

THE CUSTOMERS AWARENESS AND SATISFACTION
TO THE SALARY DEDUCTION SCHEME BY LEMBAGA
TABUNG HAJI

KAMARUZAMAN BIN SALEH
98000116

BACHELOR OF BUSINESS ADMINISTRATION (HONS)
(MARKETING)
SCHOOL OF BUSINESS AND MANAGEMENT
MARA UNIVERSITY OF TECHNOLOGY

APRIL 2000

LETTER OF TRANSMITTAL

D 779 Kg Kubang Palas,
Bukit Payong,
21400 Marang,
Terengganu.

31 March 2000

En Hendri Dahlan
UiTM Kelantan,
Bukit Ilmu
18500 Machang, Kelantan

Dear Sir,

**SUBMISSION OF THESIS ENTITLED “ THE CUSTOMERS AWARENESS
AND SATISFACTION TO THE SALARY DEDUCTION SCHEME” BY
TABUNG HAJI**

I would like to submit my thesis “ The Customers Awareness And Satisfaction To The Salary Deduction Scheme” by Tabung Haji. This thesis is a partial requirement to fulfill Marketing Internship (MKT 650).

2. The purpose of this thesis is to analyze the customers awareness and satisfaction to the salary deduction scheme, service provided by Tabung Haji to their customers, and to get better understanding on the quality of the customers awareness and satisfaction.

3. I would also thank you for all your guidance and support for the completion of this thesis.

Thank You

Your Faithfully,



(KAMARUZAMAN SALEH)
98000116

ACKNOWLEDGEMENT

Alhamdulillah, I feel very grateful, because with the help of Allah, this thesis project had been done successfully. Special thanks to Lembaga Tabung Haji Director Haji Tengku Aziz that gave me an opportunity in completing my practical training and get much knowledge and an experiences in working environment and to my supervisors at Lembaga Tabung Haji Kuala Terengganu, Haji Mohd Ghazali Bin Mohamad, and also to all Lembaga Tabung Haji Kuala Terengganu staffs.

Thanks also to my lecturer Mr Hendri Dahlan for being substantial encouragement and valuable advice as my advisor. Thanks also go to BBA Marketing Course Tutor Mr Safri Ya and all friends that involve directly and indirectly in doing this project in providing me valuable comments, suggestions and good ideas.

The objectives of this project is designed to help students learns about and apply the concepts of working environments and also the research project practices of modern marketing as they are used in a wide variety of settings service firms. This is because, when students enter the job market, they must do marketing research to find the best opportunities and the best ways to market themselves to prospective employers.

TABLE OF CONTENTS

1.0 INTRODUCTION

1.1 Background and Scope of Study	1
1.2 Problem Statement	4
1.3 Objectives	4
1.4 Significant of Study	5
1.5 Hypothesis	5
1.6 Limitations	5

2.0 LITERATURE REVIEW 6

3.0 RESEARCH METHODOLOGY AND DESIGN

3.1 The Data Collections	19
3.2 Sampling Techniques	19
3.3 Procedures for Analysis of Data	19

4.0 FINDINGS

4.1 Frequencies	21
-----------------	----

5.0 ANALYSIS AND INTERPRETATION OF DATA

5.1 Frequencies	31
5.2 Analysis of Data for Hypothesis Tests	36

6.0 RECOMMENDATIONS AND CONCLUSIONS

6.1 Conclusion	44
6.2 Recommendations	45

BIBLIOGRAPHY 53

1.0 INTRODUCTION

1.1 Company Background

Before world war II, most of the Malaysian people depend on the uses of 'Syeikh System'. Generally Syeikh System function as an institution that organizes and sends the future Haj to Mecca. Further more they also been responsible to prepare the supplement or support service during the process of Haj. These group (Syeikh) also act as a Haj broker. Detail we can stated that the specific task of Syeikh of Haj.

- Organize the Haj's registration at District office.
- Prepared the passports, tickets and date of departure.
- Sending the Haj's group either to specific office in Penang or Commissioner Office in Singapore.
- Send the Haj's group direct to Haj's ship, either at Port Klang or Singapore.
- Send the Haj's baggage to the Haj's ship.

But there are many problems that experience by Malaysian Haj using this kind of service system, which is:

i. To prepare large amount of money

These are no systematic way for the future Haj to save their money.

ii. Transportation

It's hard for the future Haj to get to the port and sometimes they need to spend a lot of money to reach at the port (either Klang or Singapore)