A STUDY ON FACTOR THAT INFLUENCE
CUSTOMER SATISFACTION TOWARD QUALITY SERVICES
PROVIDED BY TABUNG HAJI IN TANJONG KARANG, SELANGOR

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DECLARATION OF ORIGINAL WORK

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Hereby declare that:

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

Signature: ____________________ Date: 2/3/2004
LETTER OF SUBMISSION

2 MARCH 2004

The Advisor of Project Paper
Bachelor of Corporate Administration (Hons),
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Malacca.

Dear Sir,
Submission Of Project Paper ADM 655
Attached is the project paper titled "A Study on Factor That Influence Customer Satisfaction Toward Quality Services Provided By Tabung Haji In Tanjong Karang Branch in Selangor to fulfill the requirement as needed by the faculty.

Thank you.

Yours Sincerely,

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ABSTRACT

The Pilgrims Fund Board (Lembaga Tabung Haji) was established from the establishment of Pilgrims Fund Corporation in November 1962 and commenced operation on September 30, 1963 with the main objective of providing quality product and services to the customers. TH Tanjong Karang is one of the TH’s branch established in order to facilitate the resident of Tanjong Karang to get the services provided by TH. The main services provided by TH are saving and withdrawing and also hajj registration.

This research paper is to study about the factors that influence customer satisfaction toward quality services provided by TH in Tanjong Karang, Selangor. There are 60 respondents in area Tanjong Karang who is being as TH customer and be as our sample in this study.

There are various methodology used in this research such as collection of data through primary and secondary data, questionnaires, sampling technique and also the using of Statistical Package for Social Science-SPSS (Version 11.5) in order to analyze the data. From the analysis of data, there are seven things that become as our focus to determine the factor that influence customer satisfaction. There are availability, delivery lead times, quality, services, customer friendliness, selection of product and services and also cost. From the findings analysis, we discovered that all the seven factors as stated above have association with customer satisfaction in TH Tanjong Karang. Even though some of the respondent not satisfied with certain element but the number of respondent who satisfied with the services provided by TH are greater than respondents who are not satisfied with TH Tanjong Karang services.
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