A STUDY OF CUSTOMER SAVING SERVICES EXPECTATION AT LEMBAGA TABUNG HAJI SELANGOR

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I admit that this thesis and all of its content is originally my idea in which I made it by

my own without copy or plagiarism from others finished thesis or research.

(Hasmi b Hassan)

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ABSTRACT

This thesis is done to know the customer expectation of the saving account services at Lembaga Tabung Haji Negeri Selangor. The expectations are in term of time, *TH* office layout, *TH* staffs attitude, the effectiveness of promotion strategies, reason of saving and the need of passbook. In this thesis, the *TH* branches covered are *TH* Kelana Jaya and *TH* Klang. In this thesis, I has addressed three objective and 6 hypotheses.

The primary data were obtained by three ways which are collected from personal interview, observation and questionnaire. For the purpose of distributing questionnaire, I'm has used non-probability sampling technique which quota sampling technique. The quota sampling technique is based on the personal judgement of the researcher. The criterion needed to choose the respondent are active depositors and comes to *TH* office to withdraw or saving their money in saving account.

I had design the questionnaire in Malay language and the question in it is more 'close ended question in order to attract interest of respondents to answer all the question in the questionnaire. According to population, the numbers of respondents for this thesis are 384 in which 118 respondent are from *TH* Kelana Jaya and 266 respondents from *TH* Klang. The questionnaire will be punch into the compute using the Statistical Package for the Social Science Program (SPSS for windows) version 7.0. I used frequency, cross-tabulation and Pearson Chi-square test to analyze the hypothesis.

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