

**CUSTOMER PERCEPTION TOWARDS SERVICE
QUALITY PROVIDED BY AMANAH SAHAM
NASIONAL BERHAD MALACCA BRANCH**

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ABSTRACT

The purpose of this research is to study the customer perceptions towards the service quality provided by ASNB Malacca Branch. The research used the service quality (SERVQUAL) dimensions. There are 5 dimensions in SERVQUAL which are reliability, responsiveness, assurance, empathy and tangible. This dimension will be used to identify customer perception towards service quality provided by ASNB Malacca Branch as quality services depend on the ASNB Malacca Branch employee's performance and their ability to provide the services. In this study, the methods used are interviews, observation and questionnaire to identify the relevant information regarding the study on customer perception towards service quality provided by ASNB Malacca Branch. Researcher used secondary data such as journal, articles, newspaper, magazines, report as well as primary data. All the data is obtained from ASNB Malacca Branch that runs through December 2007 until March 2008. Researcher also use structured questionnaire design and unstructured questionnaire to obtain the information. Researcher also used probability sampling technique which is the simple random sampling to gain information regarding this research. 100 questionnaires were given to respondents to answer the questionnaire. The result on customer perception towards service quality will suggest whether the ASNB Malacca Branch may need changes or improvement in their service performance in order to be able to provide continuously quality services and achieve their motto and quality policy.

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