



**THE EFFECT OF SERVICE QUALITY ON SATISFACTION OF SERVICE
RECIPIENTS AT INTERNATIONAL YOUTH CENTRE**

ANIS NATASHA BINTI MOHD ARIFF

2017267018

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)**

FACULTY OF BUSINESS & MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JANUARY 2020

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)**

FACULTY OF BUSINESS & MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

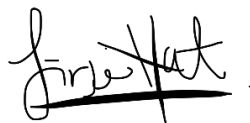
“DECLARATION OF ORIGINAL WORK”

I, ANIS NATASHA BINTI MOHD ARIFF, (I/C NUMBER: 950826-14-5468)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:



Date: **January 2020**

LETTER OF SUBMISSION

JANUARY 2020

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

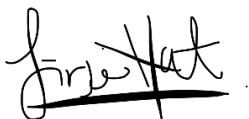
Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT672)

With reference of the above matter, I am a student of BBA (Hons.) Marketing would like to hand in my project paper entitled “**The Effect of Service Quality on Satisfaction of Service Recipients at International Youth Centre**” to fulfill the requirement as needed by Faculty of Business & Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,



(Anis Natasha Binti Mohd Ariff)

2017267018

Bachelor of Business Administration (Hons.) Marketing

TABLE OF CONTENTS

	Page	
TITLE PAGE	i	
DECLARATION OF ORIGINAL WORK	ii	
LETTER OF SUBMISSION	iii	
ACKNOWLEDGEMENT	iv	
TABLE OF CONTENTS	v	
LIST OF FIGURES	ix	
LIST OF TABLES	x	
LIST OF ABBREVIATIONS	xi	
ABSTRACT	xii	
CHAPTER 1	INTRODUCTION	
1.1	Introduction	1
1.2	Background of Study	2
1.3	Problem Statement	3
1.4	Research Objectives	4
1.5	Research Questions	4
1.6	Significance of Study	5
1.7	Scope of Study	6
1.8	Definition of Terms	7
1.9	Conclusion	8
CHAPTER 2	LITERATURE REVIEW	
2.1	Introduction	9

ABSTRACT

The purpose of this study is to identify the effect of service quality on satisfaction of service recipients at International Youth Centre. The research is based on a sample of 105 respondents. The results show that empathy and tangibility have significant impact on satisfaction of service recipients of International Youth Centre. It involves the process of conducting the research such as determining the sample, the reliability and validity of questionnaire and including the research design, sampling technique, and data collection method also involving primary data, secondary sources and data analysis technique. The main objectives of this study is to study the relationship between SERVQUAL dimensions and satisfaction of service recipients at International Youth Centre as well as to study the most significant factor that has impact on service recipients at International Youth Centre. The strongest relationship is between tangibility and satisfaction of service recipients.

Key words: Reliability, Responsiveness, Assurance, Empathy, Tangibility and Satisfaction of Service Recipients.