



**ELEMENT OF SERVICE QUALITY AND ITS  
RELATIONSHIP TOWARDS CUSTOMER SATISFACTION  
IN AFFINBANK SEBERANG JAYA BRANCH**

**NAZIRAH BINTI IBRAHIM  
2008775315**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS.) MARKETING  
FACULTY OF BUSINESS ADMINISTRATION AND  
MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA (UiTM)  
PULAU PINANG**

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# DECLARATION OF ORIGINAL WORK



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PULAU PINANG

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- 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
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## **ABSTRACT**

The purpose of this study is to examine the element of service quality offered by Affinbank Seberang Jaya Branch that has the relationship to its customer satisfaction. In order to increase the business volume and company's profit, the quality of service offered must be efficient and competitive and this research will help to identify the element of service quality that have contribute towards customer satisfaction in Affinbank Seberang Jaya Branch.

Therefore, the study has been conducted in Affinbank, Seberang Jaya branch. Different background of respondent has been used in this study. Questionnaires in English and Bahasa Melayu have been distributed to 150 customers and the researcher managed to collect only 102 questionnaires from the respondents. Respondent were asked to rate their evaluation of element of service quality in order to meet their satisfaction.

Hypotheses of the study were tested using SPSS tools. The finding with overall result indicated that the independent variable and dependent variable were excellent and the study supported the hypotheses of the study and were found to be significantly related to customer satisfaction