

**A STUDY ON CUSTOMERS' PERCEPTION  
TOWARDS SERVICE QUALITY OF MAIN  
COUNTER AT SSM MELAKA**

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**NOVEMBER 2009**

## DECLARATION OF ORIGINAL WORK



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

#### “DECLARATION OF ORIGINAL WORK”

**I, Noormaslifah Binti Zainuddin, (I/C Number: 840719-04-5042)**

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not been 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 the verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: 30<sup>th</sup> November 2009

## LETTER OF SUBMISSION

1<sup>st</sup> NOVEMBER 2009

The Head of Program  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled **“A STUDY ON THE CUSTOMERS’ PERCEPTION TOWARDS SERVICE QUALITY OF MAIN COUNTER AT SSM MELAKA”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

NOORMASLIFAH BINTI ZAINUDDIN  
2006142849  
Bachelor of Business Administration (Hons) Marketing

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## **ABSTRACT**

This research present a study, which was sought to take steps towards increasing both knowledge of how customers' perceived the service quality delivered by the main counter of SSM and at the same time examines the distribution towards the service quality of main counter at SSM Melaka. Main counter is a place where people come and do many and different types of transactions. It is noteworthy to investigate how customers perceive the service quality of the main counter in order to deliver quality services to the customers throughout Malaysia. A survey was conducted through distribution of questionnaires to the customers. Hundred useable questionnaires were analyzed by using SPSS program based on the perception adopted from SERVQUAL model. The result indicate that most of customers who came to main counter of SSM Melaka very satisfied with the quality of service that delivered to them. From the second objective, it shows that the dimension of assurance received the highest perception score from customers in their rating score and dimension of tangible has received the second highest. The result indicate that most of the customers are more concern about feeling secure, politeness services, knowledgeable staff, also confident and believable staff. They also concern about the facilities provided, equipment used and also appearance of the staff which must be comfortable, up to date and professional. But at the same time, the customers perceived that the responsiveness dimension also important in delivering services. The findings also identified that there was a similarities on customer perception towards the effectiveness of service quality delivered by main counter of SSM Melaka, based on their demographic profile.