



**A STUDY ON SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION**

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**JULY 2016**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
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“DECLARATION OF ORIGINAL WORK”**

I, Nurul Syamihah Bt Mohamad Royani. (940901-05-5616)

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: *Syamihah*

Date: 1 July 2016

## LETTER OF SUBMISSION

July 2016

The Head of Program

Bachelor in Business Administration (Hons) Human Resource Management

Faculty of Business and Management

Kampus Bandaraya Melaka

Melaka

Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project title "A Study on Service Quality towards Customer Satisfaction" to fulfill the requirement as needed by the Faculty of Business and Management, Universiti Teknologi Mara (UiTM)

**Thank you**

**Sincerely,**

*Syamihah*

Nurul Syamihah Bt Mohamad Royani

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(Bachelor in Business Administration (Hons) Human Resource Management)

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## **ABSTRACT**

Service quality and customer satisfaction are very important to a company which helps to run, increase loyalty, increase profit and improve the business of the company. This thesis presents a study, in which initiative is being made in improving service quality and customer satisfaction of MPWS Rich Resources Sdn Bhd. This is because there was no investigation conducted to analyze the satisfaction of the customers of the company. In theory, parts are described five determinants of good service quality which are reliability, assurance, responsiveness, empathy, and tangibles. The intention of the research study was to find out the relationship between service quality and customer satisfaction of MPWS Rich Resources Sdn Bhd. This research entitled “A Study on Service Quality towards Customer Satisfaction” had been conducted to obtain results and findings. There are 50 of respondents has answered the questionnaire. In addition, other sources of data also have been using as a referral to strengthen the issues in the research study. This research concludes with a discussion on these results, study limitation and recommendation to the company and future research directions.