

**THE EFFECTIVENESS OF SERVICE QUALITY  
PERFORMED BY THE NEW STRAITS TIMES PRESS  
(MALAYSIA) BERHAD TOWARDS CUSTOMER  
SATISFACTION**

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<b>TABLE OF CONTENTS</b>	<b>PAGE</b>
<b>ACKNOWLEDGEMENT</b>	iv
<b>TABLE OF CONTENTS</b>	v
<b>LIST OF TABLE S</b>	viii
<b>LIST OF FIGURE</b>	ix
<b>ABSTRACT</b>	x
 <b>CHAPTERS</b>	
 <b>1. INTRODUCTION</b>	
1.1 Introduction	2
1.2 Background of Study	7
1.3 Problem Statement	8
1.4 Research Questions	10
1.5 Research Problems	10
1.6 Theoretical Framework	11
1.7 Significance of Study	14
1.7.1 Company	14
1.7.2 Employee	14
1.7.3 Researcher	15
1.7.4 Faculty	15
1.8 Scope of Study	15
1.9 Definition of Terms	16
1.9.1 Dependent variable	16
1.9.2 Independent variable	16
1.9.3 Reliability	16
1.9.4 Responsiveness	17
1.9.5 Tangible	17
1.9.6 Empathy	17
1.9.7 Assurance	17
1.9.8 Customer Satisfaction	17
1.9.9 Service Quality	18
1.9.10 Effectiveness	18
 <b>2. LITERATURE REVIEW</b>	
2.1 Introduction	20
2.2 Service Quality	20
2.3 Dimensions of Service Quality	22
2.3.1 Reliability	22
2.3.2 Responsiveness	23

2.3.3	Tangible	24
2.3.4	Empathy	26
2.3.5	Assurance	27
2.4	Customer Satisfaction	28
2.5	Relationship between Customer Satisfaction and Service Quality	28
2.6	Impact of Service Quality on Organization	29
2.7	Effectiveness	30
2.8	Theoretical Framework	31
2.8.1	Service Quality	31
2.8.2	Customer Satisfaction	33
<b>3.</b>	<b>RESEARCH METHODOLOGY</b>	
3.1	Research Design	35
3.2	Population	35
3.3	Sampling	35
3.4	Data Collection Method	36
3.4.1	Primary Data	36
3.4.2	Questionnaires	37
3.4.3	Secondary Data	38
3.5	Data Analysis and Interpretation	39
<b>4.</b>	<b>DATA ANALYSIS AND INTERPRETATION</b>	
4.1	Introduction	42
4.2	Reliability Analysis	42
4.3	Respondent Background	43
4.4	Research Objective 1	45
4.5	Research Objective 2	53
4.6	Pearson Correlation	58
<b>5.</b>	<b>CONCLUSIONS AND RECOMMENDATIONS</b>	
5.1	Introduction	63
5.2	Conclusion	63
5.3	Recommendations	64
5.3.1	Improve reliability and empathy	64
5.3.2	Develop effective service recovery strategies for use when service failures do occur	65
5.3.3	Handling customer complaints	66
5.3.4	Customer research	66
5.3.5	Providing feedback	67
5.3.6	Training program	67

## ABSTRACT

Customer nowadays rates service quality as the thing that they seek in most service industry. The service quality later leads to high customer satisfaction. Customer satisfaction is crucial to the survival of any business organization. However, service failures are often unavoidable due to human and non-human errors. Such failures to perform a service inevitably lead to customer dissatisfaction.

This study is mainly focuses on the effectiveness of service quality performed by The New Straits Times Press (Malaysia) Berhad towards customer satisfaction. First objective is to examine whether current service given by NSTP meets customer perception and expectation. Customer will satisfy if perceived service is greater than expected service. Second objective is to determine the relationship between service quality and customer satisfaction. The relationship examined by using Pearson Correlation. Third objective is to identify a good solution on how to deliver best service to customer. Some recommendations have been suggest as the solution.

The researcher chooses descriptive as the research design. Simple random sampling (probability technique) is used because the element in the population has a known and equal probability of selection. Every element is selected independently of every elements and the sample is drawn by a random procedure. The study was carried out at The New Straits Times Press (Malaysia) Berhad, Kuala Lumpur.

Beside that, some suggestions have been recommending to The New Straits Times Press (Malaysia) Berhad so that can help to improve the service quality in future.