



DIMENSIONS INFLUENCING SERVICE QUALITY OF ARABIC
RESTAURANT TOWARDS CUSTOMER SATISFACTION IN SELANGOR

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK “

I, Muhammad Arif Bin Jaafar, (I/C Number: 940720-10-5303)

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 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: 3 January 2019

LETTER OF SUBMISSION

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
110, Off Jalan Hang Tuah,
75300 Malacca.

Dear Sir/Madam

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled “Dimensions Influencing Service Quality of Arabic Restaurant Towards Customer Satisfaction in Selangor” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA. I hope this report will achieve this objective of this study.

Thank you.

Yours sincerely,

Muhammad Arif Bin Jaafar
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ABSTRACT

Intense competition in the business environment forces company to look for the best approach to attract and create customer satisfaction. Service quality is a strategy used by many companies to maintain customer satisfaction. Good implementation of service quality strategies will result in quality built between customers and company. The main study of this research is to investigate the influence of service quality dimension of Arabic restaurant towards customer satisfaction in Selangor. Customer satisfaction being a dependent variable in this research and measured by five independent variables which is tangible, reliability, responsiveness, assurance and empathy. A review of literature was conducted to find out the relationship between service quality and customer satisfaction on Arabic restaurant. The literature review confirms this relationship. This research is based on 102 respondents which are the customer of Arabic restaurant in Selangor. Sampling method used in this study is convenience sampling. The data was analysed using correlation coefficient and regression by using SPSS software. The findings reveal there is a positive relationship between the service quality dimension which is tangible towards customer satisfaction.