



**UNIVERSITI TEKNOLOGI MARA**

**FACTORS INFLUENCING CUSTOMER  
SATISFACTION IN TECHNOLOGY BASED SELF  
SERVICE BANKING AT KUALA LUMPUR,  
MALAYSIA**

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## **ABSTRACT**

The technology based self service banking (TBSSB) refers to automated banking services that customer avail in self service mode using various electronic banking channels, without any interaction with bank employees. The TBSSB that available and applicable include ATM banking, internet banking and phone banking. This paper had been investigated the relationship between TBSSB service quality factors and customer satisfaction. The research had been conducted using SPSS 21 package and the analysis includes descriptive analysis, reliability and validity tests, correlation analysis and multiple regression analysis. Based on the finding reliability and security, personalization and convenience have significant relationship with the customer satisfaction. This research may help banks' management to formulate strategies in order to improve the quality of TBSSB services and customer satisfaction.

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IN THE MOST NAME OF ALLAH S.W.T, THE MOST GRACIOUS AND  
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