

A STUDY ON CUSTOMER SERVICE AT TABUNG HAJI COUNTER

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APRIL 1999



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DECLARATION

HEREBY I DECLARED THAT, THIS PROJECT  
PAPER IS 100%. FROM MY EFFORT AND  
WITHOUT ANY COPY FROM OTHER SOURCES.



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## ACKNOWLEDGEMENT

Al-hamdulillah, first and foremost, I would like to express my gratitude to Allah s.w.t. for His abundant generosity, guidance and strength to me during the process of completing this research project.

First of all, I would like to extend my special thanks to my advisor, Tuan Haji Harun bin Othman for her advice, assistance and guidance, which enable me to complete this research . To all my marketing lectures, special thanks for their invaluable knowledge and guidance had made me felt enjoyable and confident in these marketing field in my future carrier.

I would also like to express my gratitude and special thanks to the following who have devoted their time and effort in assisting me :-

1. Tuan Haji Salleh Abidin, Assistant General Manager of Marketing division for imparting some invaluable knowledge on various parts of marketing.
2. Mr. Mohamad abas, Manager of Marketing Division for his supportive ideas in making my thesis project.
3. Haji Yusuf Hamzah, Section Head of Marketing Division , all Marketing Division Staffs, Haji Abdul Mutalib Abdullah, Hjh Rosmi Mad Saman who have been very cooperative and supportive support in making my practical training and enjoyable and memorable one.
4. All Tabung Haji staffs for their invaluable guidance

Finally, the preparation of this report would not have been possible without cooperation, understanding and support from my parent, family, friends and those dear to me. Their understanding and tolerance certainly had been a source of inspiration.

May Allah Bless All of Us,

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ITM Dungun (April 1999)

## **EXECUTIVE SUMMARY**

Incorporated in 1962, the Pilgrims Fund Board of Malaysia or Lembaga Tabung Haji, more popularly known as Tabung Haji was devised as an economical scheme in the context of National development. Its purpose is to provide an appropriate Islamic means of mobilizing savings and preventing the fragmentation of wealth by assisting Muslims to perform the pilgrimage in Mecca without impoverishing them or further imposing any financial hardships after their pilgrimage.

Tabung Haji was also established in order to enable Muslims to invest and participate more meaningfully in the nation's economical activity and at the same time to assist them in fulfilling their fifth religious obligation namely, to perform the pilgrimage to Mecca.

The researcher has centered this study with regard to TH Customer Service at TH office, Jalan Tun Razak and TH Office Jalan Ipoh, Kuala Lumpur. The respondent of this research is active depositors and based on specific criteria in terms of sex, education and period of saving. The objectives of customer service survey is to know service response on counter services, how important customer service attributes, counter service comparison with other banking institution and the quality of services.

There are nine recommendations in this research; new focus on customer service, new training program, conduct consistent research, develop new promotion about customer service, waiting line system, remodeling counter program, provide special course to staffs, motivation, and educate staff and customers on TH corporate slogan. From the findings and recommendations, it is hoped that TH will use it beneficially in future time.

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