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FACULTY OF BUSINESS MANAGEMENT

A STUDY ON CUSTOMER'S SATISFACTION TOWARD
QUALITY SERVICE PROVIDED BY BANK ISLAM

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DECLARATION OF ORIGINAL WORK



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Hereby, declared 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 degree.
- 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.

Signature: _____

A handwritten signature in black ink, appearing to read 'Norlaili Binti Mohd Yusof', is written over a horizontal line.

Date: 24/4/2008

ABSTRACT

This study is to investigate the customer satisfaction towards quality service provided by BIMB in Besut, Terengganu. It focuses to the customers who use the counter service of BIMB in Besut. The theoretical framework for this study consists of dependent variable and independent variables. The dependent variable is customer satisfaction and independent variables are employee's attitude, management and layout. In order to collect the data, the researcher use primary and secondary data. While primary data researcher used questionnaires that distribute to the customer that use the service at BIMB in Besut and for the secondary data, it is referring to the textbooks, journal, internet and others that are used in literature review. This study is examining the relationship between the dependent and independent variables by using Statistical Package for Social Science (SPSS 14.0) software application. In order to analysis the data, frequency distribution, Pearson's correlation of coefficient, Reliability, and Cross tabulation will be used in this study. All of these method are important in order to prove whether there is significant relationship or not between dependent variable and independent variable. So, from this study, it shows there is positive relationship between customer's satisfaction towards employee's attitude, management and office layout at BIMB in Besut.

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