

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATIONS  
(HONS) MARKETING  
FACULTY OF BUSINESS AND MANAGEMENT

**CUSTOMER SATISFACTION TOWARDS POSLAJU  
NATIONAL COURIER KOTA KINABALU**

DECLARATION OF ORIGINAL WORK

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I hereby declare that

**SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR  
THE BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
MARKETING**

degree, totally or otherwise, consistently submitted for this  
degree and any other degree.

The project paper is the result of my independent work and  
investigation, upon which I have taken full responsibility.

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and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

**NOVEMBER 2006**

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## ABSTRACT

This project paper is the final requirement for final year students of the Bachelor of Business Administration (Hons) Marketing course. This study is mainly about a "Customer Satisfaction towards PosLaju National Courier Kota Kinabalu Sabah". The SERVQUAL concept has been used in order to measure the level of satisfaction through a set of five dimensions which consists of reliability, responsiveness, assurance, empathy and tangibility. There are 105 respondents that conduct by distributing questionnaire that involved contract customers and walk-in customers (individuals) of PosLaju National Courier and successfully returned their questionnaires. It serves three main purposes; to identify the level of customer satisfaction towards services provided by PosLaju National Courier, to identify the level of quality of services based on SERVQUAL dimensions that offered by PosLaju National Courier and to identify strategies that need to be done for improvement purposes.

The survey was conducted by using the convenience sampling technique, which was one of the non-probability sampling procedures. Based on the findings from this study, we can recommends several measures to be taken by the management of PosLaju National Courier concerned in their quest of finding competitive advantage in the marketplace and hopes that it will help in improving their level of services.