



**A STUDY ON THE RELATIONSHIP BETWEEN  
CUSTOMER SATISFACTION AND SERVICE LEVEL  
AMONG ASNB AGENTS AT SEREMBAN**

**NURUL FAZAREEN BTE ROSELI**

**2006129957**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCE  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KAMPUS BANDARAYA MELAKA**

**NOVEMBER 2009**

**A STUDY ON THE RELATIONSHIP BETWEEN  
CUSTOMER SATISFACTION AND SERVICE LEVEL  
AMONG ASNB AGENTS AT SEREMBAN.**

**NURUL FAZAREEN BTE ROSELI  
2006129957**

**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor Business Administration  
(Hons) Human Resource**

**FACULTY OF BUSINESS MANAGEMENT  
UITM, MELAKA**

**NOVEMBER 2009**

## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION (HUMAN RESOURCE)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITY TEKNOLOGI MARA**

**“DECLARATION OF ORIGINAL WORK”**

**I, NURUL FAZAREEN BTE ROSELI, (I/C NUMBER: 850409-05-5236)**

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

4 NOVEMBER 2009

**The Head of Program  
Bachelor of Business Administration (Human Resource)  
Faculty of Business Management  
University Teknologi MARA  
Kampus Bandaraya Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka.**

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER (HRM 662)**

Attached is the project paper titled '**A STUDY ON THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION AND SERVICE LEVEL AMONG ASNB AGENTS AT SEREMBAN**' to fulfill the requirement as needed by the Faculty of Business Management, University of Technology MARA.

Thank you,

Yours sincerely,

**NURUL FAZAREEN BTE ROSELI**

2006129957

Bachelor of Business Administration (Human Resource)

### 1.1.3 PNB's Measures of success

"We measure our success by our achievement of industry leadership, competitive returns and superior service to our customers and an environment of trust and personal growth for our employees."

## 1.2 BACKGROUND OF STUDY

Satisfaction is an ambiguous and abstract concept and the actual expression of the situation of satisfaction will vary from person to person and service to service (R.Kantsperger and Werner,2005) . Beside, Customer satisfaction is affect organization differently, in different context of services. Studying customer satisfaction in different context of services will contribute to deeper understanding of the phenomenon as a whole and how to minimize its negative effect on satisfaction of customer. For instance, when customer experiencing bad services, this may override some of the negative effects on service quality of the organization. Hence, the purpose of the research is to describe customer satisfaction toward service level in the context of ASNB agents. Furthermore, the study is to examine the relationship of customer satisfaction and quality service level. Moreover, this research is conducted in order to measure the effectiveness of quality service level towards customer satisfaction at ASNB Seremban agents. A study is designed to identify whether the level of service counter, level of agents knowledge and service, level of ASNB unit trust Fund information and level of agents environment facilities is effective to satisfy the customers.