

**CUSTOMER'S SATISFACTION TOWARDS  
CUSTOMER SERVICE CENTRE OF SYARIKAT  
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## **ABSTRACT**

The purpose of this research is to measure the customer satisfaction towards Customer Service Centre that was under supervision of Syarikat Air Melaka Berhad. The main objectives of this research are, to determine significant relationship between customer satisfaction and responsiveness, reliability and knowledge, to determine factor that contributes most to customer satisfaction and to determine the level of satisfaction of customers towards Customer Service Centre of Syarikat Air Melaka Berhad.

This study use primary data as the main method of data collection. The survey was undertaken both in English and Bahasa Melayu language. One hundred questionnaires are distributed and were return back. Here, customer satisfaction was assessed through statements relating to the responsiveness, reliability and knowledge. For data analysis, the researcher will use SPSS (Statistical Package For Social Science). The researcher will use Cronbach's Alpha to measure the reliability of the questionnaire, cross tabulation for hypotheses testing in examining relationship among variables, and frequency table to look for satisfaction. From the findings, it can be concluded that most of the respondents are satisfied with the service provided by Customer

## **CHAPTER 1**

### **INTRODUCTION**

The title selected for the research is 'Customers Satisfaction Towards Customer Service Centre of Syarikat Air Melaka Berhad, Bangunan Graha Maju, Melaka'. This title research consists of object of the research, which is Syarikat Air Melaka Berhad that becomes our object that is taken into consideration during the research process taking place.

This research is a descriptive research as the research conducted to determine and discover the characteristics of a population. For this research, survey research is conducted, as the purpose is to explore and describe. Here, customer satisfaction as one of the element tested from the convenient sampling that represents the whole population.

The research also can be known as ex-post facto (causal comparative) as the research acts as a substitute for experimental design; it is a relationship study used to explain and predict relationship, without conducting experiment, or without the researcher manipulating treatment.