



UNIVERSITI TEKNOLOGI MARA SABAH

A STUDY ON THE CUSTOMER SATISFACTION TOWARDS
CUSTOMER SERVICES: CASE BY LEMBAGA TABUNG HAJI IN
KOTA KINABALU

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DECLARATION OF ORIGINAL WORK
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'DECLARATION OF ORIGINAL WORK'

I am **HAZELINA FARRAH BT SHAMSUDDIN** (2007244896)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently 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: 12/01/2012

ABSTRACT

Tabung Haji (TH) birth from the idea of working paper presented by the Royal Professor Ungku Aziz titled, "Plan to Improve the Economy of Prospective Pilgrims" in 1959. The functions of this organization are to enable Muslims to save gradually to support their expenditure during pilgrimage and for other beneficial purposes, to enable Muslims to have active and effective participations in investment activities permissible in Islam through their savings and to protect, safeguard interests and ensures welfare of pilgrims during pilgrimage by providing various facilities and services.

The purpose of this research is to study the customer satisfaction towards the customer service provided by Tabung Haji Kota Kinabalu. The research used the service quality (SERVQUAL) dimensions. There are 5 dimensions in SERVQUAL which are reliability, responsiveness, assurance, empathy and tangible. This dimension will be used to identify customer perception toward service quality provided by Tabung Haji Kota Kinabalu as quality services depend on the Tabung Haji Kota Kinabalu employee's performance and their ability to provide the services.

In this research paper, the methods use is questionnaire to identify the relevant information regarding the study on customer satisfaction towards customer service provided by Tabung Haji Kota Kinabalu. 120 questionnaires were given to respondents to answer the questionnaire. The result on customer satisfaction towards customer service will suggest whether the Tabung Haji Kota Kinabalu may need changes or improvement in their service performance in order to be able to provide continuously quality services and achieve their motto and quality policy.

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