



**THE EFFECTIVENESS OF SERVICE QUALITY TOWARDS  
CUSTOMER SATISFACTION PROVIDED BY INSURANCE COMPANY  
AT BANGSAR, KUALA LUMPUR**

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**JANUARY 2014**

## LETTER OF DECLARATION



**BACHELOR OF BUSINESS ADMINISTRATION  
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### **“DECLARATION OF ORIGINAL WORK”**

I, NABILAHUDA BINTI MOHD ALAMIN, (910206-01-5498)

Hereby, declare that:

1. This project paper has not previously been accepted in substance or any degree, locally or overseas, and not being concurrently submitted for this degree or any other degrees.
2. The result from this project paper consist my independent work and research accepts some information that stated.
3. All verbatim extracts have been distinguished by quotation marks and sources of our information have been specially acknowledged.

Signature: nabilahuda

Date: 09 January 2013

## LETTER OF SUBMISSION

09<sup>th</sup> January 2014

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Dear Sir / Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper title **“THE EFFECTIVENESS OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION PROVIDED BY INSURANCE COMPANY AT BANGSAR, KUALA LUMPUR”** to fulfil the requirement as needed by Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours Sincerely,

*nabilahuda*

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Bachelor of Business Administration (Hons) Insurance

<b>TABLE OF CONTENT</b>	<b>PAGE</b>
LETTER OF DECLARATION	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGMENT	iv
TABLE OF CONTENT	vi
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABSTRACT	x
<b>CHAPTER 1: INTRODUCTION</b>	<b>1</b>
1.1. Background of The Study	1
1.2. Problem Statement	3
1.3. Research Question	4
1.4. Research Objectives	4
1.5. Significance of Study	5
1.6. Scope of Study	5
1.7. Limitation of Study	6
1.8. Definition of Terms	7
<b>CHAPTER 2: LITERATURE REVIEW</b>	<b>8</b>
2.1. Introduction	8
2.2. Customer Satisfaction	8
2.3. Service Quality	10
2.4. Responsiveness	12
2.5. Reliability	13

## **ABSTRACT**

This research study is about the effectiveness of service quality towards customer satisfaction provided by Insurance Company at Bangsar, Kuala Lumpur. Dimension of service quality and customer satisfaction have been identified in order to investigate the relationship between dimensions of service quality towards customer satisfaction at Bangsar, Kuala Lumpur. The survey was conducted at Menara Telekom and Bangsar Village. The sample for this study is 120 respondents. Data obtained by using primary data. Respondent are required to answer the questionnaire that contain of element that potentially have relationship with the service quality and customer satisfaction. Data analyzed by using reliability test, frequency test, Descriptive Statistics, Pearson correlation analysis, and regression analysis through SPSS program. The result shows that the entire three dimensions in service quality have significant relationship towards customer satisfaction.

Moreover, the result also shows that rank contribution towards customer satisfaction is responsiveness followed by reliability and assurance. Conclusion and recommendation are made.