

**A STUDY ON RELATIONSHIP BETWEEN
SERVICE QUALITY AND CUSTOMER
SATISFACTION TOWARDS STADIUM HANG
JEBAT MELAKA IN 2007**

NOOR AZFAR AKMAL BIN BAHARA

**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

2007



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Noor Azfar Akmal bin Bahara, (I/C Number: 851120-14-6481)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

6/11/2007

LETTER OF SUBMISSION

6th NOVEMBER 2007

The Head of Program
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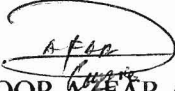
Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled **"A STUDY ON RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION TOWARDS STADIUM HANG JEBAT MELAKA IN 2007"** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely


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ABSTRACT

The cost of getting new customers is much higher than the cost of maintaining the existing customers. Therefore, it is important for the company to foster customer satisfaction in order to create customer loyalty. This research is about a study on relationship between service quality and customer satisfaction towards Stadium Hang Jebat Melaka in 2007. Element of service quality such as tangibility, reliability, responsiveness, assurance and empathy have been identified in order to investigate whether or not those elements have significant relationship with customer satisfaction.

The survey is conducted at Stadium Hang Jebat Melaka, Stadium Hang Tuah Melaka, Stadium Tun Fatimah Melaka and other locations in Melaka area such as Ayer Keroh, Alor Gajah, Bandar Hilir and Jasin. The sample size for this study is 50 customers who had used and experienced Stadium Hang Jebat Melaka services and facilities. Data obtained using two methods that are primary and secondary data. Respondents are required to answer the questionnaires that include the statements regarding relationship between service quality and customer satisfaction towards Stadium Hang Jebat Melaka in 2007. Once the necessary data has been collected, the data will be analyzed and summarized in a readable and easily interpretable form. The Statistical Package for the Social Science (SPSS) version 15.0 has been used to summarize the data. The results are in the form of reliability testing, frequency and correlation. Based on this research, the result indicates that there are significant relationship between all the elements of service quality which include tangibility, reliability, responsiveness, assurance and empathy. In additional, based on the mean and standard deviation for each factor, the first rank that gives the highest significant level according to their

relationship with customer satisfaction is tangibility. It is followed by the second rank which is assurance, third rank is responsiveness, fourth rank is reliability and lastly the fifth one is empathy.