



**CUSTOMERS' PERCEPTION AND SATISFACTION
TOWARD SERVICE QUALITY PROVIDED BY
TABUNG HAJI, IPOH**

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MALACCA BRANCH**

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ABSTRACT

Lembaga Urusan Tabung Haji (LUTH) was established with the main objective of providing quality products and services to the depositors. Its main function is to provide services to Muslims to keep their money in this institution to enable them perform Haj at Holy Land through concepts of Islamic teaching and operations.

The main objective of this research is to study on “Customer’s Perception and Satisfaction Towards Service Quality at Tabung Haji, Ipoh”. Further, to know about the customer perception and to improve services in terms of performance and service quality.

For the purpose of this study, the descriptive research was used, one hundred questionnaires were distributed to customers of *TH*, Ipoh, but only 85 questionnaires were managed to be collected using Quota Sampling Technique. Questionnaires were distributed as the survey instrument; besides conducting interviews as the source of primary data, other reliable resources would serve as secondary data.

This research found that respondents are still not satisfied in terms of saving and Haj services provided by *TH*, Ipoh. They need more facility on saving and Haj services. *TH* is considered as successful in giving the good service quality to its customers and has built good image as an institution coordinating saving and pilgrimage activities for Muslims in Malaysia.

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