

## Abstract of Main Thesis

### Title of Thesis

# An Assessment of Customer Satisfaction in Micro Finance Institutions (MFI) in Bangladesh – Impact of Information and Communication Technology (ICT)

Phonetically in Japanese Hiragana

もはまど とふいける いすらむ

Name: MOHAMMAD THOUFIQUL ISLAM

### Abstract on the Content of the Applicant's Thesis

Microfinance (MF), as a social innovative financial service, provides financial assistance to the impoverished community, gains world attention for the contribution in poverty, women empowerment and other macro-economic problems. Bangladesh is known as a birthplace of modern microfinance. Since independence in 1971, microfinance sector has contributed to overcome multi facet socio-economic challenges in Bangladesh. The never-ending growth of the MF industry urges the need of in-depth assessment of existing MF system for the long term sustainability and productive efficiency. This study incorporates both demand side (customer) and supply side (microfinance institutions or MFIs) analysis through quantitative and qualitative techniques. There are five major research questions investigated in this research which concerns the industry analysis from diffusion point of view, assessment of customer satisfaction and rank the most influential factors, comparative analysis of ICT-adopted MFIs versus Non-ICT adopted MFIs, performance analysis of various types of MFIs based on size and ICT concentration, and finally the status and inhibitors of ICT in MF in Bangladesh. Through various statistical analyses, this study reveals some of the unique findings from the Bangladesh perspective which is equally applicable in developing country perspectives. Research confirms that high imitation effect plays a vital role for diffusion of MF sector in Bangladesh, product and process development is high priority for the customers, that should be addressed immediately, moreover, using ICT in various level of operation of MF reduces cost, increases outreach, improvises product and services, achieve customer satisfaction and so on. This study exposed the existing problems of adoption of ICT such as lack of expertise, training, literacy, costs of hardware and software, selection of vendor and system reliability. In conclusion, this study acknowledges the necessity of adopting ICT in various MF business operations and the special socio-economic and socio-cultural condition of Bangladesh for effective use of ICT.