



اَوْنُو تِكْنُوْلُو جِي مَارَا
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1.0 Introduction of study

In this chapter, there will be a background study conducted in Bank Rakyat Beaufort branch, Sabah. This study conducted in order to know the level of service quality that the company had practice. Then it will follow by the problem statement.

Next the research objective which consist of research goal and target. Meanwhile the research question is made in this study to know if the findings of this study able to answer the question. Lastly it will be follow by the theoretical framework, which consist of independent variables, and dependent variables for this research.

This research will use the quantitative data, whereby 120 questionnaires will distributed and will be analyzed. The main focus of this research is to evaluate the customer satisfaction on the service quality of Bank Rakyat Beaufort branch.

1.1 Background of study

This study will conduct in Bank Rakyat Beaufort branch at Sabah. Bank Rakyat Beaufort branch has seen the service quality as one of the crucial element in their business.

Bank Rakyat Beaufort branch believe that satisfying their customers may help them to make sure that their will keep performing in the market. Bank Rakyat Beaufort branch main objective of their strategy is to make sure that their customer are satisfy with their service, and they believe that satisfied customer will loyal to Bank Rakyat Beaufort branch and keep on using their service. In order to achieve this, Bank Rakyat Beaufort branch has continuously develop their quality from time to time and they will continue develop this model to promote quality service to their customer.

This research will use the quantitative data, whereby 120 questionnaires will distributed and will be analyze. The main focus of this research is to evaluate the customer satisfaction on the service quality of Bank Rakyat Beaufort branch.