

GENERATION Y IN SELECTING COMMERCIAL BANKS IN KAJANG

**NUR SYAMIMY BTE MOHD MARIZD
2010455992**

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**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

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DECLARATION OF ORIGINAL WORK



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- This project-paper is the result of my independent work and investigation, except where otherwise stated.
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“In the name of Allah, the Most Gracious and the Most Merciful”

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Thank You.

ABSTRACT

This young generation so called Generation Y can be best described as having high ability to accurately access situations of people and turn this information to their advantages. This happens because this generation are very well informed and educated and they are very keen on dealing and bargaining on some situations.

This study consists of the analysis the factor that is preferred by the Generation Y in selecting the commercial banks. Pearson correlation coefficient is used to determine the strength of relationship between dependent variable and independent variable in chapter four. This researcher getting data for this research paper through questionnaires that was distributed in Kajang. It was distributed at the places that usually Generation Y visited such as shopping complex and campus area.

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