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ABSTRACT

This research are conducted in order to measure a current customer satisfaction towards Al Ijarah Thumma Al Baai' (AITAB) product offered by Bank Kerjasama Rakyat Kangar. The objective of this research is to identify the relationship between the independent variables (service quality, promotion and rate with the dependent variables that is customer satisfaction. The second objective is to measure the most contributing factor that influences the customer satisfaction.

This research was conduct by the student of Bachelor of Business Administration (Islamic Banking) towards Bank Kerjasama Rakyat Kangar (BRK). The research was focused to the AITAB product offered BRK. The customers were come from the customer of BRK that used this product in their lifetime.

By conducting this research, it can help the BRK to improve their service and product in order to attract more customers to buy the AITAB product. This research is very important for the next research because the future researcher will used this thesis as their reference in the future.

In addition, through research also, the factor that logically we think that most contribute to the dependent variable sometimes goes beyond our expectation. Through research, researcher can achieve the objective by caring out the findings from the analysis.