



**A STUDY ON CUSTOMER'S SATISFACTION TOWARDS SERVICE
QUALITY OF AL-RAJHI BANK**

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"DECLARATION OF ORIGINAL WORK"

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(I/C Number: 850310-03-5622)

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 marks and sources of my information have been specifically acknowledged.

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ABSTRACT

Al-Rajhi Bank is the full-pledged foreign Islamic banks which operate in Malaysia, owes its banking excellence to its unwavering commitment to Shariah principles and the use of technology to offer diverse products to meet customer needs. Now, it's had been newly set up its operation in Kelantan as a first trial in east coast region. Thus, because of the strong competition with the others Islamic bank, customer expectation to receive a high quality services and quick changes of technology, Al-Rajhi banks must therefore think strategically by providing high quality products and services to satisfy their customers.

The foundation for true loyalty lies in customer satisfaction. Modern management science philosophy considers customer satisfaction as a baseline standard of performance and a possible standard of excellence for any business organization. Service quality is defined as the customer judgment about superiority or excellence of a product. To improve the service quality of bank, it is important to determine the level of customer's satisfaction towards that bank.

This project paper is attempted to measure the level of customer's satisfaction towards service quality offered by Al-Rajhi Bank. It focused more on dimensions of service quality includes compliance, assurance, reliability, tangible, empathy, and responsiveness in order to measure whether this factors will effect customer satisfaction or not. A questionnaire used in this study is limited to a sample of 100 respondents of Al-Rajhi Bank customers. The result of the study indicated that customers have moderate satisfaction towards the service quality of Al-Rajhi Bank. Tangible was rated as the most important dimension followed by empathy, reliability, assurance, responsiveness, and compliance.

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