

**A STUDY ON CUSTOMER SATISFACTION
TOWARDS SERVICE PROVIDED BY TABUNG
HAJI KLANG DISTRICT**

**MD AZMI BIN HARON
99396860**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY
MALACCA**

OCTOBER 2001

LETTER OF TRANSMITTAL

Md Azmi Bin Haron
BBA (Hons) Marketing,
Faculty of Business and Management,
Mara University of Technology,
78000 Alor Gajah,
Melaka.

06 October 2001

Encik Ismadi Bin Ismail
Course Tutor
Faculty of Business and Management,
Mara University of Technology,
78000 Alor Gajah,
Melaka.

SUBMISSION OF PROJECT PAPER

Your attentions are required for the above matter.

In order to fulfill the course requirement for BBA (Hons) Marketing, I would like to submit my project paper entitled "A Study on Customer Satisfaction Towards Service Provided by Tabung Haji Klang District". I hope this project paper will fulfill the course requirement.

I would like to thank you for the guidance that you gave along the preparation of the project paper.

Thank you

Yours truly,

7

MD AZMI BIN HARON
99396860

TABLE OF CONTENTS

| | PAGE |
|--------------------------------|------|
| LETTER OF TRANSMITTAL | I |
| ACKNOWLEDGEMENT | II |
| TABLE OF CONTENTS | III |
| LIST OF TABLES | V |
| LIST OF FIGURES | VI |
| LIST OF ABBREVIATIONS | VII |
| LIST OF APPENDICES | VIII |
| ABSTRACT | IX |
| <u>CHAPTERS</u> | |
| 1.0 INTRODUCTION | 1 |
| 1.1 An Overview of Tabung Haji | 1 |
| 1.2 Background of Study | 4 |
| 1.3 Scope of Study | 7 |
| 1.4 Problem Statement | 8 |
| 1.5 Research Question | 10 |
| 1.6 Objective of Study | 11 |
| 1.7 Significance of Study | 12 |
| 1.8 Limitations | 13 |
| 1.9 Definition of Terms | 14 |

ABSTRACT

The Pilgrims Fund Board (Lembaga Tabung Haji) was established with the main objective of providing quality products and services to the customers. Its main function is to provide services to Muslims to keep their money in their endeavor to perform the Hajj at Holy Land (Makkah) through concepts of Islamic operation and non-Riba' benefit.

The main objective of this research is to study on customer satisfaction towards counter service provided by Tabung Haji Klang District. It is also to know the customer perception and to improve services in terms of performance and service quality.

For the purpose of this study the exploratory research was used. Judgmental and convenience sampling size have been utilized with 50 respondents as the sample size. Questionnaires were distributed as the survey instrument, besides conducting interviews as the source of primary data other reliable resources would serve as secondary data.

This research has found that respondents are still not satisfied in terms of saving facility and bonus rate provided by TH. They need more saving facility. TH is considered as successful in giving the good saving service to its customers and has built good image as an institution coordinating saving and pilgrimage activities for all Muslims in Malaysia.

To further improve its service quality TH should provide more saving facility and upgrade its services from time to time in order to increase or maximize the level of satisfaction among its customers.