



**CUSTOMER SATISFACTION TOWARDS THE SERVICE QUALITY OF  
INTERNET BANKING IN STANDARD CHARTERED**

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QUALITY OF INTERNET BANKING IN STANDARD  
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**RANIZA BTE ABDUL RAZAK**

**Submitted in Partial Fulfillment  
Of the Requirement for the  
Bachelor of Business Administration (Hons)  
Marketing**

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**UiTM MELAKA**

**2010**



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITY TEKNOLOGI MARA**

**“DECLARATION OF ORIGINAL WORK”**

I, RANIZA BTE ABDUL RAZAK, (I/C Number: 861210-04-5042)

Hereby, declare that,

1. 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 degree.
2. This project paper is the result of mu independent work and investigation, except where otherwise stated.
3. All verbatim extract have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:\_\_\_\_\_.

Date:\_\_\_\_\_.

## LETTER OF SUBMISSION

11<sup>th</sup> November 2010

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Bandaraya Melaka,  
110 Off Jalan Hang Tuah,  
73500, Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER (MKT 660)**

Attached is the project paper titled “**CUSTOMER SATISFACTION TOWARDS THE SERVICE QUALITY OF INTERNET BANKING IN STANDARD CHARTERED**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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## **ABSTRACT**

This research was carried out to evaluate customer satisfaction towards the service quality of internet banking in Standard Chartered Bank. The problem that face by the company is to evaluate the level of customers' satisfaction towards its internet banking since no face to face interaction exists in the business activities, making the evaluation harder.

The first objective of this study is to determine level of customer satisfaction towards Standard Chartered internet banking. The second objective of this research is to determine customers' perception on the internet banking service quality factors which are efficiency, reliability, responsiveness, fulfillment, and privacy. The last objective is to identify the relationships between service quality factors and customer satisfaction towards internet banking.

This study was based on simple random sampling techniques by distributing 70 questionnaires to Standard Chartered internet banking customers in Technology Park Malaysia, Bukit Jalil.

The overall findings of this research showed that customers are satisfied with the Standard Chartered internet banking with the average means for customer satisfaction is 3.8810. The service quality factors that have been measured are efficiency, reliability, responsiveness, fulfillment and privacy. Based on the respondents' feedback, fulfillment and privacy are the factors that have the highest mean, with 3.9643 while efficiency is at the lowest with average mean, 3.5619. Based on the finding, it showed that there are positive relationships between efficiency, reliability, responsiveness, fulfillment, and privacy with customer satisfaction.

Recommendation and suggestion on how to improve the service quality of the website have been identified to help Standard Chartered to increase customers' satisfaction towards its internet banking.