

UNIVERSITI TEKNOLOGI MARA

**AN ANALYSIS ON FACTOR CUSTOMER
SATISFACTION TOWARDS IMPLEMENTATION
OF HIBAH AMANAH TABUNG HAJI: A STUDY
IN TABUNG HAJI AT SUNGAI BESAR,
SELANGOR**

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Academic Writing submitted in partial fulfillment -
of the requirements for the degree of
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AUTHOR'S DECLARATION

I declare that the work in this academic writing was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This academic writing has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The implementation *Hibah Amanah Tabung Haji (TH)* are the gift of assets by the depositor during lifetime to the recipients of *Hibah Amanah TH* from their *TH* saving account voluntarily on the basis of love, without any coercion and consideration. Thus, *Hibah Amanah TH* was introduced in 2017 with the objective to facilitate the granting of the *Hibah Amanah*. The main purpose of this exploratory study is to an analysis of factor customer satisfaction towards implementation *Hibah Amanah TH* and based on any factor (level understanding, awareness and improvement) influencing satisfaction towards implementation *Hibah Amanah TH* among customer in Tabung Haji at Sungai Besar, Selangor. This study applies quantitative approach with the use of survey questionnaires as the main instrument of data collection. A total of respondents were selected for the purpose of this study. Data collected was analyzed using frequency analysis, descriptive analysis, and reliability and cross tabulation. In general, findings of this study show that relatively, the factor of customer satisfaction towards implementation *Hibah Amanah* is still low. In addition, only half of customer satisfaction towards implementation *Hibah Amanah TH*. Various factor that influencing customer satisfaction towards *Hibah Amanah TH* among customers at Tabung Haji. Overall, this study some information on the factor customer satisfaction towards implementation *Hibah Amanah TH*, a study in Tabung Haji at Sungai Besar, Selangor.

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