



**A STUDY ON CUSTOMER PERCEPTION
TOWARDS SABAH CREDIT CORPORATION
CORPORATE IMAGE IN PENAMPANG, SABAH**

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ABSTRACT

This study was conducted to evaluate the customer perception towards Sabah Credit Corporation (SCC) corporate image based in Penampang Sabah. The reason of conducting this study is because, there is no research done that related to this topic before. Therefore through this study, SCC knows which factors they should concentrate in order to improve their corporate image. The research design was used in this study is descriptive research in which primary data as well as secondary data were gathered used to describe conclusively the population under study. Survey method was used to gather data from respondents via questionnaires. The finding of this study are, customer was agree that SCC offer attractive loan services. Besides that customer also prefer fast loan services provided by SCC. Based on the finding we can conclude that the provision of services in SCC fully satisfies its customer need and expectation. Therefore in order to have a good corporate image SCC should advertise their services and organization to public. Besides that they also should maintain their strength in providing fast services towards their customers. In the other hand, SCC also should conduct more social activities toward the society in Sabah and highlight it to public.