

**EXAMINING THE LEVEL OF SERVICE QUALITY  
TOWARDS CUSTOMER SATISFACTION AT  
MELAKA STADIUM CORPORATION**

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

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# LETTER OF SUBMISSION

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Dear Sir,

## SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "EXAMINING THE LEVEL OF SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AT MELAKA STADIUM CORPORATION" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely



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**“DECLARATION OF ORIGINAL WORK”**

I, Munira bt Mohd Yasin, ( I/C Number: 820909-04-5424)

Hereby, declare that,

- This work has 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.

Signature: Munira

Date: 31.10.2007

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## **ABSTRACT**

This research is conducted to examine the level of service quality towards customer satisfaction at Melaka Stadium Corporation. The attributes of service quality such as tangibility, reliability, responsiveness, assurance and empathy have been identified in order to investigate whether or not these factors have significant relationship with customer satisfaction.

From this study, Melaka Stadium Corporation able to identify the problems which rely on the level customer satisfaction at Melaka Stadium Corporation, the level of service quality at Melaka Stadium Corporation and the relationship between customer satisfaction and service quality.

Chapter one consist of introduction and background of the research, chapter two consist of literature review, chapter three research methodology and design, chapter four data analysis and interpretation of data and chapter five conclusion and recommendations.