



**“BUILDING CUSTOMER DELIGHT WITH AGROBANK BATU
PAHAT THROUGH BETTER SERVICE QUALITY”**

NORLIANA BINTI WARIS

2008404082

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

APRIL 2011

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Norliana Binti Waris (I/C Number: 891004 – 01 – 5288)

Hereby, declare that:

- ❖ This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- ❖ This project paper is the result of any investigation work and investigation, except where otherwise stated.
- ❖ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

April 2011

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara,
Kampus Bandar Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “Building Customer Delight With Agrobank Batu Pahat Through Better Service Quality” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you

Yours sincerely,

Norliana Binti Waris

2008404082

Bachelor of Business Administration (Hons) Marketing

TABLE OF CONTENTS

CHAPTER 1: INTRODUCTION

1.1	Company background	2
1.2	Background of the study	6
1.3	Problem of statement	8
1.4	Research Questions	10
1.5	Research Objectives	11
1.6	Significance of Study	11
1.7	Scope of the study	13
1.8	Limitations of Study	13
1.9	Definition of Term	15

CHAPTER 2: LITERATURE REVIEW

2.1	Introduction	18
2.2	Literature Review	
	- How service differ from Tangible Goods?	18
	- Service Quality Concept	20
	- Customer Delight	23
2.3	Theoretical Framework	27

CHAPTER 3: RESEARCH METHODOLOGY

3.1	Introduction	29
3.2	Research Design	29

ABSTRACT

The purpose of this research is to build customer delight with AgroBank Batu Pahat through better service quality. 'Seeking customer satisfaction beyond excellence' is one of the AgroBank vision. It shows AgroBank commitment to achieve customer delight. But there were still a lot of customers make complaint about services being provided by the bank. A SERVQUAL model developed by Parasuraman (tangibles, reliability, responsiveness, competence and courtesy) was been a main tools in measuring the service quality in AgroBank Batu Pahat. The objectives of this research are to identify the level of customer delight, to describe the customer perception of service quality, to identify the most significance factor that contributes to customer delight based on service quality, and to suggest the strategies that might help AgroBank Batu Pahat in increasing the level of customer delight.

The research is conducted by using sampling method. 50 questionnaires has been distributed to the customers in AgroBank Batu Pahat. The findings shows that the customers is agreed that AgroBank Batu Pahat provides good service quality. They might be satisfied, but AgroBank still are not able to delight its customers. The bank should continuously improve its service quality in order to gain customer delight and thus being competitive enough in today's heavy competitive market.