



**CUSTOMERS SATISFACTION TOWARDS
AR-RAHNU BANK RAKYAT**

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ABSTRACT

INTRODUCTION

In banking sector customer satisfaction is the major factor for the success of the bank. The study of customer satisfaction towards Ar-rahnu Bank Rakyat was conducted to investigate the satisfaction of Ar-rahnu Bank Rakyat considering with several factors or variables. A survey of 90 respondents was conducted in order to collect the data on this study. By using Statistical Package for Social Science the data was analyzed. Hypothesis Testing was done to investigate and determine the relationship between independent variables with the customer satisfaction. Based on the result finding in this research show that the service quality, product, awareness and image as an important factors of customer satisfaction. The result shows the independent variable significance relationship with the customer satisfaction. Theoretical contribution of the study is an extend of knowledge and information of customer satisfaction towards Ar-rahnu