



CUSTOMER SATISFACTION LEVEL THROUGH SERVICES QUALITY OF MARA

SITI NUR AMINAH BINTI ABDUL RAZAK

2011241774

ZAWIAH BINTI MOHD MAHIDIN

2011200304

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JULY 2014

CUSTOMER SATISFACTION LEVEL THROUGH SERVICES QUALITY OF MARA

SITI NUR AMINAH BINTI ABDUL RAZAK

2011241774

ZAWIAH BINTI MOHD MAHIDIN

2011200304

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

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JULY 2014

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA
“DECLARATION OF ORIGINAL WORK”**

We, Siti Nur Aminah Binti Abdul Razak (I/C Number: 911029-05-5580),
Zawiah Binti Mohd Mahidin (I/C Number: 911018-01-6316)

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 specially acknowledged.

Siti Nur Aminah binti Abdul Razak

Signature : _____

Date : _____

Zawiah binti Mohd Mahidin

Signature : _____

Date : _____

LETTER OF SUBMISSION

4 JULY 2014

The Head of Programme

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA

Kampus Bandaraya Melaka

110 Off Jalan Hang Tuah

73500 Melaka.

Dear Sir / Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper title 'CUSTOMER SATISFACTION LEVEL THROUGH SERVICES QUALITY OF MARA' to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

.....
Siti Nur Aminah Binti Abdul Razak
2011241774

.....
Zawiah Binti Mohd Mahidin
2011200304

ABSTRACT

This research is conducted to examining the customer satisfaction level through service quality of MARA. A survey on customer satisfaction level through service quality was conducted among customer in MARA Melaka and MARA Muar involved 100 respondents. The attributes of service quality such as tangible, reliability, responsiveness, assurance and empathy have been identified in order to investigate whether or not these factor have significant relationship with customer satisfaction. From this study, the researcher can be able to identify the problem which relay on the level customer satisfaction of MARA with the service quality of MARA. The result find out that the most quality services dimensions that have high relationship with customer level satisfaction in MARA Melaka and MARA Muar is tangibles. The tangibles is appearance of physical facilities, equipment, personel and communication materials. The result also show that all of the dimensions of quality services have high relationship with customer services.