



**CUSTOMERS' PERCEPTION AND SATISFACTION
TOWARD SERVICE QUALITY PROVIDED BY
TABUNG HAJI, IPOH**

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MALACCA BRANCH**

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ABSTRACT

Lembaga Urusan Tabung Haji (LUTH) was established with the main objective of providing quality products and services to the depositors. Its main function is to provide services to Muslims to keep their money in this institution to enable them perform Haj at Holy Land through concepts of Islamic teaching and operations.

The main objective of this research is to study on “Customer’s Perception and Satisfaction Towards Service Quality at Tabung Haji, Ipoh”. Further, to know about the customer perception and to improve services in terms of performance and service quality.

For the purpose of this study, the descriptive research was used, one hundred questionnaires were distributed to customers of **TH**, Ipoh, but only 85 questionnaires were managed to be collected using Quota Sampling Technique. Questionnaires were distributed as the survey instrument; besides conducting interviews as the source of primary data, other reliable resources would serve as secondary data.

This research found that respondents are still not satisfied in terms of saving and Haj services provided by **TH**, Ipoh. They need more facility on saving and Haj services. **TH** is considered as successful in giving the good service quality to its customers and has built good image as an institution coordinating saving and pilgrimage activities for Muslims in Malaysia.

TABLE OF CONTENTS

	PAGE
TITLE PAGE	I
DECLARATION OF ORIGINAL WORK	II
LETTER OF SUBMISSION	III
ACKNOWLEDEMENTS	IV
TABLE OF CONTENTS	V
LIST OF TABLES	VII
LIST OF FIGURES	VIII
GLOSSARY	IX
ABSTRACT	X
 CHAPTERS	
1. INTRODUCTION	
1.1 Background of Tabung Haji	1
1.1.1 Goals and Objectives	3
1.1.2 TH 's Services	4
1.1.3 Background of TH , Ipoh	6
1.2 Background of Study	7
1.3 Problem Statement	9
1.4 Research Questions	12
1.5 Research Objectives	12
1.6 Scope of Study	13
1.7 Time Frame	13
1.8 Definition of Terms	14
1.9 Limitation of Study	15
1.10 Significance of Study	17
2. LITERATURE REVIEW	19
2.1 Nature and Characteristic of Service	20
2.1.1 Customer's Perception	21
2.1.2 Customer's Satisfaction	22
2.1.3 Service Quality Dimensions	23
2.2 The Importance of Quality	25
2.3 Measuring Customer's Satisfaction	26
2.4 Benefits of Measuring Customer's Satisfaction	27
2.5 Get all Employees involved in Satisfying Customer	28
3. THEORETICAL FRAMEWORK	
3.1 Customer Assessment of Service Quality	29
3.2 The Gap Model	31
4. RESEARCH DESIGN AND METHODOLOGY	
4.1 Data Collection Method	34
4.1.1 Primary Data	34