

**CUSTOMER RETENTION IN CASES INVOLVING MOTOR
INSURANCE CLAIM**

SYUHADA NAWAL SYAZWANI BTE ISMAIL

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**FACULTY OF BUSINESS MANAGEMENT
UITM KAMPUS BANDARAYA MELAKA**

2010

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

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I, Syuhada Nawal Syazwani Bte Ismail, (I/C Number: 880209-02-5056)

Hereby, declare that:

1. This project paper has not previously been accepted in substance or any degree, locally or overseas, and not being concurrently submitted for this degree or any other degrees.
2. The results from this project paper consists my independent work and research excepts some information that stated.
3. All verbatim extracts have been distinguished by quotation marks and sources of our information have been specially acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

11 May 2010

The Head of Program
Bachelor of Business Administration (Hons) Insurance
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
Off Jalan Hang Tuah
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**CUSTOMER RETENTION IN CASES INVOLVING MOTOR INSURANCE CLAIM**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely,

SYUHADA NAWAL SYAZWANI BTE ISMAIL
2007282538
Bachelor of Business Administration (Hons) Insurance

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ABSTRACT

Customer retention is a crucial area where most of the organizations pay more attention towards it. The major factor that attracts and retains new customers is the way it services its existing customers and the reputation it creates within and across the marketplace. This research is to study the customer retention in cases involving motor insurance claim.

The objective of this research is to rank the service' factors most contribute towards customer retention and to measure the level of customer retention towards services in relation to motor insurance claim. All the respondents are claimants from specified area and come from different insurance company and they have experience in using the service of claim process from their insurance provider.

This research was conducted using various methods such as "Reliability Test, Frequency Distribution, and Descriptive Statistics". The result of the findings indicated that processing time is the major service' factor that will influence customer retention compared to another four factors which are relationship between insurer and customer, claim procedure, relationship between insurance company and customer, benefits, and No claim Bonus (NCB). The finding also identified that the level of customer retention towards motor insurance claim is on medium.

It also identified that many service' factors of motor insurance claim could be improved to the benefit of both customer and insurance company.