



**UNIVERSITI TEKNOLOGI MARA**

**THE FACTORS THAT INFLUENCE  
CUSTOMER SATISFACTION  
TOWARDS SERVICE QUALITY IN  
TABUNG HAJI'S HEADQUARTERS**

**WAN LILY MAZNAH BINTI MAHFUDZ JEFFRY**

**Thesis submitted in fulfillment  
of the requirement for the degree of  
Bachelor of Business Administration  
(Hons) (Islamic Banking)**

**Faculty of Business and Management**

**July 2017**

## **ACKNOWLEDGMENT**

First and foremost, Alhamdulillah, I praise to Allah SWT, the Almighty for providing me the opportunity and capability to finish this full research proposal.

I would like to express my earnest gratefulness and appreciation to my first Advisor, Miss Nor Haliza Bt Hamzah and my Co Advisor, Norhasniza Bt Mohd Hassan Abdullah for their supportive and excellent guidance during the progress of this proposal. Their dedication for this research proposal had helped me a lot to complete this proposal.

I am greatly indebted to Madam Zuraidah Binti Sipon for advise me and coordinate me in details how to complete my research proposal starting from the first until the end of this research.

Furthermore, I would like to appreciate to my friends for their continuous support and assistance during the progress of research. Last but not least, my greatest gratitude to my beloved family members for the moral support and the stimulation for me in completing this proposal.

## ABSTRACT

The purpose of this research to study the factors that influence customer satisfaction towards service quality in Tabung Haji's Headquarters. Basically, this study was based on the responses from customers of TH Headquarters. This research used the (SERVQUAL) dimension. There are five (5) dimensions SERVQUAL which is include tangible, reliability, responsiveness, assurances and empathy. Tabung Haji was established from the idea Royal Prof Ungku Aziz. The main function of the organizational is to save gradually to support the expenditure during pilgrimage and for another beneficial purpose, especially saving or investment. The main reasons to conduct the research are TH received several complaints on front-line service employees and counter services. Besides, some of customers aired their unsatisfied with the service quality provided in TH through the internet and social media. So, it leads to give bad impact of service quality in TH. The waiting time have lead to wasting customers time and lead to unsatisfied to counter service. So, with all these problems, the researcher conduct this study to determine the which factor of service quality give influence to customer satisfaction. Questionnaire were distribute to customer that had experience in Tabung Haji's services. The five dimension of service quality is measured using Pearson Correlation to analyze the significant of service quality towards customer satisfaction.

## TABLE OF CONTENTS

<b>AUTHOR’S DECLARATION</b> .....	<b>III</b>
<b>ABSTRACT</b> .....	<b>IV</b>
<b>ACKNOWLEDGMENT</b> .....	<b>V</b>
<b>LIST OF TABLES</b> .....	<b>X</b>
<b>LIST OF FIGURES</b> .....	<b>XII</b>
<b>LIST OF SYMBOL</b> .....	<b>XIII</b>
<b>CHAPTER 1: INTRODUCING THE STUDY</b> .....	<b>1</b>
1.1 Introduction.....	1
1.2 Background Of Study .....	1
1.3 Problem Statement .....	2
1.4 Research Question .....	4
1.5 Research Objective .....	4
1.6 Significance Of Study.....	4
1.6.1 The Institution.....	4
1.6.2 Customers .....	5
1.6.3 Researcher .....	5
1.7 Scope Of Study .....	5
1.8 Limitation Of Study .....	5
1.9 Terms And Definition Of The Study .....	6
1.9.1 Service Quality .....	6
1.9.2 Customer Satisfaction.....	6
<b>CHAPTER 2 : LITERATURE REVIEW</b> .....	<b>8</b>
2.1 Introduction.....	8
2.2 Literature Review On Topic .....	8
2.2.1 Customer’s Satisfaction .....	8
2.2.2 Service Quality .....	9

# **CHAPTER 1**

## **INTRODUCING THE STUDY**

### **1.1 INTRODUCTION**

In this chapter discuss about introducing the study provides a broad background to study of aiming on the research topic. In depth, this chapter presents background of study, problem statement, research questions, research objectives, significance of study, scope of study, limitation of study and summary.

### **1.2 BACKGROUND OF STUDY**

In Malayasia, Lembaga Tabung Haji-LTH (Pilgrims Fund Board) was the first of institution that established as a leading economic in Malaysia based on Islamic financial institution accordance Islamic principles to provide investment services for Islamic depositors whereas managing pilgrimage activities for the Muslim community in Malaysia. TH is the envy of other parts of Muslim world for its efficiency and success in managing Malaysian pilgrims.

Lembaga Tabung Haji was established in 1962 as a modest proposal to benefit the Malayan economy to enable the Muslim to perform “Hajj”. The founder and the idea of establishment Lembaga Tabung Haji was structured by the Royal Professor Ungku Aziz. Nowadays, TH is one of the utmost cooperative success stories in Malaysia.

However, nowadays with a global challenges, TH needs to be strive endlessly to compete and ahead with other financial institution. To facing the challenges, there are some of the measures taken by TH such as adoption of technology, improvement of service quality, increase of developing quality of human resources and boost marketing strategy. This is to ensure that Muslims are encouraged to invest for pilgrimage and future needs.