



EVALUATING CUSTOMERS SATISFACTION REGARDING E-BANKING SERVICES PROVIDED BY FIRST TRACK UNIT AT DUTCH-BANGLA BANK LIMITED IN BANGLADESH AGRICULTURAL UNIVERSITY CAMPUS, MYMENSINGH BANGLADESH

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Abstract

Advancements in technology have rapid changes i.e. the standard of living and habits of the people. In this regard the Banking sector of Bangladesh also has been in the form of online banking, which is now replacing the traditional banking practice. E-banking has become much popular and easier because of its advantage and flexibility, and also transaction related benefits like speed, efficiency, accessibility, etc. The uprising of new form of banking channels such as Internet banking, Automated Teller Machines (ATM), Phone banking are also maturing financial market and global competition has forced bankers to know the importance of customers faith. This paper is to investigate the scenario of electronic banking users of BAU, Mymensingh. The main objective of the study is to evaluating the customers satisfaction of e-banking facilities by Dutch Bangla First Track in BAU campus.

Key words: E-Banking, Customer satisfaction, ATM, Dutch Bangla Bank, Bangladesh.

Introduction

Electronic Banking is an umbrella term for the process by which a customer may perform banking transactions electronically without physical presence of her/his nearby specific bank or institution. The present terms of the e-banking provide by banking sector are: Personal computer (PC) banking, Internet banking, Virtual banking,

Online banking, Home banking, Remote e-banking, ATM and phone banking etc. PC banking and internet or online banking is the most popular and user friendly. E-banking is very significant and plays vital role for the economic development of a country. Due to unlimited advances of ICT, it certainly introduces dosage for the global e-banking circle. It provides some new fascinating future for the customers from traditional banking systems to open or all types of transactions by their smart cards. While traditional systems to takes several days whereas e-banking is capable to perform the same operation within a moments.

The electronic revolution in Bangladesh banking sector is now more remarkable as financial institutions are tempting to keep abreast with ICT. In the past few years e-banking has been rising in Bangladesh at a fast rate. The Central bank of Bangladesh is playing the key role in this growth of ICT. In the running decade so many banks in Bangladesh have been started of e-banking service. Dutch-Bangla bank is one of them. The short forms of it DBBL. DBBL is a well-known and beloved of all in Bangladesh. Founder chairman, Shahabuddin Ahmed established the bank in joint development Bangladesh and Netherlands. This Bank started their functioning in Bangladesh on June 3, 1996 as a public limited company. They have large number of account holders in Bangladesh. They have ATM services, consumer Banking, corporate Banking, Investment Banking, Internet Banking, Gateway Services, Mobile Banking, Student Banking etc. DBBL introduced the first mobile banking service in Bangladesh in 2010. Dutch-Bangla Bank was the 1st bank in Bangladesh to be fully automated. E-banking division was established in 2002 and full automation was completed in 2003. DBBL also operates the nation's largest ATM fleet and in the process drastically out consumer cost and fees by 80%. DBBL had pursued the mass automation in Banking as a CSR activity and never intended profitability from this sector. In this study we have try to focused ATM network system and services of DBBL in Bangladesh Agricultural University campus, Mymensingh, Bangladesh. This system gives DBBL limited clients full access to anytime. All international and so many local banks use the DBBL ltd ATM network for their own clients. This Bank has installed over 4672 ATMs nationwide. At present DBBL Ltd. has over 2.5 core customers in their more over 184 branches.

Scope & Significance of the study

E-banking is an very important part for digital Bangladesh. Most of the user of this first track of DBBL is literate persons. Because it is laid in Bangladesh Agricultural University campus at Mymensingh. The

researchers of this study identify the satisfaction of user. They left the traditional banking system. User's send and received their many beg ATM machine within a short time without the help of human. It also called 24-hours tellers are electronic terminals which give consumers the opportunity to bank at almost any time. To withdraw cash, make deposits or transfer funds between accounts, a consumer needs an ATM card and a personal identification number. Many ATM also allow people to deposit cash or check. Users do not spend their valuable time to deposit or withdraw their cash. So, e-banking is very important for BAU campus.

Literature Review

We are living in a period of rapid technological in which the exercise of electronic device. At present a lot of research has been published at the same or related. But not at the same branch & users. Literature review is the most documentary past before producing any research, which gives necessary input to the researcher to frame the study on the chosen topic. To furnish this study, a number of study literatures have been consulted. As a result, same particle papers loser retrieved. Some of them are followed.

Sohel Roma & others (2017) have discussed in their article E-banking has become popular because of its convenience and flexibility, and also transaction related benefits like speed, efficiency accessibility etc. the emergence of new forms of banking channels as internet banking, ATM, phone banking and also maturing financial market and global competition have forced bankers to explore the importance of customer loyalty. They also explore, the ATM system can able the quick service (9.64%) of the users and it is very easier from traditional system.

Objective of the Study

Main objective of the study is to measure the customers satisfaction of the using of E-banking system at the first track of Dutch Bangla Bank in Bangladesh Agricultural University campus, Mymensingh. Other main objectives are as follows :-

- I) To Comprehend the customer appreciation about the Internet Banking Service.
- II) To explore customer Satisfaction level of the internet Banking facility.
- III) To study the present status of usage of internet Banking in BAU users by DBBL in Mymensingh.

- IV) To make the essential suggestion to improve of e-banking facilities at BAU campus track.
- V) To identify how much the customer are satisfy in overall service by DBBL in BAU campus.

Methodology of the Study

This study is mainly run by the use of primary data source and the secondary also. For general concept development about the survey in primary sources and questionnaire used for collecting date about the satisfaction of customer in BAU students, teachers, officers and other staff by the use of e-banking from DBBL our total population was unknown but the structured questionnaire was fostered to a sample of 150 first track both customer from DBBL in BAU campus. The customers were selected by random sampling method. However, 120 users have responded and back to the given questionnaire. The collected data analysis uses percentage method.

Finding of the Study

Table 1: Distribution of Respondents According to their Gender

| <i>Gender</i> | <i>No. of respondents</i> | <i>Percentage (%)</i> |
|---------------|---------------------------|-----------------------|
| Male | 67 | 55.83 |
| Female | 53 | 44.17 |
| Total | 120 | 100% |

Interpretations

It depicts from table 1 that majority of the respondents (56%) are male and rest (44%) are female of the total population.

Table 2: Age wise Distribution of the respondents

| <i>Age Class</i> | <i>No. of respondents</i> | <i>Percentage (%)</i> |
|------------------|---------------------------|-----------------------|
| Below 20 | 42 | 35% |
| 21-30 | 50 | 41.67% |
| 31-40 | 16 | 13.33% |
| 41-50 | 07 | 5.83% |
| Above 50 | 05 | 4.17% |
| Total | 120 | 100% |

Interpretations

It is seen from table 2 that majority of respondents (41.67%) belong to the age group 21-30 years, secondly (35%) below 20 and followed by 13.33% belongs to 31-40, 5.83% belongs to 41-50 and rest only 4.17% belongs to above 50 years. From table 2 it is said that most of the customer upto are young and they studied upto Level-2 or Level-3 (Hons. group)

Table 3: Distributions of respondents According to their occupations.

| <i>Occupations</i> | <i>No. of respondents</i> | <i>Percentage (%)</i> |
|--------------------|---------------------------|-----------------------|
| Students | 58 | 48.33% |
| Faculty | 20 | 16.67% |
| Officer | 13 | 10.83% |
| Staff | 10 | 8.33% |
| Business | 05 | 4.17% |
| Others | 14 | 11.67 |
| Total | 120 | 100% |

Interpretations

From the above table 3 it is seen that 48% of the respondents are students, 17% of the respondents are faculty members, and 11% are officer, 08% are staff, 04% are businessman and rest 12% are others.

Table 4: Distributions of respondents According to tenure of holding the bank account

| <i>Status</i> | <i>No. of respondents</i> | <i>Percentage (%)</i> |
|-------------------------|---------------------------|-----------------------|
| Below 1 year | 35 | 29.17% |
| 1-3 years | 34 | 28.33% |
| Above 3 years | 09 | 7.5% |
| Not that account holder | 42 | 35% |
| Total | 120 | 100% |

Interpretations

It is observed from table that 4.35% of the respondents do not have any account. They come to ATM for the use of ATM card to receive money, 29% respondents are having accounts below 1 year, 28% respondents use this both to get their money by ATM booth or transfer their money from anywhere between 1-3 years and rest 8% used above 3 years for their transaction purposes.

Table 5: Satisfaction level of use of e-banking services

| <i>Status</i> | <i>No. of respondents</i> | <i>Percentage (%)</i> |
|----------------------------|---------------------------|-----------------------|
| Lower cost | 34 | 28.33% |
| Time saving | 46 | 38.33% |
| Quick Transactions | 27 | 22.5% |
| Reduces need to visit bank | 13 | 10.84% |
| Total | 120 | 100% |

Interpretations

Table 5 depicts that 28.33% respondents describe the total costing of banking sector has reduced/lower than other banks. They also describe has time time taken is less and transaction are very quick in comparison to other banks. From table 5 it is also clear, e-banking services are fully satisfactory.

Table 6: Satisfaction level of respondents regarding e-banking facilities

| <i>Status</i> | <i>No. of respondents</i> | <i>Percentage (%)</i> |
|---------------|---------------------------|-----------------------|
| Excellent | 12 | 10% |
| Very Good | 28 | 23.33% |
| Good | 42 | 35% |
| Average | 27 | 22.5% |
| Poor | 11 | 9.17% |
| Total | 120 | 100% |

Interpretations

It is observed from table 6 that 35% of the respondents have rated the 4 facilities as good, 23.33% of the respondents have rated very good and average, 10% of the respondents have rated excellent and remaining 9.17% have rated poor with respect of the e-banking facilities by First Track of Dutch Bangla Bank at BAU Campus.

Conclusion

At present, First Track of Dutch Bangla Bank is very essential part and parcel in our life to ensure and reduce the usages of manpower by saving time and money and ensure security transaction. Besides this, the user gets the facilities day and night to transfer and receive their money without hesitation. It became possible to increasingly use new technology and intense competition. It has forced the DBBL to adopt e-banking to gain competitive advantage, reduce cost and generate

customer satisfaction. The factors influence customer commitment towards online banking including service quality, easy using, safety, perceived usefulness and satisfaction.

From the above research, it is observed that 38.33% of respondents save their valuable time and 35% of the respondents say that the present service is very good. Customer satisfaction by using of the latest technology of electronic devices at DBBL is the key to long term success to other banking services. Therefore, proper understanding of customer's perception of e-banking and meeting their demands and expectations are intricate and upcoming global challenges.

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