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

NURKHAIRIYAH BINTI SUHAIRI
2010304083

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
MELAKA CITY CAMPUS

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**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

"DECLARATION OF ORIGINAL WORK"

I, Nurkhairiyah binti Suhairi , (I/C Number : 880514-56-6166)

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:_____

LETTER OF SUBMISSION

DATE:

The Head of Program,
Bachelor of Business Administration (Hons) Marketing,
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 "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,

NURKHAIRIYAH BINTI SUHAIRI

(2010304083)

Bachelor of Business Administration (Hons) Marketing

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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