

SERVICE QUALITY OFFERED BY POS
MALAYSIA, KUALA LUMPUR IN FULFILLING
CUSTOMER SATISFACTION

NORAZILAH BT RAMLI
2003478054

Submitted in Partial Fulfillment
of the Requirement for the
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(Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
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MELAKA

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LETTER OF SUBMISSION

28 April 2006

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

Attached is the project paper titled "SERVICE QUALITY OFFERED BY POS MALAYSIA, KUALA LUMPUR IN FULFILLING CUSTOMER SATISFACTION" to fulfill the requirements as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



NORAZILAH RAMLI

2003478054

Bachelor of Business Administration (Hons) Marketing

DECLARATION OF ORIGINAL WORK



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

“DECLARATION OF ORIGINAL WORK”

I, Norazilah bt Ramli, (840213-02-5220)

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: _____

A handwritten signature in black ink, appearing to be 'Norazilah', written over a horizontal line.

Date: 28/4/2006

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ABSTRACT

This study is about Service Quality Provided by Pos Malaysia in Fulfilling Customer Satisfaction. Service quality is very important in order to produce the best and high quality in product or services in fulfilling customer's needs and wants. Customers are most preferred by the quality rather than quantity. They are willing to pay more to get the best and high quality services. If they satisfied with the services, they will continue using them. If not, they will complaint and maybe stop using the services.

For this research, 100 respondents were selected within 5 km around Pos Malaysia, Dayabumi Complex which include Putra-LRT station, Central Market and others. The respondents were from variety of age, gender, occupation and other criteria. They were chose in order to know their level of satisfaction with the services provided by Pos Malaysia. Any comments and complaints can help the company to improve its services. Also, always provide a good and high quality of services to the customers in order to fulfill customer's satisfaction.