



SERVICE QUALITY AND CUSTOMER
SATISFACTION:
A STUDY ON RECEPTION AREA OF SABAH
FISHERIES AND FISHERMEN DEVELOPMENT
CORPORATION
(KO-NELAYAN)

NOR HASYEMAWATY BINTI AG BAKAR
2007129149

BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH

OCTOBER 2009

ACKNOWLEDGEMENT

In the name of Allah, Most Gracious, Most Merciful.

All praises to the Almighty Allah, for giving me the strength, patience and guidance throughout the process of completing this research study. I am grateful to have the support and motivation from many people throughout completing this study and I would love to take this opportunity to thank those who are either directly or indirectly involved during the process this study is conducted.

Most immediately, my special gratitude goes to my respective advisor and second examiner, Mdm Sharifah Nurafizah Syed Annuar and Mdm Cynthia @ Annamaria Robert Daway respectively, for their never ending guidance and recommendations in every stage of this study. Their advices absolutely facilitate me a lot in carrying out this study and also not forgotten to Universiti Teknologi MARA Sabah for their cooperation and help throughout the entire duration of the study.

My token of appreciation also goes to my beloved family members who never failed to be there for their love, support and prayers. Last but not least, I would like to take this opportunity to thank all my friends, especially my two best friends and classmates BBA Part 6 for their never ending supports. May Allah S.W.T bless all of us.

Thank you very much.

Nor Hasyemawaty Binti Ag Bakar

UiTM Sabah

October 2009

TABLE OF CONTENTS

Page

ACKNOWLEDGEMENT	II
LIST OF TABLE	III
LIST OF FIGURE	IV
ABSTRACT	V
3.3 DATA ANALYSIS METHOD	27

CHAPTER ONE: INTRODUCTION

1.0	OVERVIEW OF THE COMPANY	01
1.1	BACKGROUND OF STUDY	03
1.2	PROBLEM STATEMENT	05
1.3	RESEARCH QUESTION	07
1.4	RESEARCH OBJECTIVE	08
1.5	SCOPE	09
1.6	SIGNIFICANT OF STUDY	10
1.7	LIMITATION OF STUDY	11
1.8	DEFINITION OF KEY TERMS	12

CHAPTER TWO: LITERATURE REVIEW

2.0	INTRODUCTION	13
2.1	CHARACTERISTIC OF SERVICE	13
2.2	CUSTOMER SATISFACTION	17
2.3	RESEARCH MODEL	18
2.4	RESEARCH HYPOTHESES	19
2.5	CONCLUSION	20

CHAPTER THREE: RESEARCH METHODOLOGY

3.0	INTRODUCTION AND RECOMMENDATION	22
3.1	STUDY VARIABLES	22
3.2	MEASUREMENT OF VARIABLE	23
3.3	POPULATION AND SAMPLE	24
3.4	DATA COLLECTION METHOD	26
3.5	DATA ANALYSIS METHOD	27
3.6	CONCLUSION	28

CHAPTER FOUR: FINDING AND ANALYSIS

4.0	INTRODUCTION	29
4.1	RESPONDENT'S DEMOGRAPHIC BACKGROUND	29
4.2	RESPONDENTS PERCEPTION TOWARDS KO-NELAYAN RELIABILITY	32
4.3	RESPONDENT'S PERCEPTION TOWARDS KO-NELAYAN RESPONSIVENESS	36
4.4	RESPONDENTS PERCEPTON TOWARDS KO-NELAYAN ASSURANCE	40
4.5	RESPONDENT'S PERCEPTION TOWARDS KO-NELAYAN EMPATHY	44
4.6	RESPONDENT'S PERCEPTION TOWARDS KO-NELAYAN TANGIBILITY	48
4.7	RESPONDENTS PERCEPTION TOWARDS KO-NELAYAN OVERALL CUSTOMER SATISFACTION	52
4.8	INFERENTIAL ANALYSIS	57
4.9	DISCUSSION OF RESULT	63

ABSTRACT

This research is about the investigation on the fact that the five key dimensions of service quality can lead to greater customer satisfaction on the reception area in Ko-Nelayan. The data was collected by interviewing the general public coming in to Ko-Nelayan office through the use of questionnaires. Observation was conducted during the study and the problem was identified immediately. Besides that, the relationships between dependent and independent variables also were discussed in more detail in this research. Where the dependent variable is customer satisfaction and the independent variable is the five key dimensions of service quality that comprised of reliability, responsiveness, tangible, assurance and empathy. From the data collection, Ko-Nelayan discovered how some of the independent variables are able to influence the dependent variable, thus can lead to greater customer satisfaction of the company.