



A STUDY ON  
THE CUSTOMER SERVICE QUALITY IN  
PROJECT DEPARTMENT IN SABAH CREDIT  
CORPORATION PENAMPANG, KOTA KINABALU

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MARCH 2008

## ACKNOWLEDGEMENTS

I would like to express my utmost gratitude to Mr. Lee Shu Men who is the Senior Manager and Head of the Project Section, whom has given his guidance throughout the practical training period and the information I needed during my research.

My appreciation also goes to my advisors especially to Mdm. Maznah Abdullah and Sir. Kamarulzaman Ishak from UiTM for the support and patience in dealing with me, thank you very much.

Not forget to my friends that are being helpful and supporters of this project, teak you to all of you and also to my lovely family that giving me support and encouragement in doing my project.

Lastly, I would like to express my sincere appreciation to all the Sabah Credit staff especially those who are in the Project Section, thank you for giving me the opportunity to share a glimpse of the working experience throughout the practical training period and your supporters. Thank you for being very nice and cooperative to me. This report will not be complete without their support.

Adele Andrew

March 2008



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## ABSTRACT

The aim of this study is to determine the service quality in 'Project Department' in Sabah Credit Corporation, Penampang, Sabah. There are five elements to focus in measuring service quality (SERVQUAL) in an organization for customer satisfaction and there are reliability, responsiveness, assurance, empathy, and tangibility.

Most of the respondents give a good perception with value of mean more than 3.0 which mean agreement of the respondents towards the service quality of the company is higher compare to the value of mean of less than 2.3 which mean disagreement of the respondents towards the service quality of the company is lower.

However, it was suggested that the company should take into consideration to overcome the problem to improve the service quality of the organization. The company can do a public relation with customer to get to know them better and can perform better in giving service to them.