

**THE INFLUENCE OF EMPLOYEES'S READINESS TOWARD  
CUSTOMER SATISFACTION AT CIMB BANK BRANCHES IN  
TERENGGANU REGION**

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## ABSTRACT

A study was conducted to measure the influence of employees' readiness toward customer satisfaction at CIMB Bank Branches in Terengganu Region. It was also to examine the levels of the factor that contribute on employees readiness which are communication, product knowledge and behavioral intention in order to increase the customer satisfaction toward product and services provided. Each factor determined can be improved to make sure the employees in this organization are ready when dealing with customers, to examine the relationship between communication, product knowledge and behavioral intention toward customer satisfaction and to investigate the differences between several selected profile (gender, age, marital status, highest education, working sector, length of service and salary) that are related to customer satisfaction. For purpose of gathering information, a set of questionnaire has be constructed. This study involves 373 sample of questionnaire distributed to respondent (customers) from eight (8) branches in Terengganu region which are Al-Muktafi bilallah Shah (AMBS), Kuala Terengganu, Padang Hiliran, Setiu, Jertih, Mesra Mall, Dungun and Taman Cukai Utama. The respondents have given half an hour to complete the questionnaire. The entire questionnaire distributed returned which represent 100 percent returned rate. 373 set of questionnaire have been collect and the data was analyzed by using the SPSS Windows Version 20. Analysis of 373 responses using Pearson Correlation analysis revealed that there is significant relationship between behavioral intention and customer satisfaction. From the finding, behavioral intention as a higher value that is 0.553, and it showed that behavioral intention is the best predictor, followed by product knowledge and communication.

Here were some limitations that have been identified underlying in this research investigated. From the research limitation described, it is proposed that future research to be carried out in order to cover the research area more thoroughly.

**Keyword:** employee's readiness, communication, product knowledge, communication, behavioral intention and customer satisfaction.

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