



**CUSTOMER SATISFACTION LEVEL TOWARD THE  
SERVICES PROVIDED BY TAKAFUL NASIONAL  
SDN.BHD KOTA KINABALU**

**ROSIDA BINTI MADDING  
2004332635**

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**TABLE OF CONTENT****PAGE**

<b>ACKNOWLEDGEMENT</b>	iv
<b>LIST OF TABLE</b>	v-vii
<b>LIST OF FIGURES</b>	viii- ix
<b>ABSTRACT</b>	x

**CHAPTER 1: INTRODUCTION**

1.1	Company Background	1-3
1.2	Background of study	4
1.3	Problem statement	5
1.4	Objective of study	6
1.5	Research questions	7
1.6	Limitation of study	8
1.7	Scope of study	9
1.8	Significance of study	10
1.10	Definition of terms	11

**CHAPTER 2: LITERATURE REVIEW**

2.1	Definition of satisfaction	12
2.2	Customer satisfaction and repurchase Loyalty	12-13
2.3	Building Relationship by getting into customers' Head	13
2.4	The Role of Trust in Customer Relationship	14-15
2.5	The contribution of Emotional Satisfaction to Customer Loyalty	15

## **CHAPTER 3: RESEARCH METHODOLOGY**

3.1	Research framework	16-17
3.2	Data collection	18
3.2.1	Primary data	18-19
3.2.2	Secondary data	19-20
3.3	Sampling Design	21
3.4	Data analysis procedure	22

## **CHAPTER 4: FINDING AND ANALYSIS OF DATA INTERPRETATION**

4.1	Frequencies Profile	23-27
4.2	Frequencies Customer satisfaction	28-32
4.3	Frequencies Customer Retention	33-37
4.4	Suggestions to improve the services provided TNSB	38
4.5	Cross tabulation Profile VS Customer satisfaction	39-56
4.6	Cross tabulation Profile VS Customer retention	57-67
4.7	Correlation Between customer satisfaction and Customer retention	68-75

## **CHAPTER 5: CONCLUSION AND RECOMENDATION**

5.1	Conclusion	76
5.2	Recommendation	77-78

<b>BIBLIOGRAPHY</b>	79
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### **APPENDICES**

- Questionnaire
- Output
- Normality test

## ABSTRACT

“Excellent services and customer is our priority”. These phrases are really emphasizing on customer services. It means the company should give excellent services and give the customer a priority to get their attention and loyalty. Customer satisfaction is very important because their will retain to the company since their satisfy with the services provide thus it will profitable for the company. This study mainly purposes to identify the customer satisfaction level towards services provided by Takaful Nasional Kota Kinabalu. Beside that this study also will identify the level of customer retention towards services provided by Takaful Nasional and Correlation between the customer satisfaction and customer retention.

This study also conducted to 100 respondents which is customer of TNSB and all respondents give their feedback towards the questionnaire given. The finding of this study shows that most of the TNSB customers are male rather than female. Their also already become customer since two to five years ago. Most of the customer of TNSB satisfied with the services provided by TNSB and retain with the company. This study also has the customer suggestion and recommendation to improve the services provided by TNSB. This is useful to the company as guidance to improve their services to make the customer fully satisfied and loyal with them.