



**THE IMPACT OF SERVICE QUALITY TOWARDS CUSTOMER LOYALTY  
AT MACY HOME FURNISHINGS**

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WITH HONOURS (MARKETING)  
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- 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

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Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “THE IMPACT OF SERVICE QUALITY TOWARDS CUSTOMER LOYALTY AT MACY HOME FURNISHING” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.  
Yours Sincerely,

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## Abstract

These days all organizations are realizing the importance of service quality. This research is about the impact of service quality towards the customer loyalty at Macy Home Furnishing. One of challenges that face by Macy Home Furnishing is how they manage service quality which is important towards the customer loyalty. In order to investigate the relationship between service quality and customer loyalty at Macy Home Furnishing, there are some factor of service quality that will give affect towards customer loyalty have been identified. The survey will be conducted at Macy Home Furnishing by using descriptive research. The respondents will be selected among the customers who come to the venue to get the services at Macy Home Furnishing. In this research, the service quality is measured through perception of the customers toward the service quality of Macy Home Furnishing by using five dimensions of SERVQUAL which are tangible, reliability, responsiveness, assurance and empathy.

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