THE INFLUENCE OF SERVICE QUALITY PROVIDED BY MELAKA INTERNATIONAL TRADE CENTRE SDN. BHD. (MITC) TOWARDS CUSTOMER SATISFACTION

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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

2006
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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 many information have been specifically acknowledged

Signature: ___________________________ Date: 28.4.2006
LETTER OF SUBMISSION

28th April 2006

The Head of Program
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Dear Sir

SUBMISSION OF PROJECT PAPER

Attached is the project paper title “THE INFLUENCE OF SERVICE QUALITY PROVIDED BY MELAKA INTERNATIONAL TRADE CENTRE SDN. BHD. (MITC) TOWARDS CUSTOMER SATISFACTION” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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ABSTRACT

Meeting, Incentives, Conventions, and Exhibitions (M.I.C.E.) is a new service industry in our country. Melaka International Trade Centre (MITC) is renowned for providing national and international convention and exhibition organizers with the highest standards of personal service and event facilities. Today, service quality among International Trade Centre has becoming more important in order for them to gain competitive advantage and satisfied their customers. The company have to manage its customer satisfaction very well because customer satisfaction can influence their performance and service quality.

This study is done on the influence of service quality provided by Melaka International Trade Centre Sdn. Bhd. (MITC) towards customer satisfaction. The objectives of this study are to identify the elements of service delivery that can most influential to customer satisfaction and whether the customer satisfaction will correlate to quality of service. The study only focus on customers in Ayer Keroh, Melaka. The sample only consists of 100 customers as respondents. 100 sets of questionnaires were distributed but only 67 were returned.

Based on the findings, most of the respondents felt satisfied with the services provided by the company. Statistical Package of Social Science (SPSS) version 12.0 is used to analyze the data in this study.