



**“CUSTOMER SATISFACTION TOWARDS OPERATION
COUNTER SERVICES AT AMANAH SAHAM NASIONAL BERHAD,
MELAKA BRANCH”**

KAMARUL FARID BIN KASSIM

2006155767

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

MAY 2010



**“CUSTOMER SATISFACTION TOWARDS OPERATION
COUNTER SERVICES AT AMANAH SAHAM NASIONAL BERHAD,
MELAKA BRANCH”**

by

Kamarul Farid Bin Kassim

2006155767

Submitted in partial fulfilment of the requirements for the
Bachelor of Business Administration (Hons) Marketing

in the

FACULTY OF BUSINESS MANAGEMENT

at the

UNIVERSITI TEKNOLOGI MARA
CAMPUS OF BANDARAYA MELAKA

Date of submission

May 2010

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Kamarul Farid Bin Kassim (IC Number: 851221-01-5413)

Hereby declare that;

- This work has not previously been accepted in substance for any degree, locally or overseas and is not 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

5 May 2010

LETTER OF SUBMISSION

May 2010

The Head of Program
Bachelor of Business Administration (Honours) Marketing
Faculty of Business Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project titled "CUSTOMER SATISFACTION TOWARDS
OPERATION COUNTER SERVICES AT AMANAH SAHAM NASIONAL BERHAD,
MELAKA BRANCH" to fulfil the requirement as needed by the Faculty of Business
Management, Universiti Teknologi Mara

Thank you

Yours sincerely

KAMARUL FARID BIN KASSIM
2006155767
Bachelor of Business Administration (Honours) Marketing

ABSTRACT

This is a study on the customer satisfaction towards operation of counter service at ASNB, Melaka branches. Counter services is a first or front place that customer should faces to get services. In this study, it will discuss on how the quality of counter service will give impacts on the customer's satisfaction during the process of service delivery. The target service firm that suggested for this study is Amanah Saham Nasional Berhad, Melaka branch and the suggested sample size for respondents are 30 respondents. The study is to identify the relationship between service quality dimension and customer satisfaction of service provided by ASNB Melaka. Quality of service is based on their customer perception toward the actual service. Service quality dimension that will be focus through the research are tangibility, reliability, responsiveness, empathy and assurance. There are lots of suggestions from this study and might be useful for future improvement.