

**THE IMPACT OF SERVICESCAPE TOWARDS
MELAKA INTERNATIONAL TRADE CENTRE
(MITC) SERVICE QUALITY**

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

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UNIVERSITI TEKNOLOGI MARA
MELAKA**

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DECLARATION OF ORIGINAL WORK




**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA, MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Intan Adila Binti Adam, (I/C Number: 831214-05-5144)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date : 6/11/2007

LETTER OF SUBMISSION

6 November 2007

The Head of Program
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Enclosed herewith is the project paper titled **“THE IMPACT OF SERVICESCAPE TOWARDS MELAKA INTERNATIONAL TRADE CENTRE (MITC) SERVICE QUALITY”** to fulfill the requirements as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



.....
(INTAN ADILA BTE ADAM)

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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

This research is about a study on the impact of Servicescape towards Melaka International Trade Centre (MITC) Service Quality. Elements such as physical facility, location, ambient conditions and interpersonal conditions have been identified in order to investigate whether or not these factors have a relationship with service quality.

The survey is conducted at Melaka area. The sample size for this study is 100 customers who are having come in any event that occur in Melaka International Trade Centre (MITC). There were 100 questionnaires were distributed and all 100 questionnaires were returned. Data obtained using two methods that are primary and secondary data. Respondents are required to answer the questionnaires that contain element that potentially have relationship with service quality. Data are analyzed using Reliability Test, Pearson Correlation Analysis, Frequency Analysis and Descriptive statistics through SPSS Program and also Cross Tabulation.

The result shows that all three out of four of the element from independent variables which is physical facility, ambient conditions and interpersonal conditions have a significant relationship with service quality. Meanwhile location has no significant relationship with service quality.