



A STUDY ON EFFECTS OF SERVICE QUALITY DIMENSION TOWARDS
CUSTOMER

SATISFACTION IN Z RICH CORPORATION SDN BHD

AFIQAH IZZATI BINTI OSMAN

2011674246

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

BANDARAYA MELAKA

JAN 2015

**A STUDY ON EFFECTS OF SERVICE QUALITY DIMENSION TOWARDS
CUSTOMER
SATISFACTION IN Z RICH CORPORATION SDN BHD**

**AFIQAH IZZATI BINTI OSMAN
2011674246**

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

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UITM)
MALACCA CITY CAMPUS**

JANUARY 2015

(ii)

**UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA
DECEMBER 2014**

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA
“DECLARATION OF WORK”**

I, AFIQAH IZZATI BINTI OSMAN ,
5318)

(I/C Number : 890604-05-

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 and investigation, except otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specially acknowledges.

Signature: _____

Date: January 2015

(iii) LETTER OF SUBMISSION

Faculty of Business Management
Universiti Teknologi Mara
110 Off Jalan Hang Tuah
75300 Melaka
January , 2015

Miss Geetha A/P Muthusamy
Practical Training Advisor
Faculty Business Administration
MARA University of Technology
110 Off Jalan Hang Tuah
75300 Melaka.

Dear Miss,

RE : THE SUBMISSION OF FINAL THESIS REPORT

Regarding the matter above, enclosed within is my research paper titled “ A Study on Effects of Service Quality Dimension Towards Customers Satisfaction in Z Rich Corporation Senawang.

This research paper is partial requirement for fulfillment of BBA (Hons) Marketing. The objective of the study is to measure the relationship of service quality dimension towards customer satisfaction in Z Rich Corporation Sdn Bhd.

Hopefully ,this report meets your anticipated requirements and expectations.

Thank you

Yours sincerely,

.....
AFIQAH IZZATI BINTI OSMAN
2011674246
Bachelor of Business Administration (Hons) Marketing
Faculty Business Mangement
Universiti Teknologi MARA
UiTM Kampus Bandaraya Melaka

(vii)

Abstract

The purpose of this study is to identify the effect of service quality dimension (SERVQUAL model) towards customer satisfaction in Zrich Corporation ,The five dimension of SERVQUAL have been influence on customer satisfaction.The five dimension are tangible, reliability, responsiveness, assurance and empathy as the independent variables while for the dependent variable is customer satisfaction..This research have been improved by questionnaire for the purpose of data collection and distributing it to 100 respondent and the questionnaire were filled up by the customers who come to Zrich showroom and also customer who already purchased the product before.

Key words : Customer satisfaction, Service quality, SERVQUAL