

**SERVICE QUALITY:
EVALUATION ON TRANSACTION SERVICES IN
TABUNG HAJI BANDA KABA,
MELAKA**

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of the Requirement for the
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BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

"DECLARATION OF ORIGINAL WORK"

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Hereby, 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 degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 30/11/2006

LETTER OF SUBMISSION

November 2006

The Head of Program
Faculty of Business Management
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Dear Sir/ Madam,

RE: SUBMISSION OF PROJECT PAPER (MKT 660)

Attached here is the project paper on title "SERVICE QUALITY: EVALUATION ON TRANSACTION SERVICES IN TABUNG HAJI BANDA KABA, MELAKA" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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ABSTRACT

Nowadays service quality is often very difficult to manage, for variety of reasons. Managing service quality require knowing exactly what customers want, designing services to meet their needs and measuring customer satisfaction. Understanding and effectively managing service quality is critically important for the creation and maintenance of competitive advantage.

In this context, this study mainly focuses on the service quality; evaluation on transaction services in Tabung Haji (**TH**) Banda Kaba, Melaka. It focused on the factors that influence service quality at **TH**. It is also to identify the types of problems which have been experienced by the depositors when making transaction services at **TH** and also to identify the elements of transaction services that can influence customer satisfaction. In order to achieve high standard of excellences and also service quality, it is important for Tabung Haji to build a long-term relationship with their customers to make them loyal with the organization. In this research, the researcher chooses exploratory as the research design in order to achieve the research objectives and to define the problems more precisely. Convenience sampling (non-probability sampling technique) is used since the researcher does not use chance selection procedures and the selection of respondents can be obtained easily. The study was carried at Tabung Haji Banda Kaba, Melaka and the respondents came from Central Melaka District.

Based on this study, some suggestions have been recommended to **TH** and such information will definitely assist **TH** in further providing and maintaining service quality as to gives positive perceptions by the customers.