

THE IMPORTANT OF QUALITY SERVICE TOWARDS CUSTOMER SATISFACTION

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LETTER OF SUBMISSION

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Madam,

SUBMISSION OR RESEARCH PAPER (MKT 650)

In reference to the above, I herewith enclose my research paper entitled The important of Quality Service Towards Customer Satisfaction. This research attempts to study on Athira Bakti (M) Sdn Bhd, a taxi company in providing services to its customer's (taxi driver).

With the submission of this research paper, I sincerely hope that it will meet the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you very much in advance for all your guidance, knowledge, time and attention given to me throughout the process of completing this project.

Thank you once again.

Yours Sincerely,

FARAZILA MOHD SANI
99160467

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING) FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA “DECLARATION OF ORIGINAL WORK”

I, FARAZILA BINTI MOHD SANI, (I/C NUMBER : 770423-03-6664)

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 : _____

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1.0 INTRODUCTION

Since the Second World War, many economically developed countries have undergone a structural change moving away from agriculture based economy to an industrialized economy. Economists like Chenery observed that economic development of a country goes hand in hand with industrial development. As a country became industrialized, it also achieved higher standard of living and economic affluence. This is then followed by a higher demand for goods and services.

The shift towards manufacturing and services activities has been a feature of the Malaysian economy. Thus, it is reasonable to say that Malaysian development are changing the economic structure from being agriculture-based to a greater focus on services and profit manufacturing.

From transportation and communications, wholesale and retail trades to hotels and restaurants, financial services, leisure and tourism, the service sector is vast and relatively labour intensive. In 1998, the services have already represented about 47% of jobs in Malaysia. Job opportunities in the services sectors are expected to be on the rise in the future as our economy attains higher level of economic achievements and affluence.