

**CUSTOMER SATISFACTION OF THE BANKING SERVICES
AT BANDAR TUN ABDUL RAZAK JENGKA: UiTM PAHANG (JENGKA)
STUDENTS' PERSPECTIVE**

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ABSTRACT

Customer satisfaction on banking services has become the most important factor in order to increase the bank's profit. The bank managers should realize that without customer, they will not gain profit and cannot compete with other monetary institutions. This study was conducted to examine the customer satisfaction particularly UiTM Pahang Students over the banking services at Bandar Tun Abdul Razak Jengka based on the Kano Model. A reduced Kano Model was adopted for this study based on the Kano three characteristics namely the Dissatisfiers, Satisfiers and Performance. The study focused on the UiTM students of five programs which were from OM221 (Bachelor in Office Systems Management), BM112 (Diploma in Business Management), EC110 (Diploma in Civil Engineering), AT110 (Diploma in Agriculture and Technology and AC110 (Diploma in Accountancy). The study found that the level of satisfaction among UiTM Pahang (Jengka) students on the banking service at Bandar Tun Abdul Razak Jengka Pahang was moderate.

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