



**PERCEPTION TOWARDS SERVICE QUALITY AND THE IMPACT OF BRAND
IMAGE ON CUSTOMERS IN PRUDENTIAL BSN TAKAFUL
BERHAD,MELAKA**

NUR AIN FARHANA BINTI SULAIMAN (2012208086)
NURUL NAJWA BINTI KHAIRUL AZMAN (2012870332)

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

JUNE 2015

**PERCEPTION TOWARDS SERVICE QUALITY AND THE IMPACT OF BRAND
IMAGE ON CUSTOMERS IN PRUDENTIAL BSN TAKAFUL
BERHAD,MELAKA**

NUR AIN FARHANA BINTI SULAIMAN
NURUL NAJWA BINTI KHAIRUL AZMAN

Submitted in Partial Fulfillment Of the Requirement for the Bachelor
Administration(Hons)Marketing

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA

DECLARATION OF ORIGINAL WORK



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

“DECLARATION OF ORIGINAL WORK”

Nur Ain Farhana Binti Sulaiman (I/C Number:930301105246)
Nurul Najwa Binti Khairul Azman (I/C Number:930601015218)

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

30th JUNE 2015

**The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty Business Management
Universiti Teknologi MARA
75300 MELAKA**

Dear Sir/Madam
SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“PERCEPTION TOWARDS SERVICE QUALITY AND THE IMPACT OF BRAND IMAGE ON CUSTOMERS IN PRUDENTIAL BSN TAKAFUL BERHAD ,MELAKA”** to fulfill the requirement as needed by the Faculty of Business Management Universiti Teknologi MARA.

Thank you.
Yours sincerely,

Nur Ain Farhana Binti Sulaiman & Nurul Najwa Binti Khairul Azman
2012208086 & 2012870332
Bachelor of Business Administration (Hons)Marketing

LIST OF CONTENT	PAGE
CHAPTER 1 : INTRODUCTION	1
1.0 BACKGROUND OF STUDY	
1.1 COMPANY BACKGROUND	2
1.2 PROBLEM STATEMENT	2-3
1.3 RESEARCH QUESTIONS	4
1.4 RESEARCH OBJECTIVES	4-5
1.5 SIGNIFICANCE OF THE STUDY	5-6
1.6 SCOPE OF STUDY	6
1.7 LIMITATION OF STUDY	6
1.8 DEFINITION OF TERMS	6-8
CHAPTER 2 : LITERATURE REVIEW	8
2.0 INTRODUCTION	8
2.1 BRAND IMAGE	9 - 10
2.1.1 IMPORTANCE OF BRAND IMAGE	10-11
2.2 MEASURING SERVICE QUALITY	11
2.2.1 SERVICE	11
2.2.2 QUALITY	12

ABSTRACT

The title of this study is “Perception towards service quality and The Impact of Brand Image On Customers In Prudential BSN Takaful Berhad Melaka”. The first purpose of this study is to determine the level of brand image towards Prudential BSN Takaful Berhad Melaka. There are five independent variables involved in this study which are Tangible, Reliability, Responsiveness, Assurance and Empathy. In order to completing this study, the hypothesis was been constructed and focused on the objective to determine whether there has significant relationship between those independent variables with brand image. A total of 150 peoples have participated in this study as respondents. The methodology used for the study was primary data collection. For primary data, the researcher was used the method of questionnaire to obtained through the analyzing and interpret data of result. The reliability test, regression, frequency analysis, descriptive testing and Pearson’s correlation coefficient testing was used for data analysis. From correlation testing, the result shows that one of the independent variables which is responsiveness has a strong relationship with brand image. The relationship of brand image with other independent variables which are assurance and empathy are moderate relationship while tangible and reliability are weak relationship respectively. For hypothesis, there are clearly shown that all of the hypothesis including tangible, reliability, responsiveness, assurance and empathy are supported.