



**CUSTOMER SATISFACTION TOWARD AGENTS AT ETIQA
BANDAR BARU KLANG**

**NORJAN BINTI SALEEM
2008525101**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INSURANCE
FACULTY OF BUSINESS MANAGEMENT UNIVERSITI
TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

NOVEMBER 2010



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UNIVERSITI
TEKNOLOGI
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BACHELOR IN BUSINESS ADMINISTRATION (HONS) INSURANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
MELAKA

"DECLARATION OF ORIGINAL WORK"

I'M, NORJAN BINTI SALEEM, MATRIX NO. 2008525101

Hereby, declare that,

- **This work has not previously been accepted in substance for any degree, locally or overseas, and not being consonantly 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

.....

.....

LETTER OF SUBMISSION

November 2010

The Head of Program
Bachelor of Business Administration (Hons) Insurance
Faculty of Business Management
Universiti Teknologi MARA
75300 Bandaraya Melaka
Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "CUSTOMERS SATISFACTION TOWARD AGENTS AT ETIQA BANDAR BARU KLANG" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank You.

Yours sincerely

NORJAN BINTI SALEEM
2008525101

Bachelor of Business Administration (Hons) Insurance

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ABSTRACT

Insurance is about helping people to protect their assets, maintain their lifestyles and build better future to them. Customer is an asset company so they become important to know about their needs and wants for quality in their products and services. Therefore, if the company's apparent performance exceeds a customer's expectations, then the customer will satisfy and if not then the customer will dissatisfied.

The research is conducted to study the customer's satisfaction towards agent at Etiqa Bandar Baru Klang. Furthermore, research objectives for this study are to identify the level of customer satisfaction towards service provided, the level of service quality provided by agent at Etiqa Insurance & Takaful and to identify the most important factors that will influences customer satisfaction.

The frequency, descriptive analysis, and regression from Statistical Package for Social Sciences (SPSS) been used in this research, a clear findings and result will be observed. The findings showed that most of the customers were satisfied with the services provided by the agent at Etiqa Insurance & Takaful.

Overall, the most of customer are satisfied with the services provide by agent at Etiqa Insurance & Takaful, but they need to overcome the weakness with the service provided by agent. Hence, in order to improve and overcome the weakness to increase the customer satisfaction, the researcher gives some recommendations and suggestions after the final analysis have been made.