



**LEVEL OF SERVICE QUALITY PROVIDED BY BANK RAKYAT  
BANDAR BARU BANGI**

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**“DECLARATION OF ORIGINAL WORK”**

**I, Norhishamudin bin Mohamed, (I/C Number: 861115-56-6499)**

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 any other degrees.
- This project paper is the result of my 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: \_\_\_\_\_ Date: \_\_\_\_\_

# LETTER OF TRANSMITTAL

4 November 2010

The Head Program  
Bachelor of Business Administration (Hons) Finance  
Faculty of Business Management  
Universiti Teknologi MARA  
Melaka City Campus

Dear Madam  
SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “ **LEVEL OF SERVICE QUALITY PROVIDED BY BANK RAKYAT BANDAR BARU BANGI** “to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara

Thank You.

Yours sincerely,

NORHISHAMUDIN BIN MOHAMED  
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Bachelor of Business Administration (Hons) Finance

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## **ABSTRACT**

This researches paper is about a study on quality service that lead to customer satisfaction towards the service provide by Bank Rakyat Bandar Baru Bangi. The objectives of the study are want to identify the most important dimension of service quality and to determine the ranking of the service quality dimension perceived by the customer that lead to the customer satisfaction toward services provided by the Bank Rakyat Bandar Baru Bangi. In this study, the primary and secondary data will be used. This is including the interview, questionnaires, journals, books, and articles. In the end of this study, the researchers conclude that the most important dimension of service quality is assurance because have the highest means compare to another dimensions. The highest mean is the highest ranking and the lowest ranking is the lowest ranking. It can be concluded that the ranking of service quality dimension that perceived by the customer that lead to their satisfaction towards the services provided by Bank Rakyat Bandar Baru Bangi are assurance, tangibles, responsiveness, reliability and empathy .

Keyword: Service Quality

Paperwork type: Mode B