THE STUDY OF CUSTOMER SATISFACTION TOWARDS TABUNG HAJI TRAVEL AND SERVICES (KUALA LUMPUR BRANCH)

MOHAMAD TAUFIQ MOHAMAD

2006145277

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

OCTOBER 2009
I, MOHAMAD TAUFIQ BIN MOHAMAD (840504-02-5781)

Hereby, declare that:

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

2. The results from this project paper consists my independent work and research excepts some information that stated.

3. All verbatim extracts have been distinguished by quotation marks and sources of our information have been specially acknowledged.

Signature: ______________________   Date: __________________
LETTER OF SUBMISSION

13 NOVEMBER 2009

The Head of Program
Bachelor of Business Administration (Hons) Human Resource
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “THE STUDY OF CUSTOMER SATISFACTION TOWARDS TABUNG HAJI TRAVEL AND SERVICES (KUALA LUMPUR BRANCH)” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

MOHAMAD TAUFIQ MOHAMAD
2006145277
Bachelor of Business Administration (Hons) Marketing
ABSTRACT

This study is a research of customer satisfaction towards Tabung Haji Travel and Services in Kuala Lumpur Branch (THTS) whereby the researcher was in internship in the organization for five months to complete the study in Bachelor of Administration (Hons) Marketing. The research is about the satisfactory of the customers towards the organization who were using the Haj and Umrah services. Furthermore, this research explained the relationship between the independent variables and dependent variable which related to one and another. The independent variables consist of price, product, advertising, technology and service quality has connected with the dependent variable which is the customers’ satisfaction. The customers’ satisfaction may be affected if any modifications have been made on those independent variables due to their linkage to each other and may influence the organization performance and services in tourism industry. The results of this research are based on the findings and analysis made using the Statistical Package for the Social Science Program (SPSS) and illustrates the verification between the dependent variable and independent variables. Literature reviews based on varies articles which are relevant to the study are included to verify and sustain that the research is valid. Conclusions and recommendations are comprehended for the organization to develop and improve in the upcoming future.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Acknowledge</th>
<th>ii</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table of Contents</td>
<td>iii</td>
</tr>
<tr>
<td>List of Tables</td>
<td>v</td>
</tr>
<tr>
<td>List of Figures</td>
<td>vi</td>
</tr>
<tr>
<td>Abstract</td>
<td>vii</td>
</tr>
<tr>
<td>Chapters</td>
<td></td>
</tr>
<tr>
<td>1. Introduction</td>
<td></td>
</tr>
<tr>
<td>1.1 Background of Study</td>
<td>2</td>
</tr>
<tr>
<td>1.1.1 Background of New Straits Times Press Bhd</td>
<td>3</td>
</tr>
<tr>
<td>1.2 Problem Statement</td>
<td>6</td>
</tr>
<tr>
<td>1.3 Research Questions</td>
<td>7</td>
</tr>
<tr>
<td>1.4 Research Objectives</td>
<td>7</td>
</tr>
<tr>
<td>1.5 Theoretical Framework</td>
<td>7</td>
</tr>
<tr>
<td>1.6 Hypothesis</td>
<td>9</td>
</tr>
<tr>
<td>1.7 Significance of Study</td>
<td>11</td>
</tr>
<tr>
<td>1.8 Scope and Limitation of Study</td>
<td>12</td>
</tr>
<tr>
<td>1.8.1 Scope of Study</td>
<td>12</td>
</tr>
<tr>
<td>1.8.2 Limitation of Study</td>
<td>12</td>
</tr>
<tr>
<td>1.9 Definition of Terms</td>
<td>13</td>
</tr>
<tr>
<td>2. Literature Review</td>
<td></td>
</tr>
<tr>
<td>2.1 Introduction</td>
<td>14</td>
</tr>
<tr>
<td>2.2 Employee Satisfation</td>
<td>14</td>
</tr>
<tr>
<td>2.3 Work</td>
<td>15</td>
</tr>
<tr>
<td>2.4 Pay</td>
<td>16</td>
</tr>
<tr>
<td>2.5 Promotion</td>
<td>16</td>
</tr>
<tr>
<td>2.6 Supervision</td>
<td>18</td>
</tr>
<tr>
<td>2.7 Co-Workers</td>
<td>19</td>
</tr>
<tr>
<td>2.8 Conclusion</td>
<td>20</td>
</tr>
</tbody>
</table>