



**RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION
OF RUANG SJ SDN BHD**

KU MUHAMAD ARIFFUDDIN BIN KU MUHAMAD

2012709221

MUHAMMAD AMIRUL HASRIQ BIN ZULKIFLI

2013853818

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS AND MANAGEMENT

UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA

JANUARY 2016

“DECLARATION OF ORIGINAL WORK”



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

We, Ku Muhamad Ariffuddin Bin Ku Muhamad, (I/C Number: 910709-10-5399), and Muhammad Amirul Hasriq Bin Zulkifli, (I/C Number: 911006-10-5127)

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 is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature:

Date:

(Ku Muhamad Ariffuddin Bin Ku Muhamad)

Signature:

Date:

(Muhammad Amirul Hasriq Bin Zulkifli)

LETTER OF SUBMISSION

January 2016

The Head of Program

Bachelor in Business Administration (Hons) Marketing

Faculty of Business and Management

Kampus Bandaraya Melaka

Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title "Relationship Between Service Quality and Customer Satisfaction in Ruang SJ Sdn Bhd" to fulfill the requirement as needed by the Faculty of Business and Management, Universiti Teknologi Mara (UiTM)

Thank you

Sincerely,

Ku Muhamad Ariffuddin Bin Ku Muhamad

2012709221

(Bachelor in Business Administration (Hons) Marketing)

TABLE OF CONTENT

TITLE	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	vi
LIST OF FIGURE	vii
ABSTRACT	ix
CHAPTER ONE: INTRODUCTION	
1.0 Background of company	1 – 2
1.1 Background of study	2 – 3
1.2 Problem statement	3 – 5
1.3 Research question	6
1.4 Research objectives	6
1.5 Scope of study	6 – 7
1.6 Significant of study	7 – 8
1.6.1 Significant to the researchers	
1.6.2 Significant to Ruang SJ Sdn Bhd	
1.6.3 Significant to the customers	
1.7 Limitation of Study	8
1.7.4 Information must be subscribed	
1.8 Definition of Terms	9 – 11
1.8.1 SERVQUAL	
1.8.2 Satisfaction	
1.8.3 Reliability	
1.8.4 Assurance	
1.8.5 Responsiveness	
1.8.6 Empathy	
1.8.7 Tangible	
1.8.8 Event Space	
1.8.9 Ruang SJ Sdn Bhd	
1.9 Summary	11

ABSTRACT

Service quality and customer satisfaction are very important to a company which help to run, increase loyalty, increase profit and improve business of the company. This thesis presents a study, in which initiative is being made in improving service quality and customer satisfaction of Ruang SJ Sdn Bhd. This is because there was no investigation conducted to analyse the satisfaction of the customers of the company. In theory parts are described five determinants of good service quality which are reliability, assurance, responsiveness, empathy and tangibles. The intension of the research study was to find out the relationship between service quality and customer satisfaction of Ruang SJ Sdn Bhd. This research entitled "Relationship between service quality and customer satisfaction of Ruang SJ Sdn Bhd" had been conducted to obtain results and findings. There are 150 list of clients but only 135 questionnaire were distributed to them and the researchers managed to get back fully answered of 112 questionnaires. In addition, other sources of data also have been use as a referral to streghten the issues on the research study. This research concludes with discussion on these results, study limitation and recommendation to the company and future research directions.