



**A CASE STUDY ON CUSTOMERS' SATISFACTION  
TOWARDS *maybank2U.com*  
MAYBANK AL-IDRUS COMMERCIAL CENTRE  
KUCHING BRANCH**

by

**Ratnawate Panie**

**2002**

## TABLE OF CONTENTS

<b>Contents</b>	<b><u>Page</u></b>
ACKNOWLEDGEMENTS	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
ABSTRACT	ix
CHAPTERS	
1. INTRODUCTION	1
1.1 Background	3
1.1.1 Revolution of Internet Banking in Malaysia	3
1.1.2 Maybank2u.com	5
1.2 Problem Statement and Objectives of the Study	6
1.3 Scope and Limitation of Study	8
1.4 Significance of Study	9
1.5 Research Questions	13
1.6 Definition of Terms	14
2. LITERATURE REVIEW	15
2.1 The Key Words: Internet Banking and Customers' Satisfaction	15



## ABSTRACT

“Customer satisfaction is the profound measure of quality.”

The purpose of this research is to examine customers' satisfaction towards the Internet banking; maybank2u.com. Specifically, it addresses issues such as customers' awareness, customers' loyalty and factors that affect the adoption of maybank2u.com. It then discusses level of customer satisfaction towards pre-sales service, product delivery and service delivery and presentation that remarks the customers' overall satisfaction.

This study shows that Internet banking allows customers to conduct certain transaction online at anytime and thus it reduces the number of physical visit to a bank. This added convenience to the customers thus contributes customer loyalty toward the product.

This study also suggest that majority of the users of maybank were dissatisfied with the pre-sales service, product delivery and service delivery and presentation. Areas where there is cause for dissatisfaction are the courtesy of Maybank employees' and the product attribute.

## **1. INTRODUCTION**

The decision by the Bank Negara, Malaysian Central Bank to consolidate the Malaysian banking sector was made in line with the impending financial liberalisation and the consequent anticipated increase in actual and potential competition from foreign bank.

The objective of the consolidation process is to strengthen the financial sector and to enable them to face foreign competition in the not too distant future. This has resulted in ten core banking group, which commenced operation as merged entities as of December 2000. Prior to this merging exercise, there were 23 banking groups in the country.

Now, in a world, which is becoming increasingly open as a result of the Internet and the World Wide Web (WWW), Internet banking has been gaining ground around the globe. This offers banking institutions a new frontier of opportunities and challenges further augmenting competition in the global banking market.

Thus, in order to get share of the opportunities and to face the new challenges, the Malaysian government provided the legal framework for domestic banks to offer Internet banking services as of June 1,2000.

## 2. LITERATURE REVIEW

### 2.1 THE KEY WORDS: INTERNET BANKING; CUSTOMER SATISFACTION

#### 2.1.1 Internet Banking

The current trend in electronic revolution in banking sector inevitably appears to be Internet banking. The advent of Internet banking offers banking firms a new frontier of opportunities and challenges. Despite these possibilities, there are various psychological and behavioural issues such as trust, security of Internet banking. (Suganthi, Balachandher, Balachandran. 2000)

Consequently, the action taken by bankers and policy makers in appropriately addressing these critical issues will determine the success of Internet banking.

Internet banking allows customers to conduct certain transactions (e.g., checking balances, funds transfers, bill payment, etc.) online at anytime and thus it reduces the number of physical visits to a bank. This added convenience to the customer lowers transaction cost to the bank- a win-win proposition for the bank and its customers.