



**CUSTOMER'S SATISFACTION TOWARDS SERVICE QUALITY OF
LIFE INSURANCE PRODUCTS AT MCIS ZURICH IN MELAKA
BRANCH**

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**BACHELOR OF BUSINESS ADMINISTRATION
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MELAKA**

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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**

2011

LETTER OF SUBMISSION

04 April 2011

The Head of Program

Bachelor of Business Administration
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Faculty of Business Management
University Teknologi Mara
Bandaraya Melaka
No. 110 Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled “**Customer Satisfaction Towards Service Quality of Life Insurance Products at MCIS Zurich in Melaka Branch**” to fulfill the requirement as needed by the Faculty of Business Administration, University Teknologi MARA.

Thank You.

Yours Sincerely,

Siti Nur Syuhada Binti Mustapa

2009294776

Bachelor of Business Administration (Hons) Insurance



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UNIVERSITY TEKNOLOGI MARA
BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Siti Nur Syuhada Bt Mustapa (I/C: 881112-03-5404)

Hereby, declare that,

1. This work has not previously been accepted in substance for any degree locally @ overseas in is not concurrently submitted for this degree or any degrees.
2. This project paper is the result of my independent work and investigation except otherwise stated.
3. All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

ABSTRACT

Nowadays, life insurance products are the most popular product offered by the insurance company. There have a lot of the insurance company who selling life insurance products and there has the intense competition between them. The purpose for this study is to study the customer's satisfaction towards the service quality of life insurance products in MCIS Zurich. This study focuses on the most effective service quality dimensions in implement the satisfaction of the customers on service quality in MCIS Zurich Melaka. Five dimensions in service quality which consist of assurance, tangible, reliability, empathy and responsiveness play crucial to measure the level of customer satisfaction especially in MCIS Zurich.

Exploratory research has been adopted for this research. Questionnaires, interview and other secondary data including journals, internet and articles are used for the data collection. 50 copies of questionnaire was distributed to the respondents who are the customers that buying a life insurance products with MCIS Zurich. The sampling technique used was simple random sampling. Descriptive statistics have been used to interpret the data to produce reliability test, frequency analysis, regression analysis and correlation analysis. Based on those statistics, a clear findings and result is observed. The finding shows that most of the customers are satisfied with the service provided to them and service quality dimension seems to have influence with customer satisfaction. Recommendations and suggestion are put on how to improve and increase customer's satisfaction on the service provided by MCIS Zurich.