



**THE IMPACT OF SERVICE QUALITY DIMENSIONS  
(SERVQUAL) ON CUSTOMER SATISFACTION AT TABUNG  
HAJI TAMPIN**

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BANDARAYA, MELAKA**

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BACHELOR IN BUSINESS ADMINISTRATION  
(HONS) MARKETING  
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**“DECLARATION OF ORIGINAL WORK”**

We, Nor Asyrani Bin Nekmat (900126-05-5175) and Noor Nadiah Binti Zainal Abidin (891118-05-5456)

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 is the result of our 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 :** .....  
(Nor Asyrani Bin Nekmat)

**Date:** .....

**:** .....  
( Noor Nadiah Binti Zainal Abidin)

## **LETTER OF SUBMISSION**

JULY 2013

The Head of Program  
Bachelor in Business Administration (Hons) Marketing  
Faculty of Business Management  
Bandaraya, Melaka  
Melaka

Dear Miss/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project titled "THE IMPACT OF SERVICE QUALITY DIMENSIONS (SERVQUAL) ON CUSTOMER SATISFACTION AT TABUNG HAJI TAMPIN" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM)

Thank you,

Yours sincerely,

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NOR ASYRANI BIN NEKMAT (2010219676)

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NOOR NADIAH BINTI ZAINAL ABIDIN (2010619946)  
(Bachelor in Business Administration (Hons) Marketing)

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## **ABSTRACT**

Service in its narrowest nature is intangible which leads to the intricacy of its interpretation. The fact that it needs no conventional method as in the method to assess a product provides it with a rather comprehensive theory. That is where the SERVQUAL model comes to classify and clarify the dimensions of question that need acute attention.

This study aims to examine the relationship between service quality dimension and demographic factors on the level of customer satisfaction at Lembaga Tabung Haji Tampin, Negeri Sembilan. Five independent variables have been identified that affect the level of customer satisfaction which are reliability, responsiveness, assurance, empathy and tangible. The dependent variable for this study is customer satisfaction. Literature reviews have been used to support all the dependent and independent variables. One of the most popular methods for measuring the quality of service is to use the development of SERVQUAL by Parasuraman, (1998). There were about 150 customers at Tabung Haji Tampin who were selected as the sample of the study. Data were being analyzed using Statistical Package. Result showed that there was a significant relationship between the dimensions of service quality and customer satisfaction. The researchers also came out with some recommendations for the organization in order to increase the level of customer satisfaction at Tabung Haji Tampin.