



**TITLE : “THE EXISTING CUSTOMER
SATISFACTION TOWARDS PRODUCTS, FACILITIES
AND SERVICES OF BANK RAKYAT TEMERLOH”**

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ABSTRACT

This research is conducted to know the relationship between product, facilities and services with the customer satisfaction in the Bank Rakyat Temerloh. The objective of this study is to know the relationship between independent variable with dependent variable, other than that this study wants to identify the most factor that influence customer satisfaction. In this research, researcher has chosen Temerloh as a location to done the research. The respondent of this research is an existing customer of Bank Rakyat Temerloh branch. Research design that researcher has choose is by distributing questionnaire. Researcher has select only 100 respondents as a sample in this research. In the process of analyse and interpret the data, researcher has choose reliability analysis to test the reliability of the questionnaire whether it reliable or not. Next analyse is correlation of coefficient, this analysis use to identify the relationship between independent variable and dependent variable whether it have relationship or not. Last data analysis that been use by the researcher is regression analysis, this data analysis will interpret the effect between independent variable and dependent variable and also can recognize the most factor that influence the dependent variable. According to the result of analysis, researcher can conclude a service is the most influence factor that effect to the customer satisfaction followed by facilities and lastly is product. Even though the result has a moderate correlation but it still significance and all the factors is great in explaining the variation to the customer satisfaction.