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ABSTRACT

This research will be conducted to study of customer intention to repurchase IAslah product, Bank Rakyat.

I have chosen this topic due to interest in knowing what customers have to say about the overall service quality, attitude behaviour, face to face interaction and complaints provided by Bank Rakyat Kota Belud.

The data will be collected by interviewing the customer using questionnaire. Observation also will be conducted during the study and the problem will be identified immediately. Besides that, the relationships between dependent and independent variables also will be discussed in more detail in this research. Where the dependent variables are differential advantage and independent variables are ability to produce, ability to manage and ability to market. From the data collection, the company will discover their weaknesses and can improve the marketing strategies while make a right decision. Software called Statistic Package for Social Science (SPSS) such as reliability analysis, correlation analysis and regression analysis will be used to analyze data from the questionnaire.

Overall, the research is general in nature which can be quite subjective as it will just cover the surface or basic attributes identified through the theoretical framework. It was through the findings of the research, researcher my progress deeper in a specific area if he may wish or allowed to continue researching further.