



اَوْتُوْرْسِيْتِي تِيكْنُوْلُوْجِي مَارَا
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**FACTORS DETERMINANT CUSTOMER'S SATISFACTION
TOWARDS AITAB AT
RHB ISLAMIC BANK, MENARA YAYASAN TUN RAZAK
JALAN BUKIT BINTANG**

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ABSTRACT

This study is focus on the customer's satisfactions. The first objective of this research is to study about the factors that determinacy customer's satisfaction towards AITAB at RHB Islamic Bank at Menara Yayasan Tun Razak Jalan Bukit Bintang. Secondly the objective is to study the relationship between the dependent and independent variables. Thirdly the objective is to determine the most dominant factors that contribute to the customer's satisfactions. Lastly the objective of this research is to propose some recommendation in order to help the management to overcome the problem faced. All the objectives were using different method in analyze the result.

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