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**A STUDY ON THE CUSTOMER'S
SATISFACTION TOWARDS VISA AND
MASTERCARD**

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ABSTRACT

Bank Simpanan Nasional is committed to delivering the best to its customers. Its committed employees, quality processes, customer service excellence and favorable brand image support this mission.

The customers will vary in how they define excellent or better quality of products. Keeping this in mind, this research aims to study the level of customer's satisfaction towards Visa and MasterCard at Bank Simpanan Nasional before appropriate recommendations can be made. The study is confined to the accountholders of Bank Simpanan Nasional, Sibul only.

The five determinants of service quality as outlined by Parasuraman, Zeithmal and Berry(1988) : reliability, responsiveness assurance, empathy, and tangibles are used as guidelines in carrying out the study by distributing the questionnaires to the respondents.

Chapter 1

INTRODUCTION

Customers are not always happy with the quality and value of services they receive from the services provider. Customers complain about slow service, rude or incompetent personnel, ATM break down, long queue, complicated procedures, and other problems. They also express frustration about mistakes on their credit card bills, grumble about customer service and regret about poor value.

More firms nowadays realize the importance of service quality and customers satisfaction. According to some, the shift to a quality focus is essential to the competitive survival of service businesses. (Schlesinger and Heskett, 1991)

1.1 History and Structure of Bank Simpanan Nasional

Bank Simpanan Nasional Malaysia was established on 1st December, 1974 under the Act of Parliament 146-Laws of Malaysia 1974. It was officially launched on 5th December, 1974 by the late Tun Abdul Razak, second Prime Minister of Malaysia.

With its launching, all duties and responsibilities under the Post Office Savings Bank Act were taken over by Bank Simpanan Nasional.

Chapter 2

LITERATURE REVIEW

Marketing and Quality

According to Lovelock, Christopher, (2001), Marketing's interest in service quality is obvious when one thinks about it: Poor quality places a firm at a competitive disadvantage. If customers perceive quality as unsatisfactory, they may be quick to take their business elsewhere. Service quality problems are not confined to traditional service industries. Many firms are struggling to improve the quality of the supplementary services that support their products—consultation, financing, shipping and delivery, installation, training of operators, repair and maintenance, troubleshooting, and billing, for instance. Improving quality in the eyes of the customer pays off for the companies that provide it: Data from the Profit Impact of Market Strategy PIMS show that a perceived quality advantage leads to higher profits. (Buzzell and Gale, 1994)

Characteristics of services

Services possess four inherent characteristics not found in goods (A. Parasuram, 1985). These characteristics are intangibility, perishability, inseparability and variability.

These characteristics create unique challenges for services. To attract new customers and to keep current customers coming back, service firms must find ways to meet these challenges