

UNIVERSITI TEKNOLOGI MARA

**PERCEPTION OF CUSTOMER SATISFACTION
ON AL-RAHN YAPIEM SERVICING IN
KUANTAN, PAHANG.**

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Academic writing submitted in partial fulfillment of
the requirements for the degree of
Bachelor in Muamalat

Academy of Contemporary Islamic Studies

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AUTHOR'S DECLARATION

I declare that the work in this thesis/dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The purpose of this study was to examine the extent to which perceptions of customer satisfaction with the quality of service offered by the Ar-Rahn Yapiem Kuantan based on demographic and dimensions of service quality. Respondents for this survey were Ar-Rahn Yapiem Kuantan customers, and a total of 100 questionnaires were distributed by using convenience sampling technique. The design of this study is a case study survey using a quantitative approach. Questionnaires were used as an instruments for obtaining data. The data were analyzed using the Statistical Package for Social Science (SPSS) program version 20. Analysis used in this study is a frequency and descriptive analysis. Results of the study showed that 51.9% of women customers are more satisfied using the ArRahn services rather than male customer. Empathy factor is a critical factor while the other question is less tangible factors. In conclusion, the customers are satisfied with the quality of service provided by Ar-Rahn Kuantan.

Keywords: Service Quality, Customer Satisfaction, Customer Perception, Kuantan, Ar-Rahn Yapeim.

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