

**A STUDY ON CUSTOMERS' PERCEPTION
TOWARDS SERVICE QUALITY
AT THE MAIN COUNTER OF
AMANAH SAHAM NASIONAL BERHAD,
KUALA LUMPUR**

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2006

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING) FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Azlina Bt. Abdul Ghani, (I/C Number: 820410-01-5082)

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 others degree.
- This project paper is the result of my independent 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: _____

A handwritten signature in black ink, appearing to read 'A. Ghani', written over a horizontal line.

Date: _____

28/4/06

LETTER OF TRANSMITTAL

28th April 2006

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
78000 Alor Gajah
Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (MKT 660)

Attached is the project paper title "A STUDY ON CUSTOMERS' PERCEPTION TOWARDS THE SERVICE QUALITY AT THE MAIN COUNTER OF ASNB IN KUALA LUMPUR" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours sincerely,



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ABSTRACT

This thesis present a study, which has sought to take steps towards increasing both knowledge of how customers' perceived the service quality delivered by the Main counter of ASNB and at the same time identifies the difference of their perceptions towards the main counter of ASNB service quality based on their demographic backgrounds. Main counter is a place where people come and do many and different types of transactions, so it is vital not only in establishing, show credibility and confidence towards its customers to trust ASNB to handle their investment and unit trust. It is noteworthy to investigate how customers perceive the service quality of the main counter in order for ASNB to take up competitive position upon their ability to deliver quality services to the customers throughout Malaysia. This quantitative study has adopted an application of Prasuraman, Zeithml, Berry and Groomroos's SERVQUAL questionnaire to sample customers that come to the main counter of ASNB to do their transaction. A survey was conducted through distribution of questionnaires to the customers from different background profile. A total of 110 respondent self administered questionnaire were distributes and collected simultaneously, which have resulted a 100% response rate. However 100 useable questionnaires were analyzed. Using quantitative analyzes, the data was computed by using SPSS program and analyzed based on the perception minus expectation gap adopted from SERVQUAL model.

The results indicate that there was a gap between customers' expectation and perceptions towards service quality delivered by ASNB especially at the Main counter, which means that customers' expectations of the service quality were not met. Identification of service quality dimension showed that customers perceived that the main counter of ASNB were unable to deliver prompt but in contrast managed to

display a relatively high quality in their physical facilities and appearances. The findings also identified that there were both differences and similarities of customers' perception towards main counter of ASNB service quality when compared to their demographics background, which will be valuable for ASNB management in order for them to disseminate their service accordingly.