UNIVERSITI TEKNOLOGI MARA

A STUDY ON THE FACTORS THAT LEADING TOWARDS CUSTOMER SATISFACTION;

A CASE STUDIES OF BANK RAKYAT (TAIPING BRANCH)

KAMARUL ANAZ BIN KASSIM

2007119781

BACHELOR BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

PULAU PINANG

JANUARY 2013

LETTER OF SUBMISSION

January 15th, 2013

Head of Program

Faculty of Business Management

Universiti Teknologi Mara (UiTM)

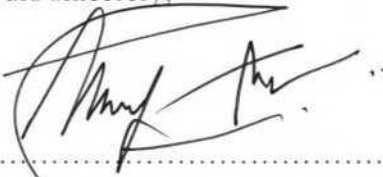13500 Permatang Pauh

Pulau Pinang

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached herewith my project paper entitled *"A STUDY ON FACTORS THAT LEADING TOWARS CUSTOMER SATISFACTION; A CASE STUDY OF BANK RAKYAT (TAIPING BRANCH)* to fulfill the requirement of Bachelor of Business Administration (Hons) Marketing as needed by the Faculty of Business Management, Universiti Teknologi Mara (UiTM).

1 hope this project paper will comply with the requirements and anticipations by the faculty. Thank you.

Yours sincerely;

KAMARUL ANAZ BIN KASSIM

2007119781

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management Universiti Teknologi

Mara (UiTM)

Permatang Pauh, Pulau Pinang

DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA (UiTM)

PERMATANG PAUH

PULAU PINANG

"DECLARATION OF ORIGINAL WORK"

I, KAMARUL ANAZ BIN KASSIM, (I.C. NO: 810914-##-####)

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 an 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.

Signature :..   Date:.......15ᵗʰ JANUARY 20(3.......

ABSTRACT

This study is conducted to identify the factors leading to customer satisfaction of Bank Rakyat (Taiping Branch). The data based on the research model that has been developed. The independent variables are trust, servicescape and waiting time while the dependent variable is customer satisfaction. Based on this research, the organization can identify what are the strongest factors that influence customer satisfaction.

The survey is conducted at Bank Rakyat (Taiping Branch). 378 questionnaires were distributed but only 120 were returned. The data obtained by using primary and secondary data. The questionnaires contain elements which are potentially having relationship with customer satisfaction.

The findings and data analysis were made based on the research objective and for this research the researcher uses Statistical Package for Social Science (SPSS) version 18.0 to analyze data. The results would also help the researcher to make recommendations to Bank Rakyat (Taiping Branch) in order to improve their customer satisfaction and help their future planning.

This research is to study the significant variables that will impact the customer satisfaction towards Bank Rakyat (Taiping Branch). This research will examine the relationship between Trust, Servicescape and Waiting Time towards Customer Satisfaction. This may help Bank Rakyat (Taiping Branch) to improve the daily transaction of operation and understanding the customer characteristic, expectations and preferences towards the means of achieving satisfaction. As a result, long term relationship and loyalty can be established as well as maximizing the profits of Bank Rakyat (Taiping Branch).