



“A STUDY of SERVICE QUALITY PERFORMANCE MADE BY OPENSOFTECHNOLOGIES SDN, BHD.”

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NOVEMBER 2009

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

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- This work has not previously been accepted in substance for any degree, locally or oversea and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent artwork and investigation, except where otherwise stated
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LETTER OF SUBMISSION

NOVEMBER 2009

The Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

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Kampus Bandaraya Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

According is the project paper titled **“A STUDY OF SERVICE QUALITY PERFORMANCE MADE BY OPENSOFT TECHNOLOGIES SDN.BHD”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours Sincerely,

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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

This research was conducted for the purposed of “A Study of Service Quality Performance Made By Opensoft Technologies Sdn. Bhd.” The main purpose of this research was to examine overall customer satisfaction toward the service and the performance of the outsourced job taken by Opensoft Technologies Sdn. Bhd. based on the SERVQUAL dimensions. In this research, the researcher focused on the case from the outsource job taken by Opensoft Technologies Sdn. Bhd. from Jabatan Pertanian, Kementerian Pertanian dan Asas Tani, Putrajaya.

The research is conducted using primary and secondary data. The data being collected through interview and observation as primary data while from secondary data is gathered information through journal, article, and textbook and also through internet. The conclusion of the research was the outcome from the gap identification that was compared between the theory and company practices. Based on the finding, some recommendations have been suggested in order to help this company improve their quality of services and at the same time, enhance customer satisfaction.