A SURVEY ON THE CUSTOMER SATISFACTION TOWARDS OUTSOURCHING OF THE COMPUTER SYSTEM AMONG LOCAL BANKS IN SHAH ALAM

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When first time we came in for this semester, we were told that we have to complete one research in order to fulfill the course requirement. When our lecturer Prof. Dr. Haji Hazman Shah Abdullah gave us a list of topics for us to choose, we know our nightmare has begun. However, he taught us clearly on how to complete the research especially the format and we are very thankful.

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THE ABSTRACT

Abstract

Outsourcing is a way to achieve not only strategic goals, but also to improve customer satisfaction and reduce costs. It occurs when bank hires another company to manage, maintain and run its non-core services operations. This paper is focus mainly on outsourcing of computer system operations to third party. The study will measure the awareness among banks' customer in relation to outsourcing of computer system operations as well as to view how the customer feels towards this move and whether the services produce by the banks can actually improve after the move has been made by the banks. Lastly what can be done to ensure that customer satisfaction can be enhanced. It has been carried out via questionnaires and an interview with the local bank's spokespersons. From the findings, it has shown that the level of awareness, feelings towards security and satisfaction among the banks' customers after the banks undergoing outsourcing their computer systems do give effect to the effectiveness of the local banks' customer services especially in the Shah Alam area.

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