CUSTOMER SATISFACTION TOWARDS ETIQA SERVICES PROVIDED IN KUANTAN BRANCH

MODE B

NOR ASMA BINTI ABU BAKAR
2008703733

BACHELOR OF BUSINESS ADMINISTRATION (HONS) INSURANCE
FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA BANDAR MELAKA

NOVEMBER 2010
I, NOR ASMA BINTI ABU BAKAR, (I/C Number: 871010-11-5770)

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 any investigation 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: __________________
LETTER OF SUBMISSION

November 2010

The Head of Program  
Bachelor of Business Administration (Hons) Insurance  
Faculty of Business Management,  
Universiti Teknologi Mara,  
Kampus Bandar Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Sir,  

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “CUSTOMER SATISFACION TOWARDS ETIQA SERVICES PROVIDED IN KUANTAN BRANCH” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,  

Nor Asma binti Abu Bakar  
2008703733  
Bachelor of Business Administration (Hons) Insurance
ABSTRACT

Customer satisfaction become more important as more companies strive for quality in their products and services. Hence, if the company’s perceived performance exceeds a customer’s expectations, then the customer will satisfied. On the other hand, if the company perceived performance falls short of customer’s expectation, then the customer will dissatisfied.

The main purpose of this research is to study the customer’s satisfaction towards the services provided in Etiqa Kuantan. Moreover, research objectives for this study are undertaken to determine the level of customer satisfaction, to identify the relationship between customer satisfaction towards each of independent variable and to identify the most important factors that will influences customer satisfaction.

A 50 set of questionnaires was distributed to the respective respondents by randomly selected. The findings showed that most of the customers were satisfied with the services provided. Customer service and Agent’s role have moderate relationship with customer satisfaction while only claim process has weak relationship. Hence, in order to improve and increase customer satisfaction, the researcher give some recommendations and suggestions after the final analysis have been made.

Based on the descriptive analysis, frequency, cross tabulation and correlation from Statistical Package for Social Sciences (SPSS), a clear findings and result will be observed.
TABLES OF CONTENTS

DECLARATION OF ORIGINAL WORK ........................................... I
LETTER OF SUBMISSION .................................................. II
ACKNOWLEDGEMENT .................................................................. III
ABSTRACT ................................................................................ IV

CHAPTER 1 – INTRODUCTION

1.1 Background of Study ............................................................. 2
1.2 Background of Company ....................................................... 5
   1.2.1 Company’s Product ...................................................... 5
1.3 Problem Statement ............................................................... 7
1.4 Research Questions ............................................................. 8
1.5 Research Objectives ............................................................. 8
1.6 Theoretical Framework ......................................................... 9
   1.6.1 Introduction .................................................................. 9
   1.6.2 Dependent Variable .................................................... 9
   1.6.3 Independent Variable ................................................ 10
1.7 Scope of Study ................................................................... 10
1.8 Significance of Study ........................................................... 11
1.9 Limitations of Study ............................................................ 12
1.10 Definitions of Terms .......................................................... 13

CHAPTER 2 - LITERATURE REVIEW

2.1 Customer Satisfaction ......................................................... 16
2.2 Claim Process .................................................................... 19
2.3 Customer Services ............................................................ 22
2.4 Role of Agent .................................................................... 26