Satisfaction Level of the Debit Card Users in Bangladesh

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ABSTRACT

Debit card, nowadays, is an essential instrument in the modern digital society. However, researchers still need to discuss the satisfaction level of debit card users in a digital society. This article aimed at measuring the satisfaction level of the debit card users of the four selected commercial banks. A survey of randomly selected 200 samples from four banks was undertaken to pursue the above objectives. Data were collected through a predefined set of questionnaires for the analysis. SPSS analyzed data to describe the variables and develop a model. Findings revealed a positive relationship between debit card user satisfaction and the independent variables (cash withdrawal through ATM, internal transfer money, purchasing goods and services through Point of Sale (POS), paying monthly bills and avoiding spending more money). The study suggested that debit card providers should decrease service charges, add more features, increase security, responsiveness, and network services and establish adequate bank booth services, which make customers more satisfied.

1.0   Introduction

Banks play a critical part in a country's economic development. The backbone of any economy is a strong and efficient banking system. Today's banking service processes are faster and more reliable than before. The dependency on banking activities is increasing day by day. Banking activities have been our daily life activities. Money constantly views as a strong intermediate of interchange and disbursement means. However, from metal coins to paper bills, money has evolved. Nowadays, people are not much more interested in using paper cash while shopping, paying various utilities and bills, booking air or hotel tickets etc. Cards and ADC (Additional Delivery Channel) is a banking operation system that reduces the use of paper cash and cheque. Internet banking, Debit cards, Credit cards, Automated Teller Machines (ATMs), Mobile banking, Electronic Fund Transfer (EFT) etc., are just some of the cutting-edge technology made available 24/7 to customers worldwide by the proliferation of private or new-generation banks. These new technologies allow bankers to expand their customer services beyond the constraints of time and geography. Today Cash can obtain in digitized or plastic card form. So, Cash and cheque are replaced by electronic money or plastic card because Cash and cheque are costlier, insecure than electronic money or plastic card. In Bangladesh, banks offer different plastic cards, such as gift cards, budget or option cards, debit cards, payment/prepaid/electronic purse cards, credit cards, charge

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cards, and ATM cards. Among these, most people in Bangladesh use debit cards for various purposes. Customer happiness is becoming increasingly crucial these days. Whether a product or a service, every business provides something similar. However, the distinction is only apparent when the firms' services or products contrast. In other words, the level of customer or consumer happiness with a product or service attempted to be measured. Due to the rapid advancement of technology, every firm has begun to use information technology to boost efficiency and save time. Information technology has significantly impacted the banking industry. According to the Bangladesh Bank data, the number of debit card users is 19.99 million, the number of credit card users is 1.62 million, and the prepaid card users are 0.59 million.

2.0   Literature review

There are a few different research projects that make use of a format that may locate on the internet. There have been few studies that have focused on the evaluation of the satisfaction level of debit card users. Banking stakeholders' have realized the importance of information technology in their banking sectors. According to the various findings, the usage of debit cards has been steadily growing over the past few years worldwide. The advancements in information technology are likely to be responsible for this growth (Chorofas, 1987). Banstola shows the pros and cons of e-banking in Nepal (Banstola , 2007). Both the bank and its clients have spoken. This study investigates cost, danger, internet access, and client expectations. Customers could withdraw cash, pay merchant bills, or make online payments straight from their bank accounts using a debit card. These transactions can also make with a credit card. In addition, Pallister and Isaacs denote that credit cards grant their owners the ability to get a loan and make ready money withdrawals up to a limit that has been predetermined (Palister, J and Isaacs, A, 2002). According to the findings of a survey conducted by (Bjoklund, 2007), US debit card usage has been rising. The results fit the previous research study by Ron et al. (Ron, 2002). In his studies, he found that US debit card usage at the point of sale (POS) has been growing at 20 per cent per year since 1996 and has dramatically increased. Stix researched Vienna to shed light on several problems associated with using debit cards (Stix, 2004). Their research investigated how factors such as cash withdrawals from ATMs, EFT-POS terminals, and electronic payments affect cash demand. Customer satisfaction is a way to measure how customers are satisfied with a company's products, services, and abilities. Satisfaction with target customer data, like analyses and scores, may determine the best solution for improving or changing the nature of business products and services. A questionnaire-based survey is the standard method for determining customer satisfaction measurement. A single open-ended question or a series of different manifest variables related to the many facets of satisfaction can use to establish the level of overall pleasure that an individual is experiencing. The shape these variables usually take is that of an ordinal scale, which can include anywhere from one to ten classifications (binary type, a Likert type scale with 5 or 7 modalities, scores ranging from 1 to 10, Etc.) (Zani & Berzieri, 2008). (Grönroos, 1984) Gronroos researched the banking business and measured the level of customer satisfaction based on the industry's technical and functional components. Technically refers to the processes of quality control that can provide the fundamental advantages of the services provided. According to (Bennett, 1992), the most important factor in achieving a competitive edge in the banking areas was to centre on the requirements of the target customer. To put it another way, the entirety of the organization, from top to bottom, should be focused on the aspects that the client values the most, and it should be willing to go above and beyond the client's expectations. In the normal course of events, all banks must learn how to amuse their customers, although they already appear pleased. Because rivalry in money-making services is fiercer than ever before, and because the services provided by banks are becoming more and more comparable, it is essential to appreciate the level of contentment customers feel they have. (Rose & Marquis, 2006)

(Islam, Sheel, & Biswas, 2007) They investigated the level of contentment experienced by HSBC Bank's ATM customers. According to their research, the customer's level of satisfaction and factors such as the bank booth's location, the responsiveness of its workers, the service quality, the speed with which it delivers its cards, and its overall performance has a positive correlation. Both (Jabnoun & Al-Tamimi, 2003) provide evidence that a high level of service is essential for the satisfaction of target customers and constancy in the banking areas. According to Caruana, banks should maintain the level of quality services and the satisfaction of target customers to become more competitive in their sectors (Caruana, 2002). Khan explained the effect of poor ATM service quality on customers by focusing on five main aspects of good ATM service quality: ease of use, network services, security, dependability, and awareness. He discovers a strong positive association between the excellent facilities delivered by ATMs and the satisfaction level of skillful target customers. Customers can use their debit cards to withdraw money to make purchases of goods and services, or they can use them for both (Khan, 2010). According to (Parvin & Hossain, 2012), the satisfaction level of target users of debit cards is extremely high with the network services. As the average rate of 73.8 per cent shows, the people who answered were satisfied. The result shows that banks care about helping people solve their problems. When asked about the quality of the service, most people said they were happy with it. The satisfaction level of target users of debit cards could be much higher (only eight customers) with the purchasing goods and services. Eighty per cent of respondents used their debit cards to withdraw money, while only twenty per cent used them to purchase products and services. This result shows that most target users are happy or very happy with the booths that

banks offer. In addition to this, the analysis exposed that 90 per cent of respondents use debit cards because they want to save the length of time.

According to (Kalam, Jamaluddin, & Nawsher Oan, 2012), various factors relate to debit card services that ensure the satisfaction level of customers. The factors are cash withdrawal, bill payment, security, service charges, network coverage Etc. According to (Mynuddin, 2016), the usage rate of debit cards is 20 per cent for Utility bill payment and transaction transparency, 16 per cent for the transaction through POS, 12.8 per cent for service quality, 11.5 per cent for the speedy and faster transaction. So on, all had a big impact on debit card adoption. According to (Shanmugapriya & Kavya , 2018), out of a total of 130 respondents, 58.5 per cent are very happy with the security delivered by debit card services, 21.5 per cent are satisfied with the security, 11.5 per cent respondents are neither satisfied nor dissatisfied, 0.8 per cent respondents are dissatisfied with the security, and 7.7 per cent respondents are highly dissatisfied with the security provided by debit card services. Also, 11.5 per cent are extremely satisfied with the service charges associated with using debit card services, 40 per cent are satisfied with the level of security, 28.5 per cent are neutral, 10 per cent are not satisfied with the level of security, and 10 per cent are extremely dissatisfied with the service charges associated with using debit card services. The data presented in the table above makes it abundantly clear that out of a total of 130 respondents, 26.9 per cent are extremely satisfied with the respondents' service of using debit card services, 20 per cent are satisfied with the security, 22.3 per cent respondents are neutral, 18.5 per cent respondents are not satisfied with the security, and 12.3 per cent respondents are extremely not satisfied with the respondent's service of using debit card services. Dhaka Tribune report (December 8, 2021), Data from Bangladesh Bank (BB) showed that the highest number of debit card transactions occurred in September. It went up by Tk 1,587.4 crore just in September. At the end of September, there were 12,495 ATM booths, up from 10,924 in 2019. The number of POS has also gone up, from 56,013 in 2019 to 58,527 in 2020. According to an analysis of data by the Bangladesh Bank, the total amount of money transacted through online shopping came to just Tk.778 crore in September of the previous year, but it was Tk 1,277 crore in June. According to the report (Neeraj, 2022), 66 per cent of respondents use debit cards for convenience, primarily for monthly cash withdrawals. All of them have faith in the security of debit card payments, and 42% of respondents agree that Covid 19 has influenced debit card payments. (Pal, 2019) The introduction of plastic cards was an excellent example of technological progress. People can carry enormous amounts of money at the convenience of a plastic card. The owner of a debit card can only access the funds available in their account, whereas owners of credit cards can obtain additional credit from their respective financial institutions. The respondents are concerned about protecting their card information and the possibility of fraud. However, logistical help is only readily available in some regions of Bangladesh. If financial institutions in Bangladesh were to give adequate logistical support, low processing costs, fewer formalities, and a variety of offers to use plastic cards, then the country's plastic card industry would have a promising future.

Based on the above literature reviews, the following variables examine the satisfaction level of debit card users in Bangladesh. Here, debit card user satisfaction remains the dependent variable and cash withdrawal through ATMs, internal transfer money, purchasing goods and services through Point of Sale (POS), paying monthly bills, avoiding spending more money, service charges, security, responsiveness, network services, bank's booth availability and features are the independent variables.

3.0   Research questions

No literature investigates important variables and factors of debit card users. Based on the research gap, the study will focus on only one important research problem: What factors satisfy debit card users?

4.0   Rationale of the study

A debit card is a type of bank card, plastic card, or check card provided by the banks, which uses to make transactions instead of cash. To maintain brand loyalty, debit card user satisfaction is mandatory and one of the utmost vital elements in customer retention and loyalty. Several researchers discussed the satisfaction level of target customers. This study mainly evaluated the satisfaction level of debit card users in Chattogram City, Bangladesh, based on customers' demographic profiles and various satisfaction factors. Chattogram is the largest port city on the southeastern coast of Bangladesh and the second-largest city in Bangladesh. The primary goal of this research was to inform debit card providers about the factors that contribute to their users' satisfaction, thereby allowing these businesses to meet their needs better. Giving debit card providers an indication of user demand on some critical factors of debit cards is also crucial so that they may devote more resources to ensuring user satisfaction.

5.0   Objectives of the study

The main objective of this study is to evaluate the satisfaction level of debit card users in Bangladesh. Other objectives of this study are as follows:

1. To identify the demographic profiles of the debit card users of the four selected commercial banks in Bangladesh.

2. To identify the intensity of association between user satisfaction of debit cards and independent factors (cash withdrawal through ATM, internal transfer money, purchasing goods and services through Point of Sale (POS), paying monthly bills, avoiding spending more money, service charges, security, responsiveness, network services and bank's booth availability and features)

3. To recommend and provide some suggestions.

6.0   Methodology

Two methods, primary and secondary, are used for collecting research data. The primary data was collected from the respondents by using structured survey questionnaires. The secondary data was collected from online publications, newspapers, websites, articles published in recognized journals & e-journals Etc. (Ajayi, 2017). This research has started to assess the satisfaction elements of debit card users. The researchers used both primary and secondary data for collecting the research data. The primary data has collected through a pre-defined set of survey questionnaire. Hence, the study's population are Bangladesh's debit card users. By using a simple random sampling technique, the researchers have selected 50 debit card users at random from each of four debit card service providers in Chattogram city at different branches (Dutch-Bangla Bank Limited [DBBL], United Commercial Bank Limited [UCB], Eastern Bank Limited [EBL], City Bank Limited). Based on the simple random sampling technique, total 200 samples have chosen for the overall analysis consisting of males and females. Roscoe showed that sample sizes of at least 30 and a maximum of 500 are the research standards (Roscoe, 1975). Pre-testing is also done with a small number of respondents by using the survey questionnaire to find mistakes and problems on the part of the respondents. The survey was done using an online form with some known debit card users of the selected banks in order to collect data with greater depth and accuracy. No big problem was found through the testing before. The overall data was obtained through interviews conducted in person. The interviews with the samples took place after the participants left the offices of their debit card providers.

The research approach is descriptive, and the research method is quantitative. Multiple regressions were applied to the quantitative data for analysis to accomplish the primary and supplementary goals. The "personal interview" approach of surveying, in particular, has been utilized to obtain data from respondents. A structured questionnaire is used to acquire quantitative data that is suitable for conducting multiple regression analysis. Here, the variables that satisfy debit card users and sets of structured questions have been measured using a 5-point Likert scale. The Likert scale value of 5 indicates extreme satisfaction, while 1 indicates extreme dissatisfaction. The researchers developed the scoring range of a 5-point Likert scale of the survey in which 1.00 - 1.80 directs very unsatisfied, 1.81 - 2.60 directs unsatisfied, 2.61 – 3.40 directs neutral, 3.41 – 4.20 directs satisfied and 4.21 – 5.00 directs very satisfied. Descriptive statistics (mean value) has been measured to identify vital variables that satisfy debit card holders. Data analysis involved testing hypotheses, determining statistical significance, and determining the strength of associations discovered. The decision to generalize the findings based on statistical data has been made. The collected information is analyzed and shown with the help of SPSS, the Statistical Package for the Social Sciences.

Every study has some drawbacks. So, there are some limitations in this study. Some respondents were hesitant to give the required information because they were afraid it would be used illegally. Respondents were difficult to catch when they weren't otherwise occupied after using the services. This study solely samples Chattogram City, which may not represent Bangladesh.

7.0   Description of the variables

Almost all banks in Bangladesh provide numerous debit cards to their account holders to simplify their lives. Carrying cash in one's pocket is inconvenient; with these cards, one never needs to carry cash. These cards are simple to use and secure.

Two classes of variables have developed to describe the relationship. They are the dependent and independent variables. The dependent variable is customer satisfaction. In this study, the main objective is to evaluate the satisfaction level of customers. To evaluate the satisfaction level, this is important to identify the factors that satisfy customers. The Independent variables identify through an assessment of related literature. The important independent variables of debit card users are cash withdrawal through ATMs, internal transfer of money, purchasing goods and services through Point of Sale (POS), paying monthly bills, avoiding spending more money, service charges, security, responsiveness, network services, bank's booth availability and features. The independent variables will help to define whether the dependent variable is positive or negative. Cash withdrawal from ATM means using a debit card; the cardholder can withdraw cash from Automated Teller Machine (ATM)s against their existing saving or current account. ATMs are easy and convenient, allowing debit cardholders to perform quick self-service transactions and save a lot of time. Internal transfer money means customers can internally hand over money from one account to another account by using a debit card. Purchasing goods and services, POS mean that using a debit card, customers can purchase goods and services through Point of sale (POS). Customers can enjoy cashless purchasing. Paying monthly bills means customers can use their debit cards to pay monthly bills without going to physical locations. Avoiding spending more

means customers cannot spend more money even if they want more than the amount in their account because they can only spend the money in their account except the minimum amount that mandatory needs to keep in the account. Thus, it helps to avoid spending more money. Service Charges are the amount that customers will pay to the debit card providers for using the debit card. Security means the debit card providers can give technical support to the customers. No one will be able to use the debit card without the permission of users to make any transactions. Responsiveness means how quickly and positively the debit card providers react to handle their customers and give quick solutions to their problems when they come to take the services. Network services mean the debit card providers can give strong networking services to the customers for making a transaction without any interruption by using the card. Bank's booth availability means the availability of bank's booth means the places and channels in which customers can easily access and transact by using their debit card. And finally, features mean customers can get various discounts or benefits when they use the debit card.

8.0   Results and discussion
8.1   Demographic analysis

The demographic data analysis was done to identify the respondents' particular characteristics. The characteristics included respondent gender, age distribution, educational qualification, occupation, income level, duration of using the card and transaction times of using a card. The following table shows the demographic data of the target respondent (source: own survey).

Table 1.

Demographic Variables		Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Std. Deviation
Gender	Male	139	69.5	69.5	69.5	.31	.464
	Female	61	30.5	30.5	100.0		
Age	Up to 17 years	10	5	5	5	1.95	.208
	18 years - 35 years	190	95	95	100.0		
Educational qualification	S.S.C	16	8.0	8.0	8.0	3.10	1.123
	H.S.C	52	26.0	26.0	34.0		
	Graduation	37	18.5	18.5	52.5		
	Post-graduation	81	40.5	40.5	93.0		
	Others	14	7.0	7.0	100.0		
Monthly personal income(Tk)	0 -10000	57	28.5	28.5	28.5	2.03	.907
	10001- 40000	102	51.0	51.0	79.5		
	40001 - 70000	19	9.5	9.5	89.0		
	Above 70000	22	11.0	11.0	100.0		
Profession	Student	70	35.0	35.0	35.0	2.91	1.663
	Businessman	7	3.5	3.5	38.5		
	Govt. job	43	21.5	21.5	60.0		
	Private job	54	27.0	27.0	87.0		
	Household	4	2.0	2.0	89.0		
	Others	22	11.0	11.0	100.0		
User Experience of using debit card	0 -10000	57	28.5	28.5	28.5	1.95	.731
	10001- 40000	102	51.0	51.0	79.5		
	40001 - 70000	19	9.5	9.5	89.0		
	Above 70000	22	11.0	11.0	100.0		
Monthly, how many times do you use your card?	0 < 5 times	152	76.0	76.0	76.0	1.24	.425
	5 to 15 times	48	24.0	24.0	100.0		

The above table shows the respondents' gender partition; 69.5 per cent of respondents are male. Moreover, the female respondents are only 30.5 per cent. The age partition of the participants in the table ranges up to 17 years, 18-35, 36-60 and above 60 years. It shows that 95 per cent of respondents fall within the

range of between 18 years to 35 years. Only 5% of respondents fall into 18 years to 35 years. There are found no respondents from the rest age of categories. The educational qualification of participants is included in the table. Here, S.S.C respondents are 8.0 per cent, H.S.C respondents are 26%, 18.5% are graduated, 40.5% are post graduated and the rest 7.0% are others. The monthly personal income of participants is included in the table. Here, 51% of the respondent's income fall into the second category of income level, 28.5% of the respondent's income fall into the first category of income level, 9.5% of the respondent's income fall into the third category of income level and 11% of the respondent's income fall into the fourth categories of income level. The profession of participants is included in the table. Here, 35.0 % are students, 27% are private job holders, and 21.5% are the govt. Of job holders, only 3.5% is the businessman, 2% is the householders, and 11% is the other job holders. The user experience of using the debit cards of participants is included in the table. Here, 46.0% of respondents use debit cards between 2 to 5 years, 30.0% use less than two years, and only 24% use above five years. The monthly transaction times of the debit card of participants are included in the table. It falls into four categories: less than five times, 5 to 15, 16 to 30 and above 30 times. Here, most respondents use a debit card less than five times, and only 24% use a debit card between 5 to 15 times for making a transaction.

8.2   Descriptive Statistics Analysis

The following table shows the descriptive statistics results; it showed that five variables named cash withdrawal through ATM, internal transfer money, purchasing goods and services through Point of Sale (POS), paying monthly bills, avoiding spending more money have a mean value between 3.41 to 4.20 and for that reasons, these five variables are regarded as the greatest significant variables that will satisfy the target customers.

Table 2.

Descriptive statistics.

	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Cash withdrawal from ATM	3.64	1.450	-.951	.172	-.565	.342
Internal transfer of money	3.51	1.411	-.731	.172	-.716	.342
Purchasing goods and services through POS	3.62	1.266	-.915	.172	-.082	.342
Paying Monthly bills	3.46	1.428	-.630	.172	-.981	.342
Avoiding spending more money	3.48	1.352	-.655	.172	-.821	.342
Service Charges	2.74	1.062	-.150	.172	-.892	.342
Security	3.28	1.195	-.967	.172	-.333	.342
Responsiveness	2.96	1.219	-.327	.172	-1.107	.342
Network services	3.10	1.169	-.463	.172	-.773	.342
Bank Booth's Availability	2.88	1.288	-.007	.172	-1.190	.342
Features	3.37	1.285	-.781	.172	-.715	.342
Valid N (listwise) 200						

8.3   Regression Analysis

Model Estimation

Both dependent and independent variables are included in the regression model for this analysis, which is given below:

$$DCUS = D + \beta_1 CW + \beta_2 ITM + \beta_3 PGS + \beta_4 PB + \beta_5 ASM + \beta_6 SC + \beta_7 S + \beta_8 R + \beta_9 NS + \beta_{10} BA + \beta_{11} F + e_i$$

Here,

DCUS= Debit Card User Satisfaction, D= Multiple Regression Constant, CW= Cash Withdrawal through ATM, ITM= Internal Transfer Money, PGS= Purchasing Goods and Services through Point of Sale (POS), PB= Paying Monthly Bills, ASM= Avoiding Spending More Money, SC= Service Charges, S= Security, R= Responsiveness, NS= Network Services, BA= Bank's Booth Availability, F= Features and ei= Error.

Table 3.

Model summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.9762[a]	.9522	.949	.228

a. Predictors: (Constant), Features, Service Charges, Responsiveness, Bank Booth's Availability, Network services, Internal transfer money, avoiding spending more money, Purchasing goods and services through POS, Cash withdrawal from ATM, Security, Paying Monthly bills.

Here, the R value is 0.9762. This shows a simple correlation and, as a result, indicates a strong positive linear link between the variables being correlated and the variables being independent.

The R^2 value indicates how much the dependent variable (debit card user satisfaction) can be described by the independent variables, which are cash withdrawal through ATM, internal transfer money, purchasing goods and services through Point of Sale (POS), paying monthly bills, avoiding spending more money, service charges, security, responsiveness, network services, bank's booth availability and features. Here, the independent factors account for 95.22 per cent of the variance in debit card user satisfaction. In percentage terms, the sum is tremendous.

The adjusted R^2 value shows how adding additional independent variables affects the dependent variable. Adding more independent variables will improve debit card user satisfaction as long as the adjusted R^2 is close to R^2. Here, the adjusted R^2 value is 0.949, which is close to R^2, and it shows that including additional independent factors raises users' overall satisfaction.

Significance Testing

$H_0: R^2_{pop} = 0$ (There is no association between debit card user satisfaction with cash withdrawal through ATM, internal transfer money, purchasing goods and services through Point of Sale (POS), paying monthly bills, avoiding spending more money, service charges, security, responsiveness, network services, bank's booth availability and features)

$H_1: R^2_{pop} \neq 0$ (There is a significant association between debit card user satisfaction with cash withdrawal through ATM, internal transfer money, purchasing goods and services through Point of Sale (POS), paying monthly bills, avoiding spending more money, service charges, security, responsiveness, network services, bank's booth availability and features)

Table 4.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	195.387	11	17.762	340.980	.000b
	Residual	9.793	188	.052		
	Total	205.180	199			

a. Dependent Variable: Debit Card User Satisfaction

b. Predictors: (Constant), Features, Service Charges, Responsiveness, Bank Booth's Availability, Network services, Internal transfer money, Avoiding spending more money, Purchasing goods and services through POS, Cash withdrawal from ATM, Security, Paying Monthly bills

From the above ANOVA table, the hypotheses could be tested. If the significant value in the ANOVA table is 0.000, it defines that the H_(0) (null hypothesis) is not true. H_(0)(Null hypothesis) is not accepted. On the other hand, it defines that the H_(1)(alternative hypothesis) is accepted. It indicates debit card user satisfaction has a significant relation with independent variables.

Regression Model

According to (Mclauchlan, 1999), the regression model is a popular mechanism for assessing the satisfaction of target users' research when it is used correctly.

Debit Card User Satisfaction = -.058+.068(Cash withdrawal from ATM) + .062(Internal transfer money) + .114(Purchasing goods and services through POS) + .155(Paying Monthly bills) + .093(Avoiding spending more money) + .155(Service Charges) + .063(Security)+ .102(Responsiveness)+ .045(Network services) + .023(Bank Booth's Availability) + .115(Features). The total score of the debit card user satisfaction is 0.937, which determines the dependent variable is positive.

This model also shows that purchasing goods and services through POS, paying monthly bills, service charges, and features have achieved substantial marks, and these four factors have significant criteria for acquiring a total affirmative mark of target customers.

Some Important Measurement of each independent variable:

Table 5.

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	Beta	Std. Error	Beta		
(Constant)	-.058	.064		-.902	.368
Cash withdrawal from ATM	.068	.023	.097	2.903	.004
Internal transfer money	.062	.025	.086	2.522	.013

Purchasing goods and services through POS	.114	.025	.142	4.495	.000
Paying Monthly bills	.155	.029	.218	5.410	.000
Avoiding spending more money	.093	.021	.123	4.430	.000
Service Charges	.155	.019	.163	8.261	.000
Security	.063	.028	.074	2.240	.026
Responsiveness	.102	.021	.123	4.790	.000
Network services	.045	.023	.052	1.960	.052
Bank Booth's Availability	.023	.021	.030	1.104	.271
Features	.115	.027	.146	4.219	.000

Dependent Variable: Debit Card User Satisfaction

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Debit Card User Satisfaction
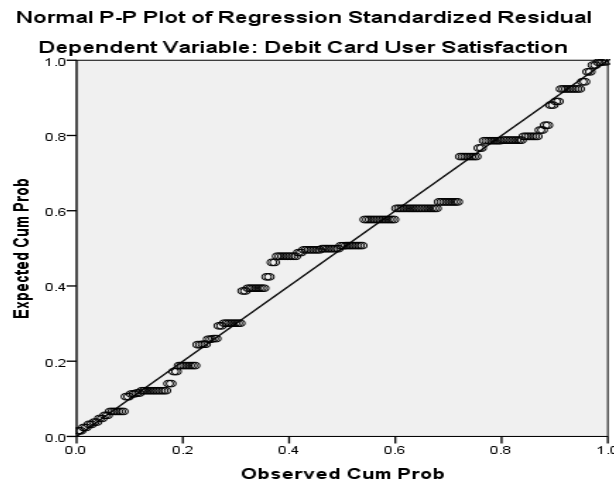
A scatter diagram is excellent used for identifying the correlation between debit card user satisfaction with cash withdrawal through ATMs, internal transfer of money, purchasing goods and services through Point of Sale (POS), paying monthly bills, avoiding spending more money, service charges, security, responsiveness, network services, bank's booth availability and features. The scatter plot shows that the variables do not differ significantly. The scatter diagram shows no unique variables. If all independent factors grow, the dots in the preceding scatter diagram will push upwards, improving the dependent variable.

9.0   Findings & recommendations

The above analysis shows that debit card service providers should focus on a few key factors to boost debit card user satisfaction. The study shows how debit cards link to many socioeconomic factors. The descriptive statistics showed that only five variables, namely cash withdrawal through ATM, internal transfer money, purchasing goods and services through Point of Sale (POS), paying monthly bills, and avoiding spending more money, have a mean value of more than 3.41 which directs satisfied. So, debit card providers should also focus on the other factors, which means a value less than 3.41. After analysis, R^2 is 0.952. The independent factors can explain 95.2% of debit card user satisfaction. Before giving a debit card to the user, all the debit card providers in Bangladesh can check the mentioned factors, which are available in the model summary. According to the ANOVA model, debit card user satisfaction is highly related to the independent variables. The multiple regression analysis models indicate that debit card providers should also increase their ability to improve security, responsiveness, and network services and establish adequate bank booth services, which make users more satisfied. Kalam, Jamaluddin & Nawsher Oan showed that 81% of debit cardholders complain about booth availability. That suggests they're dissatisfied with the card booth count (Kalam, Jamaluddin, & Nawsher Oan, 2012). Parvin & Hossain showed that cardholders are somewhat satisfied with network service. The mean is 62.2%, close to neutral. It shows that many respondents have had this issue (Parvin & Hossain, 2012).

There is no comprehensive evaluation of which elements are most vital to users and how significant they are to users in the previous studies. In this study, the researchers have focused on that particular gap in the research and looked at what makes debit card users satisfied.

Based on the results of this study, the following implications can be drawn for the debit card providers to satisfy the debit card users. The debit card providers should decrease the amount that users will pay for using the debit card, give technical support to the users and ensure that only users can process both online and offline transactions by using a debit card without any interruption, quickly and positively react to handle its users and

give a quick solution of their problem when they come to take the services, improve the quality of their network service so that users will not turn away when they try to use an ATM, establish adequate bank booth's services as the city needs more ATMs, especially in the city's most important points and finally give more discounts or benefits when the users use the debit card.

10.0   Conclusions

The study revealed the important factors that affect how satisfied people are with their debit cards. Debit cards are an important part of the modern business world. E-business, e-commerce, and e-payments would only be possible with the proliferation of plastic currency. In the modern business world, the banking industry is currently the one with the most competition. Banks serve many customers. The bank aims to maximize shareholder wealth. For this, banks focus on the service level of quality. When debit card customers are pleased, the customers will stay loyal to their banks. It will help a bank compete with others. Debit card providers can grow quickly, boosting the financial market and GDP. It will help debit card users trust their bank, attracting more users. Since people use debit cards to access bank money, the bank must keep its customers willing to make money. It is very important for people who use debit cards. If debit card users switch banks, the first bank's cash flow will drop, hurting its goal. So, the bank must adapt to debit card users. Every single bank will come forth and provide their thoughts on their beliefs.

11.0   Future scope of research

Due to digital banking, fintech, and changing customer behavior, debit card user satisfaction study is dynamic area in research. Possible research directions:

- New Technologies: It's crucial to research how contactless payments, mobile wallets, biometric authentication, etc., affect debit card user satisfaction. These technologies simplify or complicate?
- Safety Measures: Research can examine how chip-enabled cards or two-factor authentication improve customer trust and happiness.
- Personalization and Customer Experience (CX): As AI and big data improve, banks can personalize services based on spending history and preferences. How does customization impact debit card user satisfaction?

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