

**A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE
QUALITY AT CIMB BANK MACHANG KELANTAN**

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Abstract

The title of the study is “Customer Satisfaction Towards Service Quality at CIMB Bank Machang, Kelantan”. The purpose of this study is to identify the current level of service quality and the factors that most influence service quality at CIMB Bank. This study was conducted in Machang, Kelantan and 80 respondents were chosen randomly in order to identify what factor that lead to customer satisfaction based on service quality at CIMB Bank. The main method use by the researcher for this research is questionnaire. SPSS version 20.0 is used by the researcher to analyze the data. Due to the increasing in the banking sector in Malaysia, CIMB Bank need to know what factors that make customers become satisfied. Then it can lead for the company to make the customers become satisfied to them. This thing is important to make sure that they can compete with others competitors then try to winning the customers. Based from the findings of this research, it shows that customers are satisfied with each dimension of service quality namely tangible, reliability, responsiveness, assurance and empathy.

Keywords: service quality, tangible, reliability, responsiveness, assurance, empathy and customer satisfaction.

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