



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



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

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	PAGE
ACKNOWLEDGE	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	vi
ABSTRACT	vii
<b>CHAPTERS</b>	
1. <b>INTRODUCTION</b>	1
1.1 BACKGROUND OF STUDY	2
1.1.1 Background of New Straits Times Press Bhd	3
1.2 PROBLEM STATEMENT	6
1.3 RESEARCH QUESTIONS	7
1.4 RESEARCH OBJECTIVES	7
1.5 THEORITICAL FRAMEWORK	7
1.6 HYPOTHESIS	9
1.7 SIGNIFICANCE OF STUDY	11
1.8 SCOPE AND LIMITATION OF STUDY	12
1.8.1 Scope of Study	12
1.8.2 Limitation of Study	12
1.9 DEFINITION OF TERMS	13
2. <b>LITERATURE REVIEW</b>	
2.1 INTRODUCTION	14
2.2 EMPLOYEE SATISFACTION	14
2.3 WORK	15
2.4 PAY	16
2.5 PROMOTION	16
2.6 SUPERVISION	18
2.7 CO-WORKERS	19
2.8 CONCLUSION	20