

Title of Thesis	THE STUDY OF CUSTOMER SATISFACTION ON BANKING SERVICES AMONG YOUNG ADULTS IN MIRI
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Date of Submission	April 2017
Student Thesis Code	2017/APR/TIUCT/BBAFA/07

ABSTRACT

In this research journal was proposed to examine the study of customer satisfaction on banking services among young adults in Miri. Customer satisfaction can be defined as the degree of satisfaction provided by the goods or services of a company as measured by the number of repeat customers (Mobarek, 2013).

This study evaluates what the factors will affecting on customers' satisfaction in banking services. This study also evaluates the types of banking services used by young adults, important factors for customer satisfaction in banking service, how to increase the competitive advantage of banking services by different bank and how banking services can be improved.

Required data was collected through survey. For conducting a survey based questionnaire developed to respondents from all public who experiencing banking services.

There are five research objectives in this study, first, to discover the demographic profiles of the people who often use Banking services, second to find out the factors for customer satisfaction in banking service, third to discuss how to increase the competitiveness of banking services by different bank, Fourth to suggest the improvement in the banking services provided by the banks in Miri.

The questionnaires will be distributed 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.