

UNIVERSITI TEKNOLOGI MARA
FAKULTI SAINS PENTADBIRAN DAN PENGAJIAN POLISI



SERVICE QUALITY AND CUSTOMER SATISFACTION
A STUDY AT MAJLIS BANDARAYA MELAKA BERSEJARAH

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CLEARANCE FOR SUBMISSION OF THE RESEARCH REPORT BY THE SUPERVISOR

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Title of Research Report: Service Quality and Customer Satisfaction: A Study at Majlis Bandaraya Bersejarah

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I have reviewed the final and complete research report and approved the submission of this report for evaluation.

Miss Jamhirah Binti Abdullah

First Supervisor

Date:

Dr. Nasreen Miza Hilmy Nasrijal

Second Supervisor

Date:

DECLARATION

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

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Thank you.

ABSTRACT

Our research project paper title is ‘Service Quality and Customer Satisfaction: A Study at Majlis Bandaraya Melaka Bersejarah Area’. We want to study about the customer satisfaction towards Majlis Bandaraya Melaka Bersejarah (MBMB) area because the issue raising which the customer is not satisfied with the service that MBMB delivered to them. Our research objectives is to identify any significance relationship between service quality and customer satisfaction towards local government basic services, to recognize the most influential factor affecting customer satisfaction towards local government basic services, and to recognize the least influential factor affecting customer satisfaction towards local government basic services.

Our research method is from the citizen from Bandar Melaka, Padang Temu, and Padang Semabok; stratified sampling technique of 387 respondents will be selected and surveyed to determine any relationship between the service quality attributes with the level of customer satisfaction. The questionnaire will be distributed to the respondent to get information about their level of satisfaction toward MBMB services delivered. Other than that in this research, data will be analyzed using the statistical correlations between measured variables.