

A STUDY: COMPARING CUSTOMERS'
PERCEPTIONS TOWARDS TABUNG HAJI
SERVICES AND OTHER BANKS: A CASE STUDY
OF TABUNG HAJI IN WILAYAH PERSEKUTUAN
AND MELAKA BRANCH

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Submitted in Partial Fulfillment of the
Requirement for the Bachelor of Business
Administration (Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

OCTOBER 2004

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH (HONS) MARKETING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA

'DECLARATION OF ORIGINAL WORK'

I, **FAZILAH BINTI ASIROP**, (I/C Number: **801025-04-5118**)

Hereby, declare that:

This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.

This project paper is the result of my independent work and investigation, except where otherwise stated.

All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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Date: 25 OCTOBER 2004

LETTER OF SUBMISSION

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Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper A Study: Comparing Customers' Perceptions Towards Tabung Haji Services And Other Banks: A Case Study Of Tabung Haji In Wilayah Persekutuan And Melaka Branch to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours sincerely,



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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

The objective to this study is to compare the depositor experiences and perception between Tabung Haji with others banks and to study the perception of depositor on staff of Tabung Haji. This study involved 1200 respondent of 12 Tabung Haji branches, which have 6 branches for each branch. For each branches 100 respondent were selected to answer the questionnaire. A set of questionnaire were give to the respondent while they are waiting for transaction in the counter service.

This study is done through data collection method. This method can be divided into two that are primary and secondary data. For primary data, the researcher has decided to use questionnaire to obtain the information. For secondary data, the researcher collect the data before undergo to collecting the primary data.

The main finding of this study is, there is not too much differences between Tabung Haji and other banks services. But, Tabung Haji should improve their level of services performance, such efficiently teller and friendly teller. So, Tabung Haji need to provide training programs to the in front line staffs to get efficiently staff in the future.