

Internship Report

On

**“Analyzing Customer Satisfaction about Online
Banking Services of Jamuna Bank Limited”**

JAMUNABANK





Internship Report

On

“Analyzing Customer Satisfaction about Online Banking Services of Jamuna Bank Limited”

Submitted To

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Date of Submission: 15th December, 2016



Letter of Transmittal

15th December, 2016

Tania Akter
Lecturer
BRAC Business School
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Subject: Submission of Internship Report on “**Analyzing Customer Satisfaction about Online Banking Services of Jamuna Bank Limited**”

Dear Mam,

This is my pleasure to submit the internship report on “Analyzing Customer Satisfaction about Online Banking Services of Jamuna Bank Limited”, which is partial requirement for completing BBA program. I have done my three months internship from Jamuna Bank Limited, Mohakhali Branch. I have made this report on the basis of the practical experience which I acquired during the internship period. I have tried hard to represent my learning’s of internship time through this report. I am very much thankful to my colleagues and every stuff of the branch who helped me throughout the internship period as well helped me to prepare the report. I also got help from internet and the survey I have conducted in the time of my internship. Last but not the least it was a great experience to work under your active supervision.

I think you can get a brief idea of my learning’s during my internship period and you can evaluate my performance very well. I will be there at any time if you need any further clarification about the report.

Cordially Yours

.....
Mukti Bhattacharjee
ID:12104005
BRAC Business School
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Declaration

I, hereby declare that the internship report entitled. **“Analyzing Customer Satisfaction about Online Banking services of Jamuna Bank Limited”** symbolizes the result of my own effort after the completion of three months, works at Mohakhali Branch of JBL, perused the supervisors of Tania Akter, Lecturer at BRAC Business School, BRAC UNIVERSITY.

I further confirm that the work report is the partial requirement of completing my BBA program. It made by my own practical knowledge which is gathered in the time of internship.

.....
Mukti Bhattacharjee
ID: 12104005
Major in Marketing
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Certificate of Supervisor

This is to certify that Mukti Bhattacharjee a student of BBA, ID No:12104005 successfully completed her internship program under my supervision. The internship report entitled **“Analyzing Customer Satisfaction about Online Banking services of Jamuna Bank Limited”** is prepared by her which is a requirement of fulfill BBA degree.

She has done her internship according to my supervision and guidance. I admit that she worked hard to make the report more informative and up-to date. I think this program will help her to develop her future advancement.

I wish her every success in life.

.....
Tania Akter
Lecturer
BRAC Business School
BRAC University



Acknowledgement

First of all, I would like to express my gratitude to Almighty for giving me the opportunity to complete the whole internship process and to prepare the report in this regard.

I would like to be thankful to my academic supervisor Tania Akter, lecturer at BRAC UNIVERSITY who helped me to choose the topic of the report and always being there to help me out. Without her undeniable support, proper guidance and constructive help, it was not possible for me to prepare the report constantly.

I am also thankful to HR Division of Jamuna Bank Limited as they have allow me to do internship in the Mohakhali Branch.I also wish to express my gratitude to Md. Abdus Salam Sir (SEVP & Head of Branch), Md. Mahmudul Hasan (Assistant Officer, GB), K.M. Mir Hossain (GB In - Charge) and Mr. Uttam Kumar Karmakar (1stOfficer, Accounts) Jamuna Bank Limited, Mohakhali Branch. They are always helped me to make understand the work I have to do in the internship period. Their support and guidance always make me inspired to complete any hard task.

This report is prepared by the knowledge, ideas and understanding I have gathered from JBL. I tried to make the report precise concise and informative as much as possible. I would like to give thanks to my fellow colleagues of JBL for their helping hand and make me introduce with the corporate culture.

Last but not the least, I would like to convey regards to my parents, teacher, friends and others who extend their support to prepare the report.



Executive Summery

Banks are now a days the most trusted financial organizations to the people all over the world. They make satisfied their customer by offerings different banking services. Jamuna Bank Limited plays a vital role in forecasting the economic and social condition of our country. I feel so lucky to get the opportunity to do the three months of internship in the JBL head branch (Mohakhali Branch). I also got the chance of doing survey conducted directly by customers and getting important information from the employees of this Bank that help me to prepare this report.

Jamuna Bank Limited, a private limited bank has conducted its services with 108 branches strategically located in almost all the commercial areas throughout Bangladesh.

The main objective of this report was to find out the satisfaction level of the customers of JBL on online banking. The survey was conducted on 50 respondents who are actual customers of the bank. Customer had to mark the level of importance they remark about a particular service attribute's quality. The finding data was then evaluate with the help of statistical tools like weighted average mean and simple arithmetic mean.

The findings of the survey were not quite satisfactory. Customers were not satisfied with the service quality of Online Banking. Jamuna Bank Limited should improve the quality of online service by increasing the numbers of online Branches, employees training, improved ATM card services, personalize caring, implementing charges and so on. Jamuna Bank should attract those customers who had negative experience about the online banking services to offer better services as well build strong customer relations.



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CHAPTER-1

INTRODUCTION



1.1 Introduction:

In general sense we mean “Bank” as a financial institution that deals with money. There are different types of banks like central bank, commercial bank, investment bank, merchant bank, co-operative bank etc. But when we use the term Bank it generally means ‘commercial bank’ that collect the deposit from surplus unit of the society and then lends the deposit to the deficit unit of the society. The existence of banking sector is not a new matter, as its existence was long year ago. But the new thing is that how it operate and presenting activities for the purpose of serving customer requirement of increase their well-being in the sense of wealth. Banks also provide many services for client to make easy their life in a busy environment.

Bangladesh is a developing country of the world situated in South Asia. Since independence in 1971 this country is developing day by day. This development is based on economic development. Banks of a country can play a vital role for economic development. Bangladesh bank is the central bank of this country and regulatory body of all public and private commercial banks. Among them Jamuna Bank Limited is one of the private commercial banks having modern and latest online banking system.

1.2 Background of the study:

Now a days it has become essential that every person should have some idea on the bank and banking procedure. As our educational system is typical text based in addition of practical orientation program is an exception to the model. If we get practical knowledge, we will be able to know real life situation which can be used to start career with some practical experience. Bachelor of Business Administration (BBA) is a professional course. With the combination of practical and theoretical aspects the course is designed excellently. After completing BBA, there is a certain period is preserved for internship. This is why I was assigned to **Jamuna Bank Limited** for my internship as a requirement of BBA designed course completion. Jamuna Bank Limited is one of the largest banks controlled by Bangladesh Bank (BB) under Ministry of Finance (MOF) of the People’s Republic Bangladesh. Banking constitutes is an important portion of any company in the part of the financial infrastructure.

Banking means mobilization and development of the growth of currency by using the precise tactics of those deposits into investment in different sectors. Also a deposit is advice to enhance the funds. Banks target is to collect deposit at lowest possible interest rate and provides loan at highest interest rate. Between the two interest rate it obtains more knowledge about online banking services while preparing this report is the profit for bank and known as spread. There are two types of banking that were commercial data to prepare this report.



To prepare this report there is needed some valid information about JBL. I obtained more knowledge and faced practical experience about online banking services while my service period and preparing this report.

1.3 Significance of the study:

The internship report is very much important for fulfill the partial requirement of all BBS student. A learning become more worthy when it is relate with the practical knowledge. By internship program a student can get practical knowledge about professional life. It also develops the communicating skill and convincing power.

The purpose of this study to find out the customers expectation about online banking service and improve these criteria. However, the idea of this study can be applied with some revision and different planning and procedure in a research afterward.

1.4 Scope of the study:

In this report I have focused only about the topic that is “Analyzing Customer Satisfaction about online banking services of Jamuna Bank Limited”. I have just worked on these customers who are visited in the bank during the period of my survey. As I assigned to Jamuna Bank Limited (Mohakhali Branch) there was enough scope of study. Jamuna Bank Limited provides different types of services to its customers with good behavior. To conduct a study on customer satisfaction about online banking services of Jamuna Bank Limited, I have gathered valuable information from Jamuna Bank Limited and I have also got some information from website of Jamuna Bank Limited. Most of the customers are very much satisfied with their services and polite behavior of the employees. To conducted the survey, I had to communicate with different types of customers and learned about how they things about online banking system of Jamuna Bank Limited.



CHAPTER-2

COMPANY PROFILE



2.1 History of the Jamuna Bank Limited:

3rd June 2001 Jamuna Bank Limited (JBL) was announced as a banking company which had been registered under the Companies Act, 1994. Its 1st branch & Head Office is situated at Chini Shilpa Bhaban, 3, Dilkusha C/A, Dhaka-1000. From the day Jamuna Bank Ltd. was announced operational it's being growing everyday like a human child. Today Jamuna Bank Ltd. has 108 operational branches conducting business all over the country.[5]

All types of banking transactions has being undertaken by the Bank to support the development of trade and commerce of the country. JBL's made sure that their services are available for the entrepreneurs to set up new ventures and BMRE of industrial units. The name Jamuna Bank Ltd. has a purpose. This is the only Bengali named new generation private commercial bank. It was established by a group of winning local entrepreneurs conceiving an idea of creating a model banking institution with different outlook to offer the valued customers, a comprehensive range of financial services and innovative products for sustainable mutual growth and prosperity. Reputed personalities in the field of trade, commerce and industries are the sponsors of JBL. [5]

A group of highly educated and professional team was hired to operate and manage the bank. It was made sure that everyone is diversified experience in finance and banking and educate for the current market. Customer's essentials and needs are the main focus is to constantly understand and anticipate of the Management of the bank. Day by day the scenario of banking business is changing. To step ahead the flow the bank's responsibility is to find out new strategy and new products to cope with the changing environment. Jamuna Bank Ltd. is the only bank which has achieved tremendous progress within only eight years. Jamuna bank is being top listed in the service & quality provider to the customers. It is also reputed in financial board to the tremendous outcome.

No meter it's urban or rural, at present the Bank has real-time centralized Online banking branches throughout the country. Every branches are equipped with smart IT-Background. To ensure customer satisfaction as traditional delivery point, bank' sown ATM is established in major cities and places. Also for availability to the customers the bank shared with other partner banks & consortium throughout the Country. The Bank remains open 10:00 A.M. To 6:00 P.M. for operational activities from Sunday to Thursday. But the transaction hour of the bank is from 10:00 A.M. to 4:00 P.M. On Friday & Saturday including government holidays the bank remains close.



2.2 Company Mission, Vision & Goal

Company Vision

- To become a leading banking institution and to play a vital role in the advancement of the country.
- To contribute significantly to the national economy.
- To stand out as a pioneer banking institution in Bangladesh.

Company Mission

Jamuna Bank Limited aims to become one of the leading banks in Bangladesh by farsightedness, ability and worth of operations in their banking sector. The bank has some mission to achieve the organizational goals. Some of them are as follows as:

- Maintain financial relations with the rest of the world by interlining both radical and encourages investors to boost up share market.
- The bank have trust in strong capitalization.
- The bank try to create wealth for the shareholders.
- It focuses on high standard of corporate and business ethics.
- It outspread highest quality of services, which attracts more customers.
- Its aim to ensure their competitive advantages by upgrading banking service based on technology and makes update the information system.

Goal of Jamuna Bank

- Well-adjusted and controlled growth strategy.
- Stable return on shareholders' equity.
- Fulfill commitment to the society.
- Well maintenance of employees.
- Personalized customer service as always.



2.3 Objectives of the JBL:

- To ensure best utilization of all available resources.
- To uphold adequate liquidity to meet maturing responsibilities and commitments.
- To familiarize fully automated systems through integration of information technology.
- To maintain a healthy growth of business with desired image.
- To receive and conserve CAMEL Rating 'Strong'.
- To keep risk position at an acceptable range.
- To create relationship banking and progress service quality through development of Strategic Marketing Plans.
- To maintain passable control systems and transparency in procedures.
- Remain one of the best banks in Bangladesh in terms of profitability and assets quality
- To ensure an adequate rate of return on investment.



2.4 Service & Product of Jamuna Bank Limited:

Service & Products

Jamuna Bank Limited has gained an excellent position in the banking sector with its excellent product line including supreme quality products. They have 3 major products in their product line. The products and services which it offers are all available in their branches according to the consumer mind. The three major activities are: Deposit, Credit and Card. For the excellent performance of JBL it has become established in a sustainable position.

Services

As a financial service institution, JBL provides the following services to its clients.

- Personal Banking Services
- Online Banking Services
- Internet and Telephone Banking Services

These services will be discussed here:

- **Personal Banking Services:**

JBL has already made in the personal banking segment.

- **Online Banking Services:**

To provide better services to its clients JBL has already introduced Online banking services. Previously JBL used govt. bank but now it's being updated and uses world class software. This makes the service easier to its valued customers. This software is a widespread banking solution that can satisfy customers' needs with a perfect solution. Under this system, the bank is capable of doing the following transactions:

- Cash withdrawal from consumer's account at any branch of the bank.



- Deposit in consumer's account to any branch of the bank.
- Transfer of money from customer's account to any other account with any branch of the bank.[6]

-

Telephone & Internet Banking

Services

To serve better customer services JBL starts to provides telephone and Internet Banking facilities to its loyal and existing clients. The following are the glimpse of the facilities:



- anytime from anywhere.

- account statement.



Through Telephone banking

Access to the account information

Request for cheque book and

Make cheque state inquiry.

Place stop cheque instruction.

Make utility bill payment.



anytime from anytime.



rates and many more.

Through Internet Banking

Fund Transfer.

Make utility bill payment.

Open and Close term deposit.

Make loan repayment.

Place stop cheque request.

Access to the account information

Inquire interest and foreign currency

Products:



LOAN:

There are different types of loan provides for the clients of JBL. The clients are likely choose which type of loan is being served them well.

- Personal loan
- Car loan
- Vacation loan
- Any purpose loan
- Monthly saving scheme(MSS)
- Monthly Benefit scheme(MBS)
- Double Growth Deposit Scheme

These products are going to be described below:

1.

Personal Loan:

For establishing personal banking facilities at JBL, it had launched personal loan. The target of this product is to provide financing facility on specified terms to aid them in their purchases of consumer durable or services. The loan duration depends on the amount and purpose of the loan. The number of installments varies from 12 to 48 month. Depending on the size and purpose of the loan, the number of installments varies from 12

2.

Car loan:

Targeting the middle class families Jamuna Bank Ltd. lunched a loan program to give loan to buy cars. It's a term financing facility to individuals to purchase a car of their dream & desire. The aim is to make the car affordable to the clients. Whenever the installments are complete as the fixed repayment in certain period as the contract. Depending on the cars prize, individual's income and purpose of the loan, the number of installments varies from 12 to 72 months. Although for the brand new cars, the loan period will last maximum 84 months.

3.

Vacation loan:

A loan program for the individuals who loves to send a quality time in a vacation or to travel around the world. A financing term to them who is in a hunt for spending a vacation in the country or abroad is announced to the public as vacation loan. Through fixed installments facility in certain period, the facility is affordable to the clients as the



repayment is done. Depending on the size and purpose of the loan, the number of installments varies from 12 to 48 months.

4. **Any purpose loan:**

The most interesting program of Jamuna bank ltd.'s loan program is "Any pupose loan". Now the client can get loan up to tk. 2.5 million to spend it any way the client willing.

5. **Monthly Savings**

Scheme(MSS) :

Thinking about the future is the deed of an intelligent man. The hardest time of a person can be pass by the savings as the best friend. Savings can support us at any emergencies. For this constant, JBL has introduced monthly savings scheme which allows savings on a monthly basis and getting a handsome return in the time of maturity.

6. **Monthly Benefit Scheme**

(MBS):

There are many people who have ready cash and desiring to have fixed in income on monthly basis out of it without taking risk of loss and without en-cashing the principle amount. For those group of people JBL has introduced an account named monthly benefit scheme. This scheme offers highest return without any risk.

7. **Double Growth Deposit**

Scheme:

JBL has another scheme titled Double Growth Deposit Scheme for these people who have cash flow at this moment and want to make it double rapidly. This scheme focuses to make double growth of the principal money within 7 years respectively. This scheme offers highest rate of interest.

DEPOSIT:



A bank depends a lot on the deposit accounts. The cycle is using the clients' money to loan other client. Jamuna Bank Limited has the following deposit system that has been offered to general public

1. **Current Account:**

The maximum flexibility is in the current account. The client can enjoy maximum flexibility and convenience when he/she opens a current account with JBL.

This account offers:

- Any number of transactions a day.
- No minimum balance fee.
- Statement of account at your desired frequency.
- Low cost of cheque book.
- Any branch banking facility.
- Statement by fax on demand.

2. **Savings Account:**

The savings Account allows the client to have interest income on their deposit. It can be used for the transaction purpose of the client. The client can draw a maximum number of two cheques per week. If the number is exceeds the client then the account will face lose the interest rate of this month. JBL provides a minimum level of interest rate that is 4.50% on the savings account. There is no requirement to keep a minimum balance in the account for getting the interest rate. The account of half yearly rests are being allowing to get interest.

This account also offers:

- No minimum balance fee.
- Any branch banking facility.
- Statement by fax on demand.
- Statement of account at your desired frequency.
- Lost cost of cheque book.

3. **Short Term Deposit Account:**

JBL short term Deposit Account is a unique types of deposit account which is so flexible. The client can earn an interest rate through this account if they can maintained the required



minimum balance in the account. JBL offers the same interest rate 4.50% like the savings account and it calculated on the basis of daily product.

This account also offers:

- No limit to the number of withdrawals.
- No minimum balance fee.
- Statement of account at your desired frequency.
- Low cost of cheque book.
- Any branch banking facility.

4. Fixed Deposit Account:

Fixed Deposit Accounts can be opened for 3 months, 6 months, 1 year or for longer term. To meet the cash requirements, the clients can place the deposit under line and can take a loan, buy shares or open an account. The interest rates on deposits is very competitive which also vary from time to time.

5. Foreign currency Account for private individual/firm/ organization:

There are two requirement which have to fulfill by the clients if they want to open a foreign currency account. These are given below:

- Any person/firm/organization who earn foreign currency only they can open foreign currency Account.
- Foreign currency made the payment freely access in abroad from this account and this account also made local payments in Taka.[5]

Bank pay interest for minimum period of 90 days and it provided the accounts maintained as a form of term deposit.

2.5 Online Banking of Jamuna bank Limited:

Now days we want to complete everything in seconds no meter what is the distance. And in so many sector internet made it possible. In banking transactions using internet or I can say Banking based internet transaction are known as online banking. As its banking and it's all about money it should be safe and secure. Now days several banks were hacked to stole money literally robbing a bank without being physically appeared. Janmuna bank has hired several Software Engineers to



build the safest & easiest algorithm which is very hard to hack and easy to use by customers. In the thought of improvement in banking has a major role to play in improved services to the valued consumer and shareholder in today's economical banking environment. The bank has taken countless measures for computerization of its function and service. For providing lightening speed service and revolution up with fast growing customer base.

In JBL, they appreciate that if they do not implement the latest technology in operational and adaption faces to the atmosphere ascending out of technological expansion they would hold up behind. Having vision for enlightening their services and bringing in excellence in act and satisfy customers' need in enhanced manner to reach a long distance in banking sector. By setting up "FLORA BANK ON-LINE BANKING SOFTWARE", switching software, servers, ATM, data storage system and other hardware to structure equipped data center in Computer Divisions bears demonstration of their promise to adoption of latest technology. The customers of JBL are in a position gain of world class banking services in the neighborhood at reasonable cost through fully programmed on-line banking system.

24 X 7 banking service can be obtained by the consumers using ATM structure located at different place throughout the cities in the country. No matter from which branch customer is the person can deposit or withdraw from any branch. All branches are connected in JBL's central server which data is provided in JBL's wide area Network.

E-mail & Internet:

To ensure & provide lightening speed services in international business, E-mail and Internet service are at operation in any branches.

Website: <http://www.jamunabank.com>

Feature of Jamuna Bank Ltd:

Jamuna Bank Limited is one of the most promising commercial Bank in Bangladesh. The main feature of JBL online Banking is as follows:

- A. Centralized Database
- B. Delivery Channels

A. Centralized Database:



- Internet Banking Interface
- Platform Independent
- ATM Interface
- Real Time any Branch Banking
- Corporate MIS Facility

B. Delivery Channels:

- Branch Network
- ATM Network
- Tele-Banking Network
- SMS Banking Network
- Internet Banking Network
- POS (Point Of Sales) Network

JBL is presenting different types of services. Q-Cash, Omnibus (BRAC), DBBL (Dutch Bangla Bank Ltd.), VISA enable ATM for ensuring 24 X 7 banking services are specially offering by JBL.

Jamuna Bank Limited offers its real time online banking services in 108 branches throughout the country. Any customer will be able to get the following facilities through online:

- Cash withdrawal from any branch
- Cash deposit into any branch
- Encashment of pay order from any branch
- Statement from any branch

2.6 Internet Banking Provided by Jamuna Bank:

-
- **Our Internet Banking provides the Following facilities:**
 - Current/saving/STD account
 - FDR account status
 - Advance account status
 - Loan account status
 - Allow user to change their PIN code/password
 - **Internet Banking General Future facilities:**



- L/C opening request
- A/C opening request
- Internet A/C opening request
- Cheque book issue request
- Standing instructions

2.7 Jamuna Bank Limited Q-cash (ATM) Services:

Jamuna Bank Limited is one of the developer associates of shared Q-cash association.

- If anybody have an account with any branch of Jamuna Bank, he/she can be the honored owner of Jamuna Bank Limited Debit & Credit card.
- If the consumer doesn't, please open an account with Jamuna Bank Limited as soon as possible and have the chance to be an honored vender of Jamuna Bank Limited Q-cash (ATM) card.
- Any card holder can enjoy the services of all ATM of Q-cash network member bank and 2 Network sharing Banks; BRAC Bank Limited and Dutch Bangla Bank Limited.[5]

2.8 Fees & Charges of JBL Services:

Service	Fees
Annual/renewal fee	Tk. 4 00+ VAT
Supplementary Card fee	Tk. 400+ VAT
Card replacement fee	Tk. 400+ VAT
Pin reissue fee	Tk. 250+ VAT
Networks	Free
Our Card in Jamuna ATM	Tk. 10+ VAT
Our Card in Q-Cash Member Bank ATM	Tk. 15+ VAT
Our Card in Omnibus ATM	Tk. 30+ VAT ¹ .
Our Card in DBBL ATM	

2.9 Online Banking Product & Service Available in JBL:



A brief description of E-Banking products and services available in JBL is defined below:

Automated teller machine (ATM):

The most popular service in online banking sector is an automated teller machine also known as ATM. It is an electronic telecommunication device that provides a financial institution's to the customers with a method of financial transaction in a public space without a need for a human check or a bank teller.

Debit Card:

Now a days we don't need to carry to much cash with us as long as we carry a plastic card called a debit card. Anyone can use this card to complete transactions as the account debit amount. This plastic card is a symmetric telecommunication key which unlocks the path of banking services any time anywhere and provides an alternative payment method to cash. While purchasing any number of transaction is typically shows in the display on a card reader. Using the personal password which is safety pin code customer can pay the bill in a second without carrying heavy cash. EFTPOS (electronic fund transfer at point of sale) takes 2 to 5 second based on the internet speed is provided at the terminal contact the computer network (over a phone line and connection) to authorize the transaction.

Credit Card:

Credit card is same plastic card as debit card with some more features. There is no change in the plastic the change is in the facilities given to that card holder to buy in account credit. This is a system of payment termed after users of the system to credit. A credit card is diverse from a debit card in that it does not deduct money from the user's account after every transaction. In state of deducting money it makes a bill against the user for the transactions. The theme of credit card is to lend money to the customer is an easy and a trouble free process.

Home Banking:

This is first time that any bank introduced a plan to pay the telephone, electricity and home rent as bill payment. That plan is targeting those customers who could not be able attend the bank or the certain office to pay bills. There is also other facility as they don't need to go to their banks for their banking activities. Now they are able to do it from their home.

Foreign Remittance:

For sending overseas remittance to four nationalized banks in fifteen private banks are working together with mobile phone service operators. Recently transmittal could be showed Bangladesh by banking network through account handover or in the form of case in point cash (receipts in 24



hours). Foreigners can also send their money and Personal Identification Number through mobile phone.

2.10 Performances of Jamuna Bank Ltd:

In 2014 Jamuna Bank Ltd closed recording significant growth in every sector despite of the volatile economic atmosphere of the country. In the sector of mobilization enhancement in the year 2015 deposit of loans and advances, compliance on corporate Governance, success foreign trade and effective risk management have placed the bank in a second footing. Besides, JBL has maintained a strong market position by adding value its shares. If we go through the annual report of JBL we can observe that the overall performance of the bank during the year 2016 has been quite satisfactory.

- ❖ We are already discussed about the different types of products and services that is offered by JBL. These all services are very reliable which offer maximum level of interest rates. Jamuna Bank Limited has gaining an excellent position in banking sector with its excellent product line including supreme quality products. As now-a-days people like to do activities through online that's why JBL want to improve the service quality of online banking. Day by day it's being improved and simultaneously being reached in the satisfactory level.



CHAPTER-3

PROJECT PART





3.1 Objectives of the report:

The internship program, is designed to provide the student with an opportunity to obtain the job training. It also provide two facts of learning the theoretical and practical knowledge together which will be helpful for a student in the corporate life.

Broad objective:

- To analyze customer satisfaction about online banking services of Jamuna Bank Limited.
- To find out the way how to improve customer satisfaction.

Specific objectives:

- To know about the banking sector of Bangladesh.
- To fulfill the requirement of the internship program as a full credit subject of the BBA program.
- To get an overall idea about the management policy of JBL as well as commercial Bank.
- To analyze the gap between expectation and perception of customers regarding the online service provided by JBL.

3.2 Methodology:

Research is a process through which we are looking for a problems and find out the solution. The report has been prepared on the basis of the experience gathered during the internship time. To collect the information from directly from the respondent's the data survey method was used in this report. Here both quantitative and qualitative data are included in the questionnaire. There were total of 18 questions and average time of completing one questionnaire by respondents was 9 minutes. However, this report is qualitative in nature. Both primary and secondary sources are used to process the report. This sample was taken randomly from Mohakhali Branch of Jamuna Bank Limited. The randomly selected customers for the sample were given a list of questions, which they answered for the research data. Questions were made in a way so that the customers



do not feel hesitate to answer. It was made sure not to ask for the name, educational level, working institution, salary scale, how many accounts they have, how much money they saved, if they have any other account in other bank etc., as most people might feel hesitate to answer and those questions are not that necessary for this research findings. So, the question was made easy and simple to answer within a really short time meeting the main purpose of the report.

3.3 Sources of Data:

Primary sources:

- Questionnaire survey was used to collect data.
- Got knowledge by talking face to face with the customers.
- Gather experience by visiting different desks.
- Personal experience gained by communicating with bankers.

Secondary Sources:

- Some documents were Jamuna Bank Limited provided.
- Some information was collected from the website of Jamuna Bank Limited.
- Annual Report of Jamuna Bank Limited.
- Publications of Journal

3.4 Types of Research:

The research was descriptive in nature.

3.5 Sampling Plan:

Population



This report is prepared based on analyzing customer's satisfaction about online banking services of Jamuna Bank Limited. So here the population is the customers of Jamuna Bank Limited of Mohakhali Branch.

Sampling Elements:

The Sample elements are the individual customer who have individual accounts at Jamuna Bank Limited.

Sampling Frame:

Here the sampling frame was unstructured.

Sampling Procedure:

Non-probability convenience sampling technique has been used to collect the data through the survey.

Sample Size:

Sample size means how many customers I have targeted to do the survey in order to get the highest possible results. As I conducted the survey of 50 respondents. So the sample size is 50 customers.

3.6 Hypothesis:

After doing the survey and before getting the result my hypothesis is that, the customers are influenced by the employee of the bank to select the mode of transaction. So,

Null hypothesis: Bank is not providing good quality of online services.

Alternative hypothesis: Bank is providing good quality of online services.

3.7 Limitations:

The internship report was not free from limitations as it was not so easy to conduct a survey alone. I faced some difficulties during the study as well with the respondents, which I am mentioning them as below:



Lack of time:



I have completed this report within a very short span of time was not sufficient for doing the work properly.



Lack of supervision:

The officers were busy with their daily activities, that's why they failed to give me enough time to understand the activities I need to know about. Sometimes they didn't want to supervise due to work pressure which make me so confused.



Restricted Information:

There is various information of the Jamuna Bank Limited (JBL) but which are justified it was too tough to find out. The websites of the bank are sometimes provide wrong information which make me puzzled.



Very little experience of research



Lack of information



High work pressure



Customers don't answer

properly:



Sometimes customers are in hurry so they don't want to talk, so it was difficult to make them convince to get the answers.



Sample size was small, for which it can't be told surely that there is no other variables or reasons that can be also responsible behind the selection of mode.



The respondents was chosen only from the branch I worked. If the data could be



Collected from all the branches then the findings would have been more valid.

3.8 Experience of intern period:

I have joined in JBL Mohakhali branch for internship purpose in 1st September, 2016. As it was the 1st time I have been there in a bank for working purpose, that's why I was a little bit afraid.



But the environment was quite friendly with me and I am being cheer up after some time. There were also 2 interns who are also started working from the same day I started. So it was easy for us to do the work together. At the beginning I was assigned for the work in general banking department under the supervision of K.M Mir Hossain (GB In charge) and Mr. Mahmudul Hasan (Officer GB). I learned a lot of things from this department as I worked there one month long. As an intern, there were a numerous actions I had performed. The activity is given below:

1. **The process of account opening and closing:** In the general banking department I had to open an account. The customers were coming to me to know about the procedure of opening an account. I made them understand and told them which account would be better for them.
2. **Updating the record book of clearing:** In the clearing section I had update the record of transaction in every day.
3. **Receiving cheque and pay order voucher:** I had received the pay order documents in these days. After that need to send it to the credit departments.
4. **Preparing pay order:** Sometimes when other employees were busy I had to prepare the pay order.
5. **Updating the record the debit and credit voucher:** I had update the record of debit and credit vouchers when I was working in the accounts departments under the supervisor of Mr. Uttam Kumar Karmakar(1st Officer, Accounts). This department is completely a silent area which gave me a different feel of working.
6. **Assisting customers with necessary information collecting necessary paper from customers such as- photography of national ID card, passport, birth certificate, trade license, photography and so on.**

Beyond these activities there were other tasks that I was given to accomplish related to general banking activities. I have learned many things from this branch of JBL. Through the working pressure was bit higher yet present. My internship period was finished in 30th November, 2016.

From my personal observation, it was a great journey of three months in the banking sector which gave me some great memories to work with the corporate people. It also gave me some



practical knowledge that can help me in my upcoming professional life. Moreover the experience was really amazing and undoubtedly beyond my expectation.



CHAPTER- 4

ANALYSIS PART



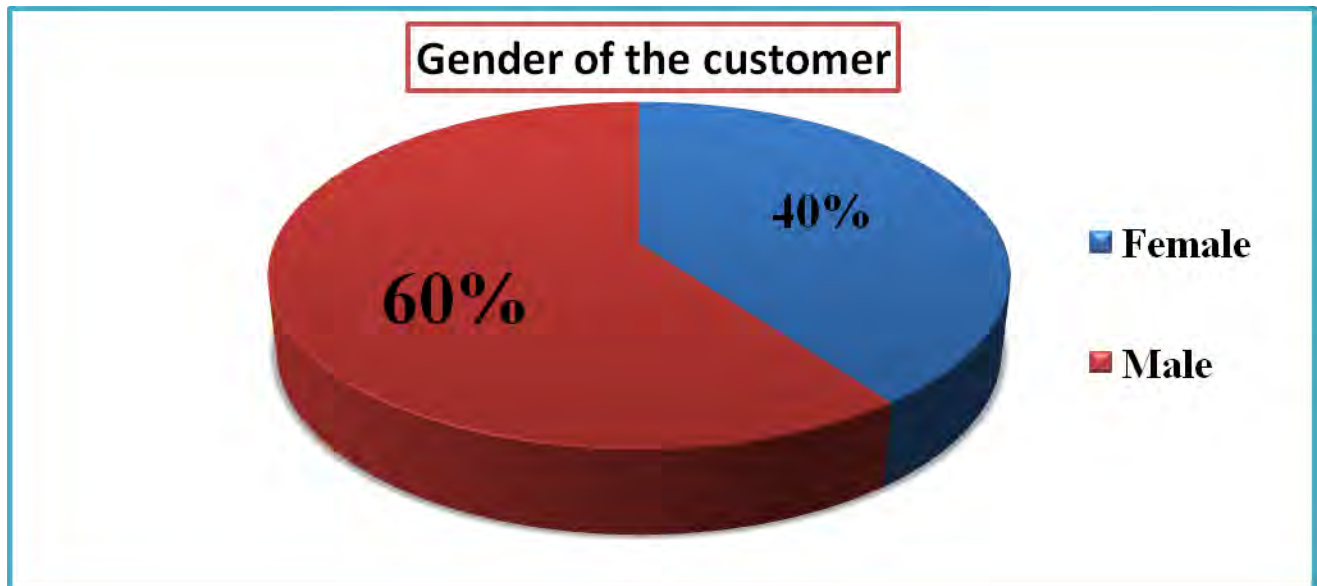
I have conducted the survey to prepare my internship report on “**Analyzing customer satisfaction about online banking services of Jamuna Bank Limited.**” I made the survey at the time of internship at the Mohakhali Branch of JBL. I had chosen 50 number of respondents randomly from the customers who are actually the account holder of JBL and visited the bank on the day my survey conducted. There were male and female both types of respondents having different mode of evaluation.

4.1 Questionnaire Survey Analysis:

Demographic Profile:

In the survey, it is essential to measure customer attitudes towards online banking activities of Jamuna Bank Limited, there are different types of respondent are used as sample element. The survey report is showing bellow with graphical representation is percentage basis.

- **Gender of the customer:**



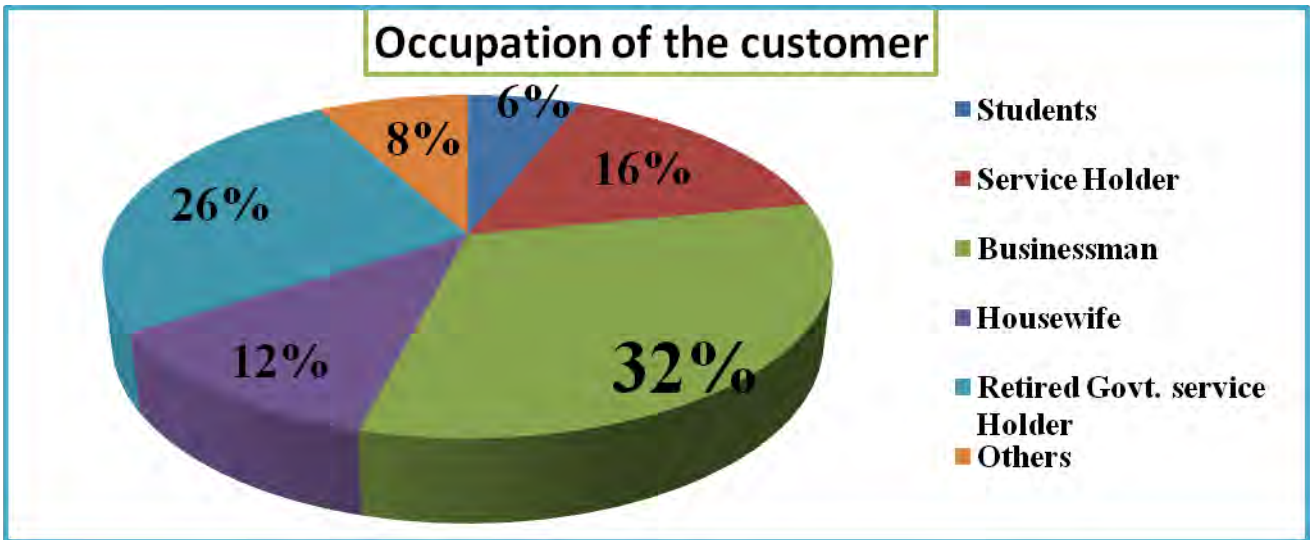
Here out of 50 respondents, 33(62%) respondents are male and 17(38%) respondents are female.

Comments: it can be said that most of the respondents are male.



-

Occupation of the customer:

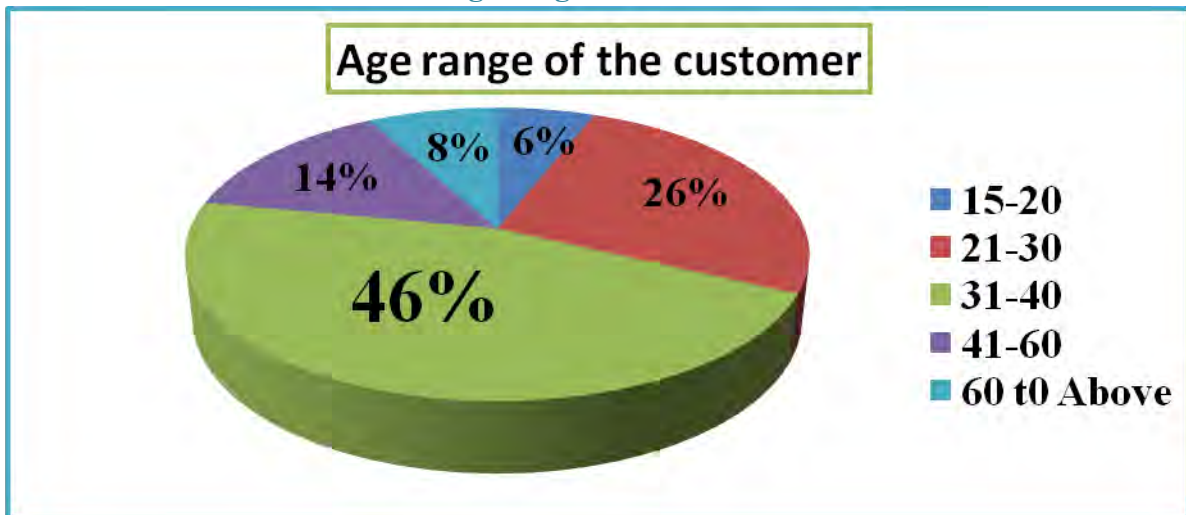


Here, out of 50 respondents, 3(6%) respondents are students, 8(16%) respondents are services holder, 16 (32%) respondents are businessman, 6(12%) respondents are housewife, 13(26%) respondents are retired govt. service holder, 4(8%) respondents have others occupation.

Comment: It can be said that most of the respondents are businessman and also retired government services holder.

-

Age range of the customer:

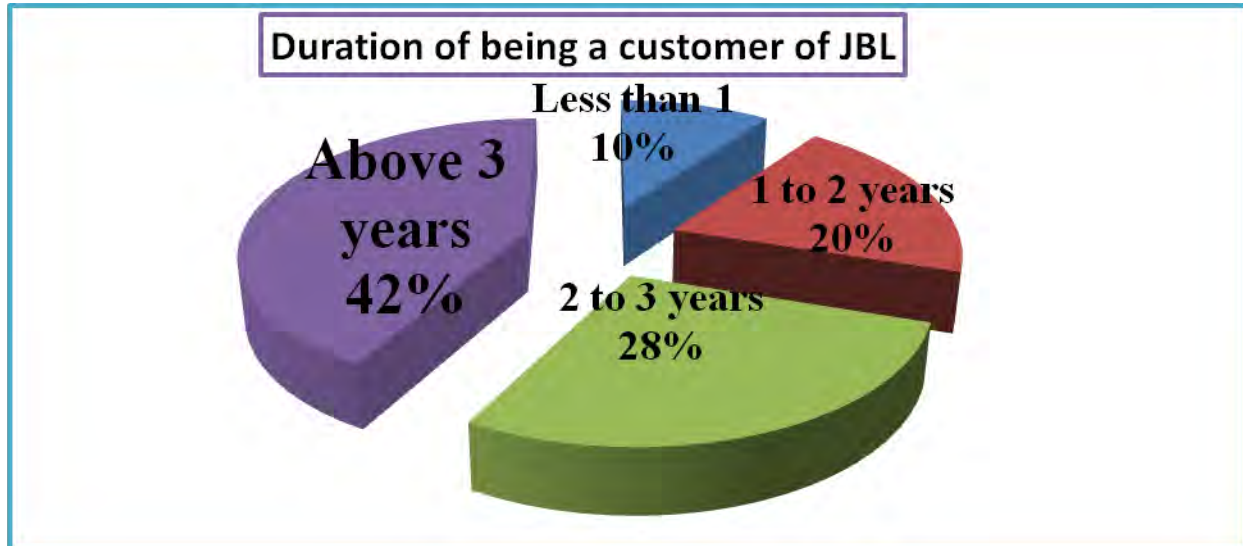


Here out of 50 respondents 3(6%) respondents are 15-20 years, 13(26%) respondents are 21-30 years, 23 (46%) respondents are 31-40 years, 7 (14%) respondents are 41-60 years, 4(8%) respondents are 60 to above years old.



Comment: It can be said that most of the respondents are 31-40 years old.

1. **Duration of being a customer of Jamuna Bank Limited:**



Here out of 50 respondents, 5 (10%) respondents have accounts for less than 1 year, 10 (20%) respondents are 1-2 years, and 14 (28%) respondents have accounts for 2 to 3 years, 21 (42%) respondents have accounts for above 3 years.

Comment: It can be said that most of the respondents have accounts above 3 years.

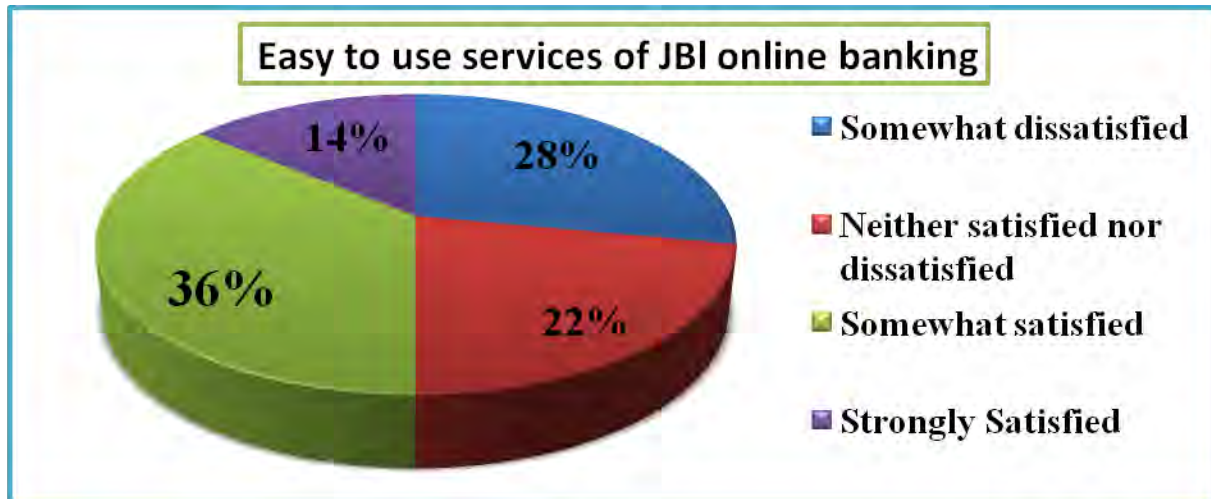
2. **Reasons for choosing JBL online banking service:**



Among the 50 respondents, from the above chart, it can find that the (80%) respondents are choosing JBL online banking for convenience and to save time, (14%) respondents chooses to save time and (6%) respondents prefer convenience to online banking services.

Comment: So, it can be said that majority of the respondents feel that the reason for JBL online banking services is convenience and save time.

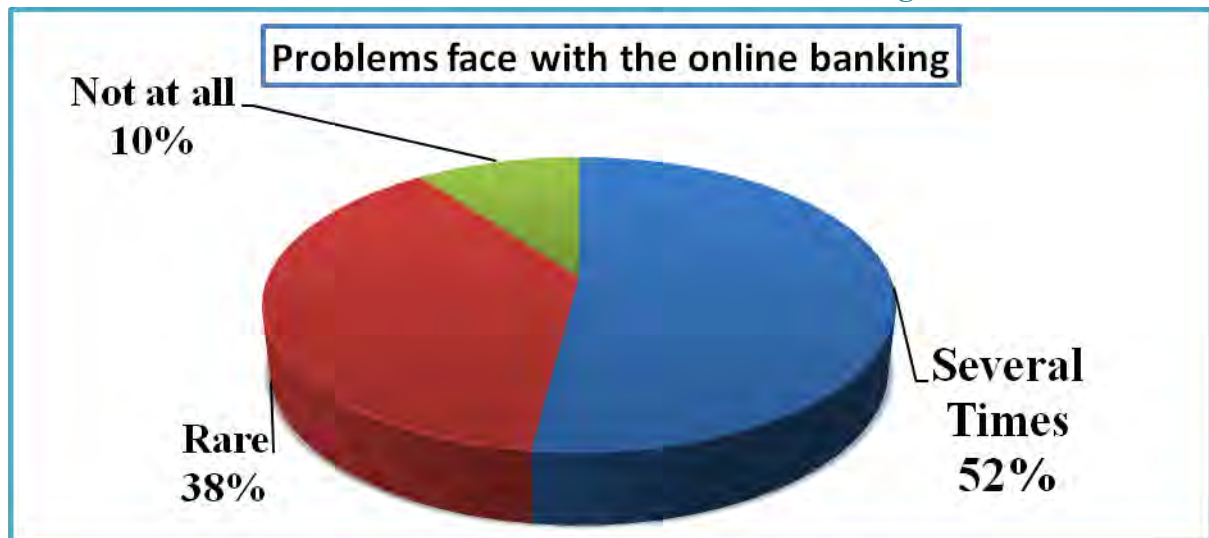
2. Easy to use services of Jamuna Bank online Banking:



Among the 50 respondents, from the above chart, it can find that the 36% of the respondents somehow satisfied, 14% of the respondents strongly satisfied, 28% somehow dissatisfied and 22% Neither satisfied nor dissatisfied.

Comment: So, it can be said that online banking of JBL is easy to use.

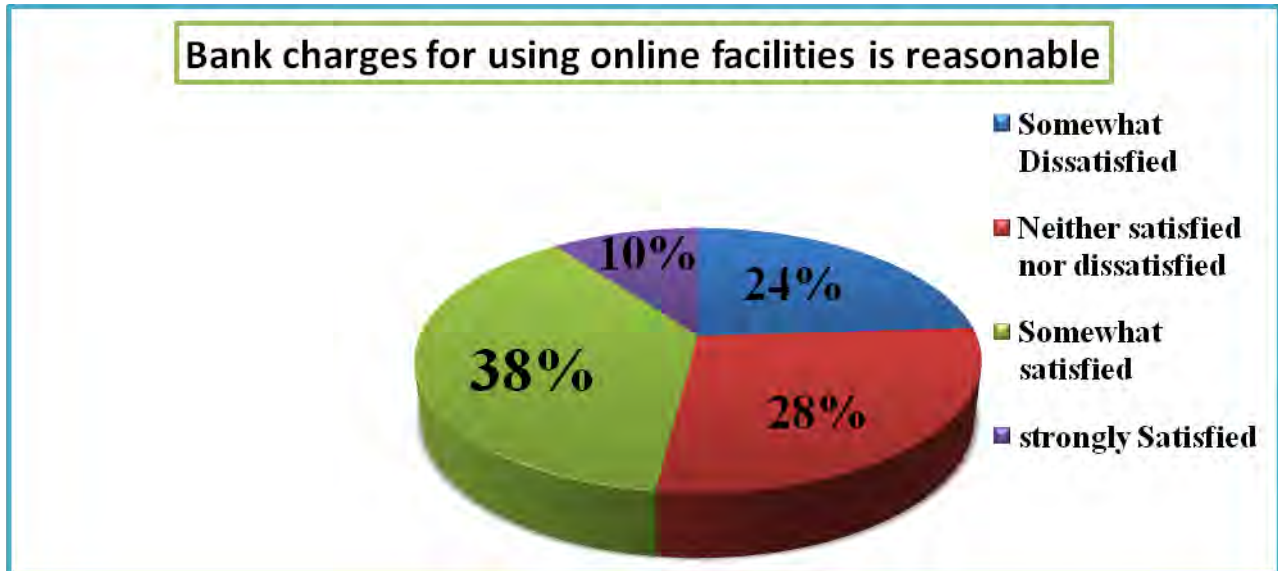
3. Problems face with the online banking:



Among the 50 respondents, from the above graph, it can find that the (52%) respondents are several times face frequently problem in online banking, (38%) are rare times face problem and (10%) are do not face problem to access online banking services.

Comment: So, it can be said that majority of the respondents face problem regularly and they are dissatisfied on the JBL online banking service

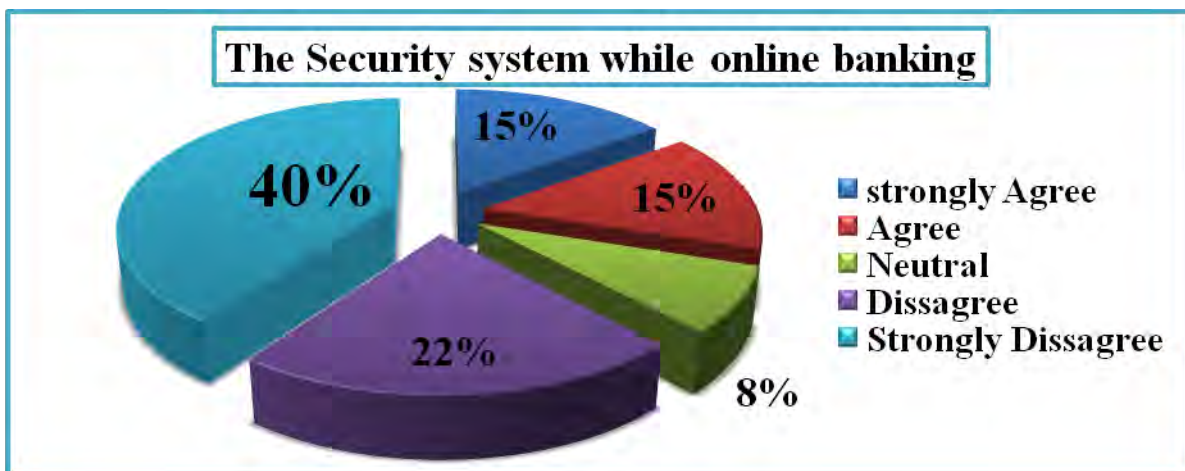
Bank charges for using online facilities is reasonable:



Among the 50 respondents, from the above chart, it can find that the 38% of the respondents somehow satisfied, 10% of the respondents strongly satisfied, 24% somehow Dissatisfied and 28% Neither Satisfied nor dissatisfied for the charges of using online facility.

Comment: So, it can be said that majority of the respondents think charges for using online facilities are reasonable.

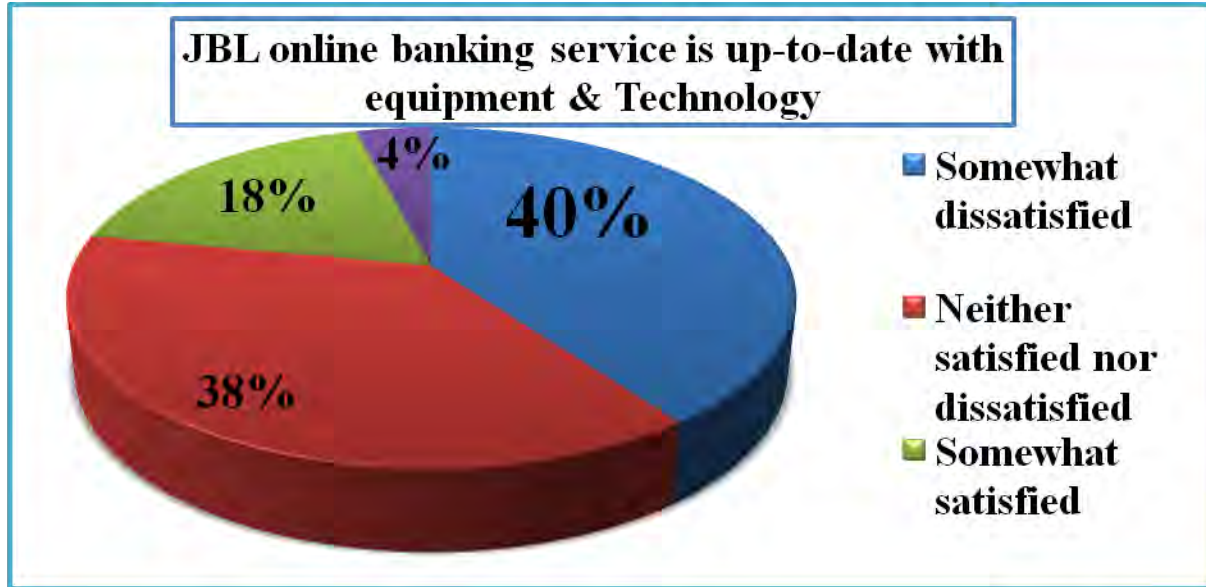
4. Strong security system while online banking:



Among the 50 respondents, from the above chart, it can find that the 15% of the respondents strongly agree, 15% respondents agree, 8% respondents Neutral, 22% respondents are disagree and 40% respondents are strongly Disagree with the security system of JBL.

Comment: So, it can be said that majority of the respondents are strongly dissatisfied with the security system of online banking.

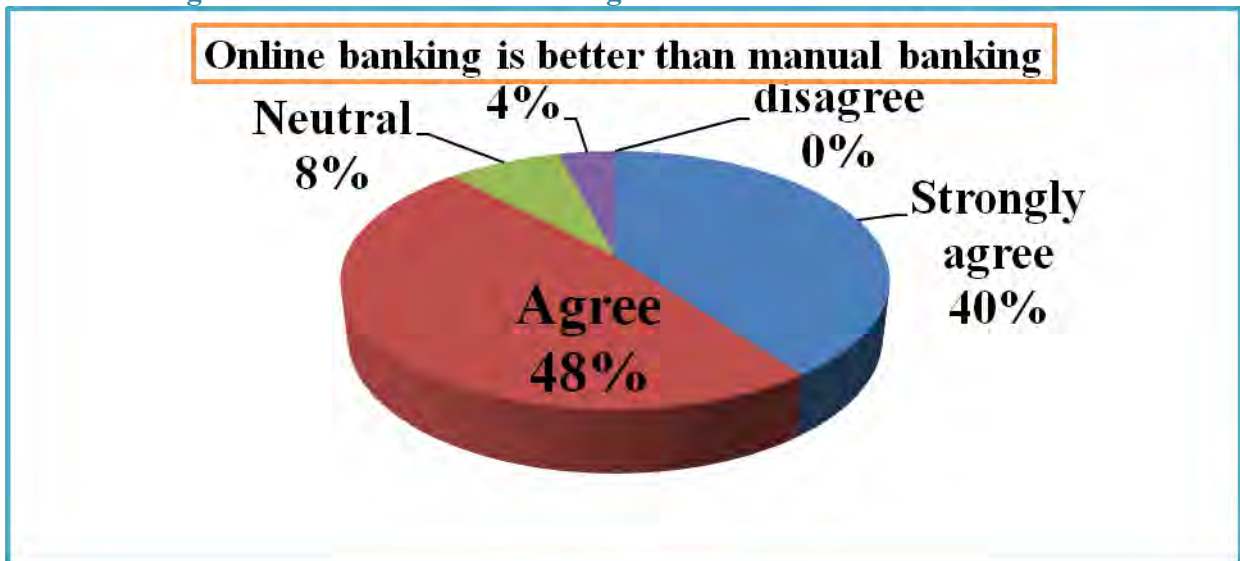
5. Jamuna Bank online banking service is up-to-date with equipment & Technology:



Among the 50 respondents, from the above chart, it can find that the 40% of the respondents somewhat dissatisfied, 38% of the respondents neither satisfied nor dissatisfied to JBL up-to-date equipment & technology online banking.

Comment: So, it can be said that majority of the respondents are not satisfied with JBL's up-to-date equipment & technology.

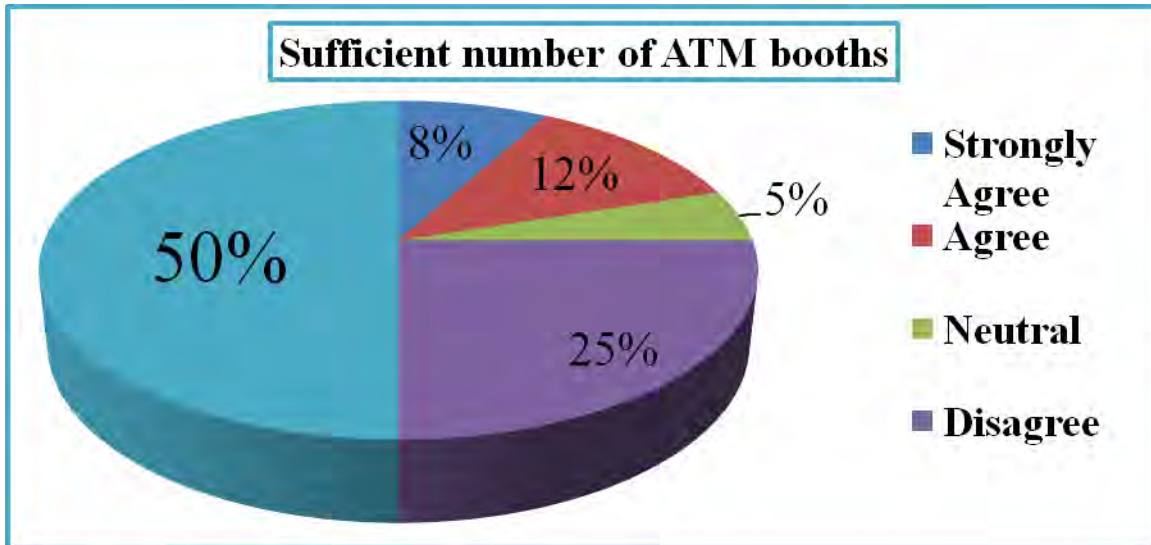
5. Online banking is better than manual banking:



Among the 50 respondents, from the above chart, it can find that the 40% of the respondents strongly Agree, 48% of the respondents Agree, 8% Neutral, 4% disagree. So online banking is better than manual banking.

Comment: So, it can be said that majority of the respondents agreed this statement.

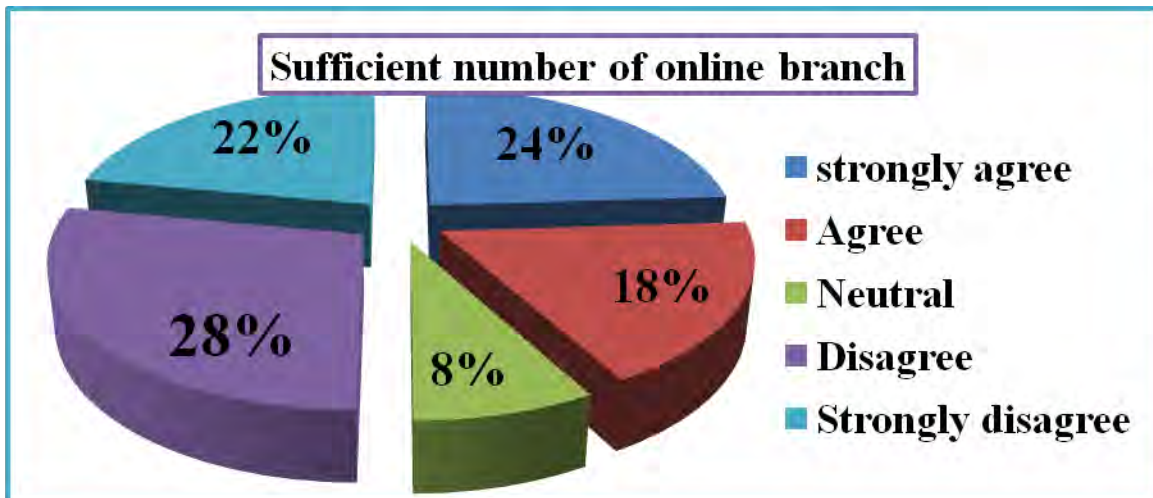
8. Sufficient Number of ATM Booths:



Among the 50 respondents, from the above chart, it can find that the 8% of the respondents strongly Agree, 12% of the respondents Agree, 5% Neutral, 25% disagree and 50% of the respondents are strongly disagree for sufficient number of ATM booths.

Comments: So it can be concluded that most of the respondent are dissatisfied for JBL ATM booths.

5. JBL has sufficient number of online branch:



Among the 50 respondents, from the above chart, it can find that the 24% of the respondents strongly Agree, 18% of the respondents Agree, 8% Neutral, 28% disagree and 22% of the respondents are strongly disagree for sufficient number of ATM booths.

Comment: So it can be concluded that most of the respondent are dissatisfied for JBL online banking.

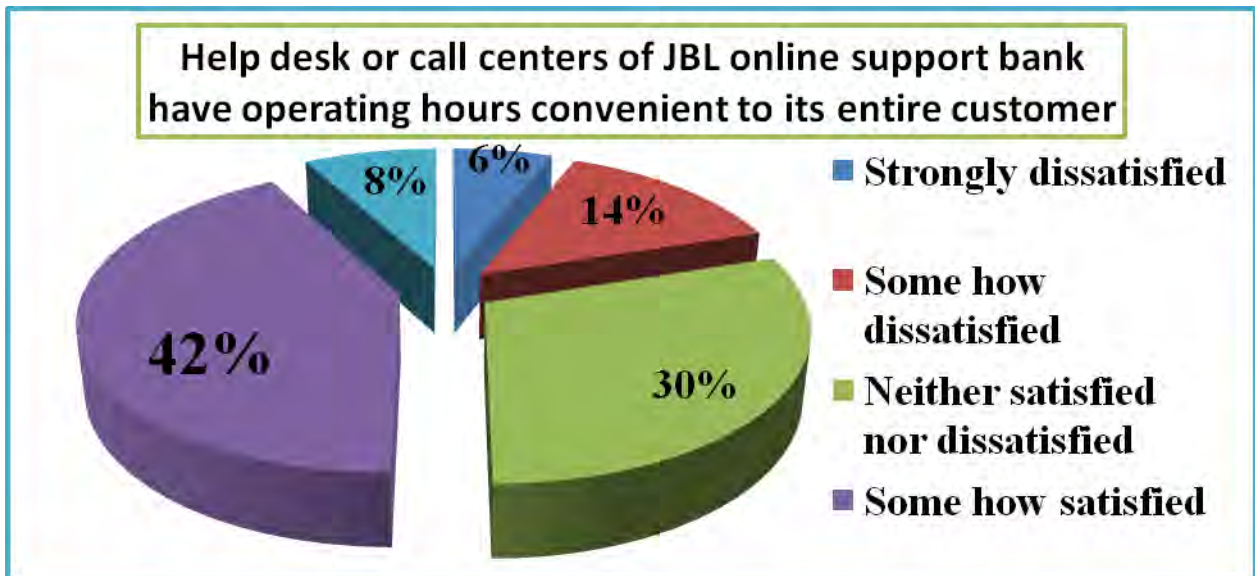
6. Charges of using Jamuna Bank ATM Cards is satisfactory:



Among the 50 respondents, from the above graph, 48% of the respondents somewhat satisfied, 4% of the respondents strongly satisfied for the charges of using JBL ATM cards.

Comment: So, it can be said that majority of the respondents are satisfied for the charges of using JBL ATM cards.

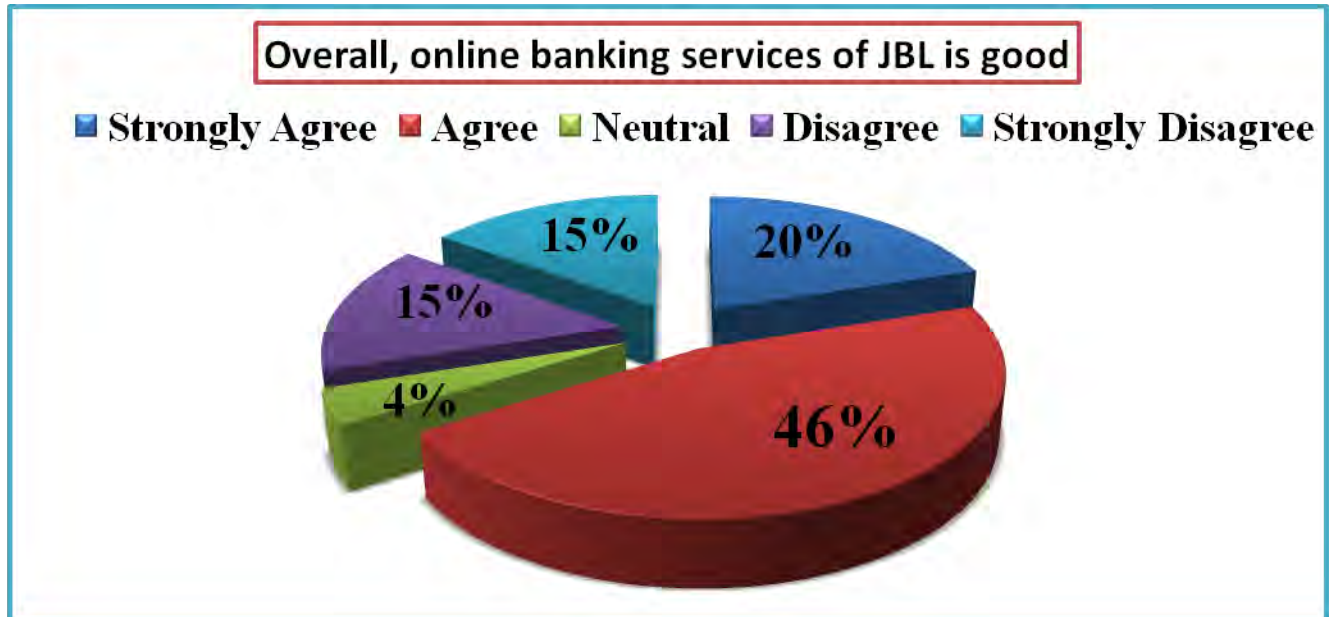
7. Help desk or call centers of JBL online support bank have operating hours convenient to its entire customer:



Among the 50 respondents, from the above graph, it can be find that 42% of the respondents somewhat satisfied, 8% of the respondents strongly satisfied with the helping desk or call center which provided by JBL.

Comment: So, it can be said that majority of the respondents are satisfied for the service of help desk or call center in operating hours.

8. Overall, online banking services of Jamuna Bank Ltd. is good:



Among the 50 respondents, from the above chart, it can find that the 20% of the respondents strongly Agree, 46% of the respondents Agree, 4% Neutral%, 15% disagree and 15% of the respondents are strongly disagree with overall online banking services.

Comment: So the researcher can be concluding that most of the respondent said overall online banking services of JBL is very good.

4.2 Major Findings:

This is most important part of my report titled “**Analyzing customer satisfaction about online banking services of Jamuna Bank Limited.**” In findings part, the data have interpreted the results of survey on 50 samples of customers.

- Most of the customers of Jamuna Bank Limited are male.
- Most of the customers of Jamuna Bank Limited either businessman or retired government officer.

- Average age ranges of Jamuna Bank Limited customers are 27 to 50 years old.
- Most of the customers are taking services in Jamuna Bank Limited more than three years.
- Most of the customers are satisfied as the ATM card fees and charges are reasonable and competitive.
- Most of customers choose online banking service because it can save time and it is convenient.
- Most of the respondents are dissatisfied about the number of ATM booths and online branch.
- Majority of respondents are better feelings about online services of JBL.
- Majority respondents are feelings good about the overall online services of JBL.
- Most of the customers satisfied using online services of JBL as it is reasonable.



CHAPTER- 5

RECOMMENDATION & CONCLUSION



5.1 Recommendations:

There are several recommendations have been realized from the whole internship program. Some of them mentioned below:

- ❖ According to findings most of the customers of Jamuna Bank Limited either businessman or retired government officer so Jamuna Bank Limited should encourage student or female to open account.
- ❖ Online facilities should be improved to attract more customers.
- ❖ Customers are still in confusion about security system of online banking which is a threat for the growth of this service. The Bank should ensure customer about its security.
- ❖ Most of the customer clamed to insufficient number of ATM booth, So JBL should increase Owen ATM booth and ensure the sufficient ATM booth available in familiar locations to customer.
- ❖ Since people believes in the word of mouth about what other person says about a product or service. That's why JBL can focus the existing customers as a tool to attract more new customers.
- ❖ The Bank should try to satisfy its loyal customers by offering best quality services. If the existing customer are being satisfied then they would share their experience with others and new customers are arrived.
- ❖ The survey finding have shown some mistakes which need to be improved to satisfy the customer's desire.



5.2 Conclusion:

There are lots of local and foreign banks in Bangladesh where Jamuna Bank Limited is very well known as a promising commercial Bank. The bank is being developed its performance day by day and increase its profit margin.

Now-a-days any types of business are conducted based on internet. As a result online Banking has greater impact in the banking sector. Technology innovation provides better banking service which can build great relationship with customers. In case of productivity, efficiency, economic growth, giving optimum services to the customers, Online Banking has huge contribution in the case of productivity, economic growth, and efficient customer service.

From the findings of the research I observe that online Banking is not that much developed still now at our country. People are not interested about online banking because they are not aware about it. If people are not being interested about online banking then the local Banks can't compete with the global Banks.

Moreover, customers were not perfectly satisfied with the quality of the services conducted by online. Local banking software should be developed and updated properly to make the online banking service more efficient.



CHAPTER- 6

REFERENCE AND APPENDIX



6.1 References:

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<http://jamunabankbd.com/front/information/1/80>
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Others:

1. Annual reports of Jamuna Bank Limited 2014-15
2. Personal interaction with the employees of Jamuna Bank limited.
3. Other Internship report of BRAC UNIVERSITY.

6.2 Appendix:

Questionnaire:

Research Questionnaire

Dear respondent

I am a student of BBA in BRAC University and currently enroll of my internship report. I am conducting this survey to prepare my internship report on **“Customer satisfaction about online banking services of Jamuna Bank Limited.”** Your participation in this survey us really appreciated and will help me to conduct this survey successfully. it is assured that the information you will provide be strictly confidential and use for educational purpose only.

Thank you for your time and co-operation.

Sincerely yours,



Mukti Bhattacharjee

ID: 12104005

BRAC Business School

General Information of the Customer:

1. Please mention your name:.....Mob/Phone.....
2. What is your gender?
 - a) Male
 - b) Female
3. What is your Occupation?
 - a) Services Holder
 - b) Business Man
 - c) Retire Services Holder
 - d) Housewife
 - e) Student
 - f) Others
4. Please select your age range.
 - a) 15-20
 - b) 21-30
 - c) 31-40
 - d) 41-60
 - e) 61 to above

Questionnaire of On-line Banking

1. How long have you been a customer of Jamuna Bank Limited?
 - a) Less than 1 years
 - b) 1 to 2 years
 - c) 2 to 3 years
 - d) Above 3 years

2. Which type of online banking do you use.....



- a) Internet Banking NRB
 - b) Internet Banking General
3. JBL on line charge & fees are reasonable amount for their services.....
 - a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly Disagree.
 4. I am satisfied about JBL On-line Banking.....
 - a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly Disagree.
 5. JBL has sufficient number of On-line Branch.....
 - a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly Disagree.
 6. Problems face with the On-line Banking.....
 - a) No problem b) Face network error problem c) Face insufficient On-line branch
 - c) Face the loads adding problem e) Face other problems
 7. Bank should provide a strong security system while online Banking.....
 - a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly Disagree.
 8. The website's content is easily understandable.....
 - a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly Disagree.
 9. Online banking is better than manual Banking.....
 - a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly Disagree.
 10. JBL use modern looking equipment.....
 - a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly Disagree.
 11. The fees and service charges of this bank is reasonable.....
 - a.) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly Disagree.
 12. Employees are always solving customer's problem.....
 - a.) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly Disagree.
 13. JBL gives average banking services and facilities.....
 - a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly Disagree.
 14. Satisfies about the ATM Booth services of JBL.....
 - a) Strongly agree b) Agree c) Neutral d) Disagree e) Strongly Disagree.
 15. Satisfied level about the overall card services.....



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

The End

