



**A STUDY ON THE INTERNAL CUSTOMER SATISFACTION OF
MALAYSIAN SHIPPING AGENCIES SDN. BHD.**

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APRIL 2001

DECLARATION OF ORIGINAL WORK.



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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 : 20th April 2001 _____

ACKNOWLEDGEMENT

In the name of Allah SWT, the Most Gracious and Dispenser of Grace.....

Alhamdulillah I wish to Thee, Allah the AlMighty for giving me the opportunity and strength to wrap up my research paper on “**A STUDY ON THE INTERNAL CUSTOMER SATISFACTION OF MALAYSIAN SHIPPING AGENCIES SDN. BHD.**”, which was done at the company of my practical training, the **MALAYSIAN SHIPPING AGENCIES SDN. BHD. (MSA)**. The three months training had given me much experience on the logistic aspect of marketing, which I found it to be very useful in making me understand more clearly regarding the subject and issue.

First and foremost, I would like to wish a very sincere thank you to my beloved advisor, Puan Muhazita Alias for her never-ending effort in guiding me through her ideas and advises. Without her support and knowledge, I may not be able to finalize this report.

My utmost gratitude and sincere thanks to the officers and staff of the Malaysian Shipping Agencies Sdn. Bhd., especially those who are based in Puchong Headquarters, Port Klang (Shipping and Forwarding), and not to forget, Kuala Lumpur International Airport (KLIA), for giving me the chance to gain vast knowledge of business marketing generally, and logistic operation aspects, specifically. Among the people involved are :-

- * En. Zulkifli Haji Sarkam, Senior Vice President MSA
- * En. Mohd Rozlan Ahmad Tajuddin, Assistant Vice President II (Industrial) MSA
- * En. Abdul Moait Maskuri, Assistant Vice President II (Projects – Government) MSA

ABSTRACT

This study is generally to examine the satisfaction of the internal customer of Malaysian Shipping Agencies Sdn. Bhd. Basically, this research focuses more on the factors of commitment, availability of skills and the senior management effectiveness and how these factors can affect the internal customer satisfaction.

Analyses of this research have been undertaken through the distribution of questionnaires and through personal observation. A total of 63 sets of questionnaires were distributed to chosen samples in the Headquarters, Airfreight division office, Shipping and Forwarding division office. The sample size of 63 was chosen as it can represent the whole population size.

All the data collected were being processed and analyzed by using the Statistical Package for Social Science (SPSS) software. Hypotheses were then tested and the decision of accepting the null or the alternative hypotheses was based on the findings.

It was found that slightly more than half of the internal customers of Malaysian Shipping Agencies Sdn. Bhd. are not satisfied with the Company due to certain particular reasons.

Conclusion and recommendations were made in order to provide Malaysian Shipping Agencies Sdn. Bhd. a general idea of the current internal customer satisfaction level and points where they can improve. In other words, internal customer must not be neglected in whatever way as it has a big impact on the overall performance of an organization especially a service-based organization like Malaysian Shipping Agencies Sdn. Bhd.

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TABLE OF CONTENTS

	<u>Page</u>
Acknowledgement	iv
List of Tables	vi
List of Figures	viii
Abstract	x
1.0 Introduction	1
1.1 Background of Study	1
1.1.1 History of MSA Sdn. Bhd.	1
1.1.2 Scope of Services	5
1.1.3 Strength by Comparison	9
1.1.4 Organizational Structure	11
1.1.5 Airfreight Operation Process	12
1.1.6 Seafreight Operation Process (Shipping)	13
1.1.6.1 Direct Berthing	13
1.1.6.2 Indirect Berthing (Alternative I)	14
1.1.6.3 Indirect Berthing (Alternative II)	15
1.1.7 Forwarding Operation Process	16
1.1.8 Training Programs	17
1.1.9 Overtime Claimage	18
1.1.10 Fringe Benefits	20
1.2 Scope of Study	24
1.3 Problem Statement	25
1.4 Objective of Study	27
1.5 Significance of Study	28
1.6 Hypotheses	30
1.7 Theoretical Framework	31
1.8 Limitations of Study	32
1.9 Definition of Terms	33
1.10 Abbreviation	35