



**A STUDY ON CONSUMERS' PERCEPTION TOWARDS THE SERVICE
QUALITY PROVIDED BY LABUAN FERRY CORPORATION WITH
SPECIFIC ILLUSTRATIVE OF THE WAWASAN PERDANA FERRY
SERVICING THE LABUAN-MENUMBOK ROUTE**

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This report is not an official account of the ferry service in the Federal Territory of Labuan. This is an independent study and none of those who helped me is responsible for the presentation of facts or for the views expressed. Insyah Allah.

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ABSTRACT

The study on customers' perception towards the service quality of the Wawasan Perdana ferry service has revealed result the reasons on why customers are not satisfied with the service quality of the ferry service provided by Labuan Ferry Corporation (LFC). In the service industry, it is important that service providers to maintain a certain level of standard where more customers can be attracted and retained by making sure that they are happy with the quality of service.

The study also reveal on the areas and attributes of the ferry service where LFC can make improvement in order to satisfy their customers. Clearly customers have expressed and even give their opinion, recommendations and suggestions on the service that need improvement that can make them happy and satisfied. If LFC can make such improvement, then their position as the main ferry operator in Labuan can be maintained.