

## Evaluation of Individual Depositors' Satisfaction from the Deposit Management Services of Commercial Banks of Bangladesh

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### Abstract

*This research paper has attempted to discover the satisfaction level of the individual customers from deposit management services of different commercial banks of Bangladesh. The study has used five broad satisfaction-specific factors named as reliability, responsiveness, assurance, empathy and tangible which have many sub factors. The most important sub factor in which the depositors are strongly satisfied is easy account opening procedure and the least agreed sub factor is account related charges. The regression model number one is showing that only three broad factors named as responsiveness, assurance, and tangible have statistically significant effect on overall satisfaction level from deposit management services whereas regression model number two is showing statistically significant effect of type of bank respondents use and experience of banking of the respondents on the overall satisfaction level but there is no statistical significant effect of other customer-specific factors on overall satisfaction.*

**Keywords:** *Deposit, Deposit Management, Satisfaction, Banking Service, Bangladesh, Regression Analysis.*

**Introduction:** Deposit is the main component of bank's fund. The existence of a commercial bank is totally impossible in the absence of deposits. So every bank expects that deposits will be sufficient, safe and the flow of deposit will remain smooth. Changes and different mixtures in economic and commercial activities make deposit management challenging to the bank managers. The diversity of transactions among money and capital market participants continuously influences bank deposits. Amount of deposits largely influences the magnitude of loans and investment activities and large amount of earning comes from the bank deposit (Khan, A.R., 2009). A deposit account is a savings account, current account, or other type of bank account, at a banking institution that allows money to be deposited and withdrawn by the account holder. These transactions are recorded on the bank's books, and the resulting balance is recorded as a liability for the bank and represents the amount owed by the bank to the customer. Some banks may charge a fee for this service, while others may pay the customer interest on the funds deposited (wikipedia.com). As a developing country, Bangladesh is also dependent mostly on the banks for its financial transaction. Now 57 banks are operating in the country with three types of customer i. e. individuals (net suppliers of fund), business organizations (net demanders of fund) & Government

(net demander of fund). For managing money these customers are engaged twenty four hours with their banks. Service is now digitalized. People can take service from a bank anytime from anywhere and for any financial purpose with the help of modern services & mechanisms of banks (Parvin and Rahman, 2014). This research paper has addressed a very vital issue for the banking sector of any country and especially for Bangladesh and the issue is to measure individual depositors' satisfaction level from the deposit management of the commercial banks of Bangladesh. The findings of this paper will assist the bank management to manage deposit and depositors in a very well and sophisticated way that will lead to higher satisfaction of the depositors and higher flow of bank fund for running the business smoothly which is very essential to increase the wealth level of the shareholders of the bank.

#### **Objectives of the Research:**

- To evaluate the satisfaction of the individual depositors from deposit management services of banks of Bangladesh.
- To evaluate the ranking of the factors those influence the depositors' satisfaction.
- To know whether customer-specific factors affect the satisfaction level of the individual depositors.
- To know whether satisfaction-specific factors affect the satisfaction level of the individual depositors.
- To recommend some suggestions to increase the satisfaction level.

#### **Research Methodology**

Methodology is the process or system through which a study is being carried out for the purpose of collecting of information that is required for reaching a conclusion on that study (Kothari, 2011). Depositors' satisfaction level can be measured by different ways. This study has been conducted mainly based on primary data which has been collected from questionnaire survey among 270 individual depositors of ten commercial banks of Bangladesh by using convenient sampling method. The questionnaire has been developed by taking help from a marketing textbook named as Services Marketing (Zeithmal et. al., 2011). This study considers the following five broad factors to measure the depositors' satisfaction: Reliability, Responsiveness, Assurance, Empathy and Tangibles. These factors have many sub factors to get a detail viewpoint about the individual depositors' satisfaction level. The questionnaire has been developed by using 5 point Likert-type Scale consisting of assigned values between 1 to 5 where value 1= Strongly dissatisfied, 2= Dissatisfied, 3= Neutral, 4= Satisfied, 5= Strongly satisfied for the asked questions. Secondary data have been collected from articles of different journals, text books, websites etc. Collected data have been analyzed through descriptive statistics (frequency, percentage, mean, standard deviation) and multiple regressions by using SPSS version no.16. To achieve the objectives no. 3 and 4 mentioned above the following hypotheses have been developed:

H1<sub>0</sub>: There is no statistically significant effect of satisfaction-specific factors (reliability, responsiveness, assurance, empathy and tangible) on individual depositors' satisfaction level.

H1<sub>a</sub>: There is statistically significant effect of satisfaction-specific factors (reliability, responsiveness, assurance, empathy and tangible) on individual depositors' satisfaction level.

H2<sub>0</sub>: There is no statistically significant effect of customer-specific factors (age, gender, marital status, bank type, bank ownership, account type, experience of banking, level of education, profession, monthly income) on individual depositors' satisfaction level.

H2<sub>a</sub>: There is statistically significant effect of customer-specific factors (age, gender, marital status, bank type, bank ownership, account type, experience of banking, level of education, profession, monthly income) on individual depositors' satisfaction level.

For multiple regressions the following mode has been used:  $Y_t = a_0 + b_1x_1 + b_2x_2 + \dots + b_nx_n$

Here,  $Y$  = Dependent factor named as overall satisfaction from deposit management service,  $a_0$  = Constant,  $x_1, x_2, \dots, x_n$  are the independent factors and  $b_1, b_2, \dots, b_n$  are the coefficients of the independent factors.

#### **Literature Review:**

Arasli et. al. (2005) in the article on "A Comparison of Service Quality in the Banking Industry: Some Evidence from Turkish and Greek Speaking Areas in Cyprus" have found that the expectations of bank customers in both areas were not met and that the largest gap was found in the empathy dimension. The assurance dimension had the largest influence on customer satisfaction and overall satisfaction of bank customers in both areas of Cyprus.

Begum (2014) in the article on "A Comparative Study of Customer Satisfaction of Islamic Banks and Conventional Banks in Oman" has tried to know the customer preference, customer level of satisfaction and motivational factors towards banking whether Islamic banks or conventional banks. In this study, it was also tried to find out that which banking system is better and which is worse.

Calik and Balta (2006) in the research project "Consumer Satisfaction and Loyalty Derived from the Perceived Quality of Individual Banking Services: A Field Study in Eskisehir from Turkey" have intended to find out the differences in the quality of the services rendered by the national banks of Turkey as perceived by the bank

customers which is an academically held field research conducted in May 2000 in the city of Eskisehir Turkey, covering 1340 respondents who are regular bank customers, that is, who carry out banking transactions more than once in a month.

Chavan and Ahmad (2013) in the research "Factors Affecting on Customer Satisfaction in Retail Banking: An Empirical Study" have focused on exploring the major factors that lead to customer satisfaction in retail banking in Western Maharashtra in India by capturing the perspectives of consumers with respect to their satisfaction with various services. The findings revealed that customer satisfaction, a transaction-specific attribute, is dependent on nine different factors.

Johnston (1995) in the article "The Determinants of Service Quality: Satisfiers and Dissatisfies" explored the factors of satisfaction and dissatisfaction. The main sources of dissatisfaction are integrity, reliability, availability and functionality where as responsiveness is linked to satisfaction.

Kabir et. al. (2013) In the paper on "Efficiency in Deposit Management of Islami Bank Bangladesh Ltd. and Pubali Bank Ltd.: A Comparative Study" have analyzed the comparative efficiency of deposit management of Islamic Bank Bangladesh Ltd. (Interest free) and Pubali Bank Ltd. (Interest based) for the period 2006 to 2010 with respect to current deposit, time deposit, saving deposit, total deposit and various deposit ratios. They have found that there is a significant difference between the two banks in deposit management. However, the study has also shown that there is no significant difference in current deposit management and investment to deposit ratio. This research has concluded that deposit management of Islamic Bank Bangladesh Ltd. is better than Pubali Bank Ltd.

Kanojia and Yadav (2012) in the article "Customer Satisfaction in Commercial Banks: A Case Study of Punjab National Bank" have revealed the satisfaction level of Punjab National bank. They used 100 respondents to conduct the study and found behavior and attitude of the employees of the bank are the main reasons of customer dissatisfaction.

Kimando and Njogu (2012) in the research "Factors that Affect Quality of Customer Service in the Banking Industry in Kenya: A Case Study of Post bank Head Office Nairobi" have found out the factors that affect quality customer service in financial institutions in Kenya and it has been shown that human resource factors such as training, staff motivation and job satisfaction, and product range affect the quality of customer service.

Lee and Ullah (2011) in the article on "Customers' Attitude toward Islamic Banking in Pakistan" .have identified that Islamic banks' customers highly value Shari'a compliance in their banks and that non compliance with Shari'a principles leads to disgruntled customers. An interesting pronouncement is that if an Islamic bank is involved in repeated violations of Shari'a, the customers are inclined to switch their banks. Nonetheless, the findings reveal that Shari'a compliance is not the only satisfaction yardstick for Islamic banks' customers; they also expect their banks to be convenient, technologically advanced and provide security of their capital.

Mc Donald and Thiele (2008) in the research on "Corporate Social Responsibility and Bank Customer Satisfaction: A Research Agenda" have shown the way of allocating company resources to increase the proportion of satisfied customers that will allow bank marketers to reduce customer churn and hence increase market share and profits.

Moutinho and Smith (2000) in research article "Modeling Bank Customer Satisfaction through Mediation of Attitudes towards Human and Automated Banking" introduces a model to evaluate bank customers' attitudes towards both human tellers and automated banking in mediating the ease of banking factor/perceived satisfaction linkage.

Mylonakis (2009) in the article "Bank Satisfaction Factors and Loyalty: A Survey of the Greek Bank Customers" has examined the Greek bank customers satisfaction level based on their own banks experiences and perceptions, as well as their buying behavior and attitudes towards banking products and services offered. The research was carried out on a random sample of 182 bank customers with the use of structured questionnaires. Findings of the research show that majority of bank customers are satisfied with the bank but banking institutions need to re-examine their customer-approach methods and apply the marketing of relationships to ensure loyalty.

Parvin (2013) in the research on Mobile Banking Operation in Bangladesh: Prediction of Future" has primarily determined the satisfaction of mobile banking users and found that almost the users are satisfied by using this new and innovative banking service but they also want some new edition of this service and the future of the mobile banking in Bangladesh has been predicted as very good.

Parvin and Hossain (2010) in the article "Satisfaction of Debit Card Users: A Study on Some Private Commercial Banks" have concluded that respondents are satisfied by using debit card either for taka withdrawal or goods purchase or for both purposes but the customers demanded more no. of ATM booth, good network facility, transaction receipt etc.

Parvin and Perveen (2012) in the article entitled "Commercial Bank Selection Process Used by Individual Customers: Factor Analysis on Banks of Bangladesh" have found account opening is the most important factor for bank selection decision. Form varimax rotation matrix they have observed that responsiveness is the most important factor to the customers that includes friendliness, personality, counseling and foreign exchange

service.

**Table 1: Customer-Specific Factors**

	<b>Category</b>	<b>Frequency</b>	<b>Percent</b>
<b>Age</b>	Below 25	118	43.7
	25-35 Years	68	25.2
	35-45 Years	43	15.9
	45-55 Years	23	8.5
	Above 55 Years	18	6.7
	<b>Total</b>	<b>270</b>	<b>100</b>
<b>Sex</b>	Male	163	60.4
	Female	107	39.6
	<b>Total</b>	<b>270</b>	<b>100</b>
<b>Marital Status</b>	Married	125	46.3
	Unmarried	139	51.5
	Others	6	2.2
	<b>Total</b>	<b>270</b>	<b>100</b>
<b>Types of Bank</b>	Interest based	68	25.2
	Islamic	202	74.8
	<b>Total</b>	<b>270</b>	<b>100</b>
<b>Types of Bank Ownership</b>	Private	237	87.8
	Public	33	12.2
	<b>Total</b>	<b>270</b>	<b>100</b>
<b>Types of Accounts</b>	Current	80	29.6
	Savings	166	61.5
	Term	24	8.9
	<b>Total</b>	<b>270</b>	<b>100</b>
<b>Experience of Banking</b>	One year	46	17
	Two Years	72	26.7
	Three Years	46	17
	Four Years	33	12.2
	More than four years	73	27
	<b>Total</b>	<b>270</b>	<b>100</b>
<b>Education Level of the respondents</b>	SSC	8	3
	HSC	80	29.6
	Graduate	123	45.6
	Post Graduate	52	19.3
	M.Phil. / PhD.	7	2.6
	<b>Total</b>	<b>270</b>	<b>100</b>
<b>Profession of the respondents</b>	Business man	47	17.4
	Teacher	29	10.7
	Service Holder	48	17.8
	Banker	29	10.7
	Housewife	29	10.7
	Student	88	32.6
	<b>Total</b>	<b>270</b>	<b>100</b>
<b>Income Level of the Respondents</b>	Below Tk 10,000	110	40.7
	Tk.10,000-Tk. 20,000	61	22.6
	Tk.20,000-Tk. 30,000	32	11.9
	Tk.30,000-Tk. 40,000	39	14.4
	Above Tk.40,000	28	10.4
	<b>Total</b>	<b>270</b>	<b>100</b>

Source: Field Survey, October 2014

**Table2: Satisfaction-Specific Factors**

<b>Reliability</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Ranking</b>	<b>Std. Deviation</b>
Accounting opening procedure is easy	270	1.00	5.00	4.0111	1	1.03286
Bank performs the service with consistency and accuracy	270	1.00	5.00	3.6852	2	1.08426
Bank follows online banking for depositing money	270	1.00	5.00	3.6444	3	1.21617
Cash deposit and withdrawal procedure is very quick	270	1.00	5.00	3.6296	4	1.07517
Profit rate for deposit scheme is high	270	1.00	5.00	3.4963	5	1.08298
Account related charge is low	270	1.00	5.00	3.4333	6	1.17960
Valid N (list wise)	270					
<b>Responsiveness</b>						
Queue system of cash counter is perfect	270	1.00	5.00	3.8667	1	.89026
Employees respond quickly to customers' request and problems	270	1.00	5.00	3.5444	2	1.15518
<b>Assurance</b>						
Bank provides statement when respondents want	270	1.00	5.00	3.6519	1	1.05124
Employees' skill and knowledge is satisfactory	270	1.00	5.00	3.6185	2	1.18809
Bank maintains complaint box perfectly	270	1.00	5.00	3.5593	3	1.04642
Valid N (list wise)	270					
<b>Empathy</b>						
Employees are friendly and respectful to solve the customer problem	270	1.00	5.00	3.8259	1	.97328
Top level employee's support is satisfactory	270	1.00	5.00	3.4852	2	1.05858
Valid N (list wise)	270					
<b>Tangible</b>						
Bank location is convenient	270	2.00	5.00	3.8904	1	.97642
Internal environment is suitable	270	1.00	5.00	3.8704	2	.90940
Deposit products are adequate to your need	270	2.00	5.00	3.8556	3	.87800
Locker service is satisfactory	270	1.00	5.00	3.7333	4	.97325
ATM card service is satisfactory	270	1.00	5.00	3.6519	5	1.17482
Bank has vehicle parking facility	270	1.00	5.00	3.5852	6	1.18783
Valid N (list wise)	270					

Source: Field Survey, October 2014

Qasa et. al. (2013) in the research "Factors Affecting Intentions to Use Banking Services in Yemen" have targeted to close the gap by investigating the factors influencing Yemen's consumers who possibly differ from

consumers in the developed countries in terms of their psychological, cultural and behavior to use the banking system by using primary data collected from university students and analyzed by SPSS version 17 and highlighted that the relationship between, service quality, banking legal framework, bank advertisement are significant and positive on behavioral intention except cultural belief where it was significant but played a negative role in using the banking system in Yemen.

Ringim (2013) has conducted research on “Understanding of Account Holder in Conventional Bank Toward Islamic Banking Products” and determined the level of understandings of a Muslim account holder in a conventional bank toward Islamic banking products and services as well as determine the relationship between the understanding levels of Muslim account holder’s and their decision to patronize an Islamic banking. Understanding factor is operationalized as the extent of the deeper level of knowledge, grasp or comprehension of Islamic bank products to patronize Islamic bank products and services.

Khalid et. al. (2011) in the article “Customer Satisfaction with Service Quality in Conventional Banking in Pakistan: The Case of Faisalabad” have conducted a study to evaluate the customer satisfaction of banking industry in Pakistan general, and Faisalabad particular, based on various levels of customer perception regarding service quality. The result indicated that customers perceive highest satisfaction in the responsiveness area and lowest in the tangibles area.

Virk and Mahal (2012) in the article of “Customer Satisfaction: A Comparative Analysis of Public and Private Sector Banks in India” have conducted a comparative analysis to identify the satisfaction level of public and private sector banks in India. Depending on the responses of 160 respondents they found that private sectors banks are more preferred by customers. The researchers covered customers from six banks, three from public sector and three from private sector.

Zineldin (1995) in the article on “Bank-Company Interactions and Relationships: Some Empirical Evidence” has stated that there is a relationships and interactions between banks and corporate clients and explored the possibility of approaching the bank company relationship from a different angle. The study also identifies a large number of factors which influence the interactive relationship between banks and companies.

Demographic characteristics of the respondents reveal that the majority of the respondents are below 25 years and 25.2 % is in between 25 and 35 years, 15.9% between 35 and 45 and 8.5 % between 45 and 55, only 6.7% is above 55. The maximum respondents are male (60.4%) and only 39.6% of the respondents are female, while 51.5% of them are unmarried and 46.3% are married. The maximum respondents have chosen Islamic bank (74.8%) than interest based bank (25.2%). Most of the banks are privately operated (87.8%) and only 12.2% are operated by public ownership. Most of the respondents use savings accounts (61.5%) and only 29.6% and 8.9% use current and term accounts respectively. The maximum respondents have banking experience more than four years (27.0%) and few have banking experience of four years. Maximum respondents are well educated. Here, 19.3% has passed postgraduate level, 45.6% has passed graduate level, 29.6% HSC level and 3.0% falls into SSC passed, but only 2.6% respondents have completed M.Phil/ PhD. degree. Most of the respondents are students and a few of them are businessman. Most of them earn monthly less than Tk. 10,000 and few of them (10.4%) earn highest level of income.

In reliability factor respondents give the most importance in easy produce of account opening as it has the highest mean value (4.0111). The mean value of account related charge is 3.433 which means the depositors are not satisfied with account related charges.

Under responsiveness, the depositors are more satisfied with the queue system of cash counter as it got the highest mean value than quick response of employees to customer request and problems.

Under assurance, there are three variables. Depositors have given the highest importance (3.8259) to provide statement to respondents timely than employee’s knowledge and skills.

Under Empathy customers give more emphasize on employees’ friendliness and good behavior to customers.

In tangible, there are six variables. Among them convenient bank location is the most important factor (3.89054). Besides this, internal environment, adequate deposit product and locker service also satisfy depositors. On the other hand, depositors have given lowest value on vehicle parking facility (3.5852).

**Regression between Satisfaction-specific factors and overall satisfaction from deposit management services.**

**Model Summary 1**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.606 <sup>a</sup>	.367	.355	.97434

a. Predictors: (Constant), Reliability, Responsiveness, Assurance, Empathy, Tangible

Source: Field Survey, October 2014



**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	145.242	5	29.048	30.599	.000 <sup>a</sup>
	Residual	250.625	264	.949		
	Total	395.867	269			

a. Predictors: (Constant), Reliability, Responsiveness, Assurance, Empathy, Tangible.

b. Dependent Variable: Overall satisfaction from deposit management.

Source: Field Survey, October 2014

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.210	.413		-2.928	.004
	Reliability	-.146	.130	-.081	-1.120	.264
	Responsiveness	.320	.095	.207	3.382	.001
	Assurance	.385	.106	.254	3.636	.000
	Empathy	.056	.092	.038	.611	.542
	Tangible	.675	.121	.339	5.596	.000

The above model summary 1 indicates that there remain a correlation between independent variables (Reliability, Responsiveness, Assurance, Empathy and Tangible,) and dependent variable (overall satisfaction from deposit management). At 5% significance level the correlation is 60.6%. The value of adjusted R Square is 0.355 that means 35.5 % of dependent variable can be explained by the independent variables. From ANOVA test, it can be remarked that there is a statistically significant effect of Responsiveness, Assurance, and Tangible on overall satisfaction level from deposit management because the significance level of these variables is less than 5% but there is no statistically significant effect of other two variables because the significance level of these variables is greater than 5%. Hence  $H_{10}$  is rejected and  $H_{1a}$  is accepted and the regressions equation will be:

$$Y_i = a_0 + b_1x_1 + b_2x_2 + \dots + b_nx_n$$

So, Overall Satisfaction = -1.210+ (-.146) Reliability +. (320) Responsiveness + (.385) Assurance+ (.056) Empathy + (0.675) Tangible.

**Regression between Customer-Specific factors and overall satisfaction from deposit Management services:**

**Model Summary 2**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.251 <sup>a</sup>	.063	.027	1.19672

Predictors: (Constant), age, gender, marital status, bank type, bank ownership, account type, experience of banking, level of education, profession, monthly income.

Source: Field Survey, October 2014

**ANOVA<sub>b</sub>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.942	10	2.494	1.742	.072 <sup>a</sup>
	Residual	370.925	259	1.432		
	Total	395.867	269			

a. Predictors: (Constant), age, gender, marital status, bank type, bank ownership, account type, experience of banking, level of education, profession, monthly income.

**Model Summary 2**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.251 <sup>a</sup>	.063	.027	1.19672

b. Dependent Variable: Overall satisfaction level from deposit management.

Source: Field Survey, October 2014

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.033	.896	.033	2.269	.024
	Age of the respondents	.032	.070	-.082	.461	.645
	Gender of the respondents	-.202	.151	.008	-1.338	.182
	Marital status of the respondents	.018	.155	.174	.113	.910
	Type of bank respondents use	.486	.222	.106	2.188	.030
	Type of bank ownership	.394	.294	-.049	1.340	.182
	Types of accounts respondents use	-.100	.127	.178	-.794	.428
	Experience of banking of the respondents	.147	.058	.001	2.554	.011
	Education level of the respondents	.002	.096	.070	.018	.985
	Profession of the respondents	.045	.046	-.002	.966	.335
	Income level of the respondents	-.002	.070		-.027	.978

a. Dependent Variable: Overall satisfaction level from deposit management services

Source: Field Survey, October 2014

The above model summary no. 2 indicates that there remains a correlation between independent variables (Age, Gender, Marital Status, Types of bank. Type of bank ownership, Type of bank account, Experience, Education, Profession, Income Level) and dependent variable (overall satisfaction from deposit management). At 5% significance level the correlation is 25.1%. The value of adjusted R Square is .027 that means only 2.7 % of dependent variable can be explained by the independent variables. From ANOVA test it can be remarked that there is a statistically significant effect of type of bank respondents use, experience of banking of the respondents because the significance level of these variables is less than 5% but there is no statistical significant effect of others variables (Gender of the respondents, Marital status of the respondents, Type of bank ownership, Types of accounts respondents use, Education level of the respondents) because the significance level of these variables is greater than 5%. Hence  $H_{20}$  is rejected and  $H_{2a}$  is accepted and the regressions equation will be:

$$Y_i = a_0 + b_1x_1 + b_2x_2 + \dots + b_nx_n$$

So, Overall Satisfaction = 2.033+ (.032) Age + (-.202) Gender + (.018) Marital status + (.486) Type of bank + (0.394) bank ownership+ (-.100) Types of accounts + (.147) Experience+ (.002) Education+ (.045) Profession+ (-.002) Income level.

**Conclusion and Recommendations:**

Intense competition exists in banking industry. Deposit is considered as the blood of banks. So, Satisfying depositors is essential. The purpose of this study is to measure the individual depositor's satisfaction from deposit management services of different commercial banks of Bangladesh. This study revealed that there is a close relationship of depositors' satisfaction with customer-specific factors and satisfaction-specific factors. From regressions analysis no. 1, it has been found that responsiveness, assurance, and tangible have statistically significant effect of on overall satisfaction level from deposit management. From regressions analysis no. 2 it can be inferred that there is a statistically significant effect of type of bank respondents use, experience of banking of the respondents on overall satisfaction level from deposit management. Nevertheless, for giving



better deposit management service and ensuring the economic development and the stability of the country the following suggestions can be adopted by the banks:

- Cash deposit and withdrawal procedure should be quick
- Bank should perform deposit management service more consistently and accurately.
- Profit rate for deposit scheme should be increase.
- Account related charge should be decreased.
- Banks should give more emphasize to solve customers' request and problem.
- Bank should maintain complaint box perfectly so that customer can get the solution of their problems quickly.
- Top level employees of bank should provide better support to depositors.
- The banks should maintain and improve better internal environment, adequate deposit product and locker service to satisfy the depositors.
- Types of banks and experience of banking are closely related with satisfactions of depositor. So bank should consider these factors to improve the level of satisfaction of the depositors.
- Banks can modify ATM card service and car parking facility.

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