



**CUSTOMER SATISFACTION TOWARDS LIFE AND
FAMILY TAKAFUL SERVICE (ETIQA AS AN
OPERATOR) IN KEPALA BATAS PULAU PINANG**

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MELAKA

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

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“DECLARATION OF ORIGINAL WORK”

I, AZIROH BINTI OSMAN (2008701967)

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 other degrees
- 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: _____

Date: _____

LETTER OF SUBMISSION

April 2011

The Head of Program

Bachelor of Business Administration (Hons) Insurance

Faculty of Business Management

Universiti Teknologi Mara

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Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “CUTOMER SATISFACTION TOWARDS LIFE AND FAMILY TAKAFUL SERVICE (ETIQA AS AN OPERATOR) IN KEPALA BATAS PULAU PINANG” to fulfill the requirement as needed by the Faculty of Business Management Universiti Teknologi Mara.

Thank You

Your sincerely

(AZIROH BINTI OSMAN)

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Bachelor of Business Administration (Hons) Insurance

ABSTRACT

Insurance and takaful are nowadays is not the wants of people anymore but it is ore to needs for life to be comfortable and more bright future. It is because this system will give protection to the persons under it. Regarding to this, customer are willing to make deal or business with the company that can offer the best profitable product and in excellent quality of service. Customer nowadays having more choice to choose the best for their complement and it is crucial for company to ensure their customers are satisfied with the service provided.

Overall of this study will discuss the objective of is several objectives that researcher want to achieve. There are to determine the strength of service provided from Etiqa Takaful, to determine the level of customer satisfaction towards service quality provided by Etiqa Takaful and the last objective is to examine the relationship between factor contributing to customer satisfaction.

Generally, customers are satisfied with the service provided, but this are not in the excellent stage of satisfaction. Company has to make some improvement to the quality of service so level of satisfaction can be increase.

For the purpose of this study, researcher are using SPSS system in interpret the data collected. Frequency, descriptive and regression table are use to explain the result. Findings and analysis are interpreted in chapter four. Upon then, researcher is giving recommendation on the finding result to the company for some improvement in future.