



**‘THE EFFECT OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION OF
ISLAMIC BANK IN KUANTAN PAHANG’**

**FARESYA ZUNAIDA BINTI MOHD ZUBAIR
2011527235**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UiTM KAMPUS BANDARAYA MELAKA
MELAKA**

JANUARY 2015

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURSS INTERNATIONAL BUSINESS
UiTM KAMPUS BANDARAYA MELAKA, MELAKA**

‘DECLARATION OF ORIGINAL WORK’

I, FARESYA ZUNAIDA BINTI MOHD ZUBAIR, (IC NUMBER: 920424-06-5732)

Hereby, declare that:

- **This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.**
- **This project paper is the result of my independent work and investigation, except where otherwise stated.**
- **All verbatim extract have been distinguish by quotation marks and sources of my information have been specifically acknowledge.**

Signature: _____

Date: _____

LETTER OF SUBMISSION

26/12/ 2014

The Head of Program
Faculty of Business Administration
University Technology of Mara
110 Off Jalan Hang Tuah
75300 Melaka

Dear Sir

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “THE EFFECTS OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT ISLAMIC BANK KUANTAN PAHANG’ to fulfill the requirement as needed by the faculty of Business Management, UniversitiTeknologi Mara.

Thank you.

Yours sincerely,

FARESYA ZUNAIDA BINTI MOHD ZUBAIR

2011527235

Bachelor of Business Administration (Hons) International Business

TABLE OF CONTENTS

THE EFFECT OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION	i
‘DECLARATION OF ORIGINAL WORK’	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS.....	v
LIST OF FIGURES	viii
LIST OF TABLES.....	ix
ABSTRACT.....	x
1.0 INTRODUCTION	1
1.1 Background of Study	1
1.2 Problem Statement	3
1.3 Original Theoretical Framework.....	5
1.3.1 Theoretical framework.....	6
1.4 Research Questions.....	6
1.5 Research Objectives.....	7
1.6 Hypothesis.....	7
1.7 Significance of the Study	8
1.7.1 Banks.....	8
1.7.2 Manager	9
1.7.3 Employees.....	9
1.7.4 Researcher.....	9
1.7.5 University Technology MARA (UiTM).....	10
1.8 Scope and Coverage of the study.....	10
1.9.1 Time constraints.....	11

**‘THE EFFECT OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION OF
ISLAMIC BANK IN KUANTAN PAHANG’**

FARESYA ZUNAIDA BINTI MOHD ZUBAIR

BAHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

ABSTRACT

The goal of this study is to identify the effects of service quality towards customer satisfaction at Islamic bank in JalanTun Ismail Kuantan, Pahang. The study also aims to examine the relationship between service quality (Reliability, Tangibility, and Responsiveness) and customer satisfaction, to investigate the most influencing factor of service quality (Reliability, Tangibility, and Responsiveness) towards customer satisfaction and to know the best service quality (Reliability, Tangibility, and Responsiveness) provided at Islamic Bank in Kuantan area. A sample of 103 banking customers was drawn from Islamic bank in JalanTun Ismail. The questionnaire was developed for this study was based on SERVQUAL model that identified the influence three from five dimensions (reliability, tangibility and responsiveness) in banking service environments on customer satisfaction. The results indicate that the three of SERVQUAL dimensions have a positive influence on customer satisfaction. Responsiveness was more significant in contributing to customer satisfaction in JalanTun Ismail area while reliability follows after and tangibility was the least significant.