



اَوْنِيُوْرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA
FACULTY OF BUSINESS ADMINISTRATION

RESEARCH PERORT

FACTORS THAT INFLUENCE PERCEIVED SERVICE QUALITY AMONG PORT

KLANG TRADING CLIENT

PREPARED BY:

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GROUP:

BM246

SUBMISSION DATE:

3rd JULY 2015

**FACTORS THAT INFLUENCE PERCEIVED
SERVICE QUALITY AMONG PKT CLIENTS**

**ATIRA BINTI ADLAN
ASMAA' ARINAH BINTI ZULKIFLI**

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

**FACULTY OF BUSINESS MANAGEMENT
UITM, MELAKA**

JULY 2015

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, ATIRA BINTI ADLAN, (I/C Number 920226-10-5086),
I, ASMAA'ARINAH BT ZULKIFLI, (I/C Number 931009-11-5070)

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:

Signature:

Date:

Date:

LETTER OF TRANSMITTAL

3rd July 2015

PROF. MADYA SHAHARIAH BT OSMAN

Project Paper Advisor
Faculty of Business Management,
Universiti Teknologi MARA (Melaka) Kampus Bandaraya,
No. 110, Off Jalan Hang Tuah,
75300, Melaka.

Dear Madam,

SUBMISSION OF FINAL REPORT

I am hereby attached a documents that titled “**FACTORS THAT INFLUENCE PERCEIVED SERVICE QUALITY AMONG PORT KLANG TRADING CLIENTS**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

Yours sincerely,

ATIRA BT ADLAN

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ASMAA'ARINAH BT ZULKIFLI

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Bachelor of Business Administration with Honours (International Business)
Universiti Teknologi MARA (Melaka) Kampus Bandaraya

ABSTRACT

Service quality is crucial for every logistic company to consider in order to expand their business in the market. The development of technology has leads to business activity. However, lack of service quality had been identify as the major barriers for logistic company to expand their business. Factors that influenced service quality had been discuss by several researchers. This research had identify the factors that influence perceived service quality among Port Klang Trading client and had come out with recommendations that the company used in order to enhance the current service quality. This descriptive study used survey method in data collection. These data was collected using questionnaire that had been distributed to the respondent. Data is gathered using a cross-sectional study due to the fact that these data was collected once and not continuously. The sample size for this research were 80 respondents from the Port Klang Trading client out of 100 total population. These respondents were being selected through cluster sampling technique from five departments in the company. The basis of the research was based on Servqual theory by Parasuraman (2009) which were reliability, assurance, tangibility, empathy and responsiveness. In particular, this research provided an insight regarding factors that influence service quality towards Port Klang Trading Company