

**A STUDY ON RELATIONSHIP BETWEEN
SERVICE QUALITY AND CUSTOMER
SATISFACTION: A CASE STUDY OF MELAKA
INTERNATIONAL TRADE CENTRE (MITC)**

NORAZAH BINTI MOHAMED YAZID

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

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

2007

DECLARATION OF ORIGINAL WORK



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

“DECLARATION OF ORIGINAL WORK”

I, Norazah Binti Mohamed Yazid, (I/C Number: 841216-04-52480)

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 his degree or any other degrees.
- This project paper is the result of my independent work investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledge.

Signature: Norazah Binti Mohamed Yazid

Date : 11 May 2007

LETTER OF SUBMISSION

11 May 2007

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
78000 Alor Gajah
Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Enclosed herewith is the project paper titled "**A STUDY ON RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION: A CASE STUDY OF MELAKA INTERNATIONAL TRADE CENTRE (MITC)**" to fulfill the requirements as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,


.....
(NORAZAH BINTI MOHAMED YAZID)
2005639377
Bachelor of Business Administration (Hons) Marketing

| TABLE OF CONTENTS | PAGE |
|--|-------------|
| ACKNOWLEDGEMENT | iv |
| LIST OF TABLES | v |
| LIST OF FIGURES | vi |
| ABSTRACT | vii |
| CHAPTERS | |
| 1. INTRODUCTION | |
| 1.1 Introduction | 2 |
| 1.1.1 Company Background | 3 |
| 1.2 Background of the Study | 6 |
| 1.3 Problem Statement | 7 |
| 1.4 Research Objectives | 10 |
| 1.5 Research Questions | 10 |
| 1.6 Significance of Study | 11 |
| 1.7 Scope of Study | 12 |
| 1.8 Limitation of Study | 12 |
| 1.9 Definition of Terms | 14 |
| 2. LITERATURE REVIEW | |
| 2.1 Introduction | 17 |
| 2.2 Service Quality | 18 |
| 2.2.1 Impact of Service Quality on Organization | 19 |
| 2.3 Customer Satisfaction | 21 |
| 2.3.1 Relationship between Customer Satisfaction and Service Quality | 23 |
| 2.4 Theoretical Framework | 26 |
| 2.5 Research Hypotheses | 28 |
| 3. RESEARCH METHODOLOGY | |
| 3.1 Introduction | 31 |
| 3.2 Population of Study | 32 |
| 3.3 Sampling | 32 |
| 3.3.1 Sampling Frame | 32 |
| 3.3.2 Sampling Size | 32 |
| 3.3.3 Sampling Technique | 33 |
| 3.4 Data Collection Method | 33 |
| 3.5.1 Primary Data | 34 |
| 3.5.2 Secondary Data | 34 |
| 3.5 Questionnaire Design | 35 |
| 3.5.1 Structured Question | 35 |

ABSTRACT

This research is about a study on relationship between service quality and customer satisfaction at Melaka International Trade Centre (MITC). Factors such as service quality and customer satisfaction have been identified in order to investigate whether or not these factors have a relationship with customer satisfaction.

The survey is conducted at Melaka area. The sample size for this study is 40 organisations which is customers of Melaka International Trade Centre. Data obtained using two methods that are primary and secondary data. Respondents are required to answer the questionnaires that contain element that potentially have relationship with service quality and customer satisfaction. Data are analyzed using Reliability Test, Pearson Correlation Analysis as well as Gap analysis through SPSS Program.

The result shows that all dimensions in service quality which is tangible, reliability responsiveness, empathy and assurance have significant relationship on customer satisfaction. From the finding also customers do not satisfied with the service quality provide by Melaka International Trade Centre because the customers' perception greater than their expectation.