



**A STUDY OF CUSTOMER EXPECTATIONS TOWARDS SERVICE PROVIDED  
BY BANK ISLAM MALAYSIA BERHAD (BIMB), KUALA TERENGGANU**

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## EXECUTIVE SUMMARY

This research has been conducted with the objective to study on the customer expectation towards service that provided by Bank Islam Malaysia Berhad (BIMB), Kuala Terengganu Branch. The study intends to look into the contrast between the customer expectations with the services provided by Bank Islam Malaysia Berhad (BIMB), Kuala Terengganu Branch towards service quality.

For this purpose, a research has been done by using structured questionnaire that is conducted to gather information required, which could provide the answer to the subject matter. The information that has been gathered consists of demographic, characteristic (age, period of being the BIMB Kuala Terengganu Branch's customer, respondent behavior (their expectation towards the elements in service quality). The questionnaire has been constructed in Malay and English medium.

With the total number of 100 respondents, the research has used a convenient sampling since the researcher attempt to obtain a sample of convenient elements. The respondents have been selected because they happen to be in the right place at the right time. Besides, the sampling units are accessible, easy to measure and cooperative.

In this research, the SPSS package (version 10.0) has been used to analyze the data. The methods such as Frequency Distribution, One sample T-Test and Hypotheses Testing have been chosen for analyzing the findings data.

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