



**"A STUDY ON CUSTOMER PERCEPTIONS TOWARD THE SERVICE  
QUALITY PROVIDED BY MAJLIS PERBANDARAN ALOR GAJAH (MPAG):  
FOCUS ON BUSINESS LICENSING DEPARTMENT"**

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**MARCH 2004**

## **ACKNOWLEDGEMENTS**

Alhamdulillah, All thanks and praise are due to Allah the Almighty for giving me the strength, the patience and good health, the Most Merciful and Peace and blessing to Allah be upon his beloved Muhammad, the Seal of Prophets and upon his families, companies and followers forever, for giving me the chance for completing this Project Paper as a requirement to obtain a Bachelor In Business Administration (Hons) Marketing.

I wish to express my sincere appreciation for the professional guidance and assistance given by my Research Advisor, Cik Norzehan Bte Abu Bakar, who are helping me by giving her skill, expertise and knowledge from the first beginning of the preparation of this research paper, and also to my Research Examiner, Associate Professor Tuan Haji Jamaludin Bin Bujang, who are giving me a good comment.

My appreciation also goes to Hj Abdul Hamid Bin Kinis and En Mazlan Bin Sumatullah Who is the healthy Inspectors of Business licensing Department of MPAG. They have given their cooperation and supervision during the preparation for this project paper. Special thanks to all organization members of MPAG who are directly and indirectly help in order to finish this final research. I would also like to acknowledge all the respondents around Alor Gajah district who are giving

Finally, my great appreciation goes out to my beloved parent, thank so much for the support and pray towards my success. I also wish to convey my gratitude to all my beloved friends and the peoples who involves in this research, thank you very much for the guidance and support in completing this project paper.

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## **ABSTRACT**

Quality service is very important to any businesses, whether we like it or not, quality is the best way to promote or communicate about company, create customer loyalty, customer awareness and so forth. One of the mediums of quality for business people in Malaysia especially for Majlis Perbandaran Alor Gajah is doing the things right and meeting the customer expectation and creating good customers' perception.

The objective of this research is to determine the importance of service quality provided by MPAG in Alor Gajah area. There are 60 respondents data has being collected by using the simple random sampling through answering the questionnaire given.

The service quality is very important to the MPAG in order to obtain good customers relationship. Besides all the findings, the report also contains frequency tables and cross tabulation tables to support the findings and interpretation.

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