

**UNIVERSITI TEKNOLOGI MARA**

**IMPROVING CUSTOMERS'  
SATISFACTION ON MOTOR  
INSURANCE POLICIES AT AUTO  
FINANCE CENTRE, MAYBANK  
BERHAD, TAMAN MELAKA RAYA**

**RAIHANIZAH BINTI ABDUL KADIR**

**MYSARAH BINTI HAMZAH**

**NOR AKMAL BINTI ABDUL RAHIM**

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## **ABSTRACT**

Customers are the greatest asset to any business. Therefore, that makes customers' satisfaction an important business strategy to reduce churn and increase profits. It is crucial for companies to look into strategies to ensure the return of their customers. Competition is always there in the market. With the significant numbers of service providers offering such coverage, the situation leads to a phenomenon of switching of service providers upon expiry of the policies. Hence, to avoid such situations necessary actions are to be taken to curb the situation mainly to ensure that business of a particular insurance company is not affected and thereafter they are able to sustain their existing customers as well. This research aims to study how to improve the customers' satisfaction level on motor insurance policy at Auto Finance Centre, Maybank Berhad, Taman Melaka Raya. This research is based on data obtained from a survey questionnaire that polled the branch's existing motor insurance customers regarding the factor affecting their satisfaction level on renewal of motor insurance. The data was analyzed to evaluate and determine how service quality influences the customers' satisfaction level on having their motor insurance renewed with the bank. The research suggested that the bank should consider encouraging the customers to participate in service production and delivery process; bank should consider forming a dedicated service team to manage customers' expectations and to meet their needs; to consider providing intensive product training and to evaluate the staffs' knowledge periodically. It is hope that the study could contribute to increase the satisfaction level of Auto Finance Centre's customers and thereafter provides significant increment on the bank's profit.

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# TABLE OF CONTENTS

	<b>Page</b>
<b>AUTHOR'S DECLARATION</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>ix</b>
<b>LIST OF FIGURES</b>	<b>x</b>

## **CHAPTER ONE: INTRODUCTION**

1.0	Overview of Study	1
1.1	Background of Study	4
1.2	Problem Statement	8
1.3	Research Objectives	9
1.4	Research Questions	9
1.5	Scope of Study	10
1.6	Significance of Study	10
1.7	Definition of Terms	11
	1.7.1 Service Quality	11
	1.7.2 Customer Satisfaction	11
1.8	Summary	12

## **CHAPTER 2: LITERATURE REVIEW**

2.0	Introduction	13
2.1	Literature Review	13
	2.1.1 Customers Satisfaction	13
	2.1.2 Service Quality	15

2.1.3	SWOT Analysis	18
2.1.4	TOWS Matrix	19
2.2	Academic Construct	21
2.3	Summary	22

### **CHAPTER 3: RESEARCH METHODOLOGY**

3.0	Introduction	23
3.1	Research Design	23
3.2	Data Sources	24
3.2.1	Primary Data	24
3.2.2	Secondary Data	24
3.3	Unit of Analysis	24
3.4	Population, Sample Size and Sampling Method	24
3.5	Research Instruments	25
3.5.1	Close Ended type questions	25
3.5.2	Ethical Considerations	25
3.6	Procedure for Data Collection	26
3.7	Variables and Measures	26
3.8	Operational Measures	27
3.8.1	Service Quality	27
3.8.2	Customers Satisfaction	28
3.9	Methods of Data Analysis	28
3.10	Summary	30

### **CHAPTER 4: DATA ANALYSIS AND RESEARCH FINDINGS**

4.0	Introduction	31
4.1	Reliability Analysis	31
4.2	Frequency Analysis	32
4.3	Correlation Coefficient	33
4.4	Multiple Regressions	34