



DETERMINANTS ON SERVICE QUALITY THAT AFFECTING
CUSTOMER'S SATISFACTION IN INSURANCE INDUSTRY

MODE B

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DECLARATION OF ORIGINAL WORK



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“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 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 Bandaraya Melaka
Melaka

Dear Madam ,

SUBMISSION OF PROJECT PAPER INS 662

Attached is the project paper titled “DETERMINANTS ON SERVICE QUALITY THAT AFFECTING CUSTOMER’S SATISFACTION IN INSURANCE INDUSTRY” to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you.

Yours sincerely,

NURUL NADIA BT YUSOF

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Bachelor of Business Administration (Hons) Insurance

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ABSTRACT

The important issue of this research is to determine on service quality that affecting customer's satisfaction in insurance industry. These means is there any relationship between all the independent variables with the dependent variable. This research basically focuses on the insurance policyholder, mostly MAA Assurance policyholders' in Johor Bahru branch. A framework was developed and tested whereby customer's satisfaction is influenced by three elements of service quality which are service products, service delivery and service environments. There several problems for insurance industry today where most of the policyholders are not satisfied with the service given by insurance company. So that, the researcher tried to clarify what factors that can contribute to this matter. The research is being narrowed to 50 and randomly chosen respondents as the data sampling in order to identify whether the service quality dimensions has a relationship towards customer's satisfaction. The findings and analysis were based on the data obtained from the questionnaire responses. The analysis of findings involved the use of Cronbach's Alpha to measure the reliability of data and descriptive statistics that consist of frequency distributions. Furthermore, the correlation was used to see if there are any significance differences in the means for all variables of interest. F-Statistic has been carried out in order to determine whether there is a significant different between each individual selected demographic factors. Finally the findings of this research are useful to determine on service quality that affecting customer's satisfaction in insurance industry.