

**UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY
STUDIES**



**Factors contributing to customers' satisfaction towards
online banking in Sungai Petani**

**Mohamad Zahrul Asyiq Bin Zuraidi
2016421736**

**Ahsan Zikri Bin Sarkawi
2016421708**

**Supervisor
Puan Irwana Nooridayu Bt. Muhamad Hakimi**

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CLEARANCE FOR SUBMISSION OF THE RESEARCH PROPOSAL BY THE SUPERVISOR

Name of Supervisor	Puan Irwana Nooridayu Bt. Muhamad Hakimi
Title of Research Report	Factors Contributing To Customers' Satisfaction Towards Online Banking In Sungai Petani
Name of Student I	Mohamad Zahrul Asyiq Bin Zuraidi
Name of Student II	Ahsan Zikri Bin Sarkawi

I have reviewed the final and complete research proposal and approve the submission of this report for evaluation.

(Puan Irwana Nooridayu Bt. Muhamad Hakimi)

DECLARATION

I hereby declare that the work contained in this research proposal is my own except those which have been duly identified and acknowledged. If I am later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against me under the Academic Regulations of UiTM's.

Signed

Name : Mohamad Zahrul Asyiq Bin Zuraidi

Matric No. : 2016421736

Signed

Name : Ahsan Zikri Bin Sarkawi

Matric No. : 2016421708

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CHAPTER 1

INTRODUCTION

1.1 Introduction

In this chapter, it covers about the introduction of the research and it also provides universal explanation and framework of the research flow. In this research, it mainly focusing and looking at on factor adding pleasant to customers towards online banking. The area will look at about the background of study, problem statement, research objective and question, significance of the study and summary of the first chapter.

1.2 Background of Study

These days, the utilization of innovation and web has been extended and progressively getting to be imperative. Internet saving money has been notable and acknowledged the world over (Chong, Islam, Manaf, and Mustafa, 2015). This offers new openings and difficulties to keeping money organizations around the globe so as to contend and make due in the worldwide saving money showcase (Guru, Balachandran, and Suganthi, 2001). The greater parts of the banks are accessible with the web offices. With these web offices, clients can deal with their saving money records or exchanges with a solitary snap by means of the web association. As per Pang (1995), the electronic transformation in the Malaysian saving money segment was begun in the 1970's. Be that as it may, the Automated Teller Machines (ATMs), a self-benefit innovation which was presented in the mid 1980s are known as the first and most noticeable kind of electronic advancement in the Malaysian saving money industry. This innovation has supplanted the physical convention that the clients need to play out their exchanges at the bank offices. In this way, the banks in Malaysia have presented tele-managing an account in the mid 1990's and PC-keeping money or work area