



THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN PUBLIC SERVICES

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**THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN PUBLIC
SERVICES**

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

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TECHNOLOGY MARA
CAWANGAN MELAKA KAMPUS BANDARAYA**

JULY 2018

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
CAWANGAN MELAKA KAMPUS BANDARAYA
“DECLARATION OF ORIGINAL WORK”**

I, Siti Zuana binti Abdullah, (I/ C Number: 950821- 05 - 5316)

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 Program,
Bachelor of Business Administration with (Hons) (Marketing),
Faculty of Business Management,
Universiti Teknologi MARA,
Cawangan Melaka Kampus Bandaraya,
110 Off Jalan Hang Tuah,
73500 Melaka

Dear Sir/ Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE EFFECT OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN PUBLIC SERVICES (MAJLIS AMANAH RAKYAT NEGERI SEMBILAN)”** to fulfill the requirement needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours Sincerely,

SITI ZUANA BINTI ABDULLAH

2016438286

Bachelor of Business Administration (Hons) Marketing.

ABSTRACT

Service quality has become ever more important to the achievement of customer satisfaction with the increasing complexities of the need and expectation of customers. This research study examines the relationship between service quality dimension and how the dimensions give impacts on customer satisfaction in MARA's services. Service quality dimensions consist of tangibility, reliability, responsiveness, assurance and empathy. The questionnaires were distributed to 126 customers of MARA's services in Negeri Sembilan. Convenience sampling was used in this research and data were analyzed using SPSS version 20. The result of the study indicates that there is significant positive relationship between service quality and customer satisfaction of MARA's services. The results also show that responsiveness has the strongest impact on customer satisfaction.