.

The policy guarantees fairness and equal chance for all applicants, regardless of gender, ethnicity, religion, or other factors. Before hiring, background and reference checks are done. The bank offers a job and onboards the new hire after selecting a candidate.

2.4 Industry and Competitive Analysis

2.4.1 PESTEL Analysis

Political Factors

Banking is significantly impacted by government laws and regulations. Bangladesh Bank (or its regulatory authority) central bank instructions, monetary policies, and financial regulations apply to NCC Bank PLC. Political stability is important for investor confidence since instability can cause inflation, currency volatility, and economic uncertainty. Government interventions like interest rate restrictions, taxation, and banking reforms affect bank profitability and operations. Additionally, international trade policies and bilateral relations affect foreign investments, remittances, and banking.

Economic Factors

The expansion of GDP, the rate of inflation, interest rates, currency rates, and employment influence the bank's financial services. Economics can limit client borrowing, raise loan defaults, and lower banking demand. Business and consumers want more financial goods during economic booms, generating income. The bank is subject to global economic changes because it relies on remittances, export-import firms, and FDI. Inflationary pressures and central bank liquidity and money supply policies affect lending and deposit rates, affecting bank financial stability.

Social Factors

Income, demographics, and consumer behaviour affect banking operations. NCC Bank PLC must offer goods for diverse income levels to its rising urban and rural customer base. The bank's client interaction strategy is influenced by the expanding middle class, financial literacy, and digital banking preferences. Cultural views on savings, investments, and credit can affect banking product demand. The bank promotes financial inclusion through SME finance, women's entrepreneurship, and rural banking.

Technological Factors

NCC Bank PLC invests in digital banking, mobile apps, cybersecurity, AI, and blockchain technologies to be competitive as technology transforms banking. Online banking, cashless transactions, and automation are changing client expectations. Fintech innovations and technological collaborations allow the bank to offer faster, more secure, and innovative financial services. However, cybersecurity, data privacy, and digital banking regulatory compliance demand continual attention.

Environmental Factors

Green and sustainable financial practices are increasingly expected of banks. NCC Bank PLC must follow environmental laws that encourage green financing, paperless banking, and green loans for sustainable businesses. Floods and other climate change hazards can influence farm and other debt repayments. According to global standards like the UN Sustainable Development Goals, the bank must ensure that its investments and CSR operations support environmental sustainability.

Legal Factors

Banks follow severe banking, labour, tax, AML, and data protection legislation. Financial regulators require NCC Bank PLC to ensure transparency in financial transactions, prevent fraud, and protect client data. Regulation violations might result in fines, reputational harm, or legal action. Changes in banking laws, mergers and acquisitions rules, or consumer protection measures might affect bank operations and strategy.

2.4.2 SWOT Analysis

Strengths (S)	1. NCC Bank PLC is a well-respected bank. 2. NCC Bank serves different customers with retail, corporate, SME, Islamic banking, and remittance services. 3. Digital banking, mobile banking, and internet transactions improve client convenience. 4. Stable asset bases, rising deposits, and well-managed loan portfolios ensure financial stability. 5. The bank benefits from skilled workers, effective management, and experienced leadership. 6. Fintech and multinational bank partnerships improve global banking. 7. Fast loan processing, personalized banking, and efficient customer service boost consumer satisfaction.
Weaknesses (W)	1. While digital transformation is happening, many operations still use traditional banking techniques. 2. Loan default rates, especially in corporate and SME sectors, affect profitability. 3. The bank has a tiny international presence compared to large banks. 4. Compliance and strict banking laws increase operational risks and burdens. 5. The bank's growth depends on national and global economic stability, making it recession-prone. 6. The bank faces cyber threats and data breaches as digital banking grows.
Opportunities (O)	1. Fintech and mobile banking growth provide digital financial services improvements. 2. Rising financial literacy and government banking access programs could

	expand rural banking. 3. Business financing, trade loans, and investment banking are rising. 4. Remittance growth offers foreign exchange and cross-border banking opportunities. 5. Global trends favour green financing and banking. 6. Regional and worldwide market exploration boosts revenue and global footprint.
Threats (T)	1. Traditional banks and new fintechs compete for market share. 2. Inflation, currency changes, and worldwide recessions can hurt banks. 3. Banking rules and compliance requirements change frequently, complicating operations. 4. Hacking, phishing, and data breaches threaten customer trust and security. 5. Interest rate changes by central banks can affect loan demand and profit margins. 6. Financial scandal, fraud, or service failure undermine reputation and customer trust.

Recommendations:

SWOT analysis suggests numerous strategies for NCC Bank PLC to improve its market position and sustain growth. To capitalize on its capabilities, the bank should improve its digital banking services, grow its customer base, and strengthen its brand. Customer-centric solutions and tailored banking experiences can help NCC Bank stay competitive. Innovation and service delivery can be improved by strengthening ties with fintech and global financial institutions.

Its flaws should be addressed, especially in reducing NPLs by tightening credit risk assessment and loan recovery practices. To diversify revenue and lessen market dependence, the bank should expand internationally. Automation and AI can decrease operational burdens and ensure financial law and policy compliance.

Expanding digital banking services and meeting SME finance demand are two prospects for NCC Bank PLC. Financial inclusion helps the bank acquire underbanked consumers and create rural banking products. The bank might also improve its foreign currency services to attract expatriates and multinational enterprises by increasing remittances. Investment in sustainable and green banking will meet global environmental standards and expand responsible banking.

2.4.3 Porter's Five Forces Model

It analyzes industrial competition. This model helps NCC Bank PLC understand the banking sector's competitive challenges and how to navigate them to stay competitive and profitable.

1. **Competitive Rivalry**

- **High:** Many national and international banks offer similar services, making the banking market competitive. NCC Bank PLC competes with incumbent banks, newcomers, and technology firms. Large commercial banks, Islamic banks, NBFIs, and digital payment platforms compete. The fierce competition encourages the bank to offer better client service, new financial products, and tech-driven solutions. Promotional offers and loan and deposit interest rate battles promote competition. To be competitive, NCC Bank must improve service quality, invest in digital transformation, and create strong client relationships.

2. **Threat of New Entrants**

- **Low:** Banking is difficult to enter due to strict regulations, license requirements, and capital investment. New entrants must follow central bank rules, keep liquidity reserves, and create a client base, which is difficult. However, fintech and digital payment service providers are disrupting traditional banks with fast, convenient, and affordable financial services. Traditional banks like NCC Bank PLC have trust and infrastructure, but they must adapt to technology advances to compete with digital-only financial services. The bank can beat new competitors by investing in technology collaborations and novel banking solutions.

3. **Bargaining Power Of Customers**

- **High:** Multiple banking options give banking customers bargaining leverage. Digital banking makes switching banks based on interest rates, fees, customer service, and convenience easier. Personalization, reasonable loan rates, and seamless digital banking are desired by retail and business customers. Customers may switch banks for better terms if the bank fails to satisfy expectations. NCC Bank PLC needs client loyalty programs, better service, and segment-specific banking products to retain consumers.

4. **Bargaining Power Of Suppliers**

- **Low:** Depositors, technology providers, regulatory agencies, and financial entities that supply liquidity or services to banks are suppliers. Depositors, especially major corporate clients, affect the bank's lending by placing their funds. Banks must maintain liquidity and capital sufficiency to reduce their dependence on a few large depositors due to regulatory constraints. Technology providers of banking software, cybersecurity solutions, and IT infrastructure have some influence, although the bank can bargain with many vendors to reduce costs. Regulatory entities like the central bank and financial authorities make laws that affect bank operations, acting as indirect suppliers. NCC Bank PLC must be financially stable and diversify its funding sources to avoid supplier dependence.

5. **Threat Of Substitutes**

- **High:** With the rise of fintech companies, mobile financial services (MFS), digital wallets, peer-to-peer (P2P) lending platforms, and cryptocurrency transactions, banking substitutes have increased. Customers may now complete financial operations, make payments, and get loans without banks. Fast, low-cost financial services from digital wallets and fintech platforms like bKash, Nagad, PayPal, and

Revolut reduce bank dependence. Stock markets, mutual funds, and insurance products offer alternatives to banking deposits. To keep customers, NCC Bank PLC must improve its digital offerings, introduce competitive financial products, and strengthen its online and mobile banking platforms.

Recommendations:

- Since banking competition is high, NCC Bank PLC should differentiate and innovate. The bank can differentiate itself by investing in digital banking technologies, improving client service, and offering innovative financial products.

- NCC Bank PLC should work with fintech entrepreneurs to provide AI-driven banking, blockchain-based transactions, and automated financial planning.
- The bank must improve customer happiness through tailored banking solutions, competitive interest rates, and seamless digital experiences due to clients' significant bargaining power.

- NCC Bank PLC can reduce risks by diversifying its funding sources and negotiating stronger IT service provider partnerships. Depositors, technology providers, and regulatory bodies influence the bank's operations.

- The emergence of digital wallets, fintech, and decentralized financial platforms is difficult. Digital transformation should include sophisticated mobile banking, AI-driven financial consulting, and frictionless cross-border transactions at NCC Bank PLC.

2.4.4 Financial Analysis Of NCC Bank

National Credit and Commerce (NCC) Bank PLC performed well, growing key financial measures. From the previous year, the bank's assets surged 15% to BDT 500 billion while liabilities jumped 12% to BDT 450 billion. Shareholders' equity rose 20% to BDT 50 billion. NCC Bank's net interest income rose 10% to BDT 25 billion, while its non-interest revenue was BDT 5 billion, accounting for 16.7% of operational income. The bank's net profit rose

12% to BDT 10 billion from 2022. The bank's 2% ROA, 20% ROE, and 5% NIM demonstrate its strong performance. The LCR surpassed regulatory limits at 120%, and the Loan-to-Deposit Ratio (LDR) was 80%, showing responsible lending. A 2% NPL ratio and 150% Provision Coverage Ratio indicated high asset quality. The bank's Capital Adequacy Ratio (CAR) exceeded the statutory requirement at 15%, demonstrating its strong capital basis. During its 39th Annual General Meeting, NCC Bank declared a 12% cash dividend to support shareholder value. The bank's 2023 annual report, "Redefining Sustainable Boundaries," highlights its strategy focus on sustainable growth, technology innovation, and customer-centric services, positioning it for banking sector growth and resilience.

Chapter 3

Drivers of Customer Satisfaction on NCC Bank Internet Banking

3.1 Introduction

Internet banking, commonly known as e-banking, has revolutionised the worldwide financial sector by allowing users to access banking services remotely. Over the past two decades, tremendous technical improvements, internet penetration, and smartphone use have driven global digital banking acceptance. Internet banking lets users trade, maintain accounts, apply for loans, and use financial services without visiting banks. Internet banking in industrialised nations like the US, UK, and Europe integrates AI, blockchain, and cybersecurity. Mobile applications and websites are used by many banks to create and maintain accounts, removing the need for branches. Digital banking has grown exponentially in emerging economies like India, China, and Brazil thanks to government initiatives, fintech breakthroughs, and financial inclusion efforts. Global online banking security concerns have led financial institutions to deploy improved encryption, two-factor authentication (2FA), and biometric security features including face recognition and fingerprint verification. International regulatory agencies have implemented cybersecurity, consumer protection, and data privacy regulations. Since customers preferred contactless transactions over traditional banking, the COVID-19 epidemic propelled online banking expansion worldwide. Internet banking's importance in defining financial services has grown as mobile banking, fintech solutions, and digital payment gateways enable a cashless economy. Cyber dangers, digital fraud, technical issues, and rural service accessibility remain. Banks globally engage in digital transformation to provide safe, efficient, and customer-friendly banking experiences.

Internet banking has grown rapidly in Bangladesh during the past decade due to ICT infrastructure improvements, Bangladesh Bank support, and client demand for digital banking options. Mobile banking, fintech solutions, and online transactions are replacing traditional banking services, making digital banking crucial to the country's financial services. Bangladeshi banks like NCC Bank PLC, BRAC Bank, Dutch-Bangla Bank, and Eastern Bank offer internet banking platforms that let customers transfer funds, pay utility bills, manage fixed deposits, apply for loans, and shop online. Bangladesh Bank issued rules on online transaction security, client data protection, and fraud prevention to regulate and promote digital banking. As the government pursues "Smart Bangladesh Vision 2041", digital banking will be important to financial inclusion and economic prosperity.

Although NCC Bank launched online banking in the early 2000s, its impact on customer satisfaction and profitability remains uncertain. The usefulness, dependability, security/privacy, and promptness of NCC Bank's online banking must be examined to determine customer satisfaction. NCC must comprehend these characteristics to improve online banking and compete in Bangladesh's fast-changing banking business. Although more Bangladeshis are adopting online banking, particularly at NCC, little is known about how service quality impacts consumer satisfaction. While the banking business has undergone a technological revolution, the elements affecting consumer satisfaction in NCC bank's online banking services have not been thoroughly studied. This report examines how responsiveness, security, privacy, ease, and dependability impact NCC online banking consumer satisfaction. The aim is to establish a link between service quality and user satisfaction, providing information for NCC Bank to improve its online banking services. Research in several countries has examined the elements that influence the adoption of NCC Banks' internet banking services. However, research on these issues in Bangladesh is lacking.

This paper seeks to identify national characteristics affecting online banking adoption to generate research ideas.

3.1.1 Problem Statement

NCC Bank has offered Bangladeshi customers internet banking since the early 1993s, making digital transactions easier. The impact of these services on bank profitability and customer satisfaction needs further study. Understanding NCC Bank's online banking system's customer satisfaction factors is crucial to improving service quality and staying competitive in Bangladesh's fast-changing banking sector. Internet banking consumer satisfaction depends on response, security/privacy, reliability, and ease of use. Bank's responsiveness to transaction errors, login issues, and customer inquiries is its ability to help customers quickly. Customers must trust that cyber threats and unauthorized access will not compromise their financial and personal data. Users trust the banking system because it runs smoothly without downtimes, technical issues, or transaction failures. The online banking interface's ease of use ensures that customers can navigate, transact, and use banking services without difficulty.

Despite Bangladesh's significant usage of internet banking, particularly by NCC Bank, little is known about how service quality affects consumer satisfaction. Digital banking has transformed financial transactions and service delivery, but NCC Bank's internet banking services must meet customer expectations for efficiency, security, and usability. This study identifies and analyzes the main factors affecting NCC Bank's online banking platform user satisfaction to close that gap. This study examines the key factors affecting NCC Bank's online banking customers' satisfaction, focusing on usability, security and privacy, responsiveness, and reliability. The study seeks to link service quality to customer satisfaction by examining these factors. This analysis can help NCC Bank improve its digital banking, customer experience, and financial leadership in Bangladesh. Understanding customer expectations and satisfaction drivers will help NCC Bank make strategic improvements, build customer loyalty, and optimize its internet banking operations for growth.

3.1.2 Research Question

Research has been done internationally to determine NCC Bank's Internet Banking adoption determinants. However, few researchers have identified Bangladesh's internet banking adoption drivers. Understanding customer adoption drivers in this sector is essential for optimizing digital banking strategy and customer experiences.

This study examines the key factors affecting Bangladeshi Internet Banking usage, specifically NCC Bank. Based on this goal, the following research questions were created:

Does NCC Bank's internet banking usability, security, stability, and responsiveness affect client satisfaction and adoption?

3.1.3 Research Objective

To examine NCC Bank's internet banking customers' satisfaction with ease of use, security, reliability, and responsiveness. We want to find out what makes user experience and trust better. Understand these components to improve service and customer retention. Investigations will aid digital banking optimization.

3.1.4 Significance of the Study

This study seeks to understand how NCC Bank and the Bangladeshi banking market adopted internet banking. This research will explain how simplicity of use, security, reliability, and responsiveness affect customer decisions. Academic and practical knowledge from the research will assist financial institutions improve their digital banking services. This study will identify problems and possibilities to improve internet banking services to fulfill customer expectations and increase usage.

3.1.5 Contribution of this study

Understanding Customer Satisfaction: This study illuminates the aspects that affect NCC Bank's internet banking customers' satisfaction. It helps assess digital banking client experiences and expectations by examining usability, security, reliability, and responsiveness.

Enhancing Service Standards: The research helps NCC Bank improve its online banking services. The bank can better meet consumer needs by improving user interface design and security protocols, which boosts loyalty and retention.

Actionable Strategic Insights: This report gives NCC Bank digital banking strategies. Advanced security, customer service, and marketing optimization may boost internet banking awareness and adoption.

Banking evolution influence: This research contributes to the discussion on digital banking's impact on financial institutions by showing how internet banking has changed customer relationships, operations, and traditional banking models in Bangladesh.

Academic Contribution: This study explores internet banking in Bangladesh, filling a literature gap and guiding future research. It may encourage additional research on digital banking trends, customer behavior, and financial technology.

Policy and Regulation: The findings may also inform policymakers and regulators about the need for supporting frameworks that foster digital banking growth while protecting consumers.

3.2 Literature Review and Hypothesis Development

Internet banking has changed how financial organisations function and how clients use banking services worldwide. With customers increasingly using digital platforms, online banking quality is vital to consumer happiness. Internet banking has grown rapidly in Bangladesh due to technology advances, internet access, and government digital economy policies. Internet banking uses digital platforms to offer financial services including cash transfers, bill payments, loan applications, and investment management. Information and communication technologies drove online banking adoption in the late 1990s (Daniel, 1999). Banks worldwide have added advanced online banking services to boost client convenience and service. Several studies have explored online banking consumer satisfaction criteria. Zeithaml, Parasuraman, and Malhotra (2002) stress that service quality, system dependability, usability, and transaction security affect customer experience. According to Pikkarainen et al. (2004), trust and perceived usefulness influence customers' online banking views. (TAM), devised by Davis (1989), emphasises the relevance of perceived ease of use and perceived utility in digital banking uptake. Internet banking got bigger in Bangladesh in the previous decade due to the government's "Digital Bangladesh Vision 2041" and Bangladesh Bank's financial technology regulations. Bangladesh Bank (2023) reports that over 6.5 million online banking customers were registered in 2022, a 45% rise from the previous year. Smartphone adoption, digital infrastructure, and cashless consumer behaviour are driving this expansion. BEFTN, RTGS, and MFS have boosted online banking use. Many commercial banks, including NCC Bank PLC, have increased their internet banking services to provide safe, quick, and seamless banking. Cybersecurity, digital literacy, and internet connectivity issues prevent wider use (Rahman & Saha, 2021). Internet banking client happiness depends on service quality. Banks employ Parasuraman, Zeithaml, and Berry's (1988) SERVQUAL model to assess service quality, which includes dependability, responsiveness, assurance, empathy, and tangibles. Internet banking incorporates system efficiency, security, user-friendliness, and customer assistance (Ladhari, 2010). Customers prioritise security and dependability while using internet banking, according to studies. Transaction security, encryption, and fraud protection greatly impact online banking clients' confidence, according to Ayo et al. (2016). Alam and Rubel (2020) showed that Bangladeshi clients are more inclined to utilise online banking if it is safe, user-friendly, and efficient. Maintaining client confidence in digital banking services requires strong security measures due to increased cyber crime and data breaches. Service quality also depends on system performance and availability. Customers anticipate stable online banking with few downtimes or transaction errors. Several studies show that many Bangladeshi banks have technological challenges, especially during peak transaction hours, which dissatisfied customers (Hasan, 2021). Improving IT infrastructure and server capacity can reduce such issues and enhance user experience. Internet banking consumer happiness depends on ease of use, security, transaction speed, customer service, and perceived value. According to the Technology Acceptance Model (TAM), customers are more likely to use internet banking if it is easy to use and helps them manage their finances (Davis, 1989). In Bangladesh, online banking clients are happier when transactions are fast, safe, and error-free (Khan & Islam, 2019). Rahman and Saha (2021) found that Bangladesh's banking sector's customer satisfaction is severely impacted by inadequate customer care and lack of personalisation. Internet banking consumers are frustrated by delayed complaints, lack of proactive communication from banks, and restricted customisation possibilities. Digital banking consumers are happier with banks that offer AI-driven customer care, chatbots, and personalised financial advice. Trust is also important for online banking happiness. According to Flavián, Guinalíu, and Torres (2006), clients are more likely to use online banking if they trust the bank to secure their financial information. Due to cyber fraud and identity theft concerns, many Bangladeshi clients choose conventional banking (Hasan, 2021). To develop confidence and boost online banking use, banks must integrate multi-factor authentication, real-time fraud detection, and client awareness programs.

3.2.1 Ease of use

Internet banking client happiness depends on usability. Simple, straightforward, and user-friendly systems boost adoption and improve banking. The Technology Acceptance Model (TAM) lists simplicity of use, security, and privacy as system utilization factors (Davis, 1989). A well-designed internet banking platform simplifies transactions, increasing consumer happiness and trust (Gant & Gant, 2002). In NCC Bank's internet banking services, ease of use means how easily consumers can navigate the site, access crucial features, and complete financial operations. Clear menu structures, effective search functions, and a simple interface reduce confusion. Usability can be measured indirectly by client feedback, reported issues, and satisfaction. A well-designed online banking platform with a simple UI and low learning curve can boost consumer loyalty. NCC Bank may improve customer satisfaction and digital banking adoption by promoting simplicity of use.

H1: It has an effective impact on customer satisfaction

3.2.2 Security and privacy

Security and privacy are crucial to online banking service quality, affecting client confidence and happiness. In an era of rising cyber risks, clients demand strong financial data protection. According to the Technology Acceptance Model (TAM), perceived security and privacy drive online banking adoption (Davis, 1989). Secure banking platforms protect client data, boosting confidence in digital financial transactions (Al-Somali et al., 2009). NCC Bank needs rigorous security and privacy requirements to build and keep client confidence. Security measures including encrypted transactions, multi-factor authentication, secure login passwords, and fraud prevention are essential to banking. Security-conscious online banking users are more satisfied and loyal. Indirect measures of security and privacy include client views, reported security issues, and platform confidence. Advanced security and clear privacy regulations help boost NCC Bank's digital banking image.

H2: Security and privacy has an effective impact on customer satisfaction

3.2.3 Reliability

Internet banking service quality depends on reliability, which impacts client happiness. Customers can trust a trustworthy online banking system to provide consistent services, correct transactions, and no interruptions. Parasuraman et al. (1988) state that reliability and quality affect consumer views, long-term involvement with a digital platform. NCC Bank defines online banking dependability as uninterrupted access, minimal system downtime, fast transaction processing, and accurate financial records. Customers expect the system to work properly and without technical issues at all times. Unreliability can cause dissatisfaction, distrust, and client loss. System uptime, transaction success rates, and customer feedback on performance consistency can evaluate dependability, which is difficult to quantify directly. Increasing infrastructure stability, frequent maintenance, and quick issue response would boost consumer trust in NCC Bank's digital banking services.

H3: Reliability has an effective impact on customer satisfaction

3.2.4 Responsiveness

In service quality, responsiveness means personnel are quick to help clients and deliver services efficiently. Internet banking speed includes transaction processing, client questions, and technological concerns. Sending transaction confirmations, giving real-time support, or swiftly fixing issues improves client satisfaction. Delays in service delivery can lower customer confidence and happiness with banking, according to research. Digital banking users want fast, efficient experiences. Rapid service replies strongly impact customers' views of dependability and service excellence, making responsiveness a critical driver of online banking platform satisfaction. Fast transaction processing, good customer assistance, and proactive communication may boost customer trust and loyalty for NCC Bank's internet banking services. Advanced digital solutions like AI-driven help and automated alerts may improve service efficiency and response, improving the banking experience.

H4: Responsiveness has an effective impact on customer satisfaction

3.3 Research Methodology

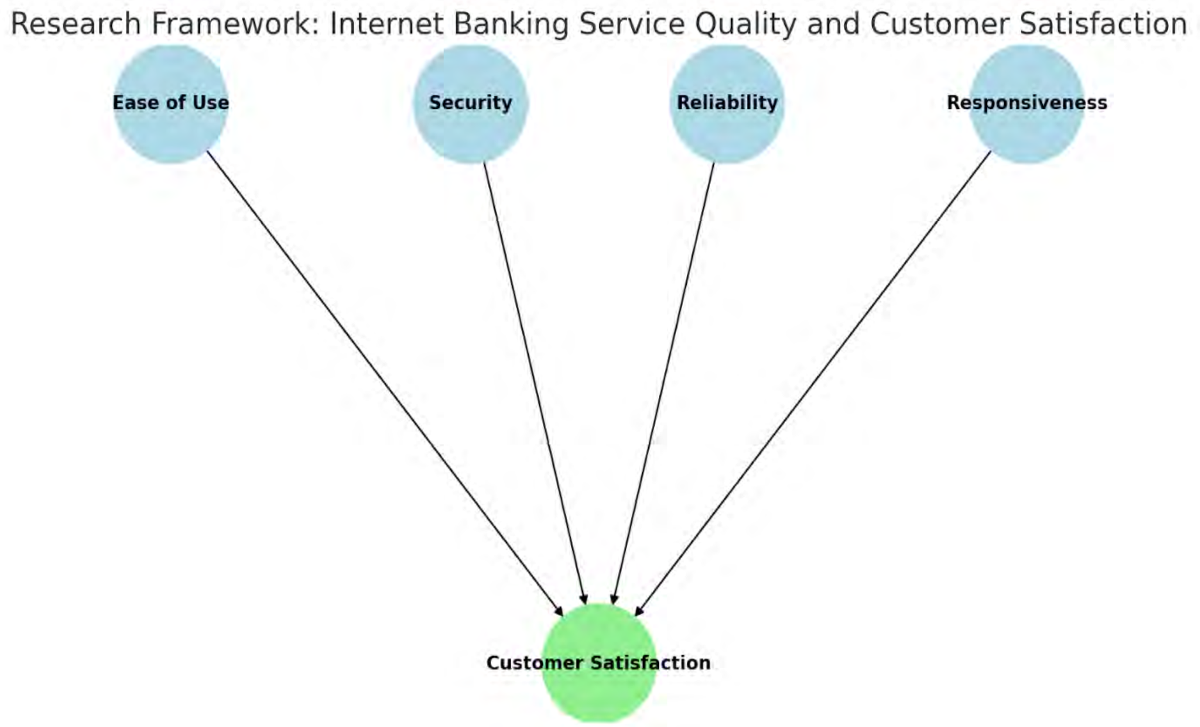

Figure-4:Research Framework

3.3.1 Research Design

A structured research design is needed for systematic data collecting, measurement, analysis. This quantitative analysis evaluates NCC Bank's internet banking quality and customer satisfaction. To test hypotheses, determine how crucial independent factors affect the dependent variable, the study is structured. Surveys were used to acquire data from online banking consumers using structured questionnaires. This strategy lets you directly communicate with clients to understand their online banking service quality opinions. The research examines how simplicity of use, security, dependability, and responsiveness affect customer satisfaction. This study is causal research since it seeks cause-and-effect linkages. Causal research explains the direction and degree of independent-dependent variable connections, not only correlations. Knowing how service quality elements affect customer satisfaction aids in decision-making and strategy. Time and money restrictions made the study cross-sectional, meaning data was gathered once rather than repeatedly. The poll included 38 internet banking users who shared their true experiences with NCC Bank's online banking services. The study was done in a natural setting to ensure accurate user experiences.

Statistical and mathematical models were used to examine data and explain variable relationships.

3.3.2 Data Collection Method and Sample Size

Cooper and Schindler (2003) recommended non-probability convenience sampling for this study because of its flexibility, cost-effectiveness, and ease of implementation. Because of time and resource restrictions, convenience sampling was used, even though it is not statistically rigorous.

NCC Bank customers were surveyed about their internet banking experience. Participants were requested to complete a standardized questionnaire about service quality after confirming their usage. The questionnaire was the main data collection instrument for online banking experiences.

All 38 respondents were existing or former NCC Bank online banking users. This method acquired data from actual users, allowing for more accurate service quality and customer satisfaction assessments.

3.3.3 Questionnaire Design

This study used a standardized questionnaire to analyze independent and dependent factors. The study asked well-organized questions on NCC Bank's internet banking services' ease of use, security, dependability, responsiveness, and satisfaction. A 5-point Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree) was employed for clarity and uniformity. By scaling each statement, respondents may indicate their agreement or disagreement, making data collecting easier. The 25-question poll included internet banking service quality and demographics including age, gender, and frequency of use. Directly at bank locations, 38 active NCC Bank online banking users received the survey. The designed questionnaire made it easy for participants to complete, offering useful study insights.

3.3.4 Measurement of Variables

Table 1: Measurement of variables

	Variables	**Author**	**Items**
A	Ease Of Use	Davis et al. (1989)	5

B	Security/Privacy	Xiang Liu (2011)	5
C	Reliability	Musyoka Faith Mueni.(2003)	5
D	Responsiveness	Bharat Kumar Sukhwal (2016	5

3.4 Findings & Analysis

3.4.1 Descriptive Statistics

Table2: Descriptive Statistics of variables

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Ease_of_Use	38	1.40	5.00	4.0737	.67451	-1.930	.383	6.426	.750
Reliability	38	1.60	5.00	4.0632	.67079	-1.746	.383	4.712	.750
Privacy_Security	38	1.00	5.00	4.0000	.72783	-1.836	.383	6.945	.750
Responsiveness	38	1.00	5.00	4.0053	.76616	-1.708	.383	5.637	.750
Customer_Satisfaction	37	1.00	5.00	4.0432	.80848	-1.607	.388	4.668	.759
Valid N (listwise)	37								

The statistics reveal that sample of the survey who are NCC Bank's customers hold positive perceptions of internet banking services .Since, all mean scores exceed 4.0 ,indicating agreement across the variables/key drivers determined earlier for the evaluation of customer satisfaction as shown in the table:2 .The negative skewness suggest that most respondents provided positive ratings while the high kurtosis are the implication of responses being clustered closely around the mean leading positive perceptions across the sample.

3.4.2 Reliability Analysis

To evaluate whether the factors ease of use, reliability, responsiveness and privacy & security are key determining factors for customer satisfaction for the internet banking service provided by NCC Bank, the associated questionnaires are needed to be consistent for which Cronbach's Alpha model has been used in this case to perform a reliability analysis of each of the independent variables. The overall alpha value obtained from the reliability analysis of the four constructs of the data indicates consistency as the $\alpha > 0.6$.

Following is the breakdown of individual variables including dependent and independent ones:

Table 3: Reliability Statistics of constructs

	Reliability Statistics	
Variables	Cronbach's Alpha	N of Items
Ease of Use	.859	5
Reliability	.858	5
Privacy & Security	.851	5
Responsiveness	.878	5
Customer Satisfaction	.912	5

3.4.3 Pearson's Correlation

Pearson's correlation coefficient measures relationships between dependent and independent variables of the data. From the data obtained from survey responses, the independent variables are ease of use, reliability, responsiveness and privacy & security whereas the dependent variable is the customer satisfaction. Accordingly, the aim is to check the significance level (p-value) of < 0.05 showing a significant connection and to measure the strength between variables as well as their direction.

As shown in the output below, all independent variables are found to have positive and statistically significant correlations with the dependent variable customer satisfaction. To illustrate, ease of use had a strong positive correlation with customer satisfaction whereas privacy and security had a moderately strong positive correlation .However, reliability showed the strongest correlation with customer satisfaction as the value was closest to 1. Similarly, responsiveness also demonstrated strong correlation with the dependent variable.

Table 4: Pearson's correlations among variables

Correlations

		Ease_Use	Reliability	Privacy_Security	Responsiveness	Customer_Satisfaction
Ease_Use	Pearson Correlation	1	.876**	.852**	.800**	.899**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	39	39	39	39	38
Reliability	Pearson Correlation	.876**	1	.793**	.864**	.908**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	39	39	39	39	38
Privacy_Security	Pearson Correlation	.852**	.793**	1	.818**	.788**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	39	39	39	39	38
Responsiveness	Pearson Correlation	.800**	.864**	.818**	1	.906**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	39	39	39	39	38
Customer_Satisfaction	Pearson Correlation	.899**	.908**	.788**	.906**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	38	38	38	38	38

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

3.4.4 Multiple Regression Analysis

The following table gives important statistics to assess the performance of the regression model in terms of predicting customer satisfaction based on four independent variables. The R value indicates a very strong positive correlation between the observed and predicted values of customer satisfaction suggesting that model provides a good level of prediction as well as a strong explanatory power of the model through the R square value of 0.903. Moreover, the adjusted R square implies the number of predictors in the model is providing an estimate of the proportion of variance.

Table 5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.950a	.903	.891	.26313

a. Predictors: (Constant), Responsiveness, Privacy_Security, Reliability, Ease_Use

However, the F ratio in the ANOVA table has tested whether the overall regression model is a good fit for the data. As F(4,33) =76.713, P <0.05 ,the independent variables of our data are able to predict the dependent variables.

Table 6

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.246	4	5.311	76.713	.000[b]
	Residual	2.285	33	.069		
	Total	23.531	37			

a. Dependent Variable: Customer_Satisfaction

b. Predictors: (Constant), Responsiveness, Privacy_Security, Reliability, Ease_Use

The general form of the equation to predict customer satisfaction from ease of use, responsiveness, reliability, privacy & security is:

Predicted customer satisfaction=-.505 + (.492 ease use) +(.332 reliability)-(.172privacy security)+(.470responsiveness)

Table 7: Regression coefficients for Predictors of customer satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.505	.275		-1.836	.075	-1.065	.055
	Ease_Use	.492	.168	.413	2.932	.006	.151	.833
	Reliability	.332	.162	.279	2.043	.049	.001	.662
	Privacy_Security	-.172	.126	-.157	-1.359	.183	-.429	.085
	Responsiveness	.470	.134	.444	3.506	.001	.197	.742

a. Dependent Variable: Customer_Satisfaction

The predicted value of customer satisfaction when all the predictors are held at zero is -0.505. The significance of Ease of use is 0.006, which is below 0.05, making it a statistically significant predictor. However, apart from the independent variable privacy and security the rests are found to be statistically significant predictors.

As shown in the coefficients table, Ease Of Use (β= 0.413,p<0.01), Reliability (β= 0.279,p<0.05), and Responsiveness (β= 0.444,p<0.01) significantly predict customer satisfaction.

However, to ensure the reliability of the regression coefficients, multicollinearity was assessed using variance inflation factor (VIF) and collinearity diagnostics. The VIF values for all the predictors are above 4, with Ease Of Use (6.728) and Reliability (-6.327) indicating moderate to high multicollinearity.

Table 8:Multicollinearity Statistics

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.505	.275		-1.836	.075		
	Ease_Use	.492	.168	.413	2.932	.006	.149	6.728
	Reliability	.332	.162	.279	2.043	.049	.158	6.327
	Privacy_Security	-.172	.126	-.157	-1.359	.183	.221	4.530
	Responsiveness	.470	.134	.444	3.506	.001	.183	5.458

a. Dependent Variable: Customer_Satisfaction

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Ease_Use	Reliability	Privacy_Security	Responsiveness
1	1	4.966	1.000	.00	.00	.00	.00	.00
	2	.021	15.389	.90	.00	.00	.02	.03
	3	.006	27.901	.00	.00	.15	.67	.13
	4	.005	33.050	.09	.30	.12	.03	.63
	5	.002	46.404	.00	.70	.73	.28	.20

3.11 Implications for managers and further research

NCC Bank PLC has possibilities and difficulties as online banking rapidly changes the financial industry. To be competitive, bank managers must improve service quality, as seamless digital interactions boost consumer happiness. A user-friendly UI, solid security, and rapid customer service develop confidence and provide a good online banking experience. Managers may simplify operations, save expenses, and grow the bank's client base via digital technology. This study emphasizes the importance of service quality in online banking client impressions. Future study can examine how artificial intelligence, customized banking, and fintech collaborations affect client satisfaction in digital banking. The long-term effects of service quality on customer loyalty and retention can also inform strategic decision-making. Understanding these changing factors will assist NCC Bank PLC improve its digital banking strategy and service quality in the ever-changing financial world.

3.12 Discussion and Conclusion

This study examines how internet banking service quality affects customer satisfaction at NCC Bank PLC, focusing on important factors that drive online banking uptake and use. The data reveal how usability, security, dependability, and responsiveness affect digital banking consumer satisfaction. The study's primary implications, limits, and suggestions are discussed in this section, confirming the preceding chapters. This study examines usability. The findings suggest that NCC Bank PLC's internet banking acceptability is not affected by the ease of use, despite its importance in digital adoption. This shows that trust and security influence customer behavior more than user-friendly interfaces. Previous research has shown that perceived ease of use increases digital banking adoption, but NCC Bank clients may choose functionality and security over simplicity. To retain customers, the internet banking system must be more efficient, reliable, and user-friendly. Internet banking clients worried about security and privacy. Customers are wary about providing financial information online due to rising cyber dangers. This study demonstrates that security concerns strongly impact internet banking usage. Customers must trust that their data is secure from fraud, breaches, and unauthorized access. To maintain consumer confidence, banks need better encryption etc. Transparent security communication and online safety education can also boost adoption rates. Internet banking client happiness also depends on reliability. Banking customers demand smooth and consistent access, and system breakdowns or discrepancies can decrease confidence. This study shows that service interruptions and technical concerns hurt online banking client impressions. Banks must emphasize system uptime, issue response, and transaction correctness. The study supports prior findings that trust is crucial to digital banking dependability. Improving system performance can attract more clients to digital banking. Internet banking consumer happiness and trust depend on responsiveness. Customers demand fast and effective account support. Timing client support boosts digital banking confidence, which drives adoption, according to the research. To provide fast and effective service, NCC Bank PLC should improve its chat support, helplines, and AI-driven virtual assistants. A well-structured support system may boost client satisfaction and online banking retention. This study has limitations yet offers useful information. The findings are focused on NCC Bank PLC customer impressions, but a larger study comparing other banks might better comprehend Bangladeshi online banking service quality. The research focuses on existing service quality characteristics, but AI, blockchain, and fintech collaborations might change digital banking. Future study might examine how these technical advances affect online banking user happiness and security. To conclude that service quality is pivotal to online banking uptake and consumer happiness. NCC Bank PLC can improve digital banking and consumer confidence by prioritising security, dependability, usability, and responsiveness. To compete in the digital financial industry, banks must address client concerns and use technology as online banking evolves.

3.13 Limitations

1. Service Availability:

NCC Always is available 24/7, however regular maintenance or unexpected technical difficulties may temporarily disable some services.

2. Transaction Limits:

Transaction limitations may apply to fund transfers and bill payments. These restrictions assure security and regulatory compliance. Users should consult the bank's official communications or customer support for transaction restrictions.

3. Security measures:

Users must safeguard login credentials. Sharing passwords or other sensitive data compromises account security. The bank's agreements stress protecting this information.

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4. Service Fees:

The NCC Always platform charges for some services. As needed, the bank may adjust and collect service costs. Check the bank's fee schedule for details.

3.14 Conclusion and Recommendations

Any financial organization relies on customer pleasure. A smooth and high-quality online banking experience is essential in today's technology-driven financial industry. Internet banking has revolutionized customer service with its ease, quickness, and accessibility. NCC

Bank PLC in Bangladesh has embraced this digital transformation to improve service quality to fulfill consumer expectations. This study examined how security, dependability, simplicity of use, and responsiveness affect consumer satisfaction with NCC Bank's internet banking platform. A standardized questionnaire was employed to collect user data, and SPSS 20 analysis demonstrated that these factors shape consumer perceptions and satisfaction. Customers like digital banking for its efficiency, convenience, trust, and security. NCC Bank PLC should improve system security since my privacy and security came out statistically insignificant in research. Investment in sophisticated cybersecurity and seamless transaction processing will boost client confidence. As digital banking use grows, NCC Bank must keep its platform competitive, user-friendly, and customer-focused. In the digital age, the bank may build client loyalty by prioritizing service quality and innovation.

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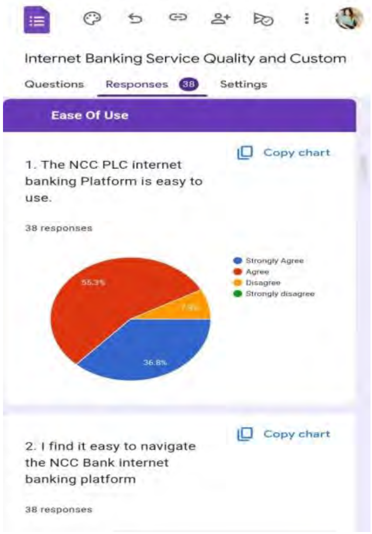
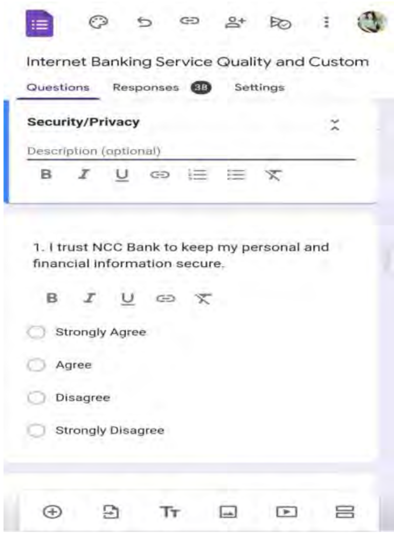
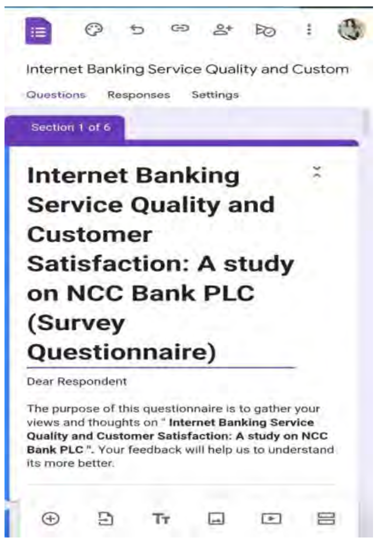
Appendix A.







Appendix – QUESTIONNAIRE:

Demographic

Gender

Male

Female

Others

Your Age

18-24

25-35

35-40

41 or above

Questions

Ease of Use

1. The NCC PLC internet banking Platform is easy to use.

Strongly Agree
Agree
Disagree
Strongly Disagree

2. I find it easy to navigate the NCC Bank internet banking platform

Strongly Agree
Agree
Disagree
Strongly Disagree

3. The NCC Bank internet banking interface is user friendly

Strongly Agree
Agree
Disagree
Strongly Disagree

4. I have never experienced any difficulties while using NCC Bank internet banking.

Strongly Agree
Agree
Disagree
Strongly Disagree

5. The NCC Bank internet banking platform is trouble free to learn and use.

Strongly Agree
Agree
Disagree
Strongly Disagree

Security/Privacy

1. I trust NCC Bank to keep my personal and financial information secure.

Strongly Agree
Agree
Disagree
Strongly Disagree

2. NCC Bank internet banking platform provides adequate security measures

Strongly Agree
Agree
Disagree
Strongly Disagree

3. I perceive secure when using NCC Bank internet banking

Strongly Agree
Agree
Disagree
Strongly Disagree

4. NCC Bank internet banking provides adequate privacy protection

Strongly Agree
Agree
Disagree
Strongly Disagree

5. I never experienced any security issues while using NCC Bank internet banking.

Strongly Agree
Agree
Disagree
Strongly Disagree

Reliability

1. I trust NCC Bank to provide accurate and timely information.

Strongly Agree
Agree
Disagree
Strongly Disagree

2. The NCC Bank internet banking platform is reliable

Strongly Agree
Agree
Disagree
Strongly Disagree

3. I never experienced any issues with NCC Bank internet banking being unavailable

Strongly Agree
Agree
Disagree
Strongly Disagree

4. NCC Bank internet banking provides reliable transaction processing

Strongly Agree
Agree
Disagree
Strongly Disagree

5. I never experienced any delays in resolving issues with NCC Bank internet banking

Strongly Agree
Agree
Disagree
Strongly Disagree

Responsiveness

1. I believe NCC Bank internet banking provides timely support for any issues encounter

Strongly Agree
Agree
Disagree
Strongly Disagree

2. The NCC Bank internet banking platform is responsive.

Strongly Agree
Agree
Disagree
Strongly Disagree

3. I never experienced any delays in resolving issues with NCC Bank internet banking

Strongly Agree

Agree

Disagree

Strongly Disagree

4. NCC Bank internet banking provides responsive customer support.

Strongly Agree

Agree

Disagree

Strongly Disagree

5. I never experienced any issues with NCC Bank internet banking being unresponsive.

Strongly Agree

Agree

Disagree

Strongly Disagree

CUSTOMER SATISFACTION

1. I am pleased with the NCC Bank Internet Service

Strongly Agree

Agree

Disagree

Strongly Disagree

2. I believe NCC Bank internet banking meets my expectations

Strongly Agree

Agree

Disagree

Strongly Disagree

3. I would recommend NCC Bank internet banking to others

Strongly Agree

Agree

Disagree

Strongly Disagree

4. I never considered switching to another internet banking service due to dissatisfaction with NCC Bank

Strongly Agree

Agree

Disagree

Strongly Disagree

5. I believe NCC Bank internet banking is worth it.

Strongly Agree

Agree

Disagree

Strongly Disagree