

**THE SERVICE QUALITY PROVIDED BY INVEST  
MELAKA BERHAD IN PROMOTING MELAKA AS  
AN INVESTMENT DESTINATION TOWARDS  
CUSTOMER SATISFACTION**

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## ABSTRACT

The good quality in delivering service is very important towards customer satisfaction nowadays. Therefore, it is important for the company to focus on how to improve customer satisfaction with study what is the service quality element that will influences customer satisfaction itself. This research is about a study on relationship between factors influencing customer satisfaction focus on promoting Melaka as an investment destination by Invest Melaka Berhad. The element of service quality such as responsiveness, reliability, assurance, tangible and empathy have been identified in order to investigate whether or not these factors have significant relationship with customer satisfaction.

The survey is conducted at Ayer Keroh, Melaka. The sample size for this study is 80 customers who are also have experience in using Invest Melaka Berhad services. Data obtained using primary and data. Respondents are required to answer the questionnaires that include the statements regarding factors influencing customer satisfaction. Once the necessary data has been collected, the data will be analyzed and summarized in a readable and easily interpretable form. The Statistical Package for the Social Science (SPSS) version 14.0 has been used to summarize the data. The results are in the form of reliability testing, frequency, and correlation. Based on this research, the result indicates that there are significant relationship between all the factors which include responsiveness, reliability, assurance, tangible and empathy toward customer satisfaction.

This finding focuses on whether the effective service quality is really impact on customers to become satisfaction towards Invest Melaka Berhad. From the analysis, the result shows that there is significant relationship between service quality and customer satisfaction.

## **CHAPTER 1: INTRODUCTION**

### **1.1 Background of Study**

Nowadays successful implementation of customer satisfaction measurement methodology is a very important means of preparing organizations of all type of industries for the competitive world within which they would have to operate now and in the years to come.

Products and services that meet or exceed customer expectations result in customer satisfaction. Quality is the expected product or service being realized. Before a customer makes a purchase (exchanges money for a product or service) he or she does a mental calculation: "Is the worth of the product or service (as I perceive and expect) equal to the money that I am about to exchange?"

Products or services that are produced and manufactured to specifications that are appropriate to the price (money to be given in exchange by the customer) of the product or service is an operational or manufacturing view of quality. Here, the customer receives the value that he or she expects since operations have built quality standards into the product or service. An operations view of quality is a common view of the concept of quality.

However, quality is a function of how the customer views the product or service that he or she receives. The customer view always compares what they expect with what they actually receive regardless of how operations conceive quality. How do customers arrive at their expectations?