



A RESEARCH ON CUSTOMER SATISFACTION  
LEVEL AT AGROBANK PAPAR BRANCH

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## ABSTRACT

Customer value is an asset to the organization. Hence, in order to maintain the customer, the organization needs to ensure that the right products and services, supported by the right promotion and making it available at the right time for the customers. A business that caters to their customers' needs will inevitably gain the loyalty of their customers, thus resulting in repeat business as well as potential referrals. Consequently, it is imperative that businesses get to know their customers. Establishing a professional relationship with customers empowers us with the knowledge of what our customers need. When a business focuses on delivering what is of value to their customers, this will generate the potential for repeat business as well.

Therefore this research focused on the measurement of customer satisfaction level at Agrobank Papar Branch. A descriptive research was used to research the factors contribute to the level of customer satisfaction, namely Quality Of Services Aspects, Environment & Location Aspects, Staff Aspects and Processes Aspects. All the four factors or aspects, that are Quality Of Services, Environment & Location, Staff and Processes has positive relationships with customer satisfaction. This research made recommendation to the Management Of Agrobank to further research for improvement in delivery of service quality.