



CUSTOMER SATISFACTION ON THE SERVICES PROVIDED
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CHAPTER 1: METROBANK TABLE OF CONTENT

TITLE PAGE	ii
DECLARATION OF ORIGINAL WORK	iii
LETTER OF SUBMISSION	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENT	vi
LIST OF TABLE	viii
LIST OF FIGURE	ix
ABSTRACT	x
CHAPTER 1: INTRODUCTION	
1.1 Background of Study	2
1.2 Statement of Problem	3
1.3 Research Objectives	4
1.4 Research Questions	4
1.5 Scope of Study	5
1.6 Significant of Study	5
1.7 Limitation	6
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	7
2.2 Customer Satisfaction on Services	7
2.3 Responsiveness	9
2.4 Reliability	10
2.5 Perceived Value	11
2.6 Research Framework	12
2.7 Research Hypotheses	13

LIST OF TABLES

I.	4.1: Gender Framework	19
II.	4.2: Age	20
III.	4.3: Occupation	21
IV.	4.4: Residence	22
V.	4.5: Income	23
VI.	4.6: Cross tabulation	24
VII.	4.6: Reliability Analysis	25
VIII.	4.8: Pearson Correlation Analysis	26
IX.	4.9: Descriptive Statistics	27
X.	4.10: Regression Analysis	30

ABSTRACT

Customer satisfaction is the best indicator of how likely a customer will make a purchase in the future. Any customers that give a good rating can be considered satisfied and that can safely expect them to come back and make repeat purchases. The purpose of this research is to develop customer satisfaction on the services provided by Yayasan Sabah Sports Complex. Based on the proposed framework validated with 122 respondents from the users in Yayasan Sabah Sport complex, which shows that information of responsiveness, reliability and perceived value are play a critical role to determine user satisfaction of sports facilities services. More importantly, the perception of user satisfaction is key aspect affecting the satisfaction to use the sport facilities provided. According to the statistical results, an acceptable goodness-of-fit indicates that proposed model and samples is proper to exam the hypotheses. This study emphasizes that the managers and staff should pay more attention to understanding the perceptions of users' satisfaction and improving the service and product reliability on the sport facilities. Therefore, to success they must fulfill customer satisfactions not only provide robust service quality of product reliability, but also the better marketing effort.