

CUSTOMER SATISFACTION TOWARDS SERVICE
QUALITY PROVIDED BY PERBADANAN AIR MELAKA

ZAITUN BINTI ABDUL GHANI
2004243609

**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

2006

LETTER OF SUBMISSION

28 APRIL 2006

Prof. Madya Zaihan Binti Abdul Latip
Koordinator Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business and Management
Universiti Teknologi MARA
78000 Alor Gajah
Melaka

Dear Madam,

SUBMISSION OF FINAL PROJECT

Attached is the project paper titled "Customer Satisfaction Towards Service Quality Provided By Perbadanan Air Melaka" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

ZAITUN BTE ABDUL GHANI
200243609
Bachelor of Business Administration (Hons) Marketing

ACKNOWLEDGEMENTS

First and foremost, I would like to express my highest gratitude to thank to Allah S.W.T for giving me the strength and help throughout this semester in completing this report.

I am happy and proud to record my gratitude to my loving parents, Father and Mother, my brothers and sisters and also my friends for giving me the support. You all are always in my heart and my prayers.

Particularly I wish to express my utmost gratitude and appreciation to my advisor, Assoc. Prof. Madya Asmah Binti Zainuddin and my second examiner Assoc. Prof. Dr. Halim, for their invaluable, advise, comments, guidance and most of all their personal attentions and encouragement in making this project a success.

I also would like to express my appreciation to the staff of Perbadanan Air Melaka for giving my direction on completing my project paper especially to Penolong Pengurus Besar Jabatan Pengguna, En. Ahmad Misbah Bin Md Jan and not forgetting also to Pn Norhayati Bte Hashim, Hj Abu Hurairah Bin Jantan, En Mad Nasir Bin Mehat and to all Perbadanan Air Melaka staff, thanks for their guidance and advice in doing this project.

To my supervisor, En Ahmad Misbah Bin Md Jan, thanks a lot for their supervision, invaluable advises and comments,

Not forgetting to everybody whether directly or indirectly involved in making this project possible.

Thank you to all of you.

ABSTRACT

Satisfying customers is one of the factors that are being given priority by many service organizations. This research mainly focusing on the level of customer's satisfaction towards service quality provided by PAM. The objective of this research is to identify whether customers are satisfied with the service provided and to look for their main problem in using the service.

In order to gain the relevant data 100 questions were distributed. The target customers for this project were the people who entered come to PAM's counter office to pay their water bills. Convenience method was used in this survey. Beside that, the data were obtained from printed media, Internet, library, journal and also newspaper.

The data had been collected were analyzed using the SPSS program. The analysis includes frequency counts, percentage and cumulative percentage for the entire value associated with the variable. The answers collected were also determined by examining mean, mode and cross-tabulation.

There are few recommendations to PAM in delivering high quality of customer service to their customers. Hopefully PAM is aware that customer service comes first in a service industry like what PAM is in.

From the finding, majority of the PAM customers are satisfied with the three areas of PAM's service quality. However, there are still a number of customers who are not satisfied with the services provided. This type of customers will communicate through worth-of-mouth to others about PAM's weaknesses in terms of its poor or bad service quality. When a customer makes a complaint, he or she can help PAM to provide better service in the future.

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENT	iv
LIST OF TABLES	vii
LIST OF FIGURE	viii
ABSTRACT	ix

CHAPTER 1: INTRODUCTION

1.1	Background of Study	1
1.2	Background of PAM	1
1.3	Problem Statement	4
1.4	Scope of Study	5
1.5	Research Objective	6
1.6	Research Question	6
1.7	Theoretical Framework	6
1.8	Significant of Study	9
1.9	Limitation of Study	10
1.10	Definition of Terms	11
1.11	Definition of Abbreviation	11

CHAPTER 2: LITERATURE REVIEW

2.1	Customer Satisfaction	13
2.2	Service	15
2.3	Employee	16
2.4	Process	17
2.5	Service Delivery	17
2.6	Facilities	17
2.7	Service Quality And Customer Satisfaction	18