



**THE EFFECT OF RENTAL QUALITY (RENTQUAL) TOWARDS
CUTOMER SATISFACTION IN CAR RENTAL SERVICES**

**MOHD THOBRANI BIN SABDIN
2017267098**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TECKNOLOGI MARA
KOTA KINABALU SABAH**

DECEMBER 2019

ACKNOWLEDGEMENT

I would like to express my deepest gratefulness to all the people who give me this possibility and opportunity to complete this research. I would like to give another sincere thanks to all of the people who direct and indirectly involved to finish this research. A special gratitude I give to my supervisor, Dr. Hasnawati binti Guliling and Mr Kamarulzaman bin Ishak who are contributing in stimulating suggestions and encouragement, supervise my research and helped me to coordinate the research. I highly indebted to the students who spending their time answering our questionnaire. Special thanks to my parents who always motivate me and help me in monetary term. Without their support, I might give up on this research. Last but not least, my last thanks and appreciation goes to my classmates and seniors who willingly help me to brainstorm and together developing this research with their abilities.

Mohd Thobrani bin Sabdin
Bachelor of Business Administration with Honors (Marketing)
Faculty of Business Management
Universiti Tecknologi Mara
Kota Kinabalu Sabah

TABLE OF CONTENT

PAGE	
TITLE PAGE	i
DECLARATION OF WORK	ii
LETTER OF SUBMISSIONS	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v-
viii	
LIST OF FIGURES	ix
LIST OF TABLES	x
ABSTRACT	xi
CHAPTER 1	INTRODUCTION
1.1 Introduction	1-2
1.2 Problem Statement	3-4
1.3 Research Question	5
1.4 Research Objective	5
1.5 Scope of Study	6
1.6 Significance of Study	7

CHAPTER 2

LITERATURE REVIEW

2.1 Customer's satisfaction	8-10
2.2 Comfort	10-12
2.3 Delivery	13-15
2.4 Accessibility	16-17
2.5 Safety	17-18
2.6 Handing over	19-20
2.7 Ergonomics	21-23
2.8 Proposed Research Framework	24
2.9 Proposed Research Hypotheses	25-26

CHAPTER 3

METHODOLOGY

3.1 Source of Data	27
3.1.1 Primary Data	27
3.1.2 Secondary Data	27
3.2 Research Design	28
3.2.1 Causal Research	28
3.3 Research Instrument	28
3.3.1 Questionnaire	28
3.3.2 Online Questionnaire	29
3.4 Sampling	29
3.4.1 Population	30

ABSTRACT

This study is conducted to determine the rental quality of car rental services in Sabah. RENTQUAL model will be used to measure customer's satisfaction towards the car rental services. The attributes in this study are comfort, handling over, delivery, security, ergonomics and accessibility. This research will be based on survey carried out from online questionnaires which is through Google Form and it involves 150 respondents. The software that being used to analyse the data is IBM SPSS Statistics 25. Findings shows that delivery can be consider being concern on car rental business since it is the closest one to significant then the other. In this research it will stated the plan and suggestion to improve the quality. Thus, it is hope that the information and solution on this research will be helpful and can be utilize for future researchers and businessman.