



**THE IMPACT OF SERVICE QUALITY DIMENSION TOWARDS CUSTOMER
SATISFACTION AT MELAKA INTERNATIONAL TRADE CENTRE.**

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JULY 2018

**THE IMPACT OF SERVICE QUALITY DIMENSION TOWARDS CUSTOMER
SATISFACTION AT MITC.**

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**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TECHNOLOGY MARA
MELAKA**

JULY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”**

I, Nur Fitra Azira Binti Yusop, (I/ C Number: 940319-06-5106)

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 my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

JULY 2018

The Head of Programme,
Bachelor of Business Administration with Honours (Marketing),
Faculty of Business Management,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
75350 Melaka

Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**THE IMPACT OF SERVICE QUALITY DIMENSION TOWARDS CUSTOMER SATISFACTION AT MITC**” To fulfill the requirement needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours Sincerely,

NUR FITRA AZIRA BINTI YUSOP

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ABSTRACT

The purpose of the study is to identify the relationship between customer satisfaction and service quality dimension at event organizing by MITC. A survey were conducted amongst the customers who make a reservation at Buffet Ramadhan MITC. In this study, there are four (4) factors were adopted which is responsiveness, tangibility, assurance and reliability. This factor will be analyses whether there is a significant relationship with customer satisfaction or not. A total of 125 of respondent were selected randomly using a convenience sampling. The finding shows that, there is a significant relationship between service quality dimension and customer satisfaction. And some recommendation were provided by the researcher for the future research about the service quality dimensions.

Key words: Customer satisfaction, Responsiveness, Tangibility, Assurance, Reliability, Empathy, Customer MITC