



**“THE FACTOR THAT AFFECTING CUSTOMER
SATISFACTION IN INSURANCE PRUDENTIAL BSN
TAKAFUL”**

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DECLARATION OF ORIGINAL WORK



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We, Nur Eylia Binti Razali (I/C Number: 900604-01- 5304), NurFatin Binti Abdul Karim (I/C Number: 901205-01-5782)

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 my independent work and investigation, expect where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: -----

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LETTER OF SUBMISSION

3 July 2013,

The Head of Program

Bachelor of Business Administration (Hons) Human Resource

Faculty of Business Management

Universiti Teknologi Mara

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

75300 Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached Is The Project Paper Titled “The Factors That Affecting Customers’ Satisfaction In Insurance Prudential BSN Takaful” To Fulfill The Requirement As Needed By The Faculty Of Business Management, University Teknologi MARA.

Thank You.

Yours sincerely,

.....

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Bachelor of Business Administration (Hons)

Human Resource Management

Yours sincerely,

.....

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ABSTRACT

“THE FACTORS THAT AFFECTING CUSTOMERS’ SATISFACTION IN INSURANCE PRUDENTIAL BSN TAKAFUL”

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The research paper is about a study on the factors that are affect customer satisfaction in Insurance Prudential BSN Takaful. The objectives of this study are to measure the level of customer satisfaction and service quality of Insurance Prudential BSN Takaful customers and to investigate the relationship between customer satisfaction and SERVQUAL dimensions which are tangible, reliability, responsiveness, assurance, and empathy among Insurance Prudential BSN Takaful. In this study, the primary and secondary data will be used. this is including the interview, questionnaires, journals, books and articles. Method that has been used to analyze the data that have been gathered is reliability test, descriptive analysis and pearson correlation. In the end of this study, the researcher conclude that the level of customer satisfaction in Insurance Prudential BSN Takaful and service quality is high and there are significant relationship between customer satisfaction and service quality dimensions which are tangible, reliability, responsiveness, assurance and empathy among customer Insurance Prudential BSN Takaful.

Keywords: Customer Satisfaction, Service Quality

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