

**THE INFLUENCE OF SERVICE QUALITY  
PROVIDED BY MELAKA INTERNATIONAL  
TRADE CENTRE SDN. BHD. (MITC) TOWARDS  
CUSTOMER SATISFACTION**

**MOHD FADZLI BIN ABDUL RAHMAN  
2003477959**

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of the Requirement for the  
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(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
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# DECLARATION OF ORIGINAL WORK



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

## “DECLARATION OF ORIGINAL WORK”

I, Mohd Fadzli Bin Abdul Rahman, (I/C Number : 840511-04-5473)

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 and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of many information have been specifically acknowledged

Signature : \_\_\_\_\_



Date : 28 . 4 . 2006

## LETTER OF SUBMISSION

28<sup>th</sup> April 2006

The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
78000 Alor Gajah  
Melaka

Dear Sir

### SUBMISSION OF PROJECT PAPER

Attached is the project paper title "THE INFLUENCE OF SERVICE QUALITY PROVIDED BY MELAKA INTERNATIONAL TRADE CENTRE SDN. BHD. (MITC) TOWARDS CUSTOMER SATISFACTION" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.



Yours sincerely

MOHD FADZLI BIN ABDUL RAHMAN  
2003477959  
Bachelor of Business Administration (Hons) Marketing

## TABLE OF CONTENTS

	<b>PAGE</b>
<b>ACKNOWLEDGEMENT</b>	iv
<b>LIST OF TABLES</b>	v
<b>LIST OF FIGURES</b>	vi
<b>ABSTRACT</b>	vii
<b>CHAPTERS</b>	
<b>1. INTRODUCTION</b>	<b>1</b>
1.1 Background of the Company	2
1.2 Scope of the Study	5
1.3 Problem Statement	6
1.4 Research Question	7
1.5 Research Objectives	7
1.6 Theoretical Framework	7
1.7 Significance of the Study	8
1.8 Limitations of the Study	10
1.9 Definition of Terms	11
<b>2. LITERATURE REVIEW</b>	<b>12</b>
2.1 Service Quality	13
2.2 Definition of Quality	15
2.3 Quality – Differences between Manufacturing and Service Sectors	17
2.4 Dimension Of Service Quality	19
2.5 Factors Of Service Quality	20
2.6 Customer Satisfaction	21
2.7 Service Delivery Elements	22
<b>3. RESEARCH METHODOLOGY &amp; DESIGN</b>	<b>24</b>

## ABSTRACT

Meeting, Incentives, Conventions, and Exhibitions (M.I.C.E.) is a new service industry in our country. Melaka International Trade Centre (MITC) is renowned for providing national and international convention and exhibition organizers with the highest standards of personal service and event facilities. Today, service quality among International Trade Centre has becoming more important in order for them to gain competitive advantage and satisfied their customers. The company have to manage its customer satisfaction very well because customer satisfaction can influence their performance and service quality.

This study is done on the influence of service quality provided by Melaka International Trade Centre Sdn. Bhd. (MITC) towards customer satisfaction. The objectives of this study are to identify the elements of service delivery that can most influential to customer satisfaction and whether the customer satisfaction will correlate to quality of service. The study only focus on customers in Ayer Keroh, Melaka. The sample only consists of 100 customers as respondents. 100 sets of questionnaires were distributed but only 67 were returned.

Based on the findings, most of the respondents felt satisfied with the services provided by the company. Statistical Package of Social Science (SPSS) version 12.0 is used to analyze the data in this study.