



**THE EFFECT OF RENTAL QUALITY (RENTQUAL) TOWARDS  
CUTOMER SATISFACTION IN CAR RENTAL SERVICES**

**MOHD THOBRANI BIN SABDIN  
2017267098**

**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (MARKETING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TECKNOLOGI MARA  
KOTA KINABALU SABAH**

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Mohd Thobrani bin Sabdin  
Bachelor of Business Administration with Honors (Marketing)  
Faculty of Business Management  
Universiti Tecknologi Mara  
Kota Kinabalu Sabah

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## **ABSTRACT**

This study is conducted to determine the rental quality of car rental services in Sabah. RENTQUAL model will be used to measure customer's satisfaction towards the car rental services. The attributes in this study are comfort, handling over, delivery, security, ergonomics and accessibility. This research will be based on survey carried out from online questionnaires which is through Google Form and it involves 150 respondents. The software that being used to analyse the data is IBM SPSS Statistics 25. Findings shows that delivery can be consider being concern on car rental business since it is the closest one to significant then the other. In this research it will stated the plan and suggestion to improve the quality. Thus, it is hope that the information and solution on this research will be helpful and can be utilize for future researchers and businessman.