



UNIVERSITI TEKNOLOGI MARA

**CUSTOMER EXPERIENCE AND SATISFACTION:
A CASE STUDY OF e-FILING SERVICE BY IRB MALAYSIA**

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ABSTRACT

This study is entitled **“CUSTOMER EXPERIENCE AND SATISFACTION: A CASE STUDY OF e-FILING SERVICE BY IRB MALAYSIA”**. As nowadays, Inland Revenue Board (IRB) Malaysia has organized e-Filing service for their tax payers to submit their tax forms through online. This study is look forward to analyze the level of experience and satisfaction for their users towards this service. As part of that, a feedback from the respondents are taken and analyzed by the researcher. The significant of this study will give good impact firstly to Inland Revenue Board Malaysia, then to the respondents and lastly to the researcher as well. Two types of data collection method are used. There are primary data and secondary data. Where primary data in this research, questionnaires will be design in order to guide researcher to interview respondents and secondary data are information, which are already in existences, but are relevant to this study. Two types of secondary were used. There are internal and external secondary data. Internal sources are those data is gathered within the organization that the research had carried out. These include information that collected from magazines, newspaper, pamphlets and others. External sources are those data that is collected outside the organization. These include data that is gathered from Internet, projects paper and other published document from libraries. Based on the analysis, the researcher had found the conclusion and some recommendation towards the e-Filing service.

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CHAPTER ONE

INTRODUCTION

1.1 IRB Malaysia's Profile

The Inland Revenue Board of Malaysia (IRBM) is one of the main revenue collecting agencies of the Ministry of Finance in Malaysia.

The Department of Inland Revenue Malaysia became a board on March 1, 1996, and is now formally known as IRBM.

IRBM was established in accordance with the Inland Revenue Board of Malaysia Act 1995 to give it more autonomy especially in financial and personnel management as well as to improve the quality and effectiveness of tax administration.

The agency is responsible for the overall administration of direct taxes under the following Acts:

- a. Income Tax Act 1967,
- b. Petroleum (Income Tax) Act 1967,
- c. Real Property Gains Tax Act 1976,
- d. Promotion of Investments Act 1986,
- e. Stamp Act 1949,
- f. Labuan Offshore Business Activity Tax Act 1990

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The literature review is important as a guide for researcher on their research. Literature review is a viewpoint of the research so that no variables will be missing while the research is being conducted. Literature review will help the researcher to have a better understanding over the problems and will help them to come out with a better findings and solutions. The literature for this study covered reviews on the customer experience, customer loyalty and also gap analysis to provide researcher with relevant and useful information.

2.2 Customer Experience

Customer experience is the sum of all experiences a customer has with a supplier of goods or services, over the duration of their relationship with the supplier. It can also be used to mean an individual experience over one transaction; the distinction is usually clear in context. Analysts and commentators who write about customer experience and CRM have increasingly recognized the importance of managing the customer's experience. Customers receive some kind of experience, ranging from positive to negative, during the course of buying goods and services. Thomson and Kolsky say that "an experience is defined as the sum total of conscious events. Customer experience is the new innovation frontier for business. Companies are focusing on the importance of the experience and, as Jeananne Rae notes, realizing that "building great consumer experience is a complex enterprise, involving strategy, integration of technology, orchestrating business models, brands management and CEO commitment"(2006). Delivering total customer experience (TCE) goes beyond mere customer satisfaction