



**A STUDY ON CUSTOMER AWARENESS AND  
SATISFACTION TOWARDS BAI AL'INAH CONCEPT  
AND SERVICES PROVIDED BY BANK RAKYAT,  
JENGA BRANCH.**

**SITI HAJAR BT. ABDUL HAMID  
2002618868**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY  
MALACCA**

**APRIL 2005**

## DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
MARA UNIVERSITY OF TECHNOLOGY  
MALACCA

### “DECLARATION OF ORIGINAL WORK”

I, Siti Hajar Bt. Abdul Hamid, (I/C Number: 830210-06-5252)

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 independent 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:

A handwritten signature in black ink, appearing to be 'Siti Hajar Bt. Abdul Hamid', written over a horizontal line.

05 April 2005

## LETTER OF SUBMISSION

05 April 2005

Prof. Madya Hj Mariamah bt. Mohd Ali  
Research Advisor  
Faculty of Business Management  
MARA University of Technology  
78000 Alor Gajah  
Malacca

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "*A STUDY ON CUSTOMER AWARENESS AND SATISFACTION TOWARDS BAI AL INAH CONCEPT AND SERVICES PROVIDED BY BANK RAKYAT, JENGKA BRANCH*" to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology.

Thank you.

Yours Sincerely

  
.....  
SITI HAJAR BT. ABDUL HAMID  
2002618868  
Bachelor of Business Administration (Hons) Marketing

## TABLE OF CONTENT

Acknowledgement	IV
Table of content	VI
List of table	VIII
List of figure	X
Abstract	XI
CHAPTER ONE	
1.0 Introductions	
1.1 Overview off Bank Rakyat	1
1.2 Background of study	3
1.3 Problem statement	5
1.4 Research questions	6
1.5 Research objectives	6
1.6 Scope of study	7
1.7 Significance of study	8
1.8 Limitation of the study	10
1.9 Definition of terms	12
CHAPTER TWO	
2.0 Literature review	12
CHAPTER THREE	
3.0 Research methodology	
3.1 Method of Collecting Data	18
3.2 Research Design	22
3.3 Target Population	22
3.4 Sampling Technique.	23
3.5 Sampling size	23
3.6 Questionnaires form	24

## **Abstract**

The purpose of this research is to study on customers' awareness and satisfaction towards Bai Al'Inah concept and service provided by Bank Rakyat Jengka branch. Bank Rakyat was familiar with personal loan (Al Inah financing) among the customers. Therefore, the question is the customers understand or not actually the concept. There is one of purpose of this study. Banking offered the same products and services. The study on Al Inah is important to know their strength and weaknesses to make sure the customers satisfy with Bank Rakyat Jengka process. The customer will satisfy when attractive rates are offered a good quality and services.

Beside that, this study evaluates the effectiveness of promotional efforts by Bank Rakyat Jengka. There is also to study from the customer opinion for the most effective tools promotion. So, Bank Rakyat can be compare their promotion activities and customer promotion tools based on customer view.

For the purpose of this study the exploratory research was used. Convenience sampling size has been utilized with 100 respondents as the sample size. Questionnaires were distributed as the survey instrument, besides conducting interviews as the source of primary data other reliable resources would serve as secondary. The data will interpret by using the SPSS program.