

**CUSTOMERS' AWARENESS AND PERCEPTIONS TOWARD SAFE  
DEPOSIT BOX SERVICES PROVIDED BY ALLIANCE BANK  
SATOK BRANCH**

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**BACHELOR IN BUSINESS ADMINISTRATION  
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A circular blue ink stamp is located to the right of the university name. The text around the perimeter of the stamp reads "MARA UNIVERSITY OF TECHNOLOGY SARAWAK". Inside the circle, there is additional text including "PERKULIAHAN" and "PELAKSANA".

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“May GOD bless you always”

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### **Abstract**

The banking industry has become more and more competitive nowadays. The bank does not only have to compete among themselves but also with non banks competitors. The customers are also becoming more and more demanding each day. Thus, the bank must be prepared to meet their expectations by offering high service quality to its customers. Realizing the importance of quality service, a study was carried out in order to assess the customers' awareness and perceptions toward the Safe Deposit Box services provided by Alliance Bank Satok Branch at Jalan Kulas, Kuching.

Based on the questionnaires distributed to the respondents of Alliance Bank Satok Branch, 84% of the respondents are aware of the Safe Deposit Box services provided by this bank. However, the number of respondents who maintain a Safe Deposit Box with the branch is only 52% of the total number of respondents who are actually aware of the availability of Safe Deposit Box services. Most respondents who do not maintain any Safe Deposit Box with the branch explained that they have no valuable things to put in the Safe Deposit Box. The bank must try to change the negative perceptions of this group of people.

The respondents also stated that they are aware of the Safe Deposit Box services mostly from the bank's staff. This shows that the bank does not do much advertisement through other media. The bank must undertake other form of promotion of the bank's products and services through other media so that they can expand their customer base.

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 BACKGROUND OF STUDY**

Marketing is concerned with supplying customers with products or services which they want. In order for an organization to be able to do this successfully, marketers need to be able to understand the needs and motivations of existing and potential customers, as well as how they go about making buying decisions. This knowledge is crucial to the development of suitable marketing strategies, whereby a competitive advantage is identified, built and maintained.<sup>1</sup>

The arena for marketing financial services is growing in size and scope with new players entering the game. The relatively stable banking environment is being altered with innovation, opportunism, and government intervention.<sup>2</sup>

Marketing of banking services would entail inter alia the following:

- i) Identifying the present and future markets for banking services
- ii) Identifying the customer's needs
- iii) Developing existing and new services to meet the changing needs of the customers
- iv) Managing the services so as to persuade the customers to use them at a profit both for themselves and the bank<sup>3</sup>