



# **UNIVERSITI TEKNOLOGI MARA**

## **MEASURING STUDENTS' SATISFACTION TOWARDS QUALITY SERVICE OF UITM CITY CAMPUS LIBRARY**

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**WITH HONOURS (MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

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**DECLARATION OF ORIGINAL WORK**



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**“DECLARATION OF ORIGINAL WORK”**

I, SITI NORHAIFAA BINTI HAIRUZAMAN,

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 : \_\_\_\_\_

Date : \_\_\_\_\_

(SITI NORHAIFAA BINTI HAIRUZAMAN)

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Firstly, I would like to praise the Almighty Allah for giving me blessing and strength with patience to complete my study by finished by project paper entitle **MEASURING STUDENTS' SATISFACTION TOWARDS QUALITY SERVICE OF UITM CITY CAMPUS LIBRARY** as requirement to hold Bachelor of Business Administration (HONS) Marketing.

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## ABSTRACT

This research is to investigate whether there is relationship between service quality dimensions: reliability, assurance, tangibility, empathy and responsiveness with library service. The purpose also wants to see if the service quality still can be used for library services. Some past researchers said that LIBQUAL is more suitable to measure library service quality.

The researcher use quantitative research approach in this study. The researcher use convenience sampling by choose random students in the library which did not really busy to answer the researcher questionnaire. The data from the questionnaire then will be keyed in the computer program named SPSS. The researcher will interpret and analyzed the data into the suitable descriptive statistic like mean, correlation and regression analysis.

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