

**TOPIC:**

**“A STUDY ON STAKEHOLDERS PERCEPTION TOWARD FARM ASSEMBLING  
COMPLEX SERVICE QUALITY OF FEDERAL AGRICULTURAL MARKETING  
AUTHORITY (FAMA) IN SAMARAHAN”**

**MAGDELENE ALPHONSUS ERIC**

**(2007281398)**

**BACHELOR OF BUSINESS ADMINISTRATION**

**WITH HONOURS IN MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITY OF TECHNOLOGY MARA (UITM)**

**KOTA SAMARAHAN**

APRIL, 2010

**DECLARATION OF ORIGINAL WORK**



**UNIVERSITI TEKNOLOGI MARA SARAWAK  
KOTA SAMARAHAN**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT**

**MAGDELENE ALPHONSUS ERIC  
(2007281398)**

Hereby solemnly I that,

1. To our best knowledge that this project paper is my own work and effort, and it is the result of my own dependent work investigation except where otherwise stated.
2. This project paper has not previously been accepted in substance for any courses locally or overseas, and is not being concurrently submitted for this course or any other course.
3. All literal extract have been distinguish by quotation marks and source of my information have been specifically acknowledge.



.....  
(MAGDELENE ALPHONSUS ERIC)



.....  
(Date)

## **ABSTRACT**

*A service quality has received considerable academic attention in the past few years. Service quality has become the crucial factors to determine people perception toward the services or the organizations. Positive perception was lead by their satisfaction when they get the high quality services. Today, a client plays an important role to determine the level of the service quality offered by the organizations.*

*Public organization such as Farm Assembling Complex of FAMA Samarahan should be aware of the quality of the services they delivered to the clients every single day because the service quality somehow will determine their role as government marketing's arm in the agricultural field which may gain trust by the stakeholders.*

*The objective of this research is to find out whether Farm Assembling Complex of Federal Agricultural Marketing Authority (FAMA) Samarahan show the high level of service quality and to find the stakeholders' perception towards Farm Assembling complex service quality.*

*Qualitative study which data were collected from the scale measurement survey was used in this research. It consists of exploratory research design which have primary objective that can confronting the researcher. A questionnaire was completed by 150 respondents which involved the Farm Assembling Complex's stakeholders around Samarahan.*

## TABLE OF CONTENTS

| <b>CONTENTS</b>                                     | <b>PAGE</b> |
|---|-------------|
| DECLARATION OF ORIGINAL WORKS.....                  | i           |
| LETTER OF TRANSMITTAL.....                          | ii          |
| ACKNOWLEDGEMENT.....                                | iii         |
| ABSTRACT.....                                       | iv          |
| TABLE OF CONTENTS.....                              | v           |
| LIST OF TABLES.....                                 | viii        |
| LIST OF FIGURES.....                                | ix          |
| <br>  |             |
| <b>CHAPTER 1: INTRODUCTION</b>                      |             |
| 1.1 INTRODUCTION.....                               | 1-2         |
| ↓ BACKGROUND OF STUDY: FARM ASSEMBLING COMPLEX..... | 3-4         |
| 1.2 PROBLEM STATEMENT.....                          | 5           |
| 1.3 RESEARCH OBJECTIVES.....                        | 5           |
| 1.4 RESEARCH QUESTIONS.....                         | 6           |
| 1.5 SIGNIFICANCE OF STUDY.....                      | 6-7         |
| 1.6 DEFINITION OF TERMS.....                        | 8-9         |
| 1.7 LIMITATION AND DELIMITATION.....                | 10-11       |

## CHAPTER 1: INTRODUCTION

---

### 1.1 INTRODUCTION

In order to determine how effective a service is and whether it is meeting the needs of the expectations, performance measurement practices needs to be in place. The tangible aspects of service can be measured using the basic quantitative measures of operational performance objectives related to meeting expectation.

Service quality is increasingly recognized as being of key strategic value by organizations in both the manufacturing and service sectors (Lewis et al., 1994). Competition has prompted firms to be more concerned with the quality of their service delivery. During the past few decades, service quality has become a major area of attention by practitioners, managers and researchers owing to its strong impact on business performance, costs, customer satisfaction, customer loyalty and profitability (Leonard and Sasser, 1982; Cronin and Taylor, 1992; Gummesson, 1998; Silvestro and Cross, 2000). As a result, there has been continued research on definitions, modeling, measurements, data collection procedures, and data analyses. According to Brown (1992), customers prefer organizations that deliver higher service quality, and suppliers can charge a premium for superior service qualities. Nowadays, many of the public organization are not stressing their employees about the important of the service quality that to measure their performance for the entire year. Public organization should aware of the quality of the services they delivered to the clients every single day. In the case of Farm Assembling Complex of FAMA, the service quality somehow will determine their