UNIVERSITI TEKNOLOGI MARA

DETERMINANTS OF BANK SELECTION FOR INVESTMENT AMONG MIDDLE CLASS IN KAJANG, SELANGOR.

DALILLAH BINTI SAIFUL BADRILLAH

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ABSTRACT

The effect of investment on the economic growth of Malaysia has started to decrease lately with the Covid-19 pandemic that make people tend to save more than spending. The number of new bank also keeps on increasing that make the competition increase and thus it is important to identify the factors that influencing customer perspective on selecting a bank. Other than that, with the inflation rate that is lower in 2020 than before, that pushes rich Malaysians into prudent investments. The objectives of this study is to determine the factors affecting middle class in selecting bank for investment and identify the most and least important factor in bank selection determinants. Quantitative approach is used in this research which consist 115 respondents and will be analysed using the Microsoft Excel. The result of this study suggest that middle class appear to be very concerned about the conveniences that is related with the bank's location and also the branches that is available. The middle class in Kajang also is particular about the statement of easy access to the bank like location, parking places and other factors, availability of several branches and adequate number of personnel in each department. Shariah compliance and bank's reputation variable both place second with the same mean value followed by recommendations from others and benefits and features that provided by the bank. The study found that the least concern variable is service quality that relate with customer service are easy to access and available, friendly and courteous manner of employees, fast and efficient service, ease of opening accounts and ease of making money transfer and foreign money exchange.

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