

**THE STUDY ON A CUSTOMER'S SATISFACTION OF  
BANKING SERVICES AT BANDAR JENGA PAHANG**



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## CHAPTER 1

### INTRODUCTION

#### **Background of the Study**

Customer satisfaction is defined as the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals (Wikipedia, 2011). The glow of satisfaction which follows the consciousness of doing our level best never comes to a human being from any other experience (Marden S, 2007). Satisfaction of one's curiosity is one of the greatest sources of happiness in life (Pauling L, 2002). Nowadays, customer services are very important in the business organization and banking industry. While any business owner would say that customer satisfaction is important, can they really say why? Some people may shrug their shoulders and respond that customer satisfaction is important "just because" However, there are some very real reasons why you need to make sure your customers are happy. You can never get enough of the things you don't need, because the things you don't need can never satisfy (Marvin J, 1998). A very large part of a business is a repeated business. A satisfied customer will come back to get the services that they need. While, an unhappy customer will not return and will look for the services that they need elsewhere (Melissa B, 2009). A successful business will need a string repeat business base so that the comings and goings of new and short-term customers does not have too much of an impact.

In addition, one of the biggest ways to determine success or failure a business is through word of mouth. If quite a few of customers are unhappy with a company, they will talk about it to anyone who will listen. Alternatively, if customers are happy, they will tell people as well. Human happiness and human satisfaction must ultimately come from within oneself. A renowned psychoanalyst theorist Sigmund Freud in his book named 'Civilization' quotes that "What we call happiness in the strictest sense comes from the preferably sudden satisfaction of