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FACULTY IN BUSINESS MANAGEMENT

BACHELOR IN BUSINESS ADMINISTRATION (HONS.)(MARKETING)

BM220

**PROJECT PAPER (MKT 662) :
REPORT**

**The Influence of Service Quality on Factors Affecting Customer Satisfaction
towards Rental Facility Services at Islamic Information Centre (IIC),
Kuching, Sarawak.**

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DATE OF SUBMISSION:

20ST DECEMBER 2011

ACKNOWLEDGEMENT

Foremost, I would like to express my upmost gratitude to my first lecturer advisor Mrs.Ratnawatie Panie for his continuous support or my research, for his patient, motivation, enthusiasm and immense knowledge. Her guidance helped me all the time of research and writing. I wouldn't be performing this research without his continual encouragement and support.

I'm heartily thankful to my colleagues and the management of Islamic Information Centre (IIC) who help me to develop an understanding of my research and to allow me to obtain confidential information in order for me to complete my study.

Not to be left out, thanks to all respondents for sparing their valuable time in answering my questionnaires and their cooperation during the personal interviews. Last but not least, thanks to all my friends for their moral support, understanding and assistant while doing this project paper.

I offer my regards and blessing to all of those who supported me in any respect during the completion of my research.

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ABSTRACT

Conference centre place has led to intense competitive pressures and private especially in Kuching as for conventions service sector are consequently directing their strategies towards increasing service quality level which fosters customer satisfaction and loyalty through improved service quality. This report examines the influence of perceived service quality on customer satisfaction. The report concludes that increase in service quality of service providers especially for IIC as a services provider for rental facilities; it can satisfy and develop customer satisfaction which ultimately retains valued customers.

Typically, customers perceive very little difference in their products offered by private dealing in services as any new offering is quickly matched by competitors. The key strategy for the success and survival of any business institution is the deliverance of quality services to customers. The quality of services offered will determine customer satisfaction and attitudinal loyalty. The inter relationships of variables defining the antecedents and also the consequences of customer satisfaction have been studied extensively in the consumer research literature, However, there appears to be conflicting evidence as to the nature of the linkages between the antecedents and consequences of satisfaction.

CHAPTER 1

INTRODUCTION

1.0 Islamic Information Centre (IIC) Profile

The Islamic Information Centre in Kuching established on 17th August 2008. It will be creating a number of firsts in the history of the state of Sarawak.

The unique architecture of the Centre, featuring a combination of the various ethnic identities, will be the first physical confluence of ethnic designs and matrices – underlying bedrock of the true Islamic universality, with no distinction between racial and cultural differences or territorial isolation and parochial sentiments.

It will also be the first in opening its doors to other faiths to foster a better understanding and appreciation of each other's belief systems.

Foremost though will be that the Centre aims to be an internationally recognised Centre of Excellence in communicating, educating, disseminating, learning, sharing and acquiring information and knowledge on and about Islam. This is to contribute towards K-society and to correct Islam phobia, bringing the Islamic faith to greater civilization dimensions in line with the changing lifestyle of modern societies around the world where Islam is a global religion.

Sited at Jalan Ong Tiang Swee in Kuching City, the Centre will also play a role as a depository for data and information on Islam while at the same time acts as a virtual library for the global community. It is going to be an outward looking centre; it will forge partnerships with other organisations within the state, nation as well as regionally and internationally so as to strengthen its position as a catalyst for knowledge and learning. These key principles of the Centre are pertinent in fostering better understanding among peoples of all religions around the world while providing a better understanding of Islam.