



**FACULTY OF BUSINESS MANAGEMENT  
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**THE EFFECTIVENESS OF SERVICE QUALITY IN  
GERBANG MEDIA PRINTHUB PLT PRINTING  
SERVICES.**

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**LETTER OF TRANSMITTAL**

**28 JUNE 2018**

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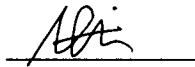
Dear Madam,

**SUBMISSION OF PPROJECT PAPER**

Attached is the research title "Effectiveness of Service Quality in Gerbang Media PrintHub PLT Printing Services" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



Nurul Athirah bt Md Yazid

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Bachelor of Business Administration (Hons) Marketing

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## ABSTRACT

The service industry nowadays has a rapid growth in this century. This is because many people demand for the services from the business industry. Printing is one of the services that people often to do. This study examines the effectiveness of service quality in Gerbang Media PrintHub PLT. The main issues that faces by this company is they are just newly established in service industry. So, the customers do not aware about their company. The researcher help to investigate on service quality of this company to find the dimension that can helps to improve their performance in this industry. This study used probability and simple random sampling for the sample. The research methods that used by this research is quantitative method. The researcher used questionnaire to collect the data. The questionnaire distributed to the respondents that comes to GM PrintHub PLT. The findings of this study are the researcher found that all the independent variables that the researcher proposed is significant with the dependent variables. The independent variables in this study are tangibles, responsiveness, assurance and empathy while the dependent variable is service quality. However, there is a minor improvement that needs to improve by the company because of the significant is in moderate level. The variable that needs to improve is responsiveness. So, GM PrintHub has to focus to improve the lack of their service and at the same time they also have to consistently maintain their other service.