



A STUDY ON THE CUSTOMER SATISFACTION TOWARD AGENT SERVICES AT
MCIS ZURICH MELAKA BRANCH

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APRIL 2011

DECLARATION OF ORIGINAL WORK



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I, Nor Asmarina bt Abu Bakar, (I/C number: 881220025174)

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This work has not been previously accepted in substance of any degree, locally or overseas and it not being concurrently submitted for this degree or any degree.

This project paper is the result of any independent work and investigation except otherwise stated.

All verbatim extract has been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature -----

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LETTER OF SUBMISSION

10 May 2011

**The head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

**Attached is the project paper entitle "A STUDY ON CUSTOMER SATISFACTION
TOWARD AGENT SERVICES AT MCIS ZURICH MELAKA BRANCH" to fulfill the
requirement as needed by the Faculty of Business Management
Universiti Teknologi Mara.**

Thank you,

Yours sincerely,

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2009603036

Bachelor of Business Administration (Hons) Insurance

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Acknowledgement

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Abstract

Insurance agent is a person who is responsible for responding to customer inquiries and making sure that any problems they are experiencing are resolved. They are work on behalf customer and must make sure that all needs and customer's desire are fulfilled and satisfied. Customer satisfaction is important to determine successfulness of one company. If customer do not satisfied with company services or product that means the company should find a solution to solve and try to fulfill their customers need. The thrust of this study is directed towards answering the question regarding several factors that have a significant relationship to the customer satisfaction toward agent services at MCIS Zurich Melaka Branch where it is conducted at MCIS Zurich Melaka at Jalan Munshi Abdullah, Melaka. The researcher had gain the information via questionnaire which selects 50 customers as the respondents. In this study, researcher use convenient sampling in selecting the respondent. From this study, it is found that all the factors listed have a significant relationship with to the customer satisfaction toward agent services at MCIS Zurich Melaka Branch. Besides that, the MCIS Zurich Melaka Branch's management should take an effort to make sure that their customer are always satisfied with their agent's services in order to increase the profit and have a good reputation in insurance industry.