

UNIVERSITI TEKNOLOGI MARA

**CUSTOMER'S SATISFACTION
TOWARD TABUNG HAJI SERVICES
QUALITY IN PERLIS**

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requirement for the degree of
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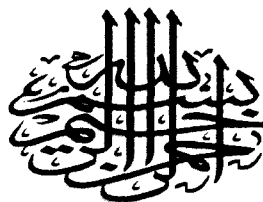
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ABSTRACT

Lembaga Tabung Haji (LTH) was established in November 1962 and commenced operations on September 30, 1963. Its existence was due to a paper presented by the Royal Professor Ungku Aziz titled "Plans to Increase the Cabinet's Candidate Economy" in 1959. Lembaga Tabung Haji (LTH) is an organization run by the Prime Minister's Department. The functions of this organization are to enable Muslims to save gradually to support their expenditure during pilgrimage and for other beneficial purposes, to enable Muslims have active and effective participation in investment activities permissible in Islam through their savings and to protect, safeguard interests and ensure the welfare of pilgrims during pilgrimage by providing various facilities and services. The purpose of this research is to study the level of customer satisfaction towards the service quality provided by Tabung Haji Perlis. The research used the service quality (SERVQUAL) dimensions by Parasuraman (1985). There are 5 dimensions in SERVQUAL which are reliability, responsiveness, assurance, empathy and tangible. This dimension will be used to identify customer satisfaction towards service quality provided by Tabung Haji Perlis as quality services depend on the Tabung Haji Perlis employee's performance and their ability to provide the services. In this study, the methods used are the questionnaire to identify the relevant information regarding the study on customer satisfaction towards service quality provided by Tabung Haji Perlis. 80 questionnaires were given to respondents to answer the questionnaire. The result on customer satisfaction towards service quality will suggest whether the Tabung Haji Perlis may need changes or improvement in their service performance in order to be able to provide continuous quality services and achieve their motto and quality policy. In this study, the researcher has chosen to use the simple random sampling technique to her to collect data. The researchers used the Statistical Package for Social Science (SPSS) version 20 to analyze and interpret the data collected.

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