



**A STUDY OF CUSTOMER EVALUATION TOWARDS BANK
RAKYAT KUALA TERENGGANU STRATEGIES FOR BUILDING
A STRONGER CUSTOMER BONDING AND SATISFACTION**

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EXECUTIVE SUMMARY

This research was conducted with the objective of study of the customer evaluation towards Bank Rakyat Kuala Terengganu strategies for building a stronger customer bonding and satisfaction. This study intends to evaluate the Bank Rakyat Kuala Terengganu strategies to make a customer bonding and satisfaction for their quality and services.

For this purpose a research were be done by using questionnaire was conducted to gather information required which would provide the answer to the subject matter. The information gathering consists of demographic, evaluation the strategies which is core services, augmented services, technology, price rates, security, tangibility, convenience and promotion and also find that customer satisfied or not. The questionnaire was conducted in English and Malay version.

A total of respondent are 100 customers to conduct the research were selected and understanding of Bank Rakyat strategies. The sampling exits are accessible, easy to measure and cooperative.

The SPSS package is was used to analyze the data. The method such as frequency distribution, means and one sample t-test were chosen for analyzed the data findings.

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