



**A STUDY ON PERCEPTION OF INVESTORS OF AMANAH SAHAM
NASIONAL BERHAD (ASNB) SHAH ALAM BRANCH TOWARDS THE
QUALITY SERVICES OF AGENTS”**

MASRUL HAYATI BINTI KAMARULZAMAN

2008278608

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
DUNGUN TERENGGANU**

NOVEMBER 2010

DECLARATION OF ORIGINAL WORK



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

I, MASRUL HAYATI KAMARULZAMAN,

I/C Number: 871203-08-6224

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

Signature: _____

Date: November 2010

ACKNOWLEDGEMENT	iv
ABSTRACT	v
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER 1: INTRODUCTION	
1.1 Introduction Of The Study	1-2
1.2 Background Of Study	3
1.3 Overview Of Permodalan Nasional Berhad(PNB)	4
1.3.1 Overview Of Amanah Saham Nasional Berhad	5 -6
1.3.2 Overview Of Amanah Saham Nasional Berhad Shah Alam	7
1.3.3 Vision Of ASNB/PNB	7
1.3.4 Mission Of ASNB/PNB	7
1.3.5 Company's Corporate Values	
1.3.5.1 A Continual Commitment To Excellence	8
1.3.5.2 Measure Of Success	8
1.3.5.3 Values	8
1.3.5.4 Integrity	8
1.3.5.5 People	8
1.3.5.6 Performance	9
1.3.5.7 Prudence	9
1.3.5.8 Speed	9
1.3.5.9 Teamwork	9

1.4	Problem Statement	10-11
1.5	Objective Of The Study	
1.5.1	General Objective	12
1.5.2	Specific Objective	12
1.6	Scope Of The Study	13
1.7	Significance Of Study	
1.7.1	To The Student And Researchers	14
1.7.2	To The Researcher	14
1.7.3	To The Future Researcher	15
1.7.4	To The ASNB	15
1.7.5	To The Agents	15
1.7.6	To The Society	15
1.8	Limitation Of Study	
1.8.1	Lack Of Experience	16
1.8.2	Time Constraint	16
1.8.3	Financial Constraint	17
1.8.4	Difficulties To Obtain Data	17
1.9	Definition Of Key Terms	
1.9.1	Customer Perception And Satisfaction	18
1.9.2	Service Quality	18
1.9.3	Authorized Agents	19
1.9.4	Service Environment	19
1.9.5	Interaction Quality	20
1.9.6	Reliability	20
1.9.7	Empathy	21

This study is to investigate the perception of investors toward the quality services of agents. This study has been done at Amanah Saham Nasional Berhad (ASNB) Shah Alam branch. ASNB have appoint and make an agreement with Maybank, CIMB,RHB and Pos Malaysia as a agents to carry the wide range of services and products of ASNB to the investors. So, the first objective of this study is to study the perception of investors of Amanah Saham Nasional Berhad (ASNB) Shah Alam branch toward the quality services of agent. The second objective is to determine the relationship between independent and dependent variables which are service environment, interaction quality, reliability and empathy and to determine the most influence dimension toward the investors perception of agents' service quality . Descriptive research has been chosen as a research design and the method for data collection for this study is questionnaire. 200 questionnaires have been personally distributed to the investors at Amanah Saham Nasional Berhad Shah Alam who are currently or previously had done the transaction with the agents. The distribution process was taken all the operation hours which is from 8.15 a.m until 4.00p.m and from 4th October until 15th October 2010. The analysis of findings in this study consists of frequencies of demographic profile, crosstabulation analysis, Reliability analysis, Pearson correlation and Multiple Linear Regression. Lastly is the conclusion and recommendation, researcher will determine which dimension that most contribute to the investor perception and the relationship between service quality dimensions and investor perception. The researcher will make the recommendations in this study based on the conclusion and observations.