



**A STUDY ON THE LEVEL OF SERVICE QUALITY :
CASE FOR NORTHPORT MALAYSIA BHD AS
MALAYSIA'S WORLD PORT**

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ABSTARCT

This research is about a study on the level of service quality in Northport (M) Bhd as Malaysia's world port. Researcher has found out that to measures service quality, factors such as reliability, tangibles, responsiveness, assurance and empathy are important. However, in this research, researcher decided to choose the critical factors that are reliability, tangibles and responsiveness to measures the level of service quality in Northport (M) Bhd.

Based on the annual report of the company for the year 2005 and 2007, a declined of market share has been identified by researcher as the main problem faced by the company. The competitive situation between Northport (M) Bhd and their competitor has been the issue that must be solve. Service quality is one way to help the company in the tough situation. So, the objectives of doing this research is to identify the current level of service quality provided by Northport (M) Bhd to their customers as well as to analyse the strength and weaknesses of Northport (M) Bhd in their port operation.

Questionnaires were distributed to the respondents whom the customers of Northport (M) Bhd with vary in background. Simple Random Sampling has been used to select the respondents. The sample size for this research is 80 respondents and researcher used primary and secondary data collection method as well. The Statistical Package for the Social Science (SPSS) version 14.0 has been used for the data interpretation and analysis. The results were in form of reliability testing, frequency, cross tabulations, one way ANOVA and correlation.

For overall findings, the results of the level of service quality provided by Northport (M) Bhd is at the medium level. Northport should increase their service quality in order to increase their performance in future.

CHAPTER ONE: INTRODUCTION

Northport is Malaysia's largest operator of multi-purpose port, handling 60% of the nation's trade. It is also Malaysia's pioneer port bringing along with it 103 years of rich heritage in port dynamics. There were 81 shipping lines as well as 44 conventional and 502 container vessels made approximately 8,000 ship calls to Northport last year, providing services to 300 ports of call in major parts of the world.

Northport is a major hub port and an integral component of the transportation pipeline in the region. With increased connectivity to ports in China and the East Asia and increase in the spread of services linking US ports, the Mediterranean and Europe, Northport now offers more links to worldwide ports than any other port in Malaysia and has emerged as one of the most important hub ports in the region. With growing demand for more sophisticated facilities rising from the surge in global trade, Northport beckons to offer viable solutions to shippers intending to maximize returns through their operational presence in this region.

Despite all the advantages that Northport (M) Bhd have as the Malaysia's world port, there are still several aspects that need to be focus on in order to enhance their throughput and profit every year. When analyzing Northport (M) Bhd from their overall performance and also annual report from every division, researcher has found out that the company actually faces a very challenging situation started when their great competitor, Westport Malaysia Bhd had run plenty of strategy to compete in the port authority.

Based on 2006 report, throughput for Northport (M) Bhd was declined compared to previous year. Management had identified that the company have several disadvantages and need to be improved as soon as possible. The company's problems are first, is their rate. As one of the giant company in Malaysia, government also has some authority in their management.