



**THE DESCRIPTIVE STUDY OF SERVICE QUALITY ON CUSTOMER SATISFACTION IN  
MATRADE EXHIBITION & CONVENTION CENTRE (MECC): AN EMPIRICAL STUDY  
THROUGH SERVQUAL.**

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**DECLARATION OF ORIGINAL WORK**



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

I, SYED MUHAMAD NAUFAL BIN SYED ABDUL GHANI, (I/C Number: 960921-10-6415)

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: \_\_\_\_\_

27/06/2018

**LETTER OF TRANSMITTAL**

28 June 2018

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Dear Madam,

**SUBMISSION OF PROJECT PAPER**

Attached is the research report title "The descriptive study of Service Quality on Customer Satisfaction in Matrade Exhibition & Convention Centre (MECC): an empirical study through SERVQUAL." To fulfil the requirement as needed by the faculty of business management, Universiti Teknologi Mara.

Thank you.

Yours sincerely



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## Table of Contents

DECLARATION OF ORIGINAL WORK .....	ii
LETTER OF TRANSMITTAL .....	iii
ACKNOWLEDGEMENT .....	iv
ABSTRACT.....	viii
CHAPTER 1: INTRODUCTION.....	1
1.0 INTRODUCTION .....	1
1.1 BACKGROUND OF STUDY .....	1
1.1.1 Importance of service .....	1
1.1.2 Service Quality .....	2
1.2 BACKGROUND OF COMPANY .....	5
1.3 PROBLEM STATEMENT .....	8
1.4 RESEARCH QUESTION.....	10
1.5 RESEARCH OBJECTIVE .....	11
1.6 SIGNIFICANT OF STUDY .....	11
1.6.1 To the researcher.....	11
1.6.2 To management/Organization .....	12
1.6.3 To the clients.....	12
1.7 SCOPE AND LIMITATION.....	12
1.7.1 Scope of study.....	12
1.7.2 Limitation of study .....	12
1.8 DEFINITION OF TERMS .....	14
1.8.1 Customer Satisfaction .....	14
1.8.2 Tangible.....	14
1.8.3 Reliability.....	14
1.8.4 Responsiveness .....	14
1.8.5 Assurance .....	14
1.8.6 Empathy.....	14
1.9 SUMMARY .....	15
CHAPTER 2: LITERATURE REVIEW .....	16
2.0 INTRODUCTION .....	16
2.1 REVIEW OF LITERATURE .....	16
2.1.1 SERVQUAL Dimension.....	16
2.1.2 Service Quality and Its Determinant .....	18
2.1.2.1 Tangible.....	19
2.1.2.2 Reliability .....	20

## **ABSTRACT**

The SERVQUAL instrument was developed in 1988 by Zeithaml, Parasuraman and Berry as a multi-item scale developed to assess customer perceptions of service quality in service industry. Customers usually evaluate service quality as low or high depend on whether the service performance meets their expectation or not. The purpose of this research is the descriptive study of service quality on customer satisfaction at Matrade Exhibition & Convention Centre (MECC) by using SERVQUAL theory and to throw light on the satisfaction level of the customers, so that the managers in the organization can improve the quality of their service. It depends on what the customer evaluate the firm as a service provider. This research uses SERVQUAL dimension as a guide to know the levels of customer satisfaction which is tangible, reliability, responsiveness, assurance and empathy in Matrade Exhibition & Convention Centre (MECC). Total sampling which is 30 respondents are among the clients that have been used MECC as their venue for their events. The questionnaire was distributed by using convenience method and some internal interview among the staff of MECC. The result of the study mentioned that all the SERVQUAL dimension are reliable to customer satisfaction.

**Keywords: Tangible, Reliability, Responsiveness, Assurance, Empathy, Customer satisfaction, MECC.**