



**THE RELATIONSHIP BETWEEN SERVICE QUALITY TOWARDS  
CUSTOMER SATISFACTION AT PARKSON GRAND MAHKOTA  
PARADE**

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**BACHELOR OF BUSINESS ADMINISTRATION WITH (HONOURS)  
MARKETING**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA MELAKA**

**JANUARY 2014**

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**Submitted in Partial Fulfillment of the  
Requirement for the  
Bachelor of Business Administration with (Honours) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**JANUARY 2014  
DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION WITH (HONOURS)  
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**"DECLARATION OF ORIGINAL WORK"**

I, Siti Radhiah Binti Ismail, (I/C Number: 900526-04-5494)

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 TRANSMITTAL**

The Head of Study Centre,  
Faculty of Business Management,  
Universiti Teknologi Mara,  
Kampus Bandaraya Melaka,  
110 Off Jalan Hang Tuah,  
75300 Melaka.

JANUARY 2014

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER (BM220)

Attached is the project paper titled "*The relationship between service quality towards customer satisfaction at Parkson Grand Mahkota Parade*" to fulfill the requirement as needed by the Faculty of Business Administration, Universiti Teknologi Mara Melaka.

Thank You.

Yours Sincerely,

.....  
Siti Radhiah Binti Ismail  
2010587705  
BBA (Hons) Marketing

## **ABSTRACT**

In the present retail outlet scenario, service quality is a vital competitive policy to keep customer support and build great base. Retail outlets nowadays are trying to win customer satisfaction by providing enhanced quality services. This research paper attempts to identify the relationship between service quality towards customer satisfaction at Parkson Grand Mahkota Parade. To achieve the objective, the researcher collected primary data and secondary data. The researcher used descriptive analysis and SPSS version 20 tools. A total of 50 surveys were administrated to customers who were shopping at Parkson Grand Mahkota Parade. The customers were selected using purposive sampling and simple random technique. The result shows that dimensions of service quality such as tangible, reliability, responsiveness, assurance and empathy significantly predict customer satisfaction. Specifically, among the dimensions of retail service quality, the most significant predictor of customer satisfaction is tangible. This research paper implies that Parkson Grand Mahkota Parade should also come forward and try their best to present better retail service quality to win back their customers' satisfaction. The research findings shows that retail service quality at Parkson Grand Mahkota Parade are generally good. So that, it can be concluded that the relationship between service quality towards customers' satisfaction were exists. It is recommended that employee motivation and employee training should be increased to improve retail service quality and it will be increased the customer satisfaction also.