



**“A STUDY ON SERVICE QUALITY PROVIDED BY GOVERNMENT
AGENCIES TOWARDS ACHIEVING CUSTOMERS SATISFACTION AT
URBAN TRANSFORMATION CENTRE (UTC) MELAKA”**

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BACHELOR OF BUSINESS ADMINISTRATION WITH (HONS)

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“DECLARATION OF ORIGINAL WORK”

We, NUR AZNI BINTI BAHARIM (IC Number: 910109045310) and WAN NURUL HIDAYAH BINTI WAN ABDUL SOBIR (IC Number: 911010035782)

Hereby declared that:

- This work has not previously been accepted in substance for any substance for any degree, locally or overseas, and is not being currently submitted for this degree or any other degrees.
- The project paper 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 my information have been specifically acknowledged.

Signatures:

Date:

.....

.....

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LETTER OF SUBMISSION

JULY 2014

**The Coordinator Industrial Training
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Dear Miss/ Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project titled **“A STUDY ON SERVICE QUALITY PROVIDED BY GOVERNMENT AGENCIES TOWARDS ACHIEVING CUSTOMERS SATISFACTION AT URBAN TRANSFORMATION CENTRE (UTC) MELAKA”** to fulfill the requirement as needed by the Faculty of Business Administration, Universiti Teknologi of MARA.

Thank you.

Yours sincerely,

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**WAN NURUL HIDAYAH BINTI WAN ABDUL
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TABLE OF CONTENT

<u>CONTENT</u>	<u>PAGE</u>
LETTER OF DECLARATION	i
LETTER OF SUBMISSION	ii
TABLE OF CONTENT	iii
ACKNOWLEDGEMENT	vi
LIST OF TABLE	vii
ABSTRACT	viii
CHAPTER ONE : INTRODUCTION	
1.0 Background of company	1
1.1 Background of study	
1.1.1 Tangibility	2
1.1.2 Reliability	3
1.1.3 Responsiveness	3
1.1.4 Assurance	3
1.1.5 Empathy	3
1.2 Problem Statement	4
1.3 Research Questions	5
1.4 Research Objectives	6
1.5 Hypothesis	6
1.6 Significant of study	
1.6.1 Agencies of UTC	8
1.6.2 Customers of UTC	8
1.6.3 Researcher	8
1.7 Scope of study	
1.7.1 Focus on customers satisfaction	9
1.7.2 What the agencies provide	9
1.7.3 Improvement the agencies made	9

ABSTRACT

Project paper titled **“A STUDY ON SERVICE QUALITY PROVIDED BY GOVERNMENT AGENCIES TOWARDS ACHIEVING CUSTOMERS SATISFACTION AT URBAN TRANSFORMATION CENTRE (UTC) MELAKA”** is conducted as partial requirement to fulfill the requirement as needed by the faculty of Business Management, MARA University of Technology (UiTM). The intention of this study is to identify the service quality provided by agencies in order to achieve customer satisfaction at Urban Transformation Centre (UTC) Melaka. The researcher chooses to use descriptive research design as method and the researcher use survey to gain the data. Data uses in this research are primary and secondary data such as journal and book. Researcher also use questioner to attain the data in order to get the feedback from the visitor/customer who using the services that provided by government agencies at Urban Transformation Centre (UTC) Melaka.

The sample size in this research is 100 respondent of visitor at Urban Transformation Centre (UTC) Melaka. Based on the reliability test, respondent profile, frequency, Pearson correlation and multiple regressions, a clear finding and result is observed. The researcher is able to give some recommendations and suggestion and how to improve customer satisfaction at Urban Transformation Centre (UTC) Melaka .The conclusion of this study was the outcome from the survey analysis and findings.