



THE RELATIONSHIP BETWEEN SERVICE QUALITY AND THE CUSTOMER
SATISFACTION IN MITC MELAKA

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“DECLARATION OF ORIGINAL WORK”

I, Nurul Athirah Binti Zabidi (I/C Number : 901113-02-5000)

Hereby, declare that:

- This work has not previous 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: _____

(NU/RUL ATHIRAH BINTI ZABIDI)

LETTER OF TRANSMITTAL

Date: 2014

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Universiti Teknologi MARA,

Melaka City Campus,

110 Off Jalan Hang Tuah,

Melaka.

The Project Advisor,

Universiti Teknologi MARA,

Melaka City Campus,

Melaka.

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title “The Relationship between the Service Quality Dimension and the Customer Satisfaction at MITC Melaka” to fulfil the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

NURUL ATHIRAH BINTI ZABIDI (2011682118)

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

The focus of this study is “The Relationship between Service Quality and Customer Satisfaction in MITC, Melaka”. The factors that we are highlight in this research were service quality dimensions that can be the guidelines in improving the customer satisfaction.

The research objective is to investigate the relationships between reliability as service quality dimensions with the customer satisfaction, the relationships between reliability as service quality dimensions with the customer satisfaction, the relationships between responsiveness as service quality dimensions with the customer satisfaction, the relationships between assurance as service quality dimensions with the customer satisfaction, the relationships between empathy as service quality dimensions with the customer satisfaction, the relationships between tangible as service quality dimensions with the customer satisfaction and to provide the recommendation to the company. The study utilized questionnaire as the instrument for collecting data. Questionnaires had been distributed to 100 customers or clients that have function at the organization to do the research. The researchers will have used the Statistical Package for Social Science (SPSS) version 20. From the analysis, the researchers have identified that there is significant relationship between service quality and customer satisfaction in MITC, Melaka. It means that the stronger the strength of the relationship the accurate and reliable the result the company can maintain the dimensions and improve weak relationship. The results indicated that overall customers were satisfied by the service quality but there are some areas that need to be improved and make some adjustments. Several recommendations were suggested to help MITC give better service quality.

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