



A STUDY ON CUSTOMER SATISFACTION
TOWARDS MAYBANK LAWAS BRANCH.

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2013

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ACKNOWLEDGEMENTS

I would like extend my gratitude and compliments to the following people towards the completions of this research and final reports:

- a) Maybank Lawas Branch, Sarawak
- b) Staff of INED Department UiTM Sabah especially Tuan Haji Sheikh Junaidi Bin Sheikh Mohammed
- c) Staff of UiTM Sabah Library
- d) Customer Maybank Lawas Branch, Sarawak

My special gratitude to Associate Professor Matyasin Bin Jamil for his assistance and advice towards the completions of this research

1.0 INTRODUCTION

1.1 Introduction to company

Maybank (Malayan Banking Bhd) was incorporated on 31st May 1960. The first Head Office of Malayan Banking Bhd was a seven-storey building at 92, High Street, Kuala Lumpur (which known as Tun HS Lee Branch). In the same year, there were 12 Branches opened and some of them are:-

- a. Kuala Lumpur Main
- b. Johore Bharu Main
- c. Pontian Kecil
- d. Ipoh Main
- e. Penang Main
- f. Batu Pahat
- g. Selangor Main
- h. Melaka main

After one year of operation since the incorporation in 1960, Maybank has a network of 31 branches all over Malaysia. By the end of 1961, Maybank has 36 branches that made up of 60% of the 59 branches for all local banks. At the end of 1966, Maybank had established 109 branches which include one branch in London, Hong kong and Kowloon in China.

In 1996, Maybank becomes the first local's bank to bring together all types of products and services into one roof which known as Maybank group. The objective is to become a "one stop financial centre"

The Maybank group offers a comprehensive suits of financial solutions, services and products ranging from commercial banking, investment banking, offshore banking, insurance, trustee services, asset management, stock broking, unit trust fund management auto finance services and leasing. Bankassurance was also introduced in 1995 to provides insurances services, unit trust and General Assurance to make Maybank's dreamed comes true.