



**TO STUDY THE RELATIONSHIP BETWEEN SERVICE QUALITY AND
CUSTOMER SATISFACTION OF Y- CENTRE**

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JULY 2016

“DECLARATION OF ORIGINAL WORK”



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We, Mohd Norman Bin Junit, (I/C Number: 940125-10-5069), and Mohammad Harith Bin Azaman, (I/C Number: 940105-14-6285)

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 is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of our information have been specifically acknowledged.

Signature:

Date:

(Mohd Norman Bin Junit)

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Date:

(Mohammad Harith Bin Azaman)

LETTER OF SUBMISSION

July 2016

The Head of Program

Bachelor in Business Administration (Hons) Marketing

Faculty of Business and Management

Kampus Bandaraya Melaka

Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title "To Study The Relationship Between Service Quality and Customer Satisfaction on Y-Centre" to fulfill the requirement as needed by the Faculty of Business and Management, Universiti Teknologi Mara (UiTM)

Thank you

Sincerely,

Mohd Norman Bin Junit

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(Bachelor in Business Administration (Hons) Marketing)

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ABSTRACT

Service quality and customer satisfaction are vital to an organization which run, build devotion, expand benefit and enhance business of the organization. This proposition shows a study, in which activity is being made in enhancing service quality and customer satisfaction of Y-Centre. This is on account of there was no examination led to break down the satisfaction of the customers of the organization. In principle parts are depicted five determinants of good service quality which are reliability, tangibility, assurance, responsiveness, and empathy. The intension of the examination study was to discover the relationship between service quality and customer satisfaction of Y-Centre. This exploration entitled "Relationship between service quality and customer satisfaction of Y-Centre in UTC Malacca" had been led to acquire results and discoveries. There are 170 questionnaires were circulated to the respondent and the researcher figured out how to get back completely replied of 150 questionnaires. Likewise, different wellsprings of information additionally have been use as a referral to reinforce the issues on the exploration study. This research closes with exchange on these outcomes, study impediment and proposal to the organization and future exploration headings.