

THE IMPACT OF SERVICE QUALITY ON
CUSTOMERS SATISFACTION TO MELAKA
SENTRAL SDN BHD (MSSB)

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Submitted in Partial Fulfillment of the Requirement for
the Bachelor of Business Administration (Hons.)
Marketing

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA

2008

ACKNOWLEDGEMENT

السلام عليكم ورحمة الله وبركاته

In the name of Allah SWT the most gracious and the most merciful, I would like to express my gratitude to Allah SWT for giving me strength to get through for the completion of this research study. Towards to my completion of this research, I had endured tremendous challenge which I regard as a very valuable experience especially in preparing the report for this research. However, to stand alone in completing this research is impossible to me. Thus I owe a great debt to the following individuals and organization, which has extended their utmost support, guidance and assistance, either directly and indirectly, without, which, this research study may not be successfully completed.

First of all, I would like to thank my advisor, Madam Zuhairah Bte Hasan for her guidance, advice and endless support in helping me to complete this research and not forgotten to my second examiner Mr. Norazman Bin Harun, whose advice and support had kept me on track towards completing this study.

My special thanks to Mr. Mohd Salleh Bin Jusman, General Manager of Melaka Sentral Sdn Bhd (MSSB) who had given me the opportunity to carry out this study on Terminal Melaka Sentral. I also would like to thank all Melaka Sentral Sdn Bhd (MSSB) staff especially my supervisor Miss Shariffa Juwita.

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ABSTRACT

The purpose of this research is to know the impact of service quality on customer satisfaction to Melaka Sentral Sdn Bhd (MSSB). Melaka Sentral Sdn Bhd (MSSB) not only provide the public transportation but other facilities such as fast food restaurant, ATM machine, toilet, prayers room, retail shop and so forth for making customers comfortable while they inside the terminal. Although the facilities are to make customers comfortable but there are complaints from customers about the service quality for example cleanness of the toilet, quality of the food that been sold by the restaurants, the service of the bus and so forth. The main objective of this research is to identify the level of customer satisfaction, level of service quality provided by Melaka Sentral Sdn Bhd (MSSB) and also to identify the most factors that influence the customer satisfaction.

The research is conducted by using non probability sampling and the sampling method is convenience sampling. 50 of respondents have been asked by using questionnaire in order to gain information and feedback to the company. The questionnaire consists of question about the service quality dimensions and customers satisfaction towards Melaka Sentral Sdn Bhd (MSSB) service. The findings showed that most of the customers were agree and satisfy with the service that provided by Melaka Sentral Sdn Bhd (MSSB) at Terminal Melaka Sentral. Although the customers agree and satisfy with the service that Melaka Sentral Sdn Bhd provide, the company need to improve and maintain the service quality if they want build long-term relationship with their customers.