



اَوْنِفَوْرْسِيْتِي تِيكِنُو لَوِي مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

**CUSTOMER SATISFACTION & PERCEPTION TOWARDS SERVICE
QUALITY**

A CASE OF TH PROPERTIES, ENSTEK NILAI



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JULY 2013

LETTER OF SUBMISSION

JULY 5, 2013

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “CUSTOMER SATISFACTION & PERCEPTION TOWARDS SERVICE QUALITY, A CASE OF TH PROPERTIES, ENSTEK NILAI” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank You

Yours sincerely

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“DECLARATION OF ORIGINAL WORK”

I, NURFATIHAH BINTI SHARUDIN (2011859348)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it 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: _____

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ABSTRACT

Nurfatihah Binti Sharudin

CUSTOMER SATISFACTION & PERCEPTION TOWARDS SERVICE QUALITY

A CASE OF TH PROPERTIES, ENSTEK NILAI

This research is study on the customer satisfaction and perception towards service quality offered by TH Property Sdn Bhd. TH Properties SdnBhd are located at Enstek Nilai currently it core business included services such property development, construction, project management and facilities management. In TH Properties, Enstek Nilai it more focused on offer services such as selling land for the developer and houses development. This research helps in determine what factor will influence customer satisfaction and perception which relates to the service quality that been offered by the organization. The dimension of SERVQUAL will help further in determine in what areas customer satisfy with the service given. SERVQUAL function as measure the customer expectation and assumption towards the company's service quality. SERVQUAL originally consist of 5 dimensions which include reliability, tangibles, responsiveness, assurance and empathy. The model will help to evaluate the customer's service experience and help organization to improve service in several aspects.

Keyword – Service quality, Customer satisfaction & perception, SERVQUAL

Paper type – Mode B

Company- TH Properties Sdn Bhd

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