

THE STUDY ON CUSTOMERS' PERCEPTION TOWARDS
THE QUALITY OF CUSTOMER SAVING SERVICES
AT TABUNG HAJI KUALA TERENGGANU

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LETTER OF TRANSMITTAL

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Assalamualaikum WBT,

Dear Sir,

SUBMISSION OF MARKETING INTERNSHIP (MKT 650) PROJECT PAPER

Enclosed here with a Marketing Internship (MKT 650) project paper entitled "**The Study On Customer's Perception Towards The Quality Of Customer Saving Services At Lembaga Tabung Haji Kuala Terengganu**". This project paper will lead to some recommendation to be considered for the *Tabung Haji Kuala Terengganu* in the future.

I hope this thesis will meet your requirement and achieve its desired objectives.

Thank you.

Yours sincerely,



(SHAMSUL KAMAL BIN AHMAD)

ACKNOWLEDGEMENT

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ABSTRACT

Delivering service quality on a consistent basis does not mean delivering the same service over and over again; it means continuously delivering a service, which matches or exceeds customers' expectations. Delivering service quality is like trying to hit a moving target since customers' expectations will vary from situation to situation, and from customer to customer. However if the management are continuously analyzing and adjusting the service they provide in line with customers' changing expectations, then good service quality can always be achieved.

Interest in customer service, as an overriding management objective is now widespread. Customer satisfaction and dissatisfaction has become an important issue for marketing practitioners. Counter service is one of the crucial factors to be considered in view of the fact that it deals with a direct contact with the customer. Retaining the customer satisfaction is the objectives of many firms and this become one of the *TH* objectives.

To maintain the quality service is quite difficult since many challenges take places, such as the increment of customer of *TH* counter, while the number of teller is limited. Then, when the peak hours such as Saturday, *TH* waiting place is always crowded with the customers that want to make a transaction. The waiting time to make a transaction is always long since