

**A STUDY ON SERVICE QUALITY AT REGISTRY OF
COMPANY (ROC) OFFICE, KOTA BHARU IN
CONJUNCTION WITH ITS CORPORATIZATION**

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APRIL 2000

LETTER OF TRANSMITTAL

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April 02, 2000

Encik Wan Fauzi bin Wan Mamat
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Dear Sir,

SUBMISSION OF THE RESEARCH STUDY ON SERVICE QUALITY AT REGISTRY OF COMPANY (ROC) OFFICE, KOTA BHARU IN CONJUNCTION WITH ITS CORPORATIZATION.

I enclosed herewith the compilation of marketing research report on the mutually agreed topic of *“A Study on Service Quality at Registry of Company (ROC) Office, Kota Bharu in Conjunction With Its Corporatization.*

I hope that you will find it satisfactory and meet the standard of your good self as regarded by the Faculty of Business and Management of UiTM.

I am very much obliged for all the guidance and support that have been given in completing this study .

Thank you.

Yours faithfully,



YUSNITA MOHD NOON

ACKNOWLEDGEMENT

I am indeed grateful to ALLAH THE ALMIGHTY for giving me the strength and endurance to overcome all sorts of difficulties in completing this research and eventually found the beauty of this study.

I am honored to dedicate this report to Encik Wan Fauzi b Wan Mamat whom has been the best Project Advisor and as the guiding force behind this effort as well as the development of this thesis. Thank you for your utmost guidance and assistance.

My special thanks is dedicated to En Wan Rahim b Wan Daud, the Manager of ROC Kelantan, his Assistant, Encik Kamarudin and all the staffs of ROC Kota Bharu for their unstinting support, understanding and hospitality through out my tenure in ROC.

This acknowledgement would not be complete without mentioning the encouragement and understanding given by my beloved husband in entertaining his back to school wife. To my dearest children, Nisha and Washin who made this possible in their own unique ways, thanks for your understanding and patient, belief that one day you would get your Mama's undivided attention.

To those whose efforts have made this study as what it is, Puan Norhaiyati Abd.Muin, please accept my heartiest appreciation. Since then, I wish that this report will contribute its significant benefits to whom that have their interest in it.

ABSTRACT

The concept of quality transcends product and service performance and encompasses all aspects of customer satisfaction. Customers not only want a product or demand a service that meets or performs exactly to their requirement, but they also want the product or service to be timely delivered, they want information on time, they like to have things that perform as claimed and somehow that closing the gap of their expectations with things delivered. Continuous improvement of quality and customer satisfaction is essential in today's turbulent world where the organization receives its forces. There are various factors that push for excellence in quality service such as the staff that being the valuable asset for the organization, the management as the key to the paradigm shift, and also other supporting environment whereby the most important is the Information Technology. This study focuses on the manner in which Registry of Company (ROC) Kelantan measure its quality level in further meeting its customers' needs and expectations, that being the key input of its corporatization exercise.