

**A STUDY ON CUSTOMER PERCEPTION TOWARDS SERVICES QUALITY AT  
SEBERANG PERAI MUNICIPAL COUNCIL (MPSP)**

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## **ABSTRACT**

This research was conducted to study the customer perception towards service quality at MPSP. The objective of this research is to investigate the relationship between customer perception toward service quality dimensions. The researcher had distributed the questionnaire among 384 customers of MPSP. Dimensions of service quality such as empathy, responsiveness and assurance are the independents variables that being selected by the researcher. After collecting that data and analyze it, the result shows that there is association or relationship between these independents variables and customer perception towards quality of service provided by MPSP. By conducting this research also, the researcher hopes that MPSP actually can upgrade their service or quality level in order to make sure that they can make customers always satisfy with service that company provided. And at the same time, this research also can solve the problem that MPSP facing nowadays that is a quality service level must high to compete with other convention and exhibition centre.