

**THE EFFECTIVENESS OF SERVICE QUALITY
TOWARDS CUSTOMER SATISFACTION AT
MELAKA INTERNATIONAL TRADE CENTRE**

SHAIFUL BAHTIAR BIN BAHSAN

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

**FACULTY OF BUSINESS MANAGEMENT
UITM KAMPUS BANDARAYA MELAKA**

2007

ABSTRACT

This research is about a study the effectiveness of service quality towards customer satisfaction at Melaka International Trade Centre (MITC). Factors such as service quality and customer satisfaction have been identified in order to investigate whether or not these factors have a relationship with customer satisfaction.

The survey is conducted at Melaka area. The sample size for this study is 100 respondent which is customers of Melaka International Trade Centre. Data obtained using two methods that are primary. Respondents are required to answer the questionnaires that contain element that potentially have relationship with service quality and customer satisfaction. Data are analyzed using Reliability Test, Pearson Correlation Analysis through SPSS Program.

The result shows that all dimensions in service quality which is tangible, reliability responsiveness, empathy and assurance have significant relationship on customer satisfaction. From the finding also customers do not satisfied with the service quality provide by Melaka International Trade Centre because the customers' perception greater than their expectation.

ACKNOWLEDGEMENT

First and foremost, my gratitude goes to Allah S.W.T for giving me health, strength and patience in completing this research.

My warmest gratitude goes to **Mr. Mazizuan Bin Mazalan**, my first advisor and **Mr Noor Azam Bin Abd. Aziz** as my second advisor, for giving me guidance and advice besides offering valuable comments and suggestions throughout the development of this study.

I also would like to acknowledge Melaka International Trade Centre. for allowing me to complete my practical training as Management Trainee in the Marketing Department. Special thanks go to **Mrs. Agnes Wong**, Marketing Manager of the Company, who gave me access, cooperation and invaluable insights in relation to the relevant information gathered for the study and allowing me to use the facilities in the office to complete this study.

Furthermore, I would like to convey my appreciation to my father, **Mr. Bahsan Bin Nadir**, my mother, **Mrs Ainon Hj. Omar** for their constant advice and prayers for the success of this study.

In addition my heartfelt gratitude to **Miss Muslihah Mustafa Ferkeri** for his help, advice and tolerance in making this research complete. Last but not least, my thanks also go to my friends Mrs. Muhamad Zaki Ibrahim, Miss Intan Ardila Adam, Miss Suhailey Hussin, and Miss Siti NorHaslinda Ibrahim for their advice and guidance that they have contributed in one way or another in this study.

TABLE OF CONTENT	PAGE
ACKNOWLEDGEMENT	iv
LIST OF TABLES	ix
LIST OF FIGURES	x
ABSTRACT	xi
 CHAPTERS	
 1. INTRODUCTION	
1.1. Introduction	2
1.2. Background of company	4
1.3. Problem Statement	5
1.4. Objective Of The Study	7
1.5. Research Questions	7
1.6. Research Hypothesis	8
1.7. Theoretical Framework	9
1.8. Scope and Coverage	10
1.9. Significance of Study	11
1.10. Definitions of Terms	12
1.11. Limitations of Study	14
 2. LITERATURE REVIEW	
2.1. Introduction	17
2.2. Customer Satisfaction	17
2.4. Service	21
2.5. Service Qualification System	21
2.5.1. Nature Of Organization	22
2.5.2. Nature Of Service	22
2.5.3. Customer Relationship	23
2.5.4. Nature Of Demand	26
2.6. Quality Dimension	24
2.6.1. Transcendent Approach	24
2.6.2. Product Based Approach	24