DELIVERING QUALITY OF SERVICE OUTPUTS BY EPF IN FULFILLING THEIR CUSTOMER SATISFACTIONS

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Thank you

ABSTRACT

Employee Provident Fund (EPF) is a well-known social security institution. This research focuses on quality services offered by the EPF.

The Employee Provident Fund (EPF) is a scheme, which provides retirement benefits to contributors for management of their savings in an efficient and reliable manner. The EPF also provides a convenient framework for employers to meet their statutory and moral obligations to their employees. The EPF is the first ever-national employees provident fund in the world.

Through this research, only 50 respondents were selected at area sampling to fill up the questionnaires as a primary data. These respondents had been asked to give information regarding customer profile, customer awareness, and customer experience about the quality of service outputs delivered by EPF. Most of secondary data was taken from EPF annual report, previous research report, related references such as book, and journal. All data collected from respondents were transferred into a data sheet by using computer software known as SPSS.

Since 50 years ago, the main role of the EPF is to provide retirement benefits for members in the form of savings that they could withdraw at the age 55 to enable them to lead a comfortable retirement life. As supplementary benefits, members are allowed to use part of their savings for house ownership and health care.

Besides that their major members come from the private and non-pension able public sector employees. All these efforts are done in the hope to gain positive perception and belief from customers. Thus, attracting the customers to become more aware about the EPF brand image.

Finally, the findings from this study concluded that on the whole the quality of the service offered by EPF is good and have good perception from the respondents unless only few that should be improved further in the future. Respondents also noticed that EPF quality of service has improved a lot. Here, EPF still need to maintain its performance and continuously improve its weaknesses in the way to ensure that their striving for the social contribution are interminable as social security institutions.

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