



A STUDY ON FACTOR CONTRIBUTING TO CUSTOMER SATISFACTION
TOWARDS ANIKA INSURANCE BROKER

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APRIL 2011

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) INSURANCE
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“DECLARATION OF ORIGINAL WORK”

I, TG MUHD HAZWAN B TG HASHIM BADLI, (I/C NO: 880516-11-5035)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it is nor being concurrently submitted for this degree or any others 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.

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LETTER OF SUBMISSION

April 2011

The head of program
Bachelor of Business Administration (Hons) Insurance
Faculty of Business Management
Universiti Teknologi Mara

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“A Study on factor contributing to customer satisfaction towards Anika Insurance Broker** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

.....

TG MUHD HAZWAN B TG HASHIM BADLI
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Bachelor of Business Administration (Hons) Insurance

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ABSTRACT

The research is focusing on the “Factor Contributing to Customer Satisfaction towards Anika Insurance Broker”. Even though the Anika Insurance Broker already establish since 1969, they still not get 100% customer satisfaction. The research is done to identify the factor contribute to customer satisfaction towards Anika Insurance Broker Sdn Bhd.

The independent variable for this research is knowledge of the product, competitive edge, fulfilling customer need and experience in term of insurance. The research was conducted in Kuala Lumpur area and 30 questionnaires were distributed to clients that use Anika Insurance Broker service around the Kuala Lumpur area. The researcher use primary and secondary data in order to obtain the data. Data analyzed using the reliability test, descriptive statistics and backward elimination. Based on the analysis, the result showed that knowledge of the product is the most contributing factor when it comes to customer satisfaction towards Anika Insurance Broker Sdn Bhd.