

INDUSTRIAL TRAINING REPORT
AT
EMPLOYEES PROVIDENT FUND (EPF)
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ABSTRACT

The main objective for this study is to examine the relationship between service quality provided by Section of Contribution EPF Kuantan and customer perception. Besides that, this study also aimed to identify which factors in dimension of tangibility, reliability and responsiveness that influence customer perception towards service quality provided by Section of Contribution EPF Kuantan. Next, the other objective of this study is to determine any difference in the customer perception between male and female customers towards service quality provided by Section of Contribution EPF Kuantan. There are three independent variables which are tangibility, reliability and responsiveness were used in measuring service quality while dependent variable is customer perception. Data was collected from a sample of 150 respondents by using simple random sampling. The methods of data analysis used were Descriptive Analysis, Pearson Correlation, Multiple Linear Regression and Independent Sample t-Test. The result shows that all independents variable of service quality have positive relationship and there are significant factors in dimension of tangibility, reliability and responsiveness that influence on customer perception at Section of Contribution EPF Kuantan. The result of independent sample t-test shows that there is significant difference in the customer perception between male and female customers towards service quality provided by Section of Contribution EPF Kuantan.

Keywords: Service Quality, Tangibility, Reliability, Responsiveness, Customer Perception

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENT	i
ABSTRACT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	vii
LIST OF FIGURES	viii
CHAPTER 1 ORGANIZATION BACKGROUND	
1.1 Background of Industrial Training	1
1.2 Objectives of Industrial Training	1
1.3 Industrial Training Attachment	2
1.3.1 Profile of Organization	2
1.3.2 Vision	3
1.3.3 Mission	3
1.3.4 Objective of Organization	3
1.3.5 Profile of Department	5
a) Section of Operation Management	5
b) Section of Service	5
c) Section of Contribution	6
d) Section of Enforcement	7
CHAPTER 2 RESEARCH PROJECT	
2.1 Introduction	8
2.2 Problem Statement	9
2.3 Objectives of Study	10

2.4	The Research Question	10
2.5	The Research Hypotheses	11
2.6	The Significant of the Study	11
CHAPTER 3 LITERATURE REVIEW		
3.1	The Literature Review	12
3.1.1	Service Quality	12
3.1.2	Tangibility in Service Quality	13
3.1.3	Reliability in Service Quality	14
3.1.4	Responsiveness in Service Quality	15
3.1.5	Customer Perception	16
3.1.6	Gender and Service Quality Perception	17
3.2	The Definition of Terms	19
3.3	The Theoretical Framework	20
CHAPTER 4 RESEARCH METHODOLOGY		
4.1	Target Population	21
4.2	Research Design	22
4.2.1	Descriptive Research	22
4.2.2	Causal Research	22
4.3	Sampling Size Determination	23
4.4	Sampling Design	23
4.5	Source of Data	24
4.5.1	Primary Data	24
4.5.2	Pilot Study	24
4.6	Method of Data Collection	24
4.7	Research Instrument	25
4.8	Measurement	26
4.8.1	Nominal	26
4.8.2	Ordinal	27