



**A STUDY ON CUSTOMERS SATISFACTION TOWARDS
AR RAHN PAWN BROKING-i :
BANK KERJASAMA RAKYAT AT JALAN TANGSI
BRANCH
KUALA LUMPUR**

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“DECLARATION OF ORIGINAL WORK”

I, NOOR HAFIZAH BINTI ISMAIL SUHAIMY, (I/C Number: 850428-14-5448)

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 extracts have been distinguished by quotation mark and sources of my information have been specifically acknowledged

Signature: _____ Date: _____

LETTER OF SUBMISSION

09th November 2010

The Head of Program
Bachelor of Business Administration (Hons) Finance
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled Customers Satisfaction towards AR-RAHN Pawn Broking-i at Bank Rakyat Jalan Tangsi Branch to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you

Yours sincerely

(NOOR HAFIZAH BINTI ISMAIL SUHAIMY)

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ABSTRACT

This is a prospective study on customers satisfaction towards Ar Rahn Pawn Broking-i. at Bank Rakyat Jalan Tangsi branch. Questionnaires and interview method has been used in order to get the information for this study.

In this study, the customers of Bank Rakyat which is Ar Rahn Pawn Broking will be the sample target. The researcher personally distributed the questionnaire to 70 respondents selected randomly and only 50 respondents will be chosen as sample for this study. They are 50 customers of Bank Rakyat who deals with Ar Rahn Pawn Broking- i at Jalan Tangsi Branch.

The data obtained from the chosen 50 respondents will be analyzed using SPSS. The gathered data from the research process will go through several analyses; hence the result of this study will be interpreted. The information obtained will then help to achieve the objective of the study that conducted at the Bank Rakyat Jalan Tangsi branch.

Out of 50 respondents 64% are female, 38% are Malay, 32% are Indians, 18% are Chinese and 12% are other ethnicity (Sabah and Sarawak). Majority of them (62%) earned about RM1001 to RM3000 and only 10% are housewife.

42% of the respondent gained the information about the Ar Rahn service through word by mouth. More than 90% of the respondent satisfied with the Ar Rahn services in terms of staff attitude, quality of information provided and so forth. They will recommend this service at this branch to their friends.

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