SERVICECAPES IMPORTANCE AND ITS IMPACT TOWARDS EMPLOYEES’ SATISFACTION AT ALAM MARITIM (M) SDN. BHD.

MOHD INSAN BIN TOKSHIM
2007137509

BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDAR MELAKA

MAY 2010
DECLARATION OF ORIGINAL WORK

I, Mohd Insan bin Tokshim (I/C No: 860921-35-5165)

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 acknowledgement.

Signature: _____________________ Date: ___________________
LETTER OF SUBMISSION

April, 2010

Coordinator Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
75350 Kampus Bandaraya Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "SERVICECAPES IMPORTANCE AND ITS IMPACT TOWARDS EMPLOYEES’ SATISFACTION AT ALAM MARITIM (M) SDN. BHD." to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

Yours sincerely,

MOHD INSAN BIN TOKSHIM
2007137509
Bachelor of Business Administration (Hons)
International Business
ABSTRACT

Servicecapes was introduced by Boom and Bitner to emphasize the impact of physical environment in which a service process takes place. The impact of physical environment is taken lightly by many organizations without realizing the negative impact towards customer and also employees’ satisfaction. With the growing awareness of each individual towards the importance of servicecapes, organizations must not overlook the impact it gives. Managers have tried numerous ways to ensure that employees’ job satisfaction is at the peak. Though servicecapes may seem as if it is a light problem but certain organizations seem to have high staff turnover rate due to the weak servicecapes implementation within the organization. Thus, Alam Maritim Sdn Berhad must ensure that the organization is also at par with the current servicecapes issue otherwise they would come to serious injuries or complaints and might end up collapsing the company.