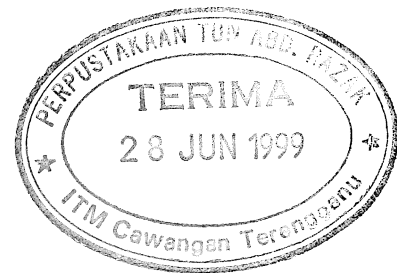


**A STRUCTURAL DETERMINANTS OF CUSTOMER SATISFACTION ON  
RESIDENCE RESORT PAKA, TERENGGANU**

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## LETTER OF TRANSMITTAL

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September 28, 1998

Tuan Haji Razali Abdul Rahman  
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Dear Sir,

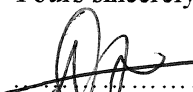
### INDUSTRIAL ATTACHMENT PROJECT PAPER

I hereby enclosed a report entitle "A Structural Determinants of Customer Satisfaction on Residence Resort Paka, Terengganu". The report addresses a research on customer satisfaction on Residence Resort Paka which aims to provide better understanding of the service performance. I do hope that this report will meet your requirement and achieve its desired objectives. Thank you for all the fruit full advice and guidance you have generously rendered for the completion of this report.

Complying this report was made possible with the help from many people and I wish to thank all of them for their support and cooperation.

Thank you.

Yours sincerely,

  
.....  
(NORIZAN BIN RUSLI)

FOTOSTAT TIDAK DIBENARKAN

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## ABSTRACT

The exploratory research (focus group) reported in this thesis offers several insights and propositions concerning customer's perceptions of service quality and customer satisfaction. The research study revealed certain dimensions that customers use in forming expectations about perceptions of services, dimensions that transcend different types of services. The research also pinpointed four key discrepancies or gaps on the service provider side that are likely to affect service quality as perceived by customers.

Customer satisfaction depends more on the service quality that stress on responsiveness, reliability, empathy, tangible and assurance. The structural determinants of customer satisfaction derived from the study emphasize on service sensitivities, cost sensitivities, facilities, and value.

The finding abstract from the market survey stated that lack of knowledge, training, lack of facilities and insufficient capacities, and public relations that affect the way quality services delivered. In line with management plans to improve its quality service, a customer satisfaction survey must be carried out in order to provide a better understanding of the service performance.

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