

**A STUDY ON THE CUSTOMER SATISFACTION
TOWARDS TAKAFUL CLAIM PROVIDED BY/
TAKAFUL NASIONAL, KOTA KINABALU (TNKK)**

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ABSTRACT

This study was conducted to know whether customer aware or not about the procedures of the claim services provided by Takaful Nasional Kota Kinabalu (TNKK), it also conducted to identify the problems faced by the customers regarding the claim they made at TNKK, besides that, this research also done to evaluate customer satisfaction towards the claim service provided by TNKK and lastly, to recommend the most suitable practices to be implemented by TNKK in satisfying their customers. The sample size for this research was 50 respondents. They were selected through convenience sampling in analyzing the data, frequency distribution, percentage and cross tabulation were used.

All of the objectives stated by the researcher were achieved through this research. The researcher identified that, the major problem faced by the customers was the late claim payment receive, while most of them were aware about the procedures of the claim, however they still faced the problem in making the claim. The researcher also found that the customers satisfaction towards overall takaful claim services provided by TNKK were moderate and lastly the researcher were able to find the solutions for all of the findings that the researcher found by providing the suggestion and recommendations to be implemented by TNKK in the future.