



**A STUDY ON CUSTOMER PERCEPTION TOWARDS
SERVICE QUALITY PROVIDED BY
TAKAFUL MALAYSIA BERHAD LANGKAWI BRANCH**

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EXECUTIVE SUMMARY

This research examines the customer perception towards service quality provided by Takaful Malaysia Berhad especially Langkawi Branch. The study intends to look into the contrast between the customer perception of five SERVQUAL dimensions (assurance, empathy, reliability, responsiveness and tangibility) and how customer react to the Takaful Malaysia Berhad services. The totals of 100 respondents are chosen to determine customer perception towards the five SERVQUAL dimension. Respondents are customer and potential customer who come to Takaful Malaysia Berhad Langkawi Branch during the time of research doing. For the purpose of this study, a research survey was conducted structured questionnaires and distributes to 100 respondents. The questionnaires consist of 27 questions for customer, which can be classified into six sections. Section A consists of demographic profile of respondents, Section B represents of customer perception toward assurance dimension, followed by Section C represents of customer perception towards the staff empathy to customer. Section D and Section E respectively consists of customer perception for reliability and responsiveness dimension. In last section it focuses on the tangibles dimension. The Student Package for Social Science (SPSS) program (version 10.1) was used to analyze data. The methods such as frequency analysis, mean and one sample T-Test were chosen for analysis the data and findings. This study has developed five hypothesis bases on the five independent variables; they are assurance, empathy, reliability, responsiveness and tangibility. From the finding, the researcher can conclude that all five hypotheses are accepting the alternative hypothesis compare



with the null hypothesis. This study concluded that most of customers and potential customer who come to Takaful Malaysia Berhad Langkawi Branch have show their positive perception towards service provided by this takaful institution. But in order to compete with the others takaful company, this company must increase their service or give better performance to customer.

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