

UNIVERSITI TEKNOLOGI MARA

**LEVEL CUSTOMERS SATISFACTION ON
SERVICES OF PPTH**

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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 the original and is the results of my own work, unless otherwise indicate 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

Customer Satisfaction is one of key aspect which is always being given serious attention by Financial Institutions. It is because services provided by any organization can be assessed and improved based on opinion and suggestion gathered from customers. Hence, this survey was conducted in order to identify customer satisfaction level on services provided by a certain financial institution namely Tabung Haji Kodiang located in Kedah. SERVQUAL theory, which consists of 4 elements (tangible, reliability, responsiveness and empathy), have been utilised in this survey to evaluate customer satisfaction level. Survey forms have been distributed to around 100 respondents who were customers using Tabung Haji Kodiang services. All data collected were later analysed by using 'mean' score. Survey results have shown that customer satisfaction in Tabung Haji Kodiang is at a moderate level overall with the lowest 'mean' score is recorded for 'responsiveness' element ('mean' value at 2.95). This survey result on customer satisfaction level has given a clear picture and idea for enhancement on certain area of Tabung Haji Kodiang services in order to improve the services quality in line with company motto and quality policy.

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