



**SERVICE QUALITY IN LANAI KIJANG BASED ON THE
PERCEPTION OF THE INTERNATIONAL GUEST**

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

MAY 2011

**SERVICE QUALITY IN LANAI KIJANG BASED
ON THE PERCEPTION OF THE INTERNATIONAL
GUEST**

SHARIHA BINTI ROSELEY

**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) International Business**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)
MELAKA CITY CAMPUS**

MAY 2011

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONOURS) INTERNATIONAL BUSINESS
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
"DECLARATION OF ORIGINAL WORK"**

I, _____, (I/C Number: _____)

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: _____

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8th April 2010

Dear Madam/Sir,

SUBMISSION OF PROJECT PAPER (IBM 662)

Here with I enclosed my project paper entitled “**Service Quality in Lanai Kijang Based on the Perception of the International Guest**” to fulfill the requirement as needed by the Bachelor of Administration (Hons) International Business to be awarded by Universiti Teknologi MARA.

I hope this project paper will meet the subject requirement and anticipation of the faculty.

Thank you,

Yours faithfully,

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SHARIHA BINTI ROSELEY
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capacity building of the Bank. It also leads and drives human resources initiatives and other strategic activities to ensure that the overall Human Capital Management framework is implemented effectively.

g) Communications

The communications function has assumed increasing importance in response to the heightened demands of the various stakeholders, seeking greater transparency and disclosure.

1.1 Background of the Study

As stated in the introduction on BNM, it is the regulatory body that basically controlled and preserved the sound financial health of the country. Therefore, in performing the functions that have been stated above it got the supports of 37 departments in BNM. So it involves dealing with many client or support partner whether locally or overseas in order to ensure they serve the country well.

Therefore, one of the departments in charged in handling the facilities of BNM is called Sasana Lanai Kijang Management Office or SLKMO. The department basically took care of the facilities that would be Lanai Kijang and the next facilities that are expected to be completed by the end of the year called Sasana Kijang. Both facilities were nearby to BNM therefore it facilitated the usage of Lanai to fit the purpose that it was supposed to serve meanwhile Sasana still building in progress.

The name of Lanai Kijang originated from the two words from Malay language that would be Lanai and Kijang. Which Lanai mean a verandah or a patio which reflect a place to learned in the old Malay community while Kijang mean raindeer which also used as the distinctive symbol in BNM's logo and synonymous with its history and accomplishment. Therefore the merger of both word bring out Lanai Kijang which BNM used to named their facilities.