



UNIVERSITI TEKNOLOGI MARA

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

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Dear Madam,

SUMBISSION OF PROJECT PAPER (MKT 662)

With reference to the above matter, I am students of BBA (HONS) Marketing would like to hand in my project paper entitled to “MEASURING STUDENTS’ SATISFACTION TOWARDS QUALITY SERVICE OF UITM CITY CAMPUS LIBRARY” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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ACKNOWLEDGEMENT

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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On this opportunity, I would like to thanks my parents for understanding me by give moral support and give me strength and commitment to finish this study. Thank you very much.

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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