



**A STUDY ON THE LEVEL OF CUSTOMER SATISFACTION
ON CUSTOMER SERVICES PROVIDED BY TABUNG HAJI
KOTA KINABALU, SABAH.**

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ABSTRACT

This research is about the satisfaction on customer service provided by Lembaga Tabung Haji Negeri Sabah. The purpose of doing this research is to identify the important of customer service provided by the company are important in order to determine the problems faced by the company regarding the satisfaction level on customer service provided by the company. In this research, the level of satisfaction can be determine at complex/ hotel seviles.

The level of satisfaction in the service provided by this company are important in order to determine whether the customer service that applied by the company effective or not.

Using the level of satisfaction enable the company to improve their customer service.

All information that obtained from the research will beneficial to Lembaga Tabung Haji Negeri as to strengthen their position in customers mind so that customer believe and willing to having services repeatedly in this company . Furtermore, some recommendation that obtain from the research can also benefit references in the future. Besides that, improving their customer service will also benefit the company in competing with their competitor.

For the purpose of this research, 200 questionnaires are distributed to customers at the area of Kota Kinabalu City, Sabah. However only 180 Questionnaires were return back and valid. This research used probability sampling as a sampling technique and used primary and secondary data as a data collection method