



**FACTORS CONTRIBUTE TO CUSTOMER COMPLAINT
TOWARDS SERVICES AT OPERATION DEPARTMENT IN JOHOR
PORT BERHAD**

AQASHAH SHAHREN BIN LUQMAN

2011843914

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

JUNE 2013

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**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with (Hons)
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**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
MALACCA CITY CAMPUS**

28 JUNE 2013

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MALACCA CITY CAMPUS**

“DECLARATION OF ORIGINAL WORK”

I, AQASHAH SHAHREN BIN LUQMAN (2011843914)

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
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- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: JUNE 28, 2013

LETTER OF SUBMISSION

28 June 2013

The head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “FACTORS CONTRIBUTE TO CUSTOMER COMPLAINT TOWARDS SERVICES AT OPERATION DEPARTMENT IN JOHOR PORT BERHAD”. I hereby submitted this report and I really hope that this work will fulfill the requirement as needed by the Faculty of Business Management, UNIVERSITY TEKNOLOGI MARA.

Thank you

Yours sincerely,

AQASHAH SHAHREN BIN LUQMAN
2011843914
Bachelor of Business Administration (Hons) International Business

ABSTRACT

Port is one of the important links between different modes of transport within the logistics chain. In other words, ports play a vital role for the purpose of achieving more customers in the international market. Customer is the people who bring a profit to the ports. However, the local port exists in Malaysia such Johor Port is burdened with customer complaint where the problems that keep arise in operation department when they use the services. The aim of this paper is focus on the factor that contributes to customer complaint towards services at operation department in Johor Port Berhad. The researchers use three variables which consist of congestion, warehouse and quay.

The primary data use by researcher such observation from the Johor Port Berhad and also interviewing some of the respondent in order to getting the authentic information from the customer that having experience with the Johor Port Berhad services. Other than that, the researcher also use secondary data as a medium of information such journal, magazine and also newspaper as reference. The questionnaire were distributed among 50 customer or port user in obtain the information needed.

The researcher found that the most factor that contributing to customer complaint in operation department is congestion, and the element that the customer most complaint is they had an additional cost consist of vehicle operating cost. For warehouse, the element that most contribute is delay while in quay the elements are inefficient crane.