



**THE STUDY OF FACTORS DETERMINING SERVICE
QUALITY OF THE CUSTOMER SERVICE AGENTS
IN PASSENGER HANDLING DEPARTMENT
(KL AIRPORT SERVICES SDN BHD)**

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NOVEMBER 2010



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“DECLARATION OF ORIGINAL WORK”

I, AZWANI BINTI ABU BAKAR, (I/C Number: 870510-05-5538)

Hereby, declare that,

This work has not previously been accepted in substance for any degree, locally and overseas and is not being concurrently submitted for this degree or any other degree.

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.

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LETTER OF SUBMISSION

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "A CASE STUDY OF FACTOR DETERMINING SERVICE QUALITY OF CUSTOMER SERVICE AGENT IN PASSENGER HANDLING DEPARTMENT AT KL AIRPORT SERVICES SDN BHD". To fulfill the requirement as needed by the faculty.

Thank you.

Yours sincerely,

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ABSTRACT

The long term success of organizations depends on many factors. In the service sector organizations need to strive through service quality. The organizations try to satisfy customers by providing best quality services. Customer satisfaction is one of the other indicator to an organization to know how successful they providing their services to the customers. Once a service is delivered to a customer, the quality of service provided plays an important role in retaining that customer. These studies determine the factors that determine service quality of the Customer Service Agent in Passenger Handling Department at KL Airport Services Sdn Bhd.

These studies consist of four chapters, which is chapter one explains the background and introductions of study while chapter two is on issue arise from the study as well as its purpose. Chapters three explores literatures related to the title and chapter 4 discuss on the findings obtained to support the issue. Finally conclusion is summarized on the last topic. Based on the findings, most of the customers which are Airlines and Passenger are satisfied with services given by the company as there are no major problem arises and the number of complaint received by the Passenger Handling Department are minimal.