AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

This study dedicates the time by viewing factors influencing customer satisfaction in banking sector, a case study in Maybank Terengganu whereby selected nearest branches have been selected. The main objective of the study is to identify the influence of service quality on customer satisfaction in banking sector, specifically Maybank in Terengganu. The elements of service quality that have been examined in this study include tangibles, reliability, responsiveness, assurance, empathy and customer satisfaction. Sample of 150 customers in Maybank Terengganu were chosen. This is a descriptive research design. In this study, data is being process by using Statistical Package of Social Sciences (SPSS) Version 22. The data is being collected and analyze through descriptive analysis, reliability analysis, frequency analysis, Pearson correlation analysis and multiple regression analysis. According to the result, reliability, responsiveness and assurance are three service quality dimensions from SERVQUAL that influence the customer satisfaction. Finally, from the result of this study the researcher suggests few contributions to the management and also contribution of the theory that can improve the decision making of management especially management in the Maybank branches.

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