RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION OF RUANG SJ SDN BHD

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“DECLARATION OF ORIGINAL WORK”

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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We, Ku Muhamad Ariffuddin Bin Ku Muhamad, (I/C Number: 910709-10-5399), and Muhammad Amirul Hasriq Bin Zulkifli, (I/C Number: 911006-10-5127)

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 is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature: ………………………….. Date: ………………….

(Ku Muhamad Ariffuddin Bin Ku Muhamad)

Signature: ………………………….. Date: ………………….

(Muhammad Amirul Hasriq Bin Zulkifli)
LETTER OF SUBMISSION

January  2016
The Head of Program
Bachelor in Business Administration (Hons) Marketing
Faculty of Business and Management
Kampus Bandaraya Melaka
Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title "Relationship Between Service Quality and Customer Satisfaction in Ruang SJ Sdn Bhd" to fulfill the requirement as needed by the Faculty of Business and Management, Universiti Teknologi Mara (UiTM)

Thank you

Sincerely,

__________________________
Ku Muhamad Ariffuddin Bin Ku Muhamad
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(Bachelor in Business Administration (Hons) Marketing)
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ABSTRACT

Service quality and customer satisfaction are very important to a company which help to run, increase loyalty, increase profit and improve business of the company. This thesis presents a study, in which initiative is being made in improving service quality and customer satisfaction of Ruang SJ Sdn Bhd. This is because there was no investigation conducted to analyse the satisfaction of the customers of the company. In theory parts are described five determinants of good service quality which are reliability, assurance, responsiveness, empathy and tangibles. The intension of the research study was to find out the relationship between service quality and customer satisfaction of Ruang SJ Sdn Bhd. This research entitled “Relationship between service quality and customer satisfaction of Ruang SJ Sdn Bhd” had been conducted to obtain results and findings. There are 150 list of clients but only 135 questionnaire were distributed to them and the researchers managed to get back fully anwsered of 112 questionnaires. In addition, other sources of data also have been use as a referral to streghten the issues on the research study. This research concludes with discussion on these results, study limitation and recommendation to the company and future research directions.