

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
SERVICE QUALITY AT MAYBANK IN PUTRAJAYA**

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JULY 2013

ABSTRACT

The research was about “A Study on Customer Satisfaction towards Service Quality at Maybank in Putrajaya. There were three objectives highlighted in this study which were to identify the current level of service quality provided by Maybank in Putrajaya, to identify the factor that most influence service quality, and to identify the relationship between five service quality dimensions with customer satisfaction. The researcher came out with several of research questions regarding to the objectives stated. There were five hypothesis highlighted in this study. According to the researcher, this study was significance for researcher or UiTM student, to the Maybank itself and also to the customers. However, there were also several limitations of the study. In this study, the researcher focuses on some definition of terms of five service quality dimensions which were include tangibility, reliability, responsiveness, assurance and empathy. The five of service quality dimensions were be independent variables whereas customer satisfaction as the dependent variable in this study. For this kind of study, the research design that has been chosen was descriptive method. For sampling frame, there were 95 samples selected randomly and the population used was comprises the customers in Putrajaya area that use Putrajaya Maybank services. For sampling technique, the researcher use simple random to conduct this study, the sampling size would be 95 respondents and researcher has distributed the questionnaires at Maybank in Putrajaya. Unit of analysis focuses on Maybank customers who used the services of Maybank in Putrajaya. The questionnaires were used as research instrument and its validity was checked by research method lecturer and research supervisor. There were several of findings found in this study and the researcher focuses on the survey return rate, profile of respondents, reliability tests, descriptive analysis, and correlation study. Lastly, the researcher also made conclusion and recommendations in the last chapter of research.

ACKNOWLEDGEMENT

First of all, I would like to express my grateful to Allah S.W.T. for His blessing because giving me the time, the strength and the chance to successfully complete this particular research within the time period given. The title for this research is “A Study on Customer Satisfaction Towards Service Quality at Maybank in Putrajaya. In this regard, my research will emphasize and highlight some of the major component regarding to the service quality provided by Maybank in Putrajaya based on five dimensions which are include tangibility, reliability, responsiveness, assurance and empathy.

In learning the overall process in order to complete this research, frankly speaking, it is so challenging and I need to focus on so many aspect on how to collect data, every single particular detail of the procedure and this is where I want to grab this golden opportunity to apply what I had learned in the class previously regarding to the research methods. I want to approve that I had the capability to finish this conducted study successfully.

From the bottom of heart, I would like to dedicate a high appreciation and thanks to both of my beloved lecturers, Dr. Mas Anom as the head of research advisor and also Madam Siti Aishah Binti Mohamad as my research supervisor and not to forget all the friendly and warm members of BM232/6B for their support and guidance. Besides that, I would like to give the most humble appreciation to Madam Ruzina Binti Salleh as the Maybank Manager in Putrajaya branch for her crystal clear explanation regarding to the Maybank during a simple interview with her and not to forget her kindness for giving the permissions for me to distribute set of questionnaires among the Maybank’s customers.

Last but not least, I hope that my supervisor will accept this piece of work and can give a good evaluation or marks. All the good things came from Allah, our creator and all the bad things came from our own weakness.

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