



**SERVICE QUALITY : A STUDY ON TAXI DRIVERS AT KOPERASI PERMODALAN MELAYU
NEGERI JOHOR BERHAD (KPMNJ)**

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LETTER OF DECLARATION



BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I, Masliana Binti Mustafa, I/C Number: 840614-01-5744

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being currently 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: _____

Date: _____

LETTER OF SUBMISSION

30th October 2009

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "SERVICE QUALITY : A STUDY ON TAXI DRIVERS AT KOPERASI PERMODALAN MELAYU NEGERI JOHOR BERHAD (KPMNJ)" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

MASLIANA BINTI MUSTAFFA
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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

This research is all about Service Quality : A Study On Taxi Drivers At Koperasi Permodalan Melayu Negeri Johor Berhad (KPMNJ). Since the operation of 100 taxis fully started in February 2009, the outstanding of their monthly payment increasing gradually. Factors such as service quality have been identified in order to investigate whether there is a problem with the service quality of KPMNJ or the taxi driver have their own problems in settled the payment.

The objective of this research is to identify the level of service quality provided by KPMNJ, to identify the factors that contributing to the service quality of KPMNJ, to identify the most factors contributing to the service quality of KPMNJ, to identify the correlation between all variable in this study and to provide suggestion/recommendation to KPMNJ to improve their service quality.

The method in this research will use probability. This is because the nature of research is conclusive research. The techniques is simple random sampling because easy to implement and cost effective. Sample size of this research is 80 taxi drivers of KPMNJ. Survey method focused on personal interview is used in this research. This is because it is simple to administer, the data obtain are reliable because the response are limited to the alternative stated.

The mean value for level of service quality, 3.8125 shows that most of the respondents are agree with the service quality provided by KPMNJ. There is significant and positive relationship between all the independent variables (tangible, assurance, reliability, empathy and

responsiveness) and dependent variable (service quality). The most factors contributing to the service quality of KPMNJ are tangible and reliability. There is also correlation between it.