



**“ A STUDY ON FACTOR INFLUENCING CUSTOMER SELECTION TOWARDS  
SERVICE PROVIDED BY BANK RAKYAT MACHANG,KELANTAN”**

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TABLE OF CONTENTS	PAGES
DECLARATION OF ORIGINAL	i
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	vi
LIST OF FIGURES	viii
ABSTRACT	ix

## **CHAPTER 1: INTRODUCTION**

1.1	Introduction	1
1.2	Background of Study	2
1.3	Background of Company	3
1.3.1	Company Profile	4
1.3.1.1	Vision	5
1.3.1.2	Mission	5
1.3.1.3	Objective	5
1.4	Problem Statement	6
1.5	Research objective	7
1.6	Scope Of Study	8
1.7	Significance of study	9
1.8	Theoretical Framework	10
1.8.1	Dependent Variable	11
1.8.2	Independent Variables	11
1.9	Research Hypothesis	12
1.10	Limitations of Study	13
1.11	Definition of Terms	14

## **CHAPTER 2: LITERATURE REVIEW**

2.1	Introduction	15
2.2	Customer	15
2.3	Customer Selection	16
2.3.1	Price	17
2.3.2	Delivery System	19
2.3.3	Promotion	21
2.3.4	Reputation	24
2.3.5	Service	26

## **CHAPTER 3: RESEARCH METHODOLOGY**

3.1	Introduction	28
3.2	Research Design	28

TABLE OF CONTENTS	PAGES
3.3 Data Collection Method	29
3.1.1 Primary Data	29
3.1.1.1 Questionnaire	30
3.1.2 Secondary Data	31
3.1.2 (a) External Data	31
3.1.2 (b) Internal Records	32
3.4 Sampling Procedure	32
3.4.1 Population	32
3.4.2 Sampling Size	33
3.4.3 Sampling Technique	33
3.5 Procedure Of Analyzing Data	34
3.5.1 Frequency Distribution	34
3.5.2 Reliability Analysis-Scale (ALPHA)	35
3.5.3 Cross Tabulation	36
3.5.4 Hypothesis Testing	36
3.5.4.1 Pearson Correlation Coefficient	36

#### **CHAPTER 4: FINDINGS AND DATA ANALYSIS**

4.1 Introduction	37
4.2 Reliability Analysis –Scale (ALPHA)	38
4.3 Frequencies Distribution	42
4.2.1 Section A	42
4.2.2 Section B	49
4.2.3 Section C	52
4.2.4 Section D	66
4.4 Cross Tabulation	70
4.5 Pearson Correlation Coefficient	74

#### **CHAPTER 5: CONCLUSION AND RECOMMENDATION**

5.1 Conclusion	77
5.2 Recommendation	79

<b>BIBLIOGRAPHY</b>	80
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#### **APPENDICES**

Appendix I	Questionnaire
Appendix II	Statistics
Appendix III	Reliability analysis- scale (Alpha)

## **ABSTRACT**

The study examines the factors that influence customer selection towards service provided by Bank Rakyat in Machang. The scope of attributes for bank selection has also been examined.

The study was conducted at Bank Rakyat at Machang within January 2006 until March 2006. Four possible factors that have influence the customer selection towards service provided by Bank Rakyat, Machang were identified. There were price, delivery system, promotion and reputation. This research has been done by assign the questionnaire. A total of respondent are 100 of customers who are selected to gather the information. The questionnaire was conducted in English and Malay version.

The SPSS program was used to analyze the data. The method such as frequency distribution and Pearson Correlation Coefficient were chosen for analyzed the data findings. The researcher looked for significant value and observed value to prove the relationship between the variables.

Researcher finding and conclusion are made to help the banking industry in their effort to improve the problems occurred and satisfied their customer's requirement. Therefore, several recommendations should be outlined in order to improve the performance of service like do more creative promotion, integrated application of technology and create good personnel contact.