

Title of Thesis	A Study Of Customer Satisfaction In E-Banking Services In Miri
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### **ABSTRACT**

In this research journal was proposed to examine the relationships between customer satisfactions in E-Banking services in Miri. E-Banking is defined as the automated delivery of new and traditional banking products and services directly to customers through electronic, interactive communication channels (Mobarek, 2013). In true Internet banking, any inquiry or transaction is processed online without any reference to the branch (anywhere banking) at any time.

This study evaluates major factors banks services will affecting on customers' satisfaction in e-banking. This study also evaluates influence of service quality on brand perception, perceived value and satisfaction in e-banking. Required data was collected through survey. For conducting a survey based questionnaire developed to respondents from all public who experiencing E-Banking services.

There are five research objectives in this study, first, to discover the demographic profiles of the people who often use E-Banking services, second to find out the factors for customer satisfaction in E-Banking, third to discover the level of customer satisfaction towards E-Banking services among the major banks in Miri, forth to determine the ways to achieve customer satisfaction to increase the competitiveness of E-Banking and last to examine the design of E-Banking to achieve maximum customer satisfaction.

The questionnaires will be distributes to the respondent personally. The questionnaires printed on paper. And the respondents will have one week time to answer all the questions and return for data analysis.

The results have been organized in the Microsoft Excel spreadsheet and analyses using simple statistical analysis. That has been developed to measure the attitudes from the data of the survey results. The responses of each question have been assigned for the data analysis. The analysis of the data from receivable feedback by using questionnaire in Microsoft excels for instance in average index and relative index calculation and generation of tables.