

**DEFINING QUALITY CUSTOMER SERVICE  
COMPETENCIES: A CASE STUDY IN AGENSI  
KHIRON TAKAFUL NASIONAL SDN BHD**

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## ABSTRACT

This study was to focus towards the goal of improving and maintaining the customer service quality. The purpose of this research is to find out the level of efficiency towards customer service and how far customers are satisfied with the service provided by Agensi Khiron TNSB. This study was based on the topic of customer service, customer satisfaction and dimensionality of service quality, which are taken from various journals of marketing, retailing, marketing research and Internet. A total of 50 questionnaires that has been modified from the SERVQUAL *instrument* were directly administered to the customers, and it's contained 32 items rated on a 7-point Likert scale. All data was analyzed by using frequency analysis, descriptive statistics and cross tabulation. The finding reveals that most of the customers are satisfied with the service provided by Agensi Khiron TNSB but there are some areas in the customer service that need to be improved. Some recommendations are suggested where those hopefully could improve the service performances.