

UNIVERSITI TEKNOLOGI MARA

**STRATEGIC SERVICE
ENHANCEMENT TOWARDS
CUSTOMER SATISFACTION IN
MAYBANK SIMPANG KUALA**

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Dissertation submitted in partial fulfilment of the
requirements for the degree of

Master in Business Administration


Arshad Ayub Graduate Business School


December 2015


AUTHOR'S DECLARATION

We declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of our own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

We, hereby, acknowledge that we have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of our study and research.

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Dissertation Title : Strategic Service Enhancement Towards
Customer Satisfaction in Maybank Simpang
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Date : December 2015

ABSTRACT

Commercial banking is one of the major players in the business world. Customer satisfaction is a priority in order to retain customers, to have good words of mouth and to have more customers. Our study was on Maybank Simpang Kuala, Alor Star, Kedah. To reach their corporate goal and annual target, the management, from time to time conducted survey among customers to find areas where they could improve. Their preliminary survey showed that the areas for improvements are parking space, facility layout, waiting time, counters and location of bank. This study was to verify the current situation of independent variables, i.e. parking space, facility layout, waiting time, counters and location of bank, and to see how they affect dependent variable i.e. customer satisfaction. A comparative study with CIMB, bank Islam and Affin Bank which are situated near the Maybank Simpang Kuala, was done. Respondents were from customers of the four banks. Survey was done with three hundred and seventy-nine questionnaires given out and only seventy-seven responses were eligible for analysis. Business model used were SWOT analysis, Frequency analysis using SPSS, Competitor Assessment analysis and Porter's five forces. Findings showed current situation of the independent variables and there was a relationship between customer satisfaction and them. This study also suggested some recommendation for the bank in areas where they could enhance their services. Service enhancement were recommended so that customer satisfaction could be increased and switching to competing banks could be avoided.

Keywords: customer satisfaction, service enhancement

TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF ABBREVIATIONS/NOMENCLATURE	xii
CHAPTER ONE: INTRODUCTION	1
1.1 Preamble	1
1.2 Research Background	2
1.3 Problem Statement	5
1.3.1 Self-Service Terminal of the Bank	8
1.3.2 Customer Care Area of the Branch	8
1.3.3 Transactional Banking Area of the Branch	9
1.3.4 Spiral Stairs of the Branch	9
1.4 Definition of Term	10
1.4.1 Customer Satisfaction	10
1.4.2 Service Enhancement	10
1.4.3 Parking Space	10

1.4.4	Waiting Time	10
1.4.5	Counter	11
1.4.6	Facility Layout	11
1.4.7	Location	11
1.5	Research Objectives	11
1.6	Research Questions	12
1.7	Scope of Study	12
1.8	Unit of Analysis	13
1.9	Significance of Study	13
2.0	Limitation of Study	14
CHAPTER TWO: LITERATURE REVIEW		15
2.1	Preamble	15
2.2	Customer Satisfaction	15
2.3	Service Enhancement	17
2.3.1	Vehicle Parking Area	17
2.3.2	Facility Layout	18
2.3.3	Waiting Time and Counters	19
2.3.4	Location of Bank	20
2.4	Relationship between Vehicle Parking Space and Customer Satisfaction	20
2.5	Relationship between Facility Layout and Customer Satisfaction	21