

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) HUMAN RESOURCES
MANAGEMENT
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA BANDARAYA MELAKA**

We, Muhammad Ferdaus Bin Zulkafli, (I/C Number : 890323-05-5063) and
NurhanaAiniBintiMdNasir, (I/C Number : 900727-14-6566)

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 any 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.

LETTER OF SUBMISSION

JUNE 2013

The Head of Program

Bachelor of Business Administration (Hons) Human Resources Management

Faculty of Business Management

Universiti Teknologi Mara

Campus Bandaraya Melaka

Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached in the project paper titled **“FACTORS INFLUENCE CUSTOMER SATISFACTION AT PEJABAT TENAGA KERJA SEREMBAN BASED ON SERVICE QUALITY DIMENSION”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

ABSTRACT

Customer satisfaction is one term that is very important for the organizations that provide services. It is because, when their customers satisfy with the service, it will help the company to achieve their goals and the level of satisfaction must maintain to help the organization maintain their reputation. If the organization can provide good services, it can build trust from their customer perception. This research study on the service quality dimensions which are reliability, empathy, assurance, tangible and responsiveness that will lead to customer's satisfaction. The service quality dimensions are adapted from SERVQUAL MODEL that is developing by Parasuraman (1988).

This research was carried out at Pejabat Tenaga Kerja Seremban and focus to the customers that come to this organization to use the services. Data is collected through a questionnaire distributed to the 50 respondents using simple random sampling. Result of the present study showed that the significant correlation relationship between service quality dimensions and customer satisfaction. This study also used regression analysis in order to identify which factor in service quality dimension that most influence customer satisfaction. This study is said to be beneficial to the company and also customers because the result will help the organization improve their service and from the side of customers, they can enjoy better services. It will give benefits to both sides. By analyzed the data, the results shows that factor that most dominant to customer satisfaction at Pejabat Tenaga Kerja Seremban is assurance while tangible is the factor that least influence. Recommendations for future research are also having been discussed.

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