



**"CUSTOMER INTENTION OF USING BUSINESS ADVISORY SERVICE:  
A CASE STUDY OF SME BANK"**

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## LETTER OF TRANSMITTAL

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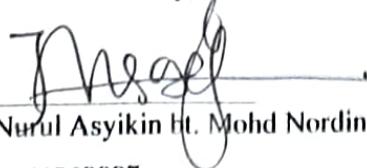
Dear Sir,

### **SUBMISSION OF MARKETING PROJECT PAPER (MKT 660)**

Attached is the copy of Marketing Project Paper (MKT660) entitled "**Customer Intention of Using Business Advisory Service: A Case Study of SME Bank**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Faithfully,



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## ABSTRACT

*This research was conducted to study customer intention of using business advisory service: A Case Study of SME Bank. The objective of this research is to identify factor influence customer intention of using business advisory service. This study also was conducted to know the degree of clients' intention of using business advisory service. Finally, the purpose of this study is to recommend some ideas or suggestions that can be considered by SME Bank to identify factor contribute customer intention towards their business advisory service. The researcher had distributed the questionnaire among 130 SME Bank Kota Bharu Branch existing clients. Perceived benefit of use, trust, knowledge of service offered, advisor business skills and cost are the independent variables that being selected by the researcher. After collecting the data and analyze it, the result shows that there is association or relationship between these independent variables customer intention of using business advisory service using correlation analysis. But by using Chi Square test, cost factor showed no relationship with customer intention of using business advisory service. The finding also shows that the most contribute factor towards customer intention of using business advisory service is perceived benefit of use. By conducting this research also, the researcher hopes that SME Bank can improve their promotion activities in order to increase customer intention of using business advisory service.*