

**CUSTOMER SATISFACTION AT CONTAINER  
OPERATION DEPARTMENT OF NORTHPORT  
(MALAYSIA) BERHAD**

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

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

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## DECLARATION OF ORIGINAL WORK



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

### “DECLARATION OF ORIGINAL WORK”

I, Mazlina binti Samsidi, (840510-10-5374)

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 acknowledgement.

Signature: Mazlina

Date: 28/4/2006

## LETTER OF SUBMISSION

28 April 2006

The Head of Program  
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Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "CUSTOMER SATISFACTION AT CONTAINER OPERATION DEPARTMENT OF NORTHPORT (MALAYSIA) BERHAD" to fulfill the requirements as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours sincerely,



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## **ABSTRACT**

The relationship between service quality and customer satisfaction has received considerable academic attention in the past few years. But the nature of the exact relationship between service quality and customer satisfaction is still shrouded with uncertainty. This study attempts to identify which service quality dimension mostly importance for the customer, to identify the level of customer satisfaction and to examine the link between service quality and customer satisfaction by using SERVQUAL Model developed by Parasuraman et.al. A total of 44 companies were selected as a respondent to answer a questionnaire. The results indicate that reliability is an important dimension for port user and most of the customers are not satisfied with tangible dimension. The finding also showed that the two constructs are indeed independent but are closely related, implying that an increase in one is likely to lead to an increase in another.