



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

SITI ZARINA BTE MOHAMAD AMIN
2002634079

BACHELOR OF CORPORATE ADMINISTRATION (HONS)
FACULTY OF ADMINISTRATION AND LAW
UNIVERSITI TEKNOLOGI MARA
MELAKA

MARCH 2004

LETTER OF SUBMISSION

2 MARCH 2004

Coordinator Program,
Associates Professor Puan Norhayati Bt. Mohd Salleh,
Bachelor of Corporate Administration (Hons),
Faculty of Administration And Law,
Mara University Of Technology,
78000 Alor Gajah,
Malacca.

Dear Madam,
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,

SITI ZARINA BINTI MOHAMAD AMIN
2002634079
MARA UNIVERSITY OF TECHNOLOGY

ACKNOWLEDGEMENT

Syukur Alhamdulillah to Allah S.W.T for His blessing in preparing this project paper. First of all, I would like to express my appreciation and deepest gratitude to my advisor, Associate Professor En. Rozalli Bin Hashim for his invaluable guidance, comments and advises in helping me to complete this research.

I would also like to acknowledge the Tabung Haji in Tanjong Karang, Selangor who permit me to do this research and also give full cooperation by giving any required information.

Besides that, this appreciation also goes to those respondents who I had interviewed, for giving their full cooperation directly or indirectly in the completion of this study.

Finally, I would like to extend my personal note of thanks to my beloved parents Encik Bin and Puan Bt. my families, uncle and aunties and friends for their strong support and encouragement to ensure the successfulness of this research. Last but not least, all the good things came from Allah SWT and the bad things came from my weaknesses.

Wassalam.

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.

TABLE OF CONTENT

CHAPTER 1

1.0 Introduction	1-2
1.1 Background of Study	3-4
1.1.1 An overview of Tabung Haji	4
1.1.2 Corporate Mission & Vision	5
1.1.3 Client's Charter	5
1.1.4 TH Logo	6
1.1.5 Facts On Color	6
1.1.6 Background of Tabung Haji (TH) Tanjong Karang	7
1.2 Problem Statement	7-8
1.3 Research Question	9
1.4 Research Objective	9
1.5 Scope of Study	10
1.6 Significance of Study	10-11
1.7 Limitation of Study	11-12
1.8 Key Terms	13

CHAPTER 2

1.0 Literature Review	
2.1 Customer	14-18
2.2 Customer Satisfaction	18
2.2.1 Benefit of Determining Customer Satisfaction	18-20
2.2.2 Relationship Between Employees and Customer Satisfaction	20-22