



**SERVICE QUALITY (SERVQUAL) INFLUENCE CUSTOMER SATISFACTION OF
TAMPIN PERODUA SERVICE CENTRE**

SYAHIRAH AISYAH BINTI MOHD ZAFRI

2017267216

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA MELAKA

JULY 2019

DECLARATION OF ORIGINAL WORK



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

I, **SYAHIRAH AISYAH BINTI MOHD ZAFRI**, (I/C NUMBER: **960112-05-5400**)

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: _____

TABLE OF CONTENTS

	PAGE
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF FIGURES	viii
LIST OF TABLES	ix
LIST OF ABBREVIATIONS	x
ABSTRACT	xi
CHAPTER 1 INTRODUCTION	
1.1 Introduction	1
1.2 Background of Study	1
1.3 Problem Statement	2
1.4 Research Question	3
1.4.1 Specific Research Question	3
1.5 Research Objective	4
1.6 Significance of Study	4
1.6.1 Significance to Organization	4
1.6.2 Significance to Customers	5
1.6.3 Significance to MARA University of Technology	5
1.7 Scope of Study	5
1.8 Limitations of Study	6
1.8.1 Work constraint	6
1.8.2 Data constraint	6
1.8.3 Respondent constraint	6
1.9 Definition of Terms	7
1.9.1 Customer Satisfaction	7
1.9.2 Tangible	7
1.9.3 Reliability	7
1.9.4 Responsiveness	8

ABSTRACT

Service quality seems to be accepted as a fundamental factor that will influence customer satisfaction towards service centre. However, it has been ignored regarding on the matter of service quality on customer satisfaction studies. The primary objective of this study was to investigate how service quality (SERVQUAL) can influence customer satisfaction on Tampin Perodua service centre. Subsequent regression analyses demonstrated that service quality (SERVQUAL) influence customer satisfaction through the quality of service that they serve to their customers. Thus, the manager should pay attention to the dimensions of service quality (SERVQUAL) that elicit customer satisfaction and enhance return visits to the service centre.

This study was developed to investigate on how service quality (SERVQUAL) can influence customer satisfaction on Tampin Perodua service centre. Tangible, reliability, responsiveness, assurance and empathy are the factors that used to influence customer satisfaction towards the service centre in Tampin, Negeri Sembilan. The survey was conducted to gather the data and 310 respondents had answered the questionnaire. Data analysis was then based on the 310 valid responses. The findings would be useful to help automobile service centre to make improvements. The conclusion of the result is that responsiveness, assurance and empathy have significant relationship with customer satisfaction.

Keyword: Service centre, customer satisfaction, tangible, reliability, responsiveness, assurance, empathy

CHAPTER 1

INTRODUCTION

1.1 Introduction

In this chapter, will be started with the background of study, followed by problem statement, research questions, research objectives, research hypothesis, scope of study, significance of the study and definition of terms. Other than that, the definition of the terms that frequently used in this research is also included that lead to better and clear understanding of this research paper.

1.2 Background of Study

Automobile service centres or workshops are the category that plays important role in automobile industry (Hossain, Zahid, & Hoque, 2017). This is to ensure and maintain the vehicles in an efficient way. This also leads to a good image on the car manufacturer as well. As the rate of transportation increase, this can increases in wanting to have an efficient services for the vehicles. Thus, larger demands for car service centres by the car manufacturer itself.

Service centres also play the major role in having the calculation of data in ensuring the vehicle kilometre travelled are at a safe rate (Akmalia, 2014).The reading of this data are recorded when the car is having the services at their respected service centres and will send to their headquarters for storage and future purposes. Hence, this shows on one of the reasons why service centres are important for car manufacturers.

The challenges in facing the automotive industry especially globalization and increased competition, it is important to maintain competitiveness in a strategic way