



**“A STUDY ON THE CUSTOMER PERCEPTION
TOWARD THE SELF-SERVICE TERMINALS
(SSTs) OF RHB BANK BERHAD, BANDAR
PASARAYA SANDAKAN SABAH”**

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ABSTRACT

Customer perception towards the Self-Service Terminals (SSTs) of RHB Bank Berhad may result as favorable or unfavorable. The study is to identify the customer perception whether they feel satisfied or otherwise with the alternative way of doing banking transactions offered by RHB Bank Berhad. It also looking for the problems that experience by the customers and collecting relevant and valuable suggestions by them in order to enhance the modern banking system and relationship between customers and RHB Bank Berhad.

The key finding in this study is that RHB Bank Berhad should take serious action towards all information, feedback and suggestion from the customers in order to become the most admired, innovative, profitable financial services company in Malaysia with distribution capabilities in neighbouring Asian countries by being. The paper concludes the findings in term of the quality level and issue that might be beneficial for future research and development purpose and managerial implications especially to the top Management of RHB Bank Berhad.

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