



**A STUDY ON SERVICE QUALITY DIMENSIONS TOWARD CUSTOMER
SATISFACTION OF UNIFI IN SELANGOR**

NORHALIZATUL AKMA DIANA BINTI ABDUL AZIZ

2016317443

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

JANUARY 2020

**A STUDY ON SERVICE QUALITY DIMENSIONS TOWARD CUSTOMER
SATISFACTION OF UNIFI IN SELANGOR**

NORHALIZATUL AKMA DIANA BINTI ABDUL AZIZ

2016317443

Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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, Norhalizatul Akma Diana Binti Abdul Aziz, (I/C Number: 960323036082)

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: _____ *AKMA* _____

Date: 13th of January 2020

LETTER OF SUBMISSION

JANUARY 2020

The Head Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka.

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "A STUDY ON SERVICE QUALITY DIMENSIONS TOWARD CUSTOMER SATISFACTION OF UNIFI IN SELANGOR" to fulfill the requirement needed by the

Faculty of Business and Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

ARMA

NORHALIZATUL AKMA DIANA BINTI ABDUL AZIZ

(2016317443)

ABSTRACT

This study aimed to assess the service quality (SERVQUAL) dimensions toward customer satisfaction of Unifi in Selangor. The study was carried out by using quantitative methodology and service quality model with a total of 172 respondents. The research objective, research question and hypothesis were all set. Descriptive statistics, Multiple regression and Pearson correlation were used for data analysis and testing the hypotheses. The information was collected from the Unifi home user through online questionnaires, Google Form. Convenience sampling was utilized to collect data from respondents that use Unifi home (Sekaran, 2003).

The research indicated that there is a relationship between service quality and customer satisfaction. Sekaran (2003) stated using Multiple regression analysis, result shows that two dimension of SERVQUAL (tangibility and reliability) are revealed significant impact on customer satisfaction while responsiveness, assurance and empathy have no impact on customer satisfaction. Besides, the most influential factors toward customer satisfaction is reliability dimension.

Keywords: Customer Satisfaction; Service Quality; Telecommunication; Broadband