



**THE EFFECTIVENESS OF SERVICE QUALITY  
TOWARDS CUSTOMER SATISFACTION: A CASE OF  
RANHILL BERSEKUTU SDN BHD**

**NOR HASLIZA BINTI AHMAD FUAD  
2009895018**

**BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (INTERNATIONAL BUSINESS)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA**

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## LETTER OF SUBMISSION

5 May 2011

The Head of Program  
Bachelor of Business Administration (Hons) International Business  
Faculty of Business Management  
Universiti Teknologi MARA  
Bandaraya Melaka  
Melaka

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**The Effectiveness of Service Quality towards Customer Satisfaction: A case of Ranhill Bersekutu Sdn Bhd**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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NOR HASLIZA BINTI AHMAD FUAD  
2009895018  
Bachelor of Business Administration (Hons) International Business

## **Acknowledgement**

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Thank you.

## **Abstract**

This research is conducted to investigate the effectiveness of service quality dimension towards customer satisfaction in LRT System 2 especially at Ampang Park and Pasar Seni which is one of the projects by Ranhill Bersekutu Sdn Bhd. The purpose of this study is to analyze the relationship between three dimensions which are reliability, responsiveness and assurance towards customer's satisfaction at LRT System 2 at Ampang Park and Pasar Seni.

Nowadays, people live in the environment which they have to pressed for time when they want to transit to another location. So, LRT are most acceptable public transport that they want to use. Due to that, service quality at LRT must improve from time to time to make customer satisfied with the service. This study for sure gives a benefits to LRT System 2 management, to know the level of satisfaction of their customers.

To gather the feedback from customers, this study was use two method of collecting data which are primary data and secondary data. The questions were distributed to 150 respondent and there are about 131 question was completely responded. After the data gathered, the software of SPSS version 18 was conducted the results. The results indicate there is a relationship between three service quality dimensions towards customer satisfaction at LRT System 2 at Ampang Park and Pasar Seni.

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