

Table of Content

PARTICULARS	PAGE NO.
Title Page	I
Cover Page	II
Letters of Transmittal	III
Student Declaration	IV
Acknowledgement	V
Executive Summary	VI
Chapter-1: Introduction	2- 6
1.1 Introduction	2
1.2 Objective	3
1.3 Scope	3
1.4 Limitations	4
1.5 Methodology of the study	4
1.6 Data collection method	5
1.7 Sampling size	5
1.8 Data analysis method	6
1.9 Data collection technique	6
1.10 Target population	6
1.11 Sampling method	6
1.12 Scaling Technique	6

Chapter-2 : Organization Overview		7- 29
2.1 Overview of Jamuna Bank Limited		8
2.2 Corporate Information of JBL		10
2.3 Financial Information		10
2.4 General information		11
2.5 Capital structure of JBL		12
2.6 Organization structure of JBL		13
2.7 Organization structure of JBL Jurain Branch		14
2.8 Mission, Vision. Objectives and Strategies of the bank		15-17
2.9 Credit rating Report of JBL		18
2.10 Description of Product		19- 22
2.11 Principle activities of JBL		23- 25
2.12 Corporate social responsibilities of JBL		26
2.13 SWOT Analysis		27- 29
Chapter-3 : Literature Review		30- 66
3.1 Satisfaction Mirror		31
3.2 The external and Internal Satisfaction Mirror		32
3.3 Customer Satisfaction		33
3.4 Globalization and Customer satisfaction		33
3.5 General definition of Customer Satisfaction		34
3.6 Importance of Customer satisfaction		35

3.7 Variables of Customer satisfaction	36-39
3.8 Customer Satisfaction in Banking Sector	40
3.9 Employee Satisfaction	41
3.10 Need of Employee Satisfaction	42-44
3.11 Variables on which Employee satisfaction depends	45- 51
3.12 The Relationship between Customer Satisfaction and Employee Satisfaction	52- 56
3.13 The previous studies of Employee- Customer Satisfaction links	57- 63
3.14 Toward a synthesis of the employee and customer satisfaction models	64- 65
Chapter- 4: Data Analysis	
4.1 Customer Satisfaction Analysis	66- 76
4.2 Employee satisfaction Analysis	77- 91
4.3 Correlation between Customer- Employee Satisfaction	92-93
Chapter- 5: Findings and Recommendation	
5.1 Findings of Customer satisfaction	95-96
5.2 Findings of Employee satisfaction	96- 97
5.3 Findings from Correlation between Customer and Employee Satisfaction	97- 99
5.4 Problem Findings and Solution	99- 100
5.5 Recommendation	100- 103
Conclusion	103
References	104- 105
Appendixes	