



**A STUDY ON THE FACTORS INFLUENCING SERVICE QUALITY  
DIMENSIONS TOWARDS ORGANIZATIONAL PERFORMANCE AT  
PROEIGHT OFFSHORE ENGINEERING SDN. BHD.**

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**“DECLARATION OF ORIGINAL WORK”**

I, Muhammad Hafiz Bin Md Radzi, (I/C Number 871221-04-5127)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not been concurrently submitted for this degree or any other degrees
- This research 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 specially acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **LETTER OF SUBMISSION**

5<sup>TH</sup> MAY 2011

The Head of Program  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper title 'A STUDY ON THE FACTORS INFLUENCING SERVICE QUALITY DIMENSIONS TOWARDS ORGANIZATIONAL PERFORMANCE AT PROEIGHT OFFSHORE ENGINEERING SDN. BHD.' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely.

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## ABSTRACT

This thesis presents a study, which has sought to take steps towards increasing knowledge on the performance of the service quality provided by ProEight Offshore Engineering Sdn. Bhd. ProEight Offshore Engineering is one company that focus on delivering refurbishment service to the related industry and at the same time, the company also do a minor production. It is noteworthy to investigate the performance of service quality provided by ProEight Offshore Engineering Sdn. Bhd. in order for ProEight to take up competitive position against international companies upon their ability to deliver quality services to the customers throughout Malaysia.

The research title “A Study on the Factors Influencing Service Quality Dimensions towards the Organizational Performance at ProEight Offshore Engineering Sdn. Bhd.” had been conducted by using Zeithaml et’s (1996) theoretical framework to measure the organizational performance at ProEight Offshore Engineering Sdn. Bhd. This research has been answered by all 34 respondents through questionnaire. The Statistical Package for the Social Science (SPSS) version 14.0 has been used to summarize the data. As a conclusion, the result indicates ProEight customer have a high customer satisfaction towards assurance and empathy dimensions in service quality provided by ProEight Offshore Engineering Sdn. Bhd. and assurance is the elements of service quality that contributed most in service quality performance. Lastly, the recommendations are made based on several logical factors and impact of current situation to the service quality practiced.

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