



**A STUDY ON BENEFIT SOUGHT BY EMPLOYEES  
PROVIDENT FUND SOCIAL SECURITY TRAINING  
INSTITUTE (ESSET) CUSTOMERS TOWARDS THE  
SERVICES OFFERED IN SELANGOR.**

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## ***ABSTRACT***

The rapidly changing and developing in world business, forced organizations to look for something new and difference due to be the best. They tend to involve in all the marketing activities, promotion and concern about the social and current issues due to get the attention and in the same time gives a big challenge to the competitors.

Many actions should be taken in order retains the customer. As a new training institution, there are a lots of things that should ESSET consider in order to win the customer. Therefore, this research is a study on the benefit sought by ESSET customers towards the services offered. The services offered by ESSET include the training facilities, sports facilities, equipments, hostel and apartment. The researcher wants to measure whether the facilities, intangibility, security, technology and personnel are the major factors that significant towards the benefit sought by ESSET customers

The finding result shows that there was a significant relationship between the facilities, intangibility, security, technology and personnel with the benefit sought by ESSET customers. From the analysis, gender, race and regular customers are the demographic factors that influence the benefit sought by ESSET customer. The overall satisfaction of ESSET customer towards the services offered is satisfied. We can see from customer evaluation, the most

important feature to the customer is the appearance of the physical facilities, equipment and communication material. The second important feature to the customer is the knowledge and courtesy of the ESSET employees and their ability to convey the trust and confidence. While, the least important feature to the customer is the caring and individualized attention provides to the customer.

In line to improve the services, ESSET should emphasis the physical facilities, equipment, communication materials and technology due to the complaints of the customer. Even though the customer satisfied with the services offered, but there are some recommendation for this study. The recommendation is, ESSET should provide the television set in each room, improving the Internet services, create the new package and give the better discount and etc.

By conducting this research, the researcher hope that ESSET management have an idea what's the major benefit sought by the ESSET customer towards the services offered.

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