



UNIVERSITI TEKNOLOGI MARA

**THE ROLES OF BRAND SATISFACTION AND BRAND
EXPERIENCE ON ONLINE BANKING TOWARDS
BRAND LOYALTY**

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ABSTRACT

Online banking also known as an internet banking which it is an electronic payment system use by the customer to conduct a range of financial transactions through the bank website. Instead of this customer can monitor each transaction that have been made in order to understand how credits, deposits, deductions and payments affect their account's balance. Bank today are aware about the function of internet among the people. This because internet becomes one of the main important thing to people used to connect with each other in term of communication, information provider and others. Thus, the bank take this as the opportunity to improve their product and customer service. This opportunity will also widen prospect of profit for the bank by entering a new market sector which is online banking market. According to Department of Statistics Malaysia, the number of person that used the internet increase from 2013 to 2015 which the percentage of an individual person in Malaysia aged 15 years and above using internet was 17.1 per cent increased by 14.1 per cent. One of the main activities carried out by the internet users were online banking 27.4% which some people prefer to use online banking compared to use manually to banking branch to make financial transaction or others.

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