



UNIVERSITY TECHNOLOGY MARA
ALOR GAJAH CAMPUS

CUSTOMER SATISFACTION TOWARDS SERVICES PROVIDED IN BANK
INSTITUTION.
A STUDY OF BUMIPUTRA COMMERCE BANK BERHAD.

BEING A THESIS SUBMITTED FOR THE FULFILLMENT OF
BACHELOR OF CORPORATE ADMINISTRATION (HONS)

BY:
FAIZA HANI BINTI ABD MONEM @ ADNAN
2002634022

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDY
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LETTER OF TRANSMITTAL

Faiza Hani Bt. Abd. Monem @ Adnan
Bachelor of Corporate Administration (Hons)
Universiti Teknologi MARA
Km 26, Jalan Lendu
78000 Alor Gajah
Melaka.

Tuan Hj Shawal B. Kaslam
Lecturer of Research Applied
Faculty of Administrative Science and Policy Study
Universiti Teknologi MARA
Km 26, Jalan Lendu
78000 Alor Gajah
Melaka.

Dear Sir,

SUBMISSION OF APPLIED RESEARCH REPORT

Regarding to the above subject matter, I hereby submit my research report with the title "Customer Satisfaction towards Services Provided in Bank Institution". The study was applied at Bumiputra Commerce Bank Berhad. This final report is requirement for the completion of Applied Research (ADM 655) subject, which is required by Faculty of Administrative Science and Policy Study.

I have done through study and investigation for preparing this final report. I believed through this analysis and very valuable findings can contribute to faculty and the company itself.

Therefore, I hope this report will fulfill the requirement of the Research Applied (ADM 655). I am also apologizing of any mistake or omissions in doing this report.

Thank you.

Yours Sincerely,

.....
(FAIZA HANI BT ABD. MONEM @ ADNAN)

ACKNOWLEDGEMENT

First and foremost, I would like to express my gratitude and Alhamdulillah to Almighty Allah SWT for the chance and opportunity given to me to complete this thesis. Without the strength and courage awarded by Him, it is impossible for me to come out with this great outcome.

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Not to forget, this thanks you message goes to Pn Khadijah Bt. Ali, the officer of Bumiputra Commerce Bank Bhd for her permission to make the organization as the subject of my research and for being very patient in assisting and giving me inspiration to come out with this great topic for the research study.

To my beloved parents, thank you for the supports and understanding to put me where I am now.

On cooperation and help given, I want to thank to my friends who involve directly or indirectly in completing this research.

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THE ABSTRACT

Customer satisfaction has been identified as the key to business success. It is important for any organization to evaluate how far the customer satisfied with the services provided. This is because the level of competitiveness on the market is getting higher, the quality of services and products does not differ greatly, but the customer's expectations are constantly growing. That is why a satisfied customer is becoming such an important factor. The company which is familiar with perceptions and attitudes of its customer has an opportunity to make better business decisions. Since the company knows whether it satisfies customer's expectations and needs or not, it can take difference measures to meet the needs of their customer even better.

Therefore, in this study, it examines the factors which contribute to the level of customers' satisfaction. When the factors had been identified, the levels of customers' satisfaction towards the services provided in bank institution are measured. In order to measure the levels of customers' satisfaction based on the factors, 46 respondents had been chose in Bumiputra Commerce Bank Berhad (BCB) in Alor Gajah and Kuala Lumpur.

Result from the analysis, most of the customers satisfied with the services provided by BCB. However there are some areas that to have further improvement in order to increase or maintain the level of customers' satisfaction.

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