



**MEASURING THE LEVEL OF CUSTOMER
SATISFACTION TOWARDS THE SERVICE OFFERED
BY RHB BANK KOTA BHARU**

**ROHAYA BINTI RAZALI
2001642357**

**BACHELOR IN BUSINESS
ADMINISTRATION WITH (HONS) MARKETNG
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY OF TECHNOLOGY MARA**

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**The Head of Program
Bachelor of Business Administration with Honours (Marketing)
Faculty of Business Management
University Technology MARA (Kelantan Branch)
18500 Machang Kelantan**

Dear Sir,

SUBMISSION OF PROJECT PAPER (MKT 650)

Attached is the project paper titled " MEASURING THE LEVEL OF CUSTOMER SATISFACTION TOWARDS THE SERVICE OFFERED BY RHB BANK" to fulfill the requirement as needed by the faculty of Business Management , University Technology MARA.

Thank you.

Yours sincerely

**ROHAYA BINTI RAZALI
2001642357
Bachelor of Business Administration with Honours (Marketing)**

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ABSTRACT

The study measures the level of customer satisfaction towards the services offered by **RHB BANK KOTA BHARU** by using 5 service quality dimensions .

In order to carry out the study the researcher has distributed 100 questionnaires too 100 convenient respondents . The data has been analyzed by using Frequency, Cross-Tabulation and Chi-Square and Linear Regression .

The results shows that the dissatisfaction exists in all 5 service quality dimensions especially in Reliability, Assurance , Responsiveness , Tangible and the least complaint was on Empathy .

So in order to improve the services in **RHB BANK KOTA BHARU**, the researcher has offered several suggestions namely, the firm should improved their service in term of promised service dependably and accurately , employee who have product knowledge , and send their staff for training program in order for them to improved their skills especially in term of customer services .