



**CUSTOMER SATISFACTION AT BANK RAKYAT CUSTOMER SERVICE
: CASE STUDY ON BANK RAKYAT HEAD QUARTERS**

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**Submitted in Partial Fulfillment of the
Requirement for the
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UNIVERSITI TEKNOLOGI MARA
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2015

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS)

FINANCE FACULTY OF BUSINESS MANAGEMENT

MARA UNIVERSITY OF TECHNOLOGY

“DECLARATION OF ORIGINAL WORK”

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(910301-14-5768)

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 our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

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ABSTRACT

This research is to study several factor which is protections on customer personel information, bank service quality and bank responsibility as the variable that may influence the customer satisfaction at Bank Rakyat customer services. This research helps to determine customer satisfaction of Bank Rakyat customer at Kuala Lumpur area. The variable is help to determine the most influencing factor towards the customer satisfaction. The data originally consist of 5 dimension data analysis which include descriptive analysis, frequencies analysis, Pearson correlations coefficient analysis, reliability analysis and multiple regression analysis. This model helps to evaluate the customer satisfaction at Bank Rakyat customer services.