SERVICE QUALITY AND CUSTOMER SATISFACTION
A STUDY AT MAJLIS BANDARAYA MELAKA BERSEJARAH

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JULY 2013
CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE SUPERVISOR

Name of Supervisor : Miss Jamhirah Binti Abdullah
Title of Research Report: Service Quality and Customer Satisfaction: A Study at Majlis Bandaraya Bersejarah

Name of Student 1 : Mohammad Yusuf Bin Yahya
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I have reviewed the final and complete research report and approved the submission of this report for evaluation.

________________________________________
Miss Jamhirah Binti Abdullah
First Supervisor
Date:

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Dr. Nasreen Miza Hilmy Nasrijal
Second Supervisor
Date:
DECLARATION

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM’s.

Signed

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ACKNOWLEDGEMENT

In the name of Allah, the Merciful and the Beneficent.

Praise to Allah for giving us the strength and perseverance to complete this piece of work. We always believe that to every adversity there is an equal or greater benefit.

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Finally, our thanks go to our friends who directly or indirectly involve with the accomplishment of the research project and to our families for their patience and support during our endeavor in carrying out this study.

Your contributions and encouragement are greatly appreciated.

Thank you.
Our research project paper title is ‘Service Quality and Customer Satisfaction: A Study at Majlis Bandaraya Melaka Bersejarah Area’. We want to study about the customer satisfaction towards Majlis Bandaraya Melaka Bersejarah (MBMB) area because the issue raising which the customer is not satisfied with the service that MBMB delivered to them. Our research objectives is to identify any significance relationship between service quality and customer satisfaction towards local government basic services, to recognize the most influential factor affecting customer satisfaction towards local government basic services, and to recognize the least influential factor affecting customer satisfaction towards local government basic services.

Our research method is from the citizen from Bandar Melaka, Padang Temu, and Padang Semabok; stratified sampling technique of 387 respondents will be selected and surveyed to determine any relationship between the service quality attributes with the level of customer satisfaction. The questionnaire will be distributed to the respondent to get information about their level of satisfaction toward MBMB services delivered. Other than that in this research, data will be analyzed using the statistical correlations between measured variables.