



CUSTOMER SATISFACTION TOWARDS ETIQA SERVICES
PROVIDED IN KUANTAN BRANCH

MODE B

NOR ASMA BINTI ABU BAKAR
2008703733

BACHELOR OF BUSINESS ADMINISTRATION (HONS)
INSURANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDAR MELAKA

NOVEMBER 2010

DECLARATION OF ORIGINAL WORK



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

“DECLARATION OF ORIGINAL WORK”

I, NOR ASMA BINTI ABU BAKAR , (I/C Number: 871010-11-5770)

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 any investigation 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,
Kampus Bandar Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Sir ,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**CUSTOMER SATISFACION TOWARDS ETIQA SERVICES PROVIDED IN KUANTAN BRANCH**” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

Nor Asma binti Abu Bakar
2008703733
Bachelor of Business Administration (Hons) Insurance

ABSTRACT

Customer satisfaction become more important as more companies strive for quality in their products and services. Hence, if the company's perceived performance exceeds a customer's expectations, then the customer will satisfied. On the other hand, if the company perceived performance falls short of customer's expectation, then the customer will dissatisfied.

The main purpose of this research is to study the customer's satisfaction towards the services provided in Etiqa Kuantan. Moreover, research objectives for this study are undertaken to determine the level of customer satisfaction, to identify the relationship between customer satisfaction towards each of independent variable and to identify the most important factors that will influences customer satisfaction.

A 50 set of questionnaires was distributed to the respective respondents by randomly selected. The findings showed that most of the customers were satisfied with the services provided. Customer service and Agent's role have moderate relationship with customer satisfaction while only claim process has weak relationship. Hence, in order to improve and increase customer satisfaction, the researcher give some recommendations and suggestions after the final analysis have been made.

Based on the descriptive analysis, frequency, cross tabulation and correlation from Statistical Package for Social Sciences (SPSS), a clear findings and result will be observed.

TABLES OF CONTENTS

DECLARATION OF ORIGINAL WORK	I
LETTER OF SUBMISSION	II
ACKNOWLEDGEMENT	III
ABSTRACT	IV

CHAPTER 1 – INTRODUCTION

1.1 Background of Study	2
1.2 Background of Company	5
1.2.1 Company's Product	
1.3 Problem Statement	7
1.4 Research Questions	8
1.5 Research Objectives	8
1.6 Theoretical Framework	9
1.6.1 Introduction	
1.6.2 Dependent Variable	
1.6.3 Independent Variable	
1.7 Scope of Study	10
1.8 Significance of Study	11
1.9 Limitations of Study	12
1.10 Definitions of Terms	13

CHAPTER 2 - LITERATURE REVIEW

2.1 Customer Satisfaction	16
2.2 Claim Process	19
2.3 Customer Services	22
2.4 Role of Agent	26