



**CUSTOMER PERCEPTION TOWARDS SERVICE QUALITY PROVIDED BY  
TABUNG HAJI KUALA LUMPUR**

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## ABSTRACT

Tabung Haji (TH) birth from the idea or working paper presented by the Royal Professor Ungku Aziz titled, "Plan to improve the Economy Perspective Pilgrims" in 1959. The functions of this organization are to enable Muslims to save gradually to support their expenditure during pilgrimage and for 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 perception towards the service quality provided by Tabung Haji Kuala Lumpur. 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 towards service quality provided by Tabung Haji Kuala Lumpur as quality services depend on the Tabung Haji Kuala Lumpur employee's performance and their ability to provide the services. In this study, the methods used are questionnaire to identify the relevant information regarding the study on customer perception towards service quality provided by Tabung Haji Kuala Lumpur. 150 questionnaires were given to respondents to answer the questionnaire. The result on customer perception towards service quality will suggest whether the Tabung Haji Kuala Lumpur 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.

Keywords: Customer, satisfaction, perception, reliability, responsiveness, empathy, assurance, tangible, service, Tabung Haji

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## INTRODUCTION

### 1.0 Introduction

The principle of this research study is to give the whole introduction of the research which covers the factor of service quality that consists of reliability, responsiveness, assurance, empathy and tangible to influence the dependent variable which is the customer perceptions towards that services provided by Tabung Haji Kuala Lumpur. The introduction of this study covers the following topics, problem statement, research questions and research objectives, scope of study, significance of study, limitations of the study and also definition of study.

The further of this study will be guide by the steps that already provided on this study. The first research requirement is by detect the problems that face by which object that the researcher study, next the researcher must find the objectives, research objectives are playing an important part of this study because the objectives must be achieved to complete the whole research study.

Scope of study is to guide which range that researcher have to cover only, which mean the researcher know the only things that have to be achieve. Next follow by significance of study, limitations of the study and definitions of study is to help the research study will be going smoothly.



## LITERATURE REVIEW

### 2.0 Introduction

Literature review is an overall study of the sources used to work either published or unpublished work because of the importance literature this review is for researchers. This study literature review was to identify and ensure that no important variables in studies previously to be found in the study of this time (Uma Now, 2003). This means that every study done must be great compared with previous studies-before, because previous studies undertaken to improve recovery. So in this literature review is concerned with the study had no elements of interest as compared to previous studies.

### 2.1 Concept of SERVQUAL

Edvadrson (1984) issued a statement in which he said that the measurement and analysis is the beginning of a quality service. There are several requirements for SSM management analysis and approach in researching and identifying where there is a problem in existing a model of service quality and it has been argued by Ferrall (1991) and sets out to improve the quality management maybe hampered by several problems, due to the time and circumstances the lack of an instrument designed to measure the extent of its quality of services rendered. Too banyan quality model proposed by (Moore, 1997; Heywood-Farmer, 1988; Beddowes, 1988; Nash, 1988; Philip and Hazlett, 1997; Robledo, 2001). Of all the models mentioned, they found there was a very popular and best studied assess the health service quality SERVQUAL (Robinson, 1999; Waugh, 2002) developed by Parasuraman (1985, 1988)