

**THE SATISFACTION ON CUSTOMER SERVICE
PROVIDED BY LEMBAGA TABUNG HAJI NEGERI
SABAH**

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
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DECLARATION OF ORIGINAL WORK

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Herby declare that,

This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degree.

**Submitted in Partial Fulfillment
of the requirement for the
Bachelor of Business Management
(Hons) Marketing**

All verbatim extracts have been distinguished by quotation marks and the same work has not been plagiarized.

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ABSTRACT

This research is about the satisfaction on customer service provided by Lembaga Tabung Haji Negeri Sabah. The purpose of doing this research is to identify the important of customer service provided by the company, to determine the problems faced by the company regarding the satisfaction level on customer service and to suggest an appropriate solution to achieve the level of satisfaction on customer service provided by the company. In this research, the level of satisfaction can be determine at three service areas of the company there are bank services, complex/hotel services and cafeteria/restaurant services.

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The level of satisfaction in the services provided by this company are important in order to determine whether the customer service that applied by the company effective or not. Using the level of satisfaction enable the company to improve their customer service.

CFC - Customer Friendly Concept

All information that obtained from the research will be beneficial to Lembaga Tabung Haji Negeri Sabah as to strengthen their position in customers mind so that customer believe and willing to having services repeatedly in this company. Furthermore, some recommendation that obtain from the research can also be considered by the company for their references in the future. Besides that, improving their customer service will also benefit the company in competing with their competitors.

For the purpose of this research, 200 questionnaires are distributed to customers at the are of Kota Kinabalu City, Sabah. However only 165 questionnaires are valid and can be analyzed and interpreted. This research used probability sampling as a sampling technique and used of primary and secondary data as a data collection method.