

**THE ELEMENTS OF SERVICE QUALITY WHICH
CONTRIBUTES TO CUSTOMER SATISFACTION IN
USING TM SERVICES IN SEREMBAN.**

NORIZZATI BT ABDUL HAMID

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

FACULTY OF BUSINESS MANAGEMENT

UITM, MELAKA

2007



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, NORIZZATI BINTI ABDUL HAMID, (I/C Number: 850619-05-5314)

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.

Signature:

Date:.....

LETTER OF TRANSMITTAL

May 2007

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara
78000 Alor Gajah
Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE ELEMENT OF SERVICES QUALITY WHICH CONTRIBUTE TO CUSTOMER SATISFACTION IN USING TM SERVICES IN SEREMBAN" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

NORIZZATI ABDUL HAMID
2004610492
Bachelor of Business Administration (Hons) Marketing

TABLE OF CONTENTS		PAGE
ACKNOWLEDGEMENT		iv
TABLE OF CONTENTS		v
LIST OF TABLES		viii
LIST OF FIGURES		ix
ABSTRACT		x
 CHAPTERS		
1	INTRODUCTION	
1.1	Background Company	2
1.2	Background of Study	6
1.3	Problem Statement	7
1.4	Research Questions	9
1.5	Research Objectives	9
1.6	Theoretical Framework	9
1.7	Hypothesis	11
1.8	Significance of Study	11
1.9	Scope of Study	13
1.10	Limitation of Study	14
1.11	Definition of Terms	15
 2	 LITERATURE REVIEW	
2.1	Introduction	17
2.2	Definition of Service Quality	18
2.3	Definition Customer Satisfactions	20
2.4	Relationship between Customer Satisfaction and Service Quality	21
2.5	Measures of Service Quality and Customer Satisfaction	22
 3	 RESEARCH METHODOLOGY	
3.1	Introduction	26
3.2	Research Design	26
3.3	Population	27
3.4	Sampling	27
3.4.1	Sampling Frame	27
3.4.2	Sampling Size	27
3.4.3	Sampling Technique	28
3.5	Data Collection Method	28
3.5.1	Primary Data	28

ABSTRACT

This study mainly focusing on the elements of service Quality provides by TM Seremban which contributes to Customer Satisfaction in using the services. This study requires 60 respondents to answer the questionnaire in order to help the researcher to get the findings. The respondents that answer the questionnaire were based on probability sampling which apply the sample random technique. There were mainly focus on customer that stay in Taman Pinggiran Golf who already the existing TM customer and have the experience in using TM Point services.

Based on finding of respondents researcher found that the elements in service quality such as reliability, responsiveness, assurance, empathy and tangibility play major roles in order to influence the customer satisfaction in using TM services. Besides that, this study also examine that there is a coloration between elements in services quality and customer satisfaction which made customer suit with TM services in Seremban. The data that collected were analyzed using the Statistical Package for Social Science (SPSS) Program. Researchers also have given some recommendation and suggestion to TM Seremban so that they can improve their services quality in order to increase customer satisfaction.