



**SERVICE QUALITY PERCEPTION AND  
CUSTOMER SATISFACTION OF AAO GLOBAL  
INSURANCE BROKERS SDN BHD**

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

**FACULTY OF BUSINESS MANAGEMENT  
UiTM, MELAKA**

**2010**

## LETTER OF SUBMISSION

30<sup>th</sup> April 2010

Program Coordinator  
Bachelor of Business Administration (Hons) Insurance  
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Universiti Teknologi MARA  
Kampus Bandaraya Melaka  
No. 110, Off Jalan Hang Tuah  
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "SERVICE QUALITY PERCEPTION AND CUSTOMER SATISFACTION OF AAO GLOBAL INSURANCE BROKERS SDN BHD" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

**SITI NOR HIDAYAH BINTI AHMAD DON**  
**2007282586**  
**Bachelor of Business Administration (Hons) Insurance**



**BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
INSURANCE  
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MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, Siti Nor Hidayah Binti Ahmad Don, (I/C Number: 880808-01-5108)

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: \_\_\_\_\_

## **ABSTRACT**

This study provides an analysis regarding customer satisfaction towards quality service provided by organization. The main objective of this project paper is to determine the level customer satisfaction towards quality service perception that provided by AAO Global Insurance Brokers Sdn Bhd by examining the SERVQUAL scale that consist of five factors, which are tangible, reliability, responsiveness, assurance and empathy.

This research is focusing on clients that consume the service provided by AAO Global Insurance Brokers Sdn Bhd. The theoretical framework of this study consists of the factors or dimensions that influence the customer satisfaction. The factors are adapted from SERVQUAL, which is an instrument for measuring quality service developed by Zeithaml, Parasuraman & Berry (1991).

From this study, AAO Global Insurance Brokers Sdn Bhd is able to identify the problems which rely on the level of customer satisfaction of AAO Global Insurance Brokers, the level of quality service provided by AAO Global Insurance Brokers and the relationship between the service quality perception and the customer satisfaction. Data collections are gathering from the observations and distributing the questionnaire.

This project paper consisting of four chapters, which in chapter one consist of introduction and background of the research, chapter two consist of literature review, chapter three is research methodology and design and chapter four is result, conclusion and suggestions.