

**A STUDY ON FACTORS INFLUENCING THE
SERVQUAL (SERVICE QUALITY) IN
PERBADANAN PUTRAJAYA**

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MELAKA**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, NURUL HAMIZAH BINTI JASLEE, (I/C Number: 860323-56-5250)

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: _____

LETTER OF SUBMISSION

30 October 2009

The Head of Program
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Faculty of Business Management,
Universiti Teknologi Mara,
Kampus Bandaraya Melaka
Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER MKT 662

Attached is the project paper titled “**A STUDY ON FACTORS INFLUENCING THE SERVQUAL (SERVICE QUALITY) IN PERBADANAN PUTRAJAYA**” to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you.

Yours sincerely,

NURUL HAMIZAH BINTI JASLEE

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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

SERVQUAL has five main dimensions to measure service quality: tangibles, reliability, responsiveness, assurance, and empathy (Zeithaml et al., 1990). Customers evaluate the quality of service by determining whether there is any gap between their expectations and perceptions. This research was aimed to influence the SERVQUAL (service quality) in Perbadanan Putrajaya. The purpose of this research is to influence the SERVQUAL with the five types: reliability, responsiveness, tangible, empathy and assurance.

This study had designed to study on factors influencing the SERVQUAL (service quality) in Perbadanan Putrajaya. A sample of 100 respondents from customers provide the services at Perbadanan Putrajaya had been selected as respondents and the results had shows from the five main variables in which the researcher believe it may influences the service quality. Besides, the researcher had come out on the recommendations in which she believe it may enables Perbadanan Putrajaya to be influences the service quality to be customer satisfied.

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