



**THE CUSTOMERS' ACCEPTANCE TOWARDS AL-RAHN BANK RAKYAT WITH SPECIAL
STUDY ON THE EFFECT OF STORAGE FEE TOWARDS AL-RAHN BANK RAKYAT**

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DECLARATION OF ORIGINAL WORK



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**I, LATIFAH SHAQIRAH BINTI MISNI, (I/C Number: 911005-14-5426)
Hereby declare that:**

- This work has not previously been accepted in substance for any degree, any locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- The 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 my information have been specifically acknowledged.

Signature : Latifah Date: 26/6/2013

ABSTARCT

This study aimed to identify The Customers' Acceptance towards Al-Rahn Bank Rakyat with Special Study on The Effect of Storage Fee towards Al-Rahn Bank Rakyat. Using questionnaire as research instrument, 150 sets of questionnaires had been distributed to the customer at Ar-Rahnu Bank Rakyat branch Desa Pandan and Ar-Rahn X'change Pandan Indah. The sample was analyzed through convenience sampling method.

The findings indicate that the level of customer acceptance towards Ar-Rahn Bank Rakyat is high. The acceptance of customers towards Ar-Rahn Bank Rakyat is affected by the storage fee, margin loan and service quality. The result of the study shows that the identifiable variables are significant and are related to the customer acceptance of Ar-Rahn Bank Rakyat.

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