



**A STUDY ON CUSTOMERS SATISFACTION TOWARDS COUNTER SERVICES QUALITY
OF SOCIAL SECURITY ORGANIZATION (SOCSO)- CASE STUDY IN KOTA BHARU,
KELANTAN**

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**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INSURANCE)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

APRIL 2011

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (Insurance)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
BANDARAYA MELAKA**

April 2011

DECLARATION OF ORIGINAL WORK



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

"DECLARATION OF ORIGINAL WORK"

I, **KHAIRUL FARHANA BT HUSSAIN**, (I/C Number: 871006035022)

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
Bandaraya Melaka
Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "A Study on Customers Satisfaction Towards Counter Services Quality of Social Security Organization (SOCSSO)- Case Study in Kota Bharu, Kelantan" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you

Yours Sincerely

KHAIRUL FARHANA BT HUSSAIN

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ABSTRACT

This study is a research of customers satisfaction towards counter services quality of SOCSO in Kota Bharu. The independent variables consist of timeliness, friendliness and facilities have been identified in order to investigate whether or not these factors have a relationship with dependent variables which is customer satisfaction. This purpose of this research is to measure the level of customer satisfaction on counter services provided by SOCSO. The customers satisfaction may be affected if any modifications have been made on those independent variables due to their linkage to each other and may influence the counter services of SOCSO. The literature review based on varies journal and articles which are relevant to the research are included to verify and sustain that the research is valid. The result of this research are based on the findings and analysis made using the Statistical Package for Social Science Program (SPSS) and illustrates the verification between dependent variables and independent variables. Conclusions and recommendations are comprehended for SOCSO to develop and improve their performance in the upcoming future.