

**UNIVERSITI TEKNOLOGI MARA**

**EXPLORING MOBILE BANKING  
SERVICE ON CUSTOMER  
SATISFACTION: A CASE STUDY ON  
COMMERCIAL BANK IN SELANGOR**

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IT Project submitted in partial fulfillment  
of the requirements for the degree of  
**Master of Science in Information Technology**

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## AUTHOR 'S DECLARATION

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

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

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## ABSTRACT

Nowadays, mobile banking becomes trending among Malaysian banking consumers due high usage of mobile phones. Besides that, mobile business has been grown rapidly in the world. Purpose of this study is exploring mobile banking services on customer satisfaction: a case study on commercial bank in Selangor. Furthermore, customer satisfaction and mobile banking services are two critical issue, especially in the banking sector. The objective in this study are to identify the factors in mobile banking services on customer satisfaction on Commercial Bank in Selangor and to identify the relationship between customer satisfaction and the factors that influence customer satisfaction in mobile banking service. In this study, the method used is quantitative method. The respondent involved in this study are 107. The factors that influence customer satisfaction in mobile banking services was analyze using Factor Analysis with Principle Component Analysis. From this analysis, there have four factors that influence the customer satisfaction in mobile banking service such as perceived usefulness, perceived risk, relative advantage and perceived ease of use. The relationship between customer satisfaction and the factors in mobile banking services that influence the customer satisfaction was analyze using Pearson Correlation Analysis. The factors that have significant relationships between customer satisfactions on mobile banking services are relative advantage, perceived ease of use and perceived usefulness. Perceived risk don't have any relationship between customer satisfaction in mobile banking service. Besides that, in future recommendation for next researcher should do the larger size of sample of data.

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