



**MEASURING CUSTOMER SATISFACTION ON SERVICE
QUALITY IN BANK RAKYAT**

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Table of Content

	Page
ACKNOWLEDGEMENT	i
LIST OF TABLES	v
LIST OF FIGURES	vii
ABSTRACT	viii
CHAPTER 1: INTRODUCTION	
1.1 Background of the study	1
1.2 Problem Statement	2
1.3 Significant of Study	2
1.4 Research Objective	4
1.5 Scope of Study	4
1.6 Theoretical Framework	5
1.7 Hypothesis Development	6
1.8 Limitation of Study	7
1.9 Definition of Terms	8
CHAPTER 2: LITERATURE REVIEW	
2.0 Introduction	10
2.1 Background of the Organization	10
2.2 Customer Satisfaction	13
2.3 Service Quality	13
2.4 Service Quality Dimensions and Items	14
2.4.1 Tangible Dimension	
2.4.2 Empathy Dimension	
2.4.3 Responsiveness Dimension	
2.4.4 Reliability Dimension	

2.4.5	Assurance Dimension	
2.5	Importance of Service Quality	18

CHAPTER 3: RESEARCH METHODOLOGY

3.0	Introduction	19
3.1	Population	19
3.2	Sampling Frame	19
3.3	Sampling Technique and Size	19
3.4	Data Collection Method	20
3.5	Data Administrative and Analysis	21

CHAPTER 4: FINDINGS

4.0	Introduction	23
4.1	Descriptive Analysis	24
4.1.1	Gender	24
4.1.2	Age	25
4.1.3	Relationship with the bank	25
4.1.4	Education level	26
4.1.5	Income	26
4.1.6	Occupation	27
4.1.7	Facility used	28
4.2	Reliability and Recode Data into Categories	29
4.2.1	Reliability Test for Customer Satisfaction	29
4.2.2	Reliability Test for Tangible Dimension	30
4.2.3	Reliability Test for Empathy Dimension	31
4.2.4	Reliability Test for Responsiveness Dimension	32
4.2.5	Reliability Test for Reliability Dimension	33
4.2.6	Reliability Test for Assurance Dimension	34

ABSTRACT

The purpose of this research is to study the customer satisfaction towards the service quality at Bank Rakyat Cawangan Machang located in Kelantan. This research will use questionnaires as a primary data collection instead of using secondary data such as journals, articles, thesis report and etc. One hundred (100) of Bank Rakyat Machang's customers will be involved as a respondent for this research. This research will be implemented by using SERVQUAL models that contained five dimensions which are tangible dimension, empathy dimension, responsiveness dimension, reliability dimension and assurance dimension. The purposive as well as judgement sampling technique will be used in order to collect the data for this study. Due to the technology advancement that has led to an integrated banking industry, this contributes to the highly competitive marketplace. In this situation, the bank management should identify and improve upon matters that can meet with the customers' satisfaction. This will include the employee performance, willingness to solve the problem that faced by the customers, friendliness, level of knowledge towards the business and etc. In order to secure the bank's long-term interest, the organization that provide services will seek ways to forge and to maintain an on-going relationship with the customers in order to ensure the customers' loyalty with the organization (*Kandampully, 1998*). Therefore, the measurement of service quality at Bank Rakyat Cawangan Machang is important in order to improve their services and help them deliver the best services to the customers.