



**Service Quality & Customer's Satisfaction :
A Study of Online Banking of Maybank2u.com
in Kuching, Sarawak”**

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Abstract

Malayan Banking Malaysia Berhad is Malaysia biggest financial institution in term of assets. In 2001, Malayan Banking Berhad or mostly known as Maybank become the first bank in Malaysia to introduced the service or online banking and ATM (Hazlina Abdul Kadir, Nasim Rahmani and Reza Masinaei, 2010). Maybank2u.com is an online banking service provided by Maybank Berhad. Maybank2u.com is strategic alliances that give customers opportunity to purchase and make payment via online anytime and anywhere they want. In addition to that, the satisfaction of the user of Maybank2u.com is the main concern in order to make sure that the use of online banking service provided by the bank is effective and efficient.

Chapter 1: Introduction

1.1. Background of the study

Nowadays, the banking industry around the world has undergoing the rapid transformation in the industry especially the online banking which evolves as the result of the improvement of internet technology (Shah Ankit, 2011). Furthermore in Malaysia specifically, most of the financial institutions have been making up their ground to use the internet as an effective medium in order to provide services with their customer (Ahasanul, Arun Kumar, Sabbir Rahman and Md. Abdul Raquib; 2009).

Malayan Banking Berhad best known as Maybank is one of the biggest financial institution in Malaysia in term of assets (Hazlina Abdul Kadir, Nasim Rahmani and Reza Masinaei, 2010). Like the rest of banks in Malaysia, Maybank also provide their own online banking service through Maybank2u.com. Through Maybank2u.com, it will be a lot easier for their customer whereby they also offering it through mobile services. The customer just need to sit in front of the PC and by a click away they already can make many transactions without having a hustle to go to any of the branch and waiting for the queue to be served.

When we talk about providing services, it will be very synonym with service quality. A study conducted by Yoo and Donthu (2009) called SITEQUAL has focus on the service quality of online businesses whereby they came up with four dimensions to examine the quality of businesses' website. The four dimensions are the *ease of use, authentic design, processing speed and security*. Therefore, these four dimensions will be used in this research to test the quality of the service offered by Maybank2u.com to their customer.

Chapter 2: Literature Review

2.1. Online Banking Service

All the financial institution in Malaysia is govern by the Bank Negara Malaysia (BNM) or best known as the Central Bank of Malaysia. All the policies and rules regarding banks and financial institution is control by the Central Bank including the approval to bring in the outside technology to be implemented in Malaysia (Norazah Mohd Suki, 2010). Online banking was approved by Bank Negara Malaysia to be implemented in local banking industry in 2000 where Malayan Banking Berhad becomes the first local bank to offer online banking. Customer can start to access their account through online banking service via Personal Computer (PC), Personal Digital Assistant (PDA) and Automated Teller Machine (ATM).

Apparently, the internet has become the new way to deliver banking service to the customers (Hazlina Abdul kadir, Nasim Rahmani and Reza Masinaei, 2010). Internet based technology have resulted in fundamental changes in how companies interact with their customer (Shah Ankit, 2011). These changes in banking business trend have made many banks creating and introducing their own website. As for Maybank Berhad, they introduced the existence of Maybank2u.com to be the first Malaysian bank to offer online banking service in the year 2000. As the online banking service is aiming for the end user satisfaction, the end user experience is the most important factor in internet-based businesses because the end user often pays for the majority of new products and services (Shah Ankit, 2011).

To ensure the quality of service and make our life be a lot easier, that is why the online banking exist in the banking industries as people nowadays are getting busier and have a very little time to spend just to queue up at bank's counter only for a small transaction. Now because of the online banking, customer does not need to go to bank's counter to make simple transaction like for example to make bills payment as most of the bank like Maybank2u.com provides service to pay bills online. Furthermore, these kinds of changes in the lifestyle had makes the financial institution making up their very strong ground to use online banking as an effective and smart medium to attract customers (Ahasanul, Arun, Sabbir and Raquib, 2009).