



**THE EFFECTIVENESS OF ASNB PORTAL TOWARD CUSTOMERS SATISFACTION:
STUDY CASE IN AMANAH SAHAM NASIONAL BERHAD KUANTAN**

BACHELOR IN BUSINESS ADMINISTRATION (HONS)

MARKETING

FACULTY BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

JOHOR

NORADLINA BATRISYIA BINTI MOKHTAR

2015441796

JUNE 2018

DECLARATION OF ORIGINALWORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

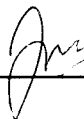
“DECLARATION OF ORIGINAL WORK”

1. Noradlina Batrisyia Binti Mokhtar, (I/C Number: 960224075342)

Hereby, declare that:

- ✓ This work has not previously been accepted in substance for my 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 distinguish by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____



Date: 28th June 2018

LETTER OF TRANSMITTAL

28th June 2018

Muharratul Sharifah bt Shaik Alaudeen
Ketua Pusat Pengajian (Ijazah)
Fakulti Pengurusan Perniagaan
Universiti Teknologi Mara,
85000 Segamat,
JOHOR DARUL TAKZIM.

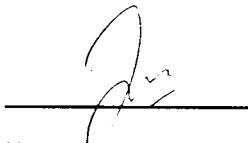
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "The Effectiveness Of ASNB Portal Toward Customers Satisfaction: Study Case In Amanah Saham Nasional Berhad Kuantan" to fulfil requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours sincerely



Noradlina Batrisyia Binti Mokhtar

2015441796

Bachelor of Business Administration (Hons) Marketing

LETTER OF TRANSMITTAL

28th June 2018

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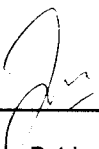
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ABSTRACT

Customer satisfaction is will be achieve if the company provide product or service according to what customer expect from them. The company have to analyse how they can satisfy customer with their product and services that they provide to customers ASNB has launched ASNB portal to catch with technology. Thus, this study want to know the effectiveness of ASNB Portal toward customer satisfaction the previous study only focus in certain factor of effectiveness of customer satisfaction. The purpose of this study to investigate the effectiveness customer satisfaction. The research design for this study will employ quantitative method of simple random sampling and survey questionnaire that have been develop based on a through and detailed analysis of the relevant literature. A total of six variables of customer satisfaction with 24 items have been develop service quality, web design and content, security and privacy, convenience, speed and customer satisfaction. The finding of the study would provide useful information to ASNB Kuantan and others. This study is to find out the most and the least factor affect the customer's satisfaction.