



**A STUDY ON CUSTOMER PERCEPTION TOWARDS SURIA BUMIRIA SDN. BHD.
SERVICES AND FACILITIES AT JESSELTON POINT (JP)**

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Table of Contents	Pages
<i>Acknowledgement</i>	<i>iv</i>
<i>List of Tables</i>	<i>v</i>
<i>List of Figures</i>	<i>vii</i>
<i>List of Definition of Terms</i>	<i>ix</i>
<i>Abstract</i>	<i>x</i>
Chapter 1: Introduction	
1.1 Background of Study	1
1.2 Problem Statement	3
1.3 Research Objectives	4
1.4 Research Questions	4
1.5 Significance of Study	5
1.6 Scope of Study	6
1.7 Theoretical Framework	6
1.8 Limitations of Study	6
1.9 Definition of Terms	7
Chapter 2: Literature Review	
2.1 Measuring Service Quality	8
2.2 Measuring Service Quality Gap	8
2.3 Customer Perception	11
Chapter 3: Research Methodology and Design	
3.1 Research Design	13
3.2 Target Population and Sampling Elements	14
3.3 Data Collection	15
3.4 Data Analysis Procedure	17
3.5 Frequency Distribution	17

Chapter 4: Research Findings and Analysis	
4.1 Research Findings	18
4.2 Research Analysis	39
Chapter 5: Conclusion and Recommendations	
5.1 Conclusion	52
5.2 Recommendations	53
Chapter 6: Bibliography	56
Chapter 7: Appendices	58

ABSTRACT

This study is all about the study on customer perception towards the company services and facilities at Jesselton Point (JP).

In this study, researcher will explain the services and facilities provided by the company at their operation site and also some articles that can be overview or example that related to the study. All study has own limitations. Thus, this study also includes some problem or limitation that might and will occur. The researcher also will explain to whom and in what way this research can be benefited.

Beside that, in this study researcher will explain type of research design used, the population of respondents, how to collect data and other research methodology. There are two types of data collection to support this research. Firstly, primary data where the researcher can get the information or data through questionnaires and personal interview. Secondly, is secondary data where the data gathered from other sources such as company journal, diaries, documents, personal letter, or computer databases. After the data obtained, the researcher will make a final analysis for the result. The researcher then can use the analysis data as the conclusion and recommendation towards Suria Bumiria Sdn. Bhd. services and facilities at Jesselton Point (JP).