

**Survey on Customer's Perception of
Their Main Banker's Value Disciplines
and Service Loyalty :
A case of Retail Banking Customers in Malaysia**

Ng Oy Lin

Master of Business Administration

University of Malaya

2010

**Submitted to the Graduate School of Business
Faculty of Business and Accountancy
University of Malaya, in partial fulfillment
of the requirements for Degree of Master of Business Administration**

November 2010