

AUTHOR'S DECLARATION

UNIVERSITI TEKNOLOGI MARA

**A STUDY ON SERVICE QUALITY
DIMENSIONS TOWARDS
CUSTOMER SATISFACTION OF
SINAR MUSTIKA**

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ACKNOWLEDGEMENT ABSTRACT

The main objectives of this Applied Business Research project are to determine the service quality dimensions towards customer satisfaction of Sinar Mustika Restaurant, to identify the customer satisfaction level based on the service quality dimensions of Sinar Mustika Restaurant and to examine the relationships between service quality dimensions and customer satisfaction of Sinar Mustika Restaurant. The SERVQUAL service quality dimensions: Tangibles, Reliability, Responsiveness, Assurance and Empathy will be discussed further in this research study. The research is done through distributing questionnaire to respondents while the target population are the customers of Sinar Mustika Restaurants (Inanam, Putatan and Penampang) in Sabah, Malaysia. During the process of analysing data, the Statistical Package for Social Science (SPSS) version 20.0' was used. Respondent's feedback was analysed and presented through the test of Reliability Analysis, Descriptive Analysis, Frequency Distribution, Factor Analysis and Spearman's Correlation Analysis. As the finalist of this research study, discussion on major findings as well as recommendation will be discussed in more detailed.

Keywords – Service Quality, Customer Satisfaction, Service Quality Dimensions SERVQUAL, Restaurant.

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