

**CONTRIBUTING FACTORS OF CUSTOMER
DISSATISFACTION WITH SERVICE QUALITY AT
POST OFFICE IN WILAYAH PERSEKUTUAN**

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UiTM MELAKA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONORS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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I, **Nor Marina Bt Mohtar**, (I/C Number: 850522-05-5270)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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A handwritten signature in black ink, appearing to be 'Nor Marina Bt Mohtar', written over a horizontal line.

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11 MEI 2007

LETTER OF TRANSMITTAL

11 May 2007

Head of Programs
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Dear Madam,

TRANSMITTAL OF PROJECT PAPER (MKT 660)

Attached is the project paper titled '**CONTRIBUTING FACTORS OF CUSTOMER DISSATISFACTION WITH SERVICE QUALITY AT POST OFFICE IN WILAYAH PERSEKUTUAN**' to fulfill the requirement as needed by the Faculty of Business Administration, Universiti Teknologi MARA.

Thank you.

Your sincerely,



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ABSTRACT

This research is about contributing factors of customer dissatisfaction at Post office in Wilayah Persekutuan. There are many factors that contribute to the dissatisfaction with the service at the Post Office. This study, thus have the following objectives:

- 1) To determine the factors that will fulfill customer's dissatisfaction towards the services at the Post Office
- 2) To identify relationship between customer dissatisfaction and service quality (reliability, assurance, and tangibles).
- 3) To recommend changes to the Pos Malaysia on how to improve the quality services at Post Office.

The survey is conducted at Wilayah Persekutuan Kuala Lumpur. The sample size for this study is 60 customers who come to the Post Office in area Wilayah Persekutuan. Data obtained using two methods that are primary and secondary data. Respondents are required to answer the questionnaires that contain factors of dissatisfaction and element that potentially have relationship with customer satisfaction, service quality. Data are analyzed using Reliability Test, Descriptive statistics and Pearson Correlation Analysis through SPSS Program.

The result shows that 3 factors in service quality, tangible reliability and assurance are the dimensions that most influence customer dissatisfaction towards Post Office in Wilayah Persekutuan. Service Quality also was found to have significant relationship with customer dissatisfaction.