



**“EXPECTATIONS AND PERCEIVED VALUE OF CUSTOMER
SATISFACTION TOWARDS COUNTER SERVICE PROVIDED
BY EMPLOYEE’S PROVIDENT FUND (EPF) MUAR”**

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BACHELOR OF BUSINESS ADMINISTRATION (HONS)

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UNIVERSITY TECHNOLOGY MARA

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SEPTEMBER 2009

**EXPECTATIONS AND PERCEIVED VALUE OF
CUSTOMER SATISFACTION TOWARDS SERVICE
QUALITY AT COUNTER SERVICE PROVIDED BY
EMPLOYEE'S PROVIDENT FUND (EPF) MUAR**

NURUL HANIM BINTI ABDUL MALEK

**Submitted in Partial Fulfillment Of The Requirement For The
Bachelor Of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

SEPTEMBER 2009



BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
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UNIVERSITY TEKNOLOGI MARA
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“DECLARATION OF ORIGINAL WORK”

I, NURUL HANIM BINTI ABDUL MALEK, (I/C NUMBER: 841116-01-6140)

Hereby, declare that,

- This work has not previously been accepted in substances 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 the verbatim extracts have been distinguished by quotation mark and sources of my information have been specifically acknowledged.

Signature: NURUL HANIM BINTI ABDUL MALEK Date: SEPTEMBER 2009

LETTER OF SUBMISSION

September 2009

The Head Of Program
Bachelor Of Business Administration (Hons) Marketing
Faculty Of Business Management
Universiti Teknologi MARA
110 Off Jalan Hang Tuah
75300 Melaka.

Dear Sir,

SUBMISSION OF THE PROJECT PAPER

Attached is the project paper titled “EXPECTATIONS AND PERCEIVED VALUE OF CUSTOMER SATISFACTION TOWARDS COUNTER SERVICE PROVIDED BY EMPLOYEE’S PROVIDENT FUND (EPF) MUAR” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours Sincerely

NURUL HANIM BINTI ABDUL MALEK
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ABSTACT

Although service quality and customer satisfaction is related concepts, they are not exactly the same things. The customer's perception about service quality is based on long term, cognitive evaluations of EPF's service delivery, where as customer satisfaction is a short-term emotional reaction to specific service experience. Before EPF's customer purchase a service, they have an expectation about the service quality that is based on individual needs, past experience, worth of mouth recommendation and also a EPF's advertising. This research focus on the customer satisfaction toward the service quality between expectations and perceived value provided by EPF Muar. From finding, the EPF provide with the useful information to maintain and upgrade its service quality in giving a maximum satisfaction towards their customers. A set of 30 questionnaires were distributed to the respondents who are currently users of EPF services. The questionnaire was designed to capture recalled expectations after visitation and perceptions in the post-experience phase. This survey is conducted at EPF Muar counter service at Jalan Petri, 84000 Muar, Johor and about 43 questions were asked to gather accurate information. All the information is analyzed and majority of the respondents are satisfied towards counter service provided by EPF Muar. They also agree that the service quality provided matched with their expectation. Even though majority of the respondents have an excellent perception towards the service provided by EPF Muar but there is still a needed for EPF to make an improvement in their service from time to time.