

The Impact of Digital Banking on Customer Satisfaction: A Study on Mercantile Bank PLC

Internship Organization:

Mercantile Bank PLC, Ring Road Branch

Prepared by:

Samia Chowdhury Jebin

ID: 201011203

Bachelor of Business Administration (BBA)

University of Liberal Arts Bangladesh (ULAB)

Supervised by:

Dr. Tasthekur Hossain Kowshik

Assistant Professor

School of Business

Submitted in Partial Fulfillment of the Requirements for the Degree

Bachelor of Business Administration



14th December, 2025

Internship Report Approval Form

Student Name: Samia Chowdhury Jebin

ID No: 201011203

Major: Marketing

Year: 2025

Mobile Phone: 01741813359

Email: samia.jebin.bba@ulab.edu.bd

INTERNSHIP INFORMATION

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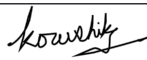
SUPERVISOR APPROVAL

(Tick One)

☒ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (For Not Approved):

Name: Dr. SK Tasthekur Hossain Kowshik
Title: Assistant Professor
E-mail: tasthekur.hossain@ulab.edu.bd
Phone: 01841711328


Date: 14/12/2025

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Name: Samia Chowdhury Jebin

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Letter of Transmittal

14-12-25

Dr. Tasthekur Hossain Kowshik,
Assistant Professor
ULAB School of Business (USB)
University of Liberal Arts Bangladesh (ULAB)
688 Beribadh Road, Dhaka 1207.

Subject: Submission of Project report on “The Impact of Digital Banking on Customer Satisfaction: A Study on Mercantile Bank PLC.”

Dear Sir,

With due respect, I would like to inform you that I have completed my project titled “The Impact of Digital Banking on Customer Satisfaction: A Study on Mercantile Bank PLC.”

This report has been prepared as part of the requirements for my Bachelor of Business Administration (BBA) degree at the University of Liberal Arts Bangladesh (ULAB). While working on it, I have tried to put into practice the knowledge gained throughout my studies and have also drawn on reliable information from various online sources.

I hope you will find the report useful and well-prepared. I would be grateful to receive your feedback and suggestions.

Sincerely,

Samia Chowdhury Jebin
ID: 201011203
Bachelor of Business Administration (BBA); Concentration: Marketing
ULAB School of Business (USB)
University of Liberal Arts Bangladesh (ULAB)

Acknowledgement

I want to thank everyone who helped and guided me while I was working on this project paper. Their support and encouragement helped me get through the hard times and make this experience truly rewarding.

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I also want to thank Mr. A.K.M. Saifuddin Masuk, the Vice President and Head of the Ring Road Branch of Mercantile Bank PLC, and all of my coworkers at Mercantile Bank for their help, advice, and support during my internship.

Finally, I want to thank my family and friends for their endless love, support, and faith in me. Their help has always been what has kept me going and strong.

List of Abbreviations

ABBREVIATION	DEFINITION
ATM	Automated Teller Machine
BBA	Bachelor of Business Administration
CEO	Chief Executive Officer
MBPLC	Mercantile Bank PLC.
CBS	Core Banking Software
SMS	Short Message Service
ROI	Return on Investment
USSD	Unstructured Supplementary Service Data
SPSS	Statistical Package for the Social Sciences

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PART- A

Chapter 1: Internship Preparation

1.1 Motivation to do internship

While studying as a Marketing major in the Bachelor of Business Administration (BBA) program at the University of Liberal Arts Bangladesh (ULAB), I always wanted to put the knowledge I had acquired through education into practice. The opportunity to work at a well-known private commercial bank Mercantile Bank PLC particularly appealed to me. I believed that this internship would give me the opportunity to improve my professional skills, learn from experienced experts, and see first-hand how digital financial services are operated in a real-world setting.

1.2 How I Searched for an Internship

Choosing the right organization for my internship was an important step in starting my career. After completing my final semester studies, I started looking for an organization where I could gain practical experience and apply the theories I learned in my BBA course. I specifically wanted to work in a well-known commercial bank so that I could gain hands-on knowledge about various areas of the banking sector, including general banking, accounts, and credit management.

As the banking sector in Bangladesh is constantly changing and competitive, I felt keen to see first-hand how customer relationship management, service quality, and financial operations are actually conducted. For this, I talked to seniors who had interned in different banks and did my own research. After considering a few banks including Dutch-Bangla Bank, Prime Bank, and Mercantile Bank PLC, I finally chose Mercantile Bank PLC due to its reputation, extensive services, and innovative thinking. Then, I submitted my CV along with the recommendation letters from the university to the HR department.

1.3 Experience with internship interviews

I was eagerly waiting for the interview day at the Ring Road branch of Mercantile Bank PLC. A few days after submitting my CV and recommendation letters, the Human Resources Department called me and informed me of the interview time. When I entered the branch on the scheduled day, I was both excited and nervous. However, the atmosphere of the place was formal yet friendly, which quickly put me at ease. A senior officer interviewed me. He first asked about my educational qualifications, major subjects and academic performance. The conversation gradually turned into a discussion about my interest in the banking sector and why I chose this internship. The whole discussion felt like an interesting and natural conversation rather than a difficult assessment. A few days later, I got the news of my selection, which was a very happy moment for me. This experience taught me that preparation, confidence and honesty play an important role in getting new opportunities.

1.4 Information about the group

Mercantile Bank PLC (MBPLC) is a leading private commercial bank in Bangladesh. It was established in 1999 with the aim of providing a new way of managing money. Over the years, the bank has grown significantly and now has branches in almost every corner of the country. People know that MBPLC places the highest importance on customers and was one of the first banks to adopt new technologies. The bank offers a full range of commercial banking services, such as corporate banking, retail banking, small and medium enterprise (SME) banking and international trade finance. In recent years, MBPLC has focused on expanding digital banking to make it more convenient for customers and more efficient for the company.

Mercantile Bank PLC's vision is "To be the best corporate citizen," which demonstrates that the bank intends to follow strong business principles, be socially responsible and operate a sustainable business. This vision clearly shows that the bank's goal is not just to make money, but to make a real difference in the social and economic development of the

country. Mercantile Bank seeks to create long-term value for its customers, employees, shareholders and communities and prioritizes responsible banking.

The bank's mission is "to be the most caring, focused on equitable growth using diverse assets, and yet remain a healthy and profitable bank." This mission demonstrates that the bank is committed to providing customer-centric services, managing assets wisely and promoting financial growth for all. Mercantile Bank strives to balance financial performance with social responsibility, ensuring that financial services are provided equally to all, business diversity is supported and the bank's operations are protected. Both its vision and mission demonstrate that the bank is committed to banking practices that are environmentally and economically sound.

1.4.1 MBPLC offers digital banking services:

Mercantile Bank PLC offers a variety of digital banking services through its MBL Rainbow and other platforms:

- MBL Internet Banking: Customers can transact, pay bills and monitor their account balances online.
- MBL Mobile Banking: A special app for smartphones, through which customers can perform banking activities anywhere.
- SMS Banking: Check balance and get mini-statements by sending a text message.
- ATM and Debit/Credit Cards: Cash withdrawals and point-of-sale (POS) services can be availed at the bank's many ATMs.

Chapter 2: About The Internship

2.1 Job Position and Responsibility

During my internship at Mercantile Bank PLC, Ring Road Branch, I was primarily assigned to work in the General Banking department. This department handles the frontline operations of the bank, where direct contact is made with customers and daily transactions are completed. The opportunity to work here gave me hands-on experience in important aspects of banking operations, especially in promoting digital banking services and providing customer support. The working environment at Mercantile Bank PLC, Ring Road Branch was very professional, well-structured and supportive. Experienced staff were always ready to provide guidance and train the interns. Despite the busy schedule, the branch environment was orderly, which is a natural feature of a commercial bank. There was a clear hierarchy and process in the entire management, which helped in understanding the flow of the bank's activities. Regular team meetings were held, where the promotion of the MBL Rainbow app and the targets for increasing digital transactions were discussed.

2.2 Takeaway from the Internship

The internship at the Ring Road Branch of Mercantile Bank PLC gave me a first-hand experience of the human side of the banking sector, which is currently a key driver of digital transformation. My work was not limited to promoting the MBL Rainbow digital platform; rather, my main responsibility was to help customers adapt to technological changes in money management.

The most important lesson learned from this experience is that the success of any digital service depends not on its technical complexity, but on the trust and confidence of the customer. Sometimes, patiently explaining the technology to customers has played the most effective role in removing their confusion and fear about the technology. The most impactful experience was to transform their hesitation about the technology into practical capabilities. This has shown that human empathy and frontline interaction are very

essential for the successful establishment of digital banking—which is often overlooked during policy formulation.

In addition, conducting a customer satisfaction survey has provided a data-based idea. While the high score points to the platform’s strengths, the nuanced customer feedback—particularly feedback on support and communication—draws a clearer picture. It shows that technology alone is not enough; it must be integrated into the customer’s daily routine.

Ultimately, this internship highlights a fundamental truth of modern banking: advanced technology is only truly valuable when it is accompanied by human understanding, empathy, and clear communication. This is how customer trust, satisfaction, and long-term loyalty are built.

2.2.1 Duties and responsibilities as an intern

During the internship, my responsibilities and activities included—

- **Customer Service:** Resolving customers’ account related queries, providing assistance with transaction processes, and providing guidance on using ATM cards.
- **Digital Banking Promotion:** Promoting MBL Rainbow Internet & Mobile Banking services to customers and explaining its benefits and features in detail.
- **Application Support:** Assisting customers in filling up digital banking registration forms and resolving initial technical issues.
- **Transaction Processing:** Monitoring cash deposits and withdrawals, cheque clearing processes and providing assistance as needed.
- **Data Entry:** Assisting the back-office in data entry and document review for opening new accounts, registering for digital banking services and verifying related documents.

2.4 Application of educational learning with Internship

The courses on Marketing and Finance at ULAB provided a solid foundation for my academic knowledge, which I was able to directly apply in the workplace during the internship. I was able to see and understand the basic concepts of customer relationship management, financial products and banking operations in practice. For example, the knowledge gained from the course on digital payment systems helped me to easily explain to customers about the security and benefits of the MBL Rainbow app. In addition, the lessons learned from the Business Communication course were very helpful in communicating professionally with customers and colleagues. Thus, the internship gave me the opportunity to apply my theoretical knowledge in the real world acting as an effective bridge between academic education and professional skills.

Chapter 3: Self-Reflection

3.1 Feedback about the Workplace

Internship at Mercantile Bank PLC provided me with a comprehensive and in-depth understanding of the banking sector, which played a crucial role in enhancing my professional skills and gaining practical experience. The most valuable experience during the internship was the opportunity to interact directly with customers and participate in the strategic goals of the bank, especially working on promoting and ensuring customer usage of the MBL Rainbow digital platform. This work helped me clearly understand the needs of customers, their behavior and the real challenges of digital transformation in the financial sector.

The working environment at Ring Road Branch was very professional and collaborative. The officers were friendly and always ready to give guidance, which made my learning process much easier. This supportive attitude of the supervisors and colleagues played a significant role in adapting to the corporate environment.

However, there were some challenges. A major challenge was balancing two types of work providing immediate service to customers at the counter on the one hand and working towards the long-term expansion of digital banking on the other. It was sometimes difficult to manage the responsibility of promoting the digital platform along with the daily workload. Moreover, although the bank staff was supportive, the interns had relatively few opportunities to suggest new ideas or improvements, which was perceived as a limitation.

Nevertheless, this fast-paced work environment helped me develop important skills such as time management, clear communication, and immediate problem solving. The feedback provided by supervisors played a significant role in my professional development. Overall, this internship experience made it clear that in order to provide modern banking services, it is equally important to efficiently manage daily operations and adopt new innovations according to customer needs.

3.2 How could I do better and the Bank could utilize me better

During my internship, I aimed to actively seek feedback and continuously learn about new financial technologies. If I had a better understanding of the bank's various software systems, I would have been able to serve customers more effectively. However, due to the bank's systemic and governance risks, I was not allowed to manage their software, especially the Core Banking Software (CBS).

Having a dedicated mentor for each intern would have provided clearer and more consistent guidance. Additionally, giving interns small hands-on assignments—such as observing customer feedback on digital banking services would have made the learning experience more effective, relevant, and skill-building.

3.3 Recommendation for employing future interns

3.3.1 Provide real work opportunities for interns

Interns can be involved in real business work. For example, create simple guidelines to help customers use the MBL Rainbow app. This will make their work more meaningful and they will gain skills that will be useful in the future.

3.3.2 Evaluate interns' new perspectives

Interns should be given opportunities to express their opinions on digital services and customer experience. Young users often notice things that experienced employees may overlook, and their suggestions can help make the bank more attractive, especially to young customers.

3.3.3 Provide insights into different departments

Interns can be given the opportunity to observe work in different departments of the bank. This will help them better understand how the overall functioning of the bank is coordinated.

3.3.4 Evaluate and document the progress of interns

Interns should be helped to preserve the experiences learned and gained in the form of a simple record or report. Not only will this be helpful in their future careers, but the bank will also be able to clearly assess the contribution and effectiveness of the interns.

Chapter 4: Personal Development Plan

4.1 My Personal Development Plan

I was determined to build my career in digital marketing and content creation from the very beginning. Many people change their interests in different business fields over time, but I have always been deeply attracted to creativity, branding, and digital platforms. Although my internship was done in a banking environment, it was still an important step for me, as it gave me professional discipline, corporate communication, and real-world work experience which will be very helpful for my future advancement in the field of digital marketing. Developing and enhancing digital skills has always been my main goal. I want to strengthen my ability to create engaging content, analyze online consumer behavior, and effectively manage brand presence on various social media platforms. In this regard, I plan to combine my academic knowledge with practical training—especially in areas such as social media marketing, content writing, SEO, paid advertising, and analytics. I will regularly evaluate my progress so that I can keep myself aligned with my long-term goals. I am following a step-by-step plan to further consolidate my career path. I am currently looking for entry-level opportunities in digital marketing agencies and corporate marketing teams, where I can gain hands-on experience in content creation, campaign planning, and digital strategy implementation. Every industry uses digital marketing differently, so I want to gain experience in various sectors, including FMCG, fashion, cosmetics, and service-based businesses. This will give me a deeper understanding of different branding styles, customer preferences, and market diversity.

4.2 To Secure My Career Further

To further strengthen my career in digital marketing, I would like to take on a role where I can play an active role in formulating brand strategies and contribute to the long-term development of the organization. My goal is to work as a Digital Marketing Specialist, Content Strategist or Social Media Manager, where I can use my creativity to create strong and meaningful brand communications. With the experience I gain, I would like to guide and support new content creators in the future. My ultimate goal is to create impactful

digital content that increases brand visibility, customer engagement and business performance. I want to gain expertise in storytelling, campaign design and data-driven marketing, so that I can help organizations build strong identities on digital platforms. In this journey, I want to continuously improve my communication skills, creativity and analytical abilities. Through my internship experience, I learned the importance of maintaining a professional demeanor, dealing with stress, and communicating clearly skills that are equally essential in digital marketing. Combining this experience with my passion for creative work, I aspire to become a digital marketing professional who can confidently solve problems and effectively contribute to the success of organizations.

PART- B

The Impact of Digital Banking on Customer Satisfaction: A Study on Mercantile Bank PLC.

Executive summary

This study explores how digital banking services of Mercantile Bank PLC (MBPLC) impact customer satisfaction. As the financial sector rapidly embraces digital transformation, it has become crucial to understand how services such as MBL Rainbow, internet banking, mobile banking and ATM facilities impact customer experience and satisfaction.

The study focused on several key aspects of service quality — namely ease of use, security and reliability, and overall quality of digital transactions. To collect data, a survey was conducted among 30 regular customers of MBPLC's Ring Road branch who use one or more of the bank's digital banking platforms.

The results revealed that most customers are highly satisfied with the bank's digital services. Respondents particularly appreciated the platforms' user-friendliness (average score: 4.23 out of 5) and their reliability in everyday financial transactions (average score: 4.17). Positive feedback was also received on security (average score: 4.10), although customers suggested that communication regarding security and transaction details should be clearer.

Overall satisfaction was a strong 4.20 out of 5, indicating that MBPLC's digital banking initiatives are effectively meeting customer expectations. The study recommends that the bank continue to invest in user-friendly design, improved security features, and reliable system performance. Strengthening communication about security measures and simplifying the user interface can help Mercantile Bank establish itself as the top digital bank in Bangladesh.

Chapter 1: Introduction

Background of the Study

The banking sector in Bangladesh is undergoing a major transformation driven by rapid technological developments and changing customer needs. Digital banking has changed the way people access and use financial services through the internet and mobile apps, ATMs, and agent banking. For banks, these digital platforms reduce costs and create new opportunities to reach customers. For users, they provide outstanding convenience, fast service, and 24-hour access.

Mercantile Bank PLC is keeping pace with this transformation and has invested heavily in digital infrastructure, particularly through its MBL Rainbow platform. However, simply offering digital services is not enough. The real issue is how customers adopt them and benefit from them. Their satisfaction depends on a few key aspects: how easy the system is to use, how secure it feels, how reliable it is, and how effective customer support is in case of problems. The aim of this study is to examine how these aspects impact customer overall satisfaction with MBPLC's digital services. Understanding what customers value most and where improvements are needed will help banks make smarter decisions, improve user experience, build stronger loyalty, and stay ahead in an increasingly competitive market.

1.2 Research Question and Objective

The aim of this study is to examine how the digital banking services provided by Mercantile Bank PLC impact on overall customer satisfaction. Understanding the various aspects of customer experience, convenience, service quality and digital usability is crucial to improve digital banking operations and meet changing customer expectations. The main question of this study is –

“What is the level of customer satisfaction with various digital banking services of Mercantile Bank PLC?”

Based on the above research question, the following research objectives have been set:

- To assess customer satisfaction regarding the ease of use of MBPLC's digital banking services.
- To assess customer perceptions regarding the security and reliability of MBPLC's digital banking platforms.
- To measure the overall service quality of MBPLC's digital banking from the customer's perspective.
- To determine the overall level of customer satisfaction related to MBPLC's digital banking services.

1.3 Scope of The Research

The study was limited to customers of Mercantile Bank PLC's Ring Road branch who had used at least one of the bank's digital banking services (MBL Rainbow, ATM, SMS Banking) for a minimum of three months. The data collection period was from October 2025 to December 2025.

Chapter 2: Literature Review

2.1 Customer Satisfaction

Customer satisfaction is an important measure of success in the service sector, especially in banking (Parasuraman et al., 1985). In the context of digital banking, it refers to the extent to which customers are satisfied with the digital services provided by their bank. It is an assessment based on multiple interactions with the digital platform. High customer satisfaction increases loyalty, generates positive word-of-mouth and increases customer retention (Kumar et al., 2019). For MBPLC, understanding the key drivers of digital satisfaction is important, especially in order to retain customers in an increasingly competitive market.

2.2 Ease of Use

The Technology Acceptance Model (TAM) shows that how easy a technology is to use determines whether people will adopt it (Davis, 1989). If a digital banking platform is difficult or confusing to use, customers may stop using it and return to traditional banking. A simple, clear interface and easy navigation are helpful for all customers, regardless of their level of technical expertise, so that they can use digital banking easily (Lee et al., 2020). This study will examine how easy it is to use MBL's platforms and what impact this has on customer satisfaction.

2.3 Security and Reliability

Security is one of the biggest concerns that can deter people from using digital banking (Gupta et al., 2020). Customers want to be sure that their money and personal information are safe from fraud and cyberattacks. At the same time, reliability is also very important. Digital platforms need to work consistently without errors. Issues such as system downtime, failed transactions or slow processing can quickly erode trust and satisfaction (Jones & Brown, 2019). This study will examine how customers perceive the security and reliability of MBPLC's digital services.

2.4 Service Quality

Service quality in digital banking is more than just completing transactions. This includes the speed and reliability of service, the availability of features such as fund transfers, bill payments, and account statements, customer support for resolving digital issues, and how clearly information about transactions and updates is communicated (Zeithaml et al., 1996). In all of these areas, high service quality increases customer satisfaction (Chen et al., 2020).

2.5 Variables Adopted in This Study

The independent variables considered for this study are as follows:

SL. No.	Variable	Author(s)
1.	Ease of Use	Davis (1989); Lee et al. (2020)
2.	Security & Reliability	Gupta et al. (2020); Jones & Brown (2019)
3.	Service Quality	Parasuraman et al. (1985); Zeithaml et al. (1996)

Chapter 3: Research Methodology

3.1 Research design

This study follows a deductive approach. It is a descriptive and quantitative type of research as it focuses on measuring the strength of the relationship between key variables (ease of use, security, service quality) and customer satisfaction. A survey method was used to collect data, through which primary data was collected from customers. This process helps in making decisions about a larger customer group.

3.2 Sampling Technique and Sample Size Determination

The target group of this study was the customers of Mercantile Bank PLC Ring Road Branch who use digital banking services. Due to limited time and resources, convenience sampling method was used. The study included 30 respondents, whose participation was based on their availability and interest. The conditions for inclusion in the study were Customers must have used at least one digital service of MBPLC for at least three months.

3.3 Questionnaire Development

The questionnaire was developed following the questions of previous studies on technology adoption and service quality. Through this, the various constructs required for the study were selected and mentioned in the form of a table with the sources.

SL. No.	Construct	Author(s)	No of Questions
1.	Ease of Use	Davis (1989); Lee et al. (2020)	03 questions
2.	Security & Reliability	Gupta et al. (2020); Jones & Brown (2019)	04 questions
3.	Service Quality	Parasuraman et al. (1985); Zeithaml et al. (1996)	03 questions

3.4 Measurement Scale

This study used a five-point Likert scale, where 1 = strongly disagree and 5 = strongly agree. A five-point scale was used instead of a four-point scale so that respondents could select a neutral position. This helps them to capture their true opinions more accurately and does not force them to take a position in one direction.

3.5 Questionnaire Pretesting

The questionnaire was first tested on five customers and two bank officials to check whether the questions were clear, relevant and easy to understand. Based on their suggestions, some questions were rewritten and revised to make them easier to understand.

3.6 Data collection

Primary data was collected using a structured questionnaire, which was distributed to customers directly at the bank. A total of 30 complete responses were collected over a period of two weeks.

3.7 Ethical Consideration

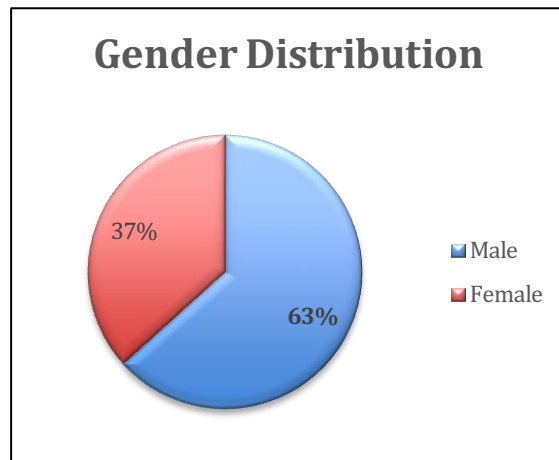
Participants were informed that the study was conducted for purely educational purposes. Their confidentiality and personal information was protected. Participation was completely voluntary, and they had the right to stop participating at any time if they wished.

Chapter 4: Data Analysis and Interpretation

This chapter presents an analysis of data collected from 30 customers regarding their experience using Mercantile Bank PLC's digital banking services.

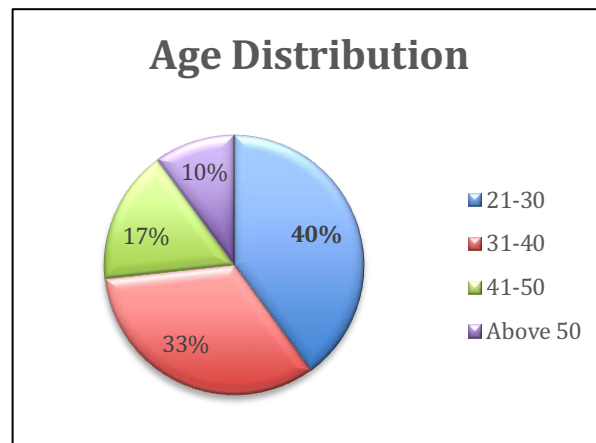
4.1 Descriptive Statistics

Table 1: Gender Distribution



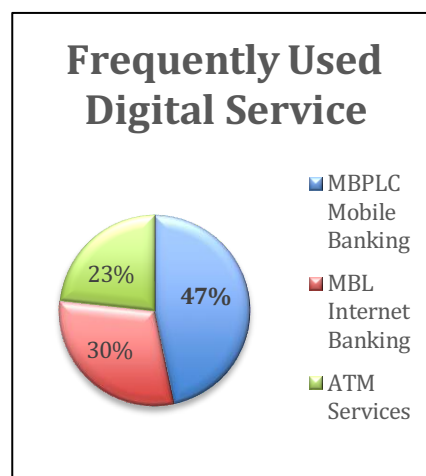
As per the table, the number of males is the highest (63.3%), while the number of females is 36.7%. This indicates that the participation of males in digital banking or general banking activities is relatively high. However, the participation of females at 36.7% is also significant, which shows that women are also gradually getting involved in digital banking services. This gender divide proves that both genders are using banking services, although currently the number of male users is higher. Therefore, awareness raising, training and easy customer support can be provided in the future to further motivate women to use digital banking.

Table 2: Age Distribution



This table shows that the highest number of users are in the 21–30 age group (40%), which indicates that the younger generation is at the forefront of digital banking usage. They are familiar with technology and prefer fast, time-saving online transactions. The second highest category is 31–40 years (33.3%), meaning that a large portion of working people also use digital banking regularly, as it makes it easier to complete tasks quickly in their busy schedules. However, usage decreases with age. Customers aged 41–50 (16.7%) are moderate users they are slowly adapting to digital banking from traditional banking. The lowest number of users are customers aged 50+ (10%), perhaps due to lack of digital skills or trust in online transactions. Overall, this table shows that the younger generation is at the forefront of digital banking usage.

Table 3: Most Frequently Used Digital Service



The table shows that mobile banking is the most widely used service, chosen by 46.7% of respondents. This indicates that customers find mobile apps more convenient for regular transactions, as they can be easily accessed from smartphones. Internet banking is used by 30% of customers, which shows that many still use web-based banking, especially for tasks that require a larger interface or more detailed features. On the other hand, 23.3% of customers use ATM services, which indicates that no matter how popular the digital platform is, some customers still rely on physical machines for cash withdrawals. Overall, the results reveal that mobile banking has become the main choice of customers, as it saves time and provides the convenience of completing banking activities anytime and anywhere.

Table 4: Ease of Use

SL. No.	Statement	Mean Score
1.	The MBPLC digital banking app/website is easy to navigate.	4.30
2.	I find it easy to conduct transactions (e.g., funds transfer, bill pay).	4.17
3.	Learning to operate the digital banking services was easy for me.	4.23
	Overall Mean	4.23

This table shows how easy it is for customers to use MBPLC's digital banking platform. Most users find the app and website easy to navigate, with a score of 4.30. They find it easy to perform transactions like transferring funds or paying bills, with a score of 4.17. Learning to use digital banking services was also easy for most users, with a score of 4.23. The overall average score of 4.23 indicates that customers are generally very satisfied with the ease of using MBL's digital platform. This means that the platforms are simple, clean and user-friendly, making banking more convenient for everyone.

Table 5: Security and Reliability

SL. No.	Statement	Mean Score
1.	I feel my transactions and data are secure with MBPLC digital banking.	4.10
2.	The digital banking service is reliable and available when I need it.	4.27
3.	I receive timely alerts and notifications for my transactions.	3.93
4.	I trust the security measures (e.g., OTP, PIN) used by MBL.	4.13
	Overall Mean	4.11

This table shows how customers feel about the security and reliability of MBPLC's digital banking services. Most users find security measures like OTP and PIN to be trustworthy, with a score of 4.13, and they feel that their transactions and personal information are safe, with a score of 4.10. In terms of reliability, these services are considered very reliable, with a score of 4.27, which shows that customers can easily use the service when needed. However, the score for receiving timely alerts and notifications for transactions is slightly lower, at 3.93, which indicates that some users feel that this area can be improved. Overall, the total average score of 4.11 shows that customers generally find MBPLC's digital banking services to be safe and reliable, but further improvement in alerts and notifications can improve the quality of service and increase customer satisfaction.

Table 6: Service Quality

SL. No.	Statement	Mean Score
1.	The transaction speed through digital channels is satisfactory.	4.33

SL. No.	Statement	Mean Score
2.	I am satisfied with the range of services offered (bill pay, recharge, funds transfer).	4.20
3.	I get adequate support from the bank when I face issues with digital services.	3.90
	Overall Mean	4.14

This table highlights the level of customer satisfaction with various aspects of Mercantile Bank's digital banking services. The highest score was for transaction speed, with a mean score of 4.33. This indicates that most customers find transactions through digital channels to be fast and easy. In addition, the range of services—such as bill payments, mobile recharges, and fund transfers—received a score of 4.20, indicating that customers find these features effective and useful. However, the bank's support score for digital service issues is 3.90, which is relatively low. That is, although customers are generally satisfied with the convenience and speed of the system, the support or guidelines in case of problems need to be improved. Finally, the Overall Mean Score is 4.14, which indicates that although the overall quality of service is good, there is room for further improvement in customer support.

Table 7: Overall Customer Satisfaction

SL. No.	Statement	Mean Score
1.	Overall, I am satisfied with MBL's digital banking services.	4.27
2.	Using digital banking has made managing my finances more convenient.	4.33

SL. No.	Statement	Mean Score
3.	I would recommend MBL's digital banking to others.	4.00
Overall Mean		4.20

This table shows the overall satisfaction of customers with Mercantile Bank PLC's digital banking services. The average score of the first statement is 4.27, which indicates that most customers are satisfied with the overall functionality of the bank's digital services. The highest score of 4.33 was found for convenience of use, meaning that users feel that digital banking makes money transactions, bill payments, balance checks and other tasks faster and more comfortable than before. The third statement "I would recommend MBL's digital banking to others" has a score of 4.00, which shows that most customers are willing to recommend the service to others, although this value could increase with further improvements. The average score of all statements is 4.20, which clearly demonstrates that users are overall satisfied with MBL's digital banking services. The results show that convenience and user-friendly experience are major indicators of customer satisfaction, and digital banking has made their daily banking activities easier, faster and more accessible.

4.2 Overall Findings of the study

The survey results show that customers have a very positive attitude towards MBPLC's digital banking services:

- **Ease of Use:** The survey shows that customers find MBPLC's digital banking platform, especially the mobile app, very easy to use, with an average score of 4.23. This means that users can navigate the app and website easily. Customers find it easy to perform common tasks such as fund transfers, bill payments and checking accounts. The platform's simple design, clear instructions and simple navigation are convenient even for users who are not tech-savvy. This ease of use encourages customers to use digital services in their daily banking.

- **Security and Reliability:** Customers find digital banking services very reliable, as reflected by an average score of 4.27. Most users trust MBPLC's security measures such as OTP, PIN and other authentication methods, with a score of 4.13. This makes users feel that their personal information and transactions are safe. However, the score for receiving transaction alerts and notifications on time is slightly lower, at 3.93, which shows that there is room for further improvement in this area. Providing alerts faster and more clearly will help to increase customer confidence.

- **Quality of Service:** The speed of transactions and the variety of services offered by MBPLC's digital platform are seen as major strengths by customers. The average scores for transaction speed and variety of services are 4.33 and 4.20 respectively, which show that customers are able to complete various banking tasks quickly and efficiently. These include fund transfers, bill payments, viewing account statements and other important services. However, customer support for resolving digital banking issues received a score of 3.90, which shows that customers expect faster and more effective support. Improving customer support will further improve the quality of service.

- **Overall Satisfaction:** The overall satisfaction score of 4.20 shows that customers are generally very satisfied with MBPLC's digital banking services. The high score proves that the service is meeting customer expectations, being convenient, reliable and effective. Customers feel that digital banking has made their banking experience easier, faster and more flexible. At the same time, further improving transaction alerts and digital assistance can further enhance customer satisfaction, which will help MBPLC strengthen its position in the digital banking sector in Bangladesh.

Overall, this study shows that MBPLC's digital banking services are receiving a good response from customers. The platforms are user-friendly, secure and reliable, and provide fast and versatile services. Although customers are generally satisfied, the service can be further improved by improving transaction alerts and digital assistance. These improvements will enhance customer experience, strengthen customer loyalty, and keep MBPLC ahead of the competition in the digital banking sector.

Chapter 5: Recommendation and Conclusion

5.1 Recommendation

Based on the research findings, Mercantile Bank PLC is proposed to take the following development initiatives to further enhance customer satisfaction in digital banking services:

5.1.1 Enhance Security Communication and Support

The security measures that are effective in the bank's digital transactions should be presented more clearly to the customers. Providing guidance in simple language on security protocols, data protection processes and fraud prevention measures will increase customer confidence. In addition, the support team's quick response to digital banking-related issues, problem identification and technical skills need to be further improved, so that customers can get quick solutions to any problem.

5.1.2 Improve User Interface (UI)

Although customers find the platform easy to use, the design and usability of the website and application need to be continuously improved. Especially, it is important to ensure that new users can understand and use all the features in less time. Adding modern design, easy navigation, visual guides and tutorials will make the experience smoother.

5.1.3 Increase Reliability

Continuous investment in IT infrastructure is required to make the bank's digital ecosystem more stable. Maintaining server stability, high-speed transaction processing and almost 100% uptime will maintain customer confidence and increase usage. Faster service, less downtime and ready-made solutions to resolve technical errors are required.

5.1.4 Develop Proactive Alert Systems

It is important to make SMS and push notifications faster, clearer and more informative. If transactions are completed, balance changes or security alerts are notified immediately, the customer service satisfaction rate will increase significantly. Bill reminders, fixed deposit maturity alerts - such proactive alert systems will improve the user experience.

5.1.5 Promote and increase awareness of modern features

MBL Rainbow is not just about depositing/withdrawing money or paying bills - there are many other benefits including creating fixed deposits, applying for loans, downloading statements. Making customers aware of advanced features through advertisements, online campaigns, guideline videos, social media promotions, or branch-based awareness activities will increase usage and strengthen the bank's digital acceptance.

5.2 Conclusion

Titled “Impact of Digital Banking on Customer Satisfaction: A Study Focusing on Mercantile Bank PLC,” the study finds that the bank’s digital services are playing a significant role in increasing customer satisfaction. In particular, platforms like MBL Rainbow have been recognized by customers as convenient, easy-to-use, and reliable. High satisfaction scores indicate that the bank’s technology-based initiatives are already successfully meeting customer needs and expectations. In the current era, digital banking is no longer an additional benefit but an essential component that serves as a key to customer retention. The combination of these three factors security, accessibility, and fast service—enhances the customer experience. However, the results of the study indicate that Mercantile Bank PLC can move further in the market if technical support and information communication are strengthened.

Lastly, by prioritizing these three areas—continuous technological development, information transparency, and increasing customer support—Mercantile Bank PLC can establish a stronger position as a modern, technologically advanced, and customer-centric bank in Bangladesh.

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Appendices

Questionnaire

Section A: Demographic Information

1. Your full name (Optional): _____
2. Your Gender:
 - Male
 - Female
3. Your Age:
 - 21-30
 - 31-40
 - 41-50
 - Above 50
4. Which MBPLC digital banking service do you use most frequently?
 - MBL Mobile Banking (Rainbow App)
 - MBL Internet Banking
 - ATM/Debit Card Services
 - SMS Banking

Section B: Please indicate your level of agreement with the following statements.

(1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree)

No.	Statement	1	2	3	4	5
1.	The MBPLC digital banking app/website is easy to navigate.					

No.	Statement	1	2	3	4	5
2.	I find it easy to conduct transactions (e.g., funds transfer, bill pay).					
3.	Learning to operate the digital banking services was easy for me.					
4.	I feel my transactions and data are secure with MBPLC digital banking.					
5.	The digital banking service is reliable and available when I need it.					
6.	I receive timely alerts and notifications for my transactions.					
7.	I trust the security measures (e.g., OTP, PIN) used by MBPLC.					
8.	The transaction speed through digital channels is satisfactory.					
9.	I am satisfied with the range of services offered (bill pay, recharge, funds transfer).					
10.	I get adequate support from the bank when I face issues with digital services.					
11.	Overall, I am satisfied with MBPLC's digital banking services.					
12.	Using digital banking has made managing my finances more convenient.					

No.	Statement	1	2	3	4	5
13.	I would recommend MBL's digital banking to others.					

Copy of company-provided internship



Human Resources Division

HRD/Internship/2978

September 17, 2025

The Head of the Department
Department of Marketing
University of Liberal Arts Bangladesh (ULAB)
Dhaka.

Subject: Internship.

Dear Sir,

We are pleased to inform that Ms. Samia Chowdhury Jebin (ID #201011203) has been placed as an internee at Bank's Ring Road Branch, Dhaka for the period of 03 months starting from October 05, 2025.

We would request you to advise Ms. Samia Chowdhury Jebin writing to report to the Vice President & Head of Ring Road Branch, Choice A. J. Golden Tower, 2/1, Ring Road, Shyamoli, Dhaka-1207.

We would also request you to advise her to obtain "Certificate" after completion of internship program from Branch.

Thanking you.

Sincerely yours,

Md. Salahuddin Khan
Vice President and
Head of HR (Acting)

Copy for kind information and necessary action:

1. The Vice President, Mercantile Bank PLC., Ring Road Branch, Dhaka with the request to supervise the internship of Ms. Samia Chowdhury Jebin and pay Tk. 3,000/- (Three Thousand) only per month to the internee as honorarium.
2. Ms. Samia Chowdhury Jebin, Student of University of Liberal Arts Bangladesh (ULAB).
3. Office copy.

Head Office: 61 Dilkusha Commercial Area, Dhaka-1000, Bangladesh. Phone: 88-02-223382295, IP: 09678144144
Fax: 88-02-223381213, E-mail: info@mbkbd.com, Website: www.mblbd.com, SWIFT: MBLBDDDH.

Project Proposal Form

Name:	Samia Chowdhury Jebin
ID:	201011203
Semester (Spring/Summer/Fall)	Fall 2025
Department:	BBA
Supervisor's Name (Faculty):	Dr. Tasthekur Hossain Kowshik
Project Title:	The Impact of Digital Banking on Customer Satisfaction: A Study on Mercantile Bank PLC



Student's signature & date

Supervisor's signature & date



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