



**A STUDY ON RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER
SATISFACTION OF NASUHA ENTERPRISE SDN. BHD. AT PAGOH**

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

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Hereby, declared 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 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: 25 APRIL 2011

LETTER OF SUBMISSION

Date of Submission : APRIL 2011

The Head of Program
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Faculty of Business Management
Universiti Teknologi Mara
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**A STUDY ON RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION OF NASUHA ENTERPRISE SDN. BHD. AT PAGOH**” to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi Mara.

Thank You,

Your sincerely,

NORHAINI BTE GHAZALI

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ABSTRACT

This research of “A Study on Relationship Between Service Quality and Customers Satisfaction of Nasuha Enterprise Sdn. Bhd. “ was conducted with 3 objectives which are to measure the current level of customers satisfaction toward services provided by Nasuha Enterprise Sdn. Bhd. at Pagoh, to determine the relationship between service quality dimensions of Nasuha Enterprise Sdn. Bhd. at Pagoh with the customer's satisfaction and to recommend the best service quality elements that can be use by Nasuha Enterprise Sdn. Bhd. at Pagoh. The respondents of this study were the the guest of Nasuha Enterprise Sdn. Bhd. at Pagoh and 150 questionnaire had been distributed. In this study, the descriptive statistics had been used to interpret the data such as reliability testing, frequency tables and correlation testing. From the finding, respondents agree with the satisfaction of service quality dimensions which provided by Nasuha Enterprise Sdn. Bhd. Pagoh. While the most best dimensions of service quality is reliability dimension that satisfied customers. The reliability gained the highest value with 4.629. The results also shows the relationship between the service quality and customers satisfaction. Besides that, Research also come out with some recommendation which is improve the services reliability, improve the assurance services and increase the services of Nasuha Enterprise Sdn. Bhd. Pagoh in order to make the service quality of Nasuha Enterprise Sdn. Bhd. become more effective and can create customer's satisfaction. Then can create customers interest to deal with Nasuha Enterprise Sdn. Bhd.