



**SATISFACTION OF CUSTOMERS TOWARDS
CLAIMS MANAGEMENT PROCESS AT ANIKA
INSURANCE BROKERS SDN BHD**

**NORHAYATI BT ABDULLAH
2008278982**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INSURANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDAR MELAKA**

APRIL 2010

DECLARATION OF ORIGINAL WORK



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

“DECLARATION OF ORIGINAL WORK”

I, NORHAYATI BT ABDULLAH, (I/C Number: 870206-10-5772)

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

30 APRIL 2010

The Head of Program
Bachelor of Business Administration (Hons) Insurance
Faculty of Business Management,
Universiti Teknologi Mara,
Kampus Bandaraya Melaka
75200 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER INS 662

Attached is the project paper titled “**SATISFACTION OF CUSTOMERS TOWARDS CLAIMS MANAGEMENT PROCESS AT ANIKA INSURANCE BROKERS SDN BHD**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

NORHAYATI BT ABDULLAH

2008278982

Bachelor of Business Administration (Hons) Insurance

TABLE OF CONTENTS

	PAGE
LETTER OF DECLARATION	i
LETTER OF SUBMISSION	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENT	iv
LIST OF TABLES	viii
LIST OF FIGURES	x
ABSTRACT	xi
CHAPTER 1: INTRODUCTION	
1.0 Introduction	1
1.1 Background of Study	2
1.1.1 Background of Company	3
1.2 Problem Statement	4-5
1.3 Research Question	5
1.4 Research Objective	5
1.5 Significance of the Study	
1.5.1 To Anika Insurance Brokers Sdn Bhd	6
1.5.2 To Researcher	6
1.5.3 To UiTM	6
1.6 Scope of the Study	7

ABSTRACT

The title of this project paper is “Satisfaction of Customers towards Claims Management Process at Anika Insurance Brokers Sdn Bhd. The objective of this research is to identify level of customer satisfaction and also to rank factors that contribute to satisfaction of customers towards claims management process by Anika Insurance Brokers Sdn Bhd. Therefore the research is done in order to identify several reasons that might cause the problem. The factors such as services, knowledge, commitment and efficiency are studied. The sample size of this study is 50 respondents.

The data are analyzed by using Statistical Programme for Social Science (SPSS).The finding shows that majority of the respondents are satisfied with services provided by Anika Insurance Brokers Sdn Bhd especially in claims department. Thus, the researcher will recommend based on all of the variables.