

Title of Thesis	As Study Of Customer Satisfaction Towards Online Banking Among Young Adults In Miri
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ABSTRACT

This study aims to understand the customer satisfaction towards online banking among young adults in Miri, Sarawak. It is also study to identify important elements that affecting the customer satisfaction towards online banking. The elements are consists of four, which are security and privacy, customer loyalty, services quality and convenience. The customer satisfactions towards online banking services are determined by using survey method whereby questionnaire were distributed to 50 young adults in Miri. The findings of this study show the evidence of respondents' satisfaction and help the banks to determine the most influencing dimensions in determining overall customer satisfaction.

There are also recommendations by the end of the study which may help the future researchers in similar studies. The recommendation advice the banks should invest more on hardware and software system. Next, create a management team for online banking that helps to solve customer problems during holidays and non-business hours. Other than that, banks should consistently measure and update its online banking customer satisfaction. Lastly, it suggests that banks should improve their technical system to big data and analytics for customer convenience.

Furthermore, future research suggests could explore more in depth on areas that influencing the customer satisfaction towards online banking among young adults in Miri. Moreover, future research also can conduct the same research based on the comparison study such as

comparison of between counties (developed and developing countries), comparison between different income group, and genders (male and female).