



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

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MAY 2010

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY BUSINESS ADMINISTRATION
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“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 acknowledged.

Signature: _____

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LETTER OF SUBMISSION

April, 2010

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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,

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ABSTRACT

Servicecapex 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 servicecapex, organizations must not overlook the impact it gives. Managers have tried numerous ways to ensure that employees' job satisfaction is at the peak. Though servicecapex may seem as if it is a light problem but certain organizations seem to have high staff turnover rate due to the weak servicecapex implementation within the organization. Thus, Alam Maritim Sdn Berhad must ensure that the organization is also at par with the current servicecapex issue otherwise they would come to serious injuries or complaints and might end up collapsing the company.

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