

UNIVERSITI TEKNOLOGI MARA

**CUSTOMERS' SATISFACTION TOWARDS
COUNTER SERVICES
OF TABUNG HAJI IN KOTA BHARU**

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ABSTRACT

The objective of this study is to explore the customers' satisfaction towards the waiting time period and the quality of the counter services among the customers at the Tabung Haji Kota Bharu Kelantan (THKB). The problem is that nowadays, most of the company didn't pay much attention towards the customer's needs for the comfort of their customer. The miss cared about this issue is will becomes the effects that can contribute towards failure of the company which is due to the many lacks in their services. Therefore, this research will focus about the customers' satisfaction towards the waiting time period and the quality of the counter services among the *TH* customers. The method of this study conducted by the mix method which is involving the Quantitative and Qualitative by collecting data based on the 103 of questionnaire answered.

To identify the customers' satisfaction over the waiting period at the service counters among the *TH* customers, the distributed questionnaires by the researcher is in order to get respond from them to know how far their opinion and agree to the *THKB*'s waiting time period services. In this paper, the researcher also will discuss in this study about the quality of the *THKB*'s of counter services. The finding are hopefully be able to answer the two objectives of the study which the result also would consists the benefits to the THKB further improvement towards theirs systems and services. Lastly, this paper is expected to be able the future researcher to do the next research as this study is because the research has resulted in good results that future researchers can use as one of the relevant references and relate to the research issues like this.

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