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

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APRIL 2011
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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
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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
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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 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.