



اوتنورسيتي تكنولوجي مارا

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**A STUDY ON THE CUSTOMER SERVICE EXPERIENCE  
TOWARDS FINANCE DEPARTMENT OF UNIVERSITI  
MALAYSIA KELANTAN (UMK) JELI CAMPUS**

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**JULY 2013**

**DECLARATION OF ORIGINAL WORK**



اَوْنِيُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
KOTA BHARU**

**“DECLARATION OF ORIGINAL WORK”**

**I, SITI SABARIAH BINTI MOHD YUSOFF (I/C Number:)**

Hereby, declare that;

- This work has not previously been accepted in substance for any degree, locally or overseas and not being concurrently submitted for this degree or any other 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.

Signature:

Date:

## LETTER OF SUBMISSION

Faculty of Business Management  
Universiti Teknologi MARA Kota Bharu  
15050 Kota Bharu  
Kelantan Darul Naim

03 July 2013

The Head of Program  
Bachelor of Business Administration (Hons) Finance  
Faculty of Business Management  
Universiti Teknologi MARA Kota Bharu  
15050 Kota Bharu  
Kelantan Darul Naim.

Dear Sir/Madam,

Attached is the project title "**A STUDY ON THE CUSTOMER SERVICE EXPERIENCE TOWARDS FINANCE DEPARTMENT OF UNIVERSITI MALAYSIA KELANTAN (UMK) JELI CAMPUS**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

SITI SABARIAH BINTI MOHD YUSOFF  
2011416326  
Bachelor of Business Administration (Hons) Finance

## ACKNOWLEDGEMENT



### IN THE NAME OF ALLAH THE MOST GRACIOUS AND THE MOST MERCIFUL

Alhamdulillah was-salatu was-salaamu 'ala' rasoolillah. Praise be to Allah, with His love and guidance, I managed to finish up my project paper under the topic "Customer Service Experience Towards Finance Department of Universiti Malaysia Kelantan (UMK)Jeli Campus".

The journey of studying and recollecting the information for this report is exhilarating. Special thanks to those who involved in helping to ensure the completion of this report. This acknowledgement is purposely to thank you and appreciation to those following individual for their useful information and suggestion for improving the quality of this project paper.

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## ABSTRACT

A STUDY ON THE CUSTOMER SERVICE EXPERIENCE TOWARDS FINANCE  
DEPARTMENT OF UNIVERSITI MALAYSIA KELANTAN (UMK) JELI CAMPUS

BY:

Siti Sabariah Binti Mohd Yusoff  
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**Abstract:** Universiti Malaysia Kelantan (UMK) Jeli Campus is a new campus which established on 1<sup>st</sup> March 2012 and each of their department is very small and the facilities provided still incomplete. The same goes to their Finance Department which is manned only two staff in this department and it is lead to the problem occurs in their service provided.

**Purpose:** The purpose of this study is to study on the customer service experience towards Finance Department of Universiti Malaysia Kelantan (UMK) Jeli Campus.

**Methodology:** The research focused on the customers who dealt with Finance Department of UMK Jeli. 100 questionnaires were distributed towards the customers.

**Findings:** All of the 100 usable questionnaires were collected to gain reliable data on customer service experience that provided by Finance Department to their customer. It describes the relationship between variable and which of them influenced customer's satisfied most.

**Keywords:** Customer Service Experience, Physical Environment, Personal Interaction and Customer Involvement.