

A Comparative Study between Islamic Banks and Conventional Banks in Bangladesh Based on Satisfaction of Debit Card Users

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Abstract

This study is about the measuring of customer satisfaction on debit card use where little attention has been paid to this issue in particular in context of Bangladesh. Prior studies on Islamic banks and conventional banks were focused on different determinants of customer satisfaction, but very few studies have focused the customer satisfaction on debit card users. Therefore, the research aim is to identify the level of debit card user satisfaction and its determinants between Islamic banks and conventional banks. For this purpose, a well-planned questionnaire was developed to ensure success and also by providing questionnaires to 300 debit cards holder from Islamic banks and traditional banks using the convenience sampling technique. In this study, bi-variate and regression model were employed to identify the important predictors that affected customer satisfaction regarding debit cards of both types of banks. The study discovered that the customers of conventional banks were more pleased with the overall quality of service than that of Islamic banks were providing. More importantly, traditional banks had security and responsiveness as the driving forces, whereas Islamic banks, as an exception, availability of money and transaction cost were considered less important in customer satisfaction. The most important measures represent the procedures banks may use to tailor their services to individual consumers' needs.


Keywords: Customer Satisfaction, Debit Card, Islamic Bank, Conventional Bank

I. Introduction

Banking system acts as a barometer of country's economic prosperity. For contemporary trade and commerce Well-urbanized banking system is compulsory. The banking industry in Bangladesh is considerably operated by the investment banks, Islamic banks (based on Sa'riah) and commercial banks. Together, Banks stand for the prime mobilize of finances as well as the key source of financing to prop up the national economic activities. In banking sector, Payment means transaction of money linking payer and payee. Without Bank payment system cannot be conducted, even if it is not always obligatory to move money. In cash-to-cash transaction, even if a bank is not concerned still, it is the foundation of the cash (Rahman, 2016). On account of electronic business

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models conventional banking system are reshuffling in terms of customer relationship management and business method designs (Kumbhar, 2011). Plastic money is a modern-day mode of payment system that is prominently changing the outmoded idea of payment system through cash. The practice of debit cards, credit cards, master cards, visa cards, smart cards, pre-paid balance cards for reimbursing to purchase goods and services is labeled as plastic money.

Cards came into Bangladesh being in late 80s and in 1997 credit card were first launched. Both the conventional and Islamic banks offer card facilities in Bangladesh. With the help of Debit and credit cards, users need not to carry access money or a checkbook. Debit cards act as digitized checkbooks; which connected to a bank account and once the transaction occurs money is debited from the account. On the other hand, credit cards offer a line of credit which is interest-free if the monthly bill is paid in time. Most of the Consumer research has been done in support of credit cards (Thomas et al., 2010). It has been found that consumers are more contented with credit cards over debit cards (Yang and King, 2011). Yang and King (2011) pointed that the speedy increases of debit card because of individuals are not interested in carry a balance as well as not to pay interest and fear of credit which could affect their wallets and spending habits. Borzekowski et al. (2008) figure out that in America, popular mode of payment is debit card. China as like as other countries, the practice of using debit card is more proceeded than credit card for some time (Hu, 2006). In Bangladesh, the usage rate of debit card is also increased (Afroza and Hossain, 2010). So, it is clear that the significance of debit card has been enlarged gradually.

Naser et al. (1999) discovered that most Muslim clients choose an Islamic bank based on religion, not geography, profit, or other factors. Shariah-based principles were the most essential element in selecting Islamic banks. Gerrard and Cunningham (1997) found no difference in bank selection between Muslims and non-Muslims in Singapore. In a comparative research in Pakistan, both Islamic and conventional bank clients were happy with the banks' services, while conventional bank customers were more satisfied.

Islamic banking's part of the financial industry's global market is still relatively small, but it's expanding rapidly in several places, especially in Asia and the Middle East (IMF, 2015). There is a substantial opportunity for Islamic finance, which is progressively becoming an institutionalized component of the global capital market, to quickly develop and contribute to the expansion of the economy (Imam and Kpodar, 2016).

Research in this area has consistently shown a correlation between card service quality and satisfied customers (Afroza & Hossain, 2010; Alam, 2009). Quality in financial services has traditionally been defined as "how well the service given satisfies the demands of clients." They used either the original models of service quality or adapted some of the features of those models to fit in order to assess customer satisfaction and the linkage of quality, contentment, and loyalty in banking services. However, as data about customers' evaluations was not entirely obtained by those studies, their conclusions have contributed to rather than offering implications for banks to make final service choice. This study tries to evaluate customer satisfaction of debit card user by comparing conventional banks with Islamic banks.

Due to the services offered by the conventional and Islamic banks are different, this study chose to compare the level of customer satisfaction on debit card between conventional and Islamic Bank in Bangladesh. This research focuses on answering the question: What factors contribute to customers' happiness or discontentment with debit card services? The current study also seeks to add by connecting payment mode preference to user satisfaction. The study was the first of its kind that investigates customers' satisfaction in conventional and Islamic Banks in Bangladesh. It also explores Bangladeshi market in case of choice and usage rate of debit cards and impact on user satisfaction of both conventional and Islamic Bank.

II. Literature Review

Over the past two decades several researches have been done on bank selection criteria (Noman et al., 2007; Hafeezur and Saima, 2008). Based on these researches several attributes were found which work as a vital role for bank selection. Those attributes comprise of availability of credit, service quality, well-situated location, ATM Booth availability, different types of bank services, adequate bank hours, perceptive financial needs, Attitude of personnel, Word-of-mouth, return on investment, special services for women, and Brand.

Diverse variables and statistical techniques have been used for investigation by different studies and results are drawn from them aiming at performance evaluation (Hanif, 2011). However, Saad and Almossawi (1998) asserted that the comparative significance of those attributes varies from organization to organization conditional on: nature of organization, users' educational qualification, occupation, income and age.

According to Shanmugam and Zahari (2009), the main dissimilarity between conventional and Islamic banks is that, the former functions on secular principles while the latter is conducted their operations in accordance with the rules of Shariah. Conventional banks are based on debt and interest, and it permits transfer of risk. On the other hand, Islamic banks are prohibit interest (Riba) as well as asset-based, which promote sharing of risk (Hasan and Dridi, 2010). Sharia-compliant products are particularly remarkable for fragments of the population that demand financial services that are reliable with their religious beliefs (Thorsten et al, 2010).

According to Hanif (2011), Islamic Financial Institutions (IFIs) are functioning in the same society where conventional banks are operating and perform all those jobs which are expected from a financial institution, however, the philosophy and operations are different. The financial transactions of commercial banks are founded on interest and the concept of the relationship between the debtor and the lender.

Amin (2008) found that based on the selection attributes conventional banks differ from those for Islamic banks. Hayat et al., (2011) figure out to sustain in the highly competitive environment as well as fulfill users' expectations now they are competing for providing quality services. Owing to increased competition now customers are much anxious concerning the services quality. Now customer feels no hesitation to move to other banks, if they are not satisfied with their current bank (Hayat et al., 2011).

Customer satisfaction always recognized as a significant component of contemporary marketing; mainly in case of service industries. It is extensively believed that satisfied customers are the root of a successful company. This issue is even more significant in saturated markets with homogeneous products where customers can fairly switch to another service provider if they are not fully satisfied (Deng et al., 2010). It has always been measured on the quality of product or service offered by organization. Services are always different from physical products because they have some distinctive characteristics such as perishability, heterogeneity, inseparability and intangibility (Zeithaml & Bitner, 1996). Because of these attributes it is often complicated for consumers to estimate services at different stages of consumer decision making (Legg & Baker, 1996).

Khan (2010) provided an explanation of the impact that the value of ATM service has on consumers by focusing on the following five essential aspects of ATM quality of service: convenience, efficient operation, security / privacy, dependability, and response. He discovers a substantial positive association between the quality of the ATM service and the degree of happiness the consumers have. Clients of public sector banks and customers of private sector banks have distinct perspectives about the level of service received. In a paper Siraye (2014) discussed the proliferation of different automated technologies that have made it possible for the banking business to increase both the speed and the quality of service delivery. Client satisfaction is when products/services function as expected (Kotler & Armstrong, 2010). It's how effectively goods and services match customer expectations. Business success depends on customer pleasure. According to Habte and Mesfin (2019), determining whether a customer is satisfied requires asking probing questions about their experience at a certain point in time. It is well-known as a major influence in shaping clients' future purchase intentions because of its close relationship to clients' demands (Joshi, 2019).

In a competitive marketplace now, it is seemed that customer satisfaction act as a key differentiator as well as become main strategy to compete with others. It is always recognized long-term business success is depend on customer satisfaction. Jayaraman et al., (2010) pointed out that organizations in the same industry are always certain to provide quality services in order to attract and retain their customers. Satisfaction always acts as a mediating role between customer perceptions of service quality and the creation of behavioral intentions. Deng et al., (2010) have pointed out customers' perception of believing of a specific service provider will lead to their attitude (customer satisfaction), which in turn will lead to behavior intention of continual usage (customer loyalty). The satisfied clients will probably talk to others about their good experiences. (Rahim et al., 2010) As like as other industries, in case of banking industry consumers' show different attitudes and behaviors with respect of diverse banking technologies. A satisfied customer is of great significance for the current and future performance of commercial banks (Belás and Gabčová, 2015).

Thomas Foscht et al., (2010) pointed that while using debit cards the buyer must have funds with respective account in advance before a transaction occurred. Debit cards is a great financial tool, which is a source of plastic money and is used for making life easier by providing access to cash while making transactions (Afroza and Hossain, 2010). Besides it use instant withdrawal of cash, acting as the ATM card for withdrawing cash and as a check guarantee card.

As per Thomas Foscht et al. (2010), debit card is a cashless mode of making payment for a transaction which is prime benefit of using a debit card. It is also benefited for customers that the instant subtraction of the amount make it clear the customer that he/she does not spend more than what he/she has in his/her account. Afroza and Hossain (2010), pointed out that now in Bangladesh as a mode of "electronic Banking" the significance of debit card has been enlarged. During the last era, debit card dealings grew rapidly in most advanced countries. In Bangladesh, Customers use debit card either for purchase of goods and services or for taka withdrawal or for both (Afroza and Hossain, 2010).

For this reason, now banks are more worried and recognizing that customers are not satisfied with the value they also seek after sale service (Ahmad and Haron, 2002). However, Okumus and Genc (2013) pointed out that in recent years Islamic banks also show neck on neck competition by providing a large number of products with conventional banks as an alternative to commercial ones. For this reason the study investigates which determinants have impact on customers' satisfaction in conventional and Islamic Banks in Bangladesh.

III. Data and Methodology

Data is the foundation of any statistical research. We require primary sources of data to execute our work. There are 54 Conventional banks and 8 Islamic banks in Bangladesh. As the research workplace in Chattogram, we have been chosen to select research area as branches of banks located in Chattogram. For this study, five conventional banks (South East Bank Limited, Dutch Bangla Bank Limited, Jamuna Bank Limited, NCC Bank Limited, ABBank Limited) and five Islamic banks (Social Islami Bank, Shahjalal Islami Bank, EXIM Bank, Al-Arafah Islami Bank, and Islam iBank Bangladesh Limited) have been selected purposively considering the purpose of the researchers. The survey has been covered a randomly total number of 300 debit card users from Conventional and Islamic banks using a convenient sampling technique to obtain the information accurately. Primary data has been gathered from January 2020 to July 2020, where a self-structured questionnaire was used to collect the data in terms of the objectives of the study. To analyze the collected data, a 5-point Likert scale has been used where 1 stand for highly dissatisfied customers, 2 stands for dissatisfied customers, 3 stands for neutral, 4 stands for satisfied customers and 5 stands for highly satisfied customers. For in-depth analysis of the topic of this research work, questionnaire responses were coded, summarized, and analyzed using the Statistical Package for Social Sciences (SPSS windows version 20). Descriptive statistics were used to obtain frequency counts and percentages of various coded responses. Statistical techniques including the test of independence and regression analysis were also used as a methodology. In this study by using a test of independence to determine whether a statistical association between two categorical variables and regression analysis helps us to confidentially find out which factors matter most, which factors can be ignored and how these factors influence each other.

Analysis and discussion of results

From table 1, we observed that education has an important effect on service quality concerning Islamic banks but conventional banks have no effect on different categories of education.

Table 1: Percentage distribution and cross tabulation analysis of debit card user's satisfaction of Islamic and conventional banks with their service quality by different socio-economic and demographic factors:

Socio-economic and demographic factors	Categorical values	Customer Satisfaction (Islamic bank)				Customer Satisfaction (Conventional bank)			
		Satisfied	Not Satisfied	Cross - tabulation	Sig.	Satisfied	Not Satisfied	Cross - tabulation	Sig.
Age	14-30 years	53	23			24	38		
	31-40 years	31	19	2.303	.32	33	39	1.777	.411
	41-62 years	19	5			9	7		
Education	Secondary and above	7	0			6	6		
	Under graduate	55	19	7.037	.030	19	30	0.873	.646
	Post graduate	41	28			41	48		
Occupation	Student	38	13			13	15		
	Teacher	12	16			13	22		
	Businessman	13	2	11.936	.008	9	13	1.180	.758
	Employee and others	40	16			31	34		
Reason for choosing this bank	Interest free	39	27			1	9		
	High interest rate	2	0			1	0		
	Near by home	18	3	6.995	.136	10	19	8.501	.075
	Better service	40	15			42	41		
	Others	4	2			12	15		
Duration of using debit card	1-3 years	69	28			37	44		
	4-6 years	23	13	.780	.677	22	31	.227	.893
	7-10 years	11	6			7	9		
Transaction times in a month	1-3 times	76	31			32	28		
	4-6 times	27	16	.967	.325	34	56	3.535	.060
	500-4000	15	5			23	28		
	5000-9000	25	15	16.321	.294	13	29	4.650	.098

Average transaction in a month	10000-30000	63	27			30	27		
purpose of using debit card	Withdraw-ing money	69	29			33	30		
	purchasing products	9	2	10.297	.067	1	10	7.347	.025
	both	25	16			32	44		
benefits of using debit card	Time saving	28	13			12	17		
	Instant transaction	22	16			11	13		
	no need to carry cash	33	11	3.239	.356	23	28	.144	.986
	easy to use and others	20	7			20	26		
problems faces using debit card	Unavailabili-ty of taka in the booth	15	13			10	20		
	Unavailabili-ty of receipts	8	2			1	1		
	receipt was available but not taka	20	8	10.297	.067	3	6	7.656	.176
	unavailability of small value	32	21			23	23		
	No problem at all	28	3			29	34		
availability of taka	very dissatisfied	2	4			1	3		
	somewhat dissatisfied	7	10			6	4		
	neither dissatisfied nor satisfied	22	13	14.645		3	16	24.890	.000
	somewhat satisfied	42	14		.005	15	39		
	very satisfied	30	6			41	22		
security and responsiveness	very dissatisfied	1	3			0	2		
	somewhat dissatisfied	1	4			1	5		
	neither dissatisfied nor satisfied	18	9	10.884	.028	1	18	50.048	.000
	somewhat satisfied	37	17			5	32		
	very satisfied	46	14			59	27		
different value denominated notes	very dissatisfied	3	4			2	6		
	somewhat dissatisfied	9	9			3	11		
	neither dissatisfied nor satisfied	38	22	11.732	.019	23	28	8.337	.080
	somewhat satisfied	26	8			23	31		
	very satisfied	27	4			15	8		
network service	very dissatisfied	6	6			2	6		
	somewhat dissatisfied	6	12	16.240	.003	8	21	27.465	.000
	neither dissatisfied nor satisfied	21	6			2	20		

	somewhat satisfied	25	11			17	19		
	very satisfied	45	12			37	18		
availability of receipt	very dissatisfied	3	4			0	2		
	somewhat dissatisfied	7	8			3	14		
	neither dis2satisfied nor satisfied	20	8	12.137	.016	6	17	18.761	.001
	somewhat satisfied	31	19			17	27		
	very satisfied	42	8			40	24		
action to solve problem	very dissatisfied	2	7			0	5		
	somewhat dissatisfied	7	9			2	14		
	neither dissatisfied nor satisfied	18	9	19.443	.001	5	22	51.894	.000
	somewhat satisfied	30	13			9	28		
	very satisfied	46	9			50	15		
transaction cost	very dissatisfied	0	3			3	8		
	somewhat dissatisfied	3	9			4	20		
	neither dissatisfied nor satisfied	18	22	44.581	.000	12	21	22.213	.000
	somewhat satisfied	47	12			12	19		
	very satisfied	35	1			35	16		
ease of transaction during purchase of goods and services	very dissatisfied	6	2			7	6		
	somewhat dissatisfied	4	6			2	12		
	neither dissatisfied nor satisfied	28	18	7.293	.121	11	19	9.860	.043
	somewhat satisfied	37	11			16	24		
	very satisfied	28	10			30	23		
availability of bank's booth	very dissatisfied	7	7			4	12		
	somewhat dissatisfied	27	11			8	25		
	neither dissatisfied nor satisfied	8	7	6.093	.192	7	8	15.005	.005
	somewhat satisfied	22	11			16	21		
	very satisfied	39	11			31	18		

Customer's occupation is considered as the effective factor influencing them regarding the use of debit cards in their daily life. Here we see that, in Islamic banks, the occupation has a significant association with user satisfaction. In a factor, reason for choosing this bank, comparatively conventional banks customers are satisfied with their service quality rather than Islamic bank. Transaction times in a month are another important factor for measuring customer satisfaction. In comparing two types of banks, the conventional bank is correlated with this predictor whereas Islamic bank has no significant association. Table no.1also indicates that the purpose of using a debit cards with their service mode taking steps by Islamic banks as well as Conventional banks is approximately the same at sig. level .067 and .025. The analysis of data shows that Islamic banks' service quality and problems faces using the debit cards have an impact on the customer's satisfaction. In this case, the majority of the respondents (76%) in conventional banks are satisfied with this factor whereas in Islamic banks the percentage is 71%. Based on analyzing the table, we found that availability of taka is highly significant in conventional banks

and less significant in Islamic banks. With the help of cross-tabulation analysis, it is stated that evaluating the level of customer satisfaction depends on security and responsiveness which is also considered as the major determinants of this study. In Islamic banks and conventional banks, this factor is not identical which is differing at 5% and 1% level of significance respectively. It is apparent from the analysis that, different value denominated notes and network service is very important for computing the satisfaction level of customers on debit card service quality where Islamic banks and conventional banks have almost equal effect on these two factors. Descriptive statistics also show that there is an appropriate association between availability of receipt and different categories of service whether conventional banks customers are highly satisfied with compared to Islamic Shariah-based banks. The findings from the table 1 revealed, our studied two types of banks have a close relationship with action to solve problem and transaction cost but it is seen that conventional banks service quality plays a significant role in ease of transaction during the purchase of goods and services whereas Islamic banks do not affect account of possible response of the customers which lead to creating users dissatisfaction.

Table 2: Multicollinearity among predictors in surveyed two types of banks:

Multicollinearity is the phenomena of inter correlations among independent variables in a multiple regression model. To detect multicollinearity, we use some indicator called variance inflation factor (VIF).

Predictors	Islamic banks (VIF)	Predictors	Conventional banks (VIF)
Educational qualification	1.349	Reason for choosing bank	1.303
Occupation	1.163	Transaction time	1.168
Purpose of using debit card	1.153	Purpose of using debit card	1.213
Problems faces using debit card	1.195	Availability of taka	1.500
Availability of taka	1.469	Security and responsiveness	1.837
Security and responsiveness	1.582	Different value denominated notes	1.428
Different value denominated notes	1.320	Network service	1.702
Network service	1.986	Availability of receipt	1.517
Availability of receipt	1.451	Action to solve problem	1.864
Action to solve problem	1.593	Transaction cost	1.412
educational qualification	1.499	Ease of transaction during purchase of goods and services	1.395
		Availability of bank's booth	1.329

From the above table, we can see that the value of variance inflation factor for Islamic banks and conventional banks is less than 5, which means that there is an absence of multicollinearity with in predictors. Therefore, with the help of significant determinants, we can conduct multiple regression analysis.

Regression analysis

In multiple regression analysis, we have checked out whether they have an important effect towards the service quality of the debit cards. The results from multiple regression analysis are given in the following table. Summary outputs of regression analysis are presented in following different tables:

Table 3: Model Summary of the regression analysis of Islamic banks and Conventional banks

Islamic banks				Conventional banks			
R	R Square	F	Sig.	R	R Square	F	Sig.
.598a	.357	6.978	0.000	.633	.401	7.630	0.000

Table 4: Coefficient analysis for Islamic banks

Determinants	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.111	.174		-.636	.526
educational qualification	-.092	.063	-.115	-1.451	.149
Occupation	.019	.026	.052	.706	.481
purpose of using debit card	-.029	.038	-.055	-.747	.456
problems face using debit card	.009	.020	.036	.481	.632
availability of taka	.092	.035	.216	2.606	.010
security and responsiveness	.016	.041	.033	.381	.704
different value denominated notes	.020	.034	.047	.605	.546
network service	-.018	.034	-.049	-.510	.611
availability of receipt	-.019	.033	-.047	-.572	.568
action to solve problem	.031	.033	.082	.954	.342
transection cost	.204	.040	.427	5.113	.000

In the table 4, examining the regression coefficients with t-test results towards their significance test, availability of taka, and transaction cost are a significant predictor of debit card service quality in Islamic banks. These two determinants are positively related to the dependent variable. Which is their value of an unstandardized coefficient $\beta = 0.216, 0.427$ respectively. In this regard, we conclude that, among all other variables remain constant, if the availability of taka tends to increases by 1 unit, service quality will increase by 0.216 units. The effects of the other variables are not significant. In a study Rashid et al. (2009) found that convenient financial transactions system, consistency in service with uniformity were substantial factors for choosing Islamic banks in Bangladesh. Cost-effectiveness, staff productivity, accessibility, institutional scale, and credibility were all highlighted as critical factors in the study's list of desirable bank characteristics (Ahmad and Haron (2002). In table 3, the value of $R^2 = .357$ for Islamic banks show the causal variables included in the fitted model can describe 36% concerning the variability on the dependent variable. This value is significant as shown in the ANOVA table whose p-value is (0.000). The F-value (6.978) which is significant at 0.01 ($p < 0.01$) revealed that the effect of availability of taka and transaction cost on user's satisfaction of service quality of the debit card is significant.

Table 5: Coefficient analysis for Conventional banks

Determinants	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.541	.217		-2.490	.014
reason for choosing bank	.034	.038	.067	.885	.378
transaction time	-.093	.072	-.092	-1.286	.201
purpose of using debit card	-.005	.038	-.009	-.120	.905
availability of taka	-.018	.039	-.038	-.465	.643
security and responsiveness	.138	.048	.260	2.899	.004
different value denominated notes	-.046	.038	-.096	-1.210	.229
network service	.041	.033	.106	1.230	.221
availability of receipt	.043	.038	.094	1.151	.252
action to solve problem	.097	.039	.227	2.509	.013
transaction cost	.065	.030	.170	2.162	.032
ease of transaction during purchase of goods and services	-.010	.030	-.026	-.328	.744
availability of bank's booth	.035	.027	.098	1.284	.201

The findings of linear regression analysis on Conventional banks (table 5) show that security and responsiveness, different value denominated notes are important in determining customer satisfaction as measured by the quality of service on a debit card. The coefficients of all of the variables are statistically significant as measured by t-tests. The other variables did not show any statistical relationship with service quality achieved by conventional banks. Alam and Al-Amri (2020) found Services Reliability, Services Responsiveness, and Services Security have positive and statistically significant relationship between these three aspects of service quality and customer satisfaction. In table 3, $R^2 = 0.401$ for conventional banks, which implies that identified factors contributed only 40 percent in the variation of their provided service quality. The F-value (7.630) which is significant at 0.01 ($p < 0.01$) shows that the effect of security and responsiveness, different value denominated notes on conventional banks service quality is significant.

IV. Conclusion and recommendations

The main aim of this study was to assess the effects of different determinants on debit card user satisfaction between Islamic banks and Conventional banks. To conduct this study, convenience sampling techniques were employed and both primary and secondary sources of data were used. The satisfaction of the customers depends on the service quality of the banks; the paper has tried to statistically evaluate the comparative importance of factors behind their debit card service. We studied 19 variables for measuring service quality, most of the variables are found significant and good predictors of debit card user's satisfaction in providing their service. To find out the most important service quality predictors, bi-variate analysis is used and also to see whether their effect on the customers' satisfaction. In comparison to Islamic shariah-based banks and conventional bank's customers, there is a true difference between hope and satisfaction over these contributed various different categories of service quality. Concerning their service quality dimensions, it can be concluded that conventional bank customers are more satisfied rather than the Islamic banks in our study area. However, a result of regression analysis indicates that security and responsiveness and different value denominated notes are important determinants in conventional banks customers' satisfaction, it elucidates 40 percent of variance whereas, in Islamic banks, availability of taka and transaction cost are relatively less important on account of these factors interpret 35 percent of the variation in customer satisfaction. Bank's performances mostly rely on the customer satisfaction level. Customer service-related difficulties create customer dissatisfaction. Under consideration of the above findings, we may recommend that both types of banks should concentrate on most influencing factors which will be related to the provided service as the way of improving their service quality.

The following measures are suggested for better debit card service:

1. Banks should improve the quality of their network services so that clients are not turned away at ATM booths.
2. Customers prefer to utilize their own booth because it is free. Banks should expand their personal exhibit space for customer's necessity.
3. The bank should be aware of and place appropriate emphasis on the various aspects that influence customers' attitudes.
4. Customers can use their debit cards at shopping malls if banks and shopping centers reach an agreement. This arrangement will help to mitigate the risks associated with purchase.
5. Customers occasionally do not receive Taka from the booth, despite the fact that it is automatically deducted from their account. This is a major source of unhappiness among users. Banks have the ability to take immediate action to address this issue.
6. Furthermore, the banks should increase their technology capabilities in order to improve their debit card services.

Several limitations are inherent in this study, in which future researchers could explore. First, as this study examined the determinants of credit card user satisfaction of banks from January 2020 to July 2020, to achieve a consistent and comparative analysis, relatively little information was collected. As such, there were various aspects of service quality patterns that could not be discussed. Therefore, further research is needed in the future, considering a longer period of time, in order to explore the key determinants of service quality for customer satisfaction in the banking industry.

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