



**SERVICE QUALITY DIMENSIONS THAT LEADS TO CUSTOMER
SATISFACTION: A CASE STUDY OF ASNB KUCHING**

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JUNE 2016

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ABSTRACT

This research attempts a quantitative investigation to measure the relationship between service quality dimensions towards customer satisfaction in ASNB Kuching. It is become very important because the quality of service itself will determine the reaction of the customers. It also can be an indicator to the business competitive because if the service are more quality, there are more customers will prefer the most of quality service provider. This research will examine on what are the factors that are the most influence from every each of three dimensions from service quality dimensions which are, responsiveness, reliability and assurance. A survey has been conducted by using simple random sampling by using the customers who comes to ASNB Kuching itself. The independent variables of this study are customer satisfaction and the dependent variables of this study are responsiveness, reliability and assurance. The findings of this research provide some taught for better understanding on service quality dimensions that leads to customer satisfaction in ASNB Kuching. The worker of ASNB Kuching might find these results very helpful in improving and to remain competitive in their business.

Keyword: responsiveness, reliability, assurance and customer satisfaction.

LETTER OF SUBMISSION

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Dear Mdm,

SUBMISSION OF RESEARCH PAPER

Attached is the research paper titled **“SERVICE QUALITY DIMENSIONS THAT LEADS TO CUSTOMER SATISFACTION: A CASE STUDY OF ASNB KUCHING”** for your perusal to fulfil the requirement as needed by the Faculty of Business Management, University Technology Mara in Industrial Training (MKT 661) and Industrial Training Project Paper (MKT669).

I would like to forward my sincere appreciation and thanks for your compassion to accept this research paper and to finalize it as required.

Thank you.

Yours sincerely,

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CHAPTER 1

INTRODUCTION

1.1 CHAPTER INTRODUCTION

Under the chapter 1, the research background, research problem, research objectives, scope of study, significant of the study and definition of terms are explained in order to provide an overall overview of the research.

1.2 BACKGROUND OF STUDY

Customer satisfaction can be identified as the outcome from the emotional response of shifting the concentration of service provider to the customers (Giese, 2002). It is where the customer satisfaction can be easily understood as the reflections or impacts whether positive or negative from customers on how they are measure the extent of how they are being served by the service providers or sellers.

Customer satisfaction also can be considered as the most important factor in business and become the main objective for many organizations (McQuitty, 2000). it mean that there are several factors may be the intermediaries to gain the customer satisfactions or it could depends on what are the strategies use by the marketers to achieve customer satisfaction. According to Oliver (1993), satisfaction may are able to produce a results of how the customer perceived the products or services after the products or services have been consumed and it will give an impact to the reaction or buying behavior of the customers.

Customer satisfactions able to be the indicators of outcomes from service quality because higher service quality is able to meets the customer satisfaction (McDougall, 1996). It is