



**DETERMINANTS ON SERVICE QUALITY THAT AFFECTING CUSTOMER
SATISFACTION IN BUMIPUTERA PRINTING INDUSTRY**

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

JANUARY 2014

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MODE B

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

FACULTY OF BUSINESS MANAGEMENT

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“DECLARATION OF ORIGINAL WORK”**

I am Siti Nur Fakhira Binti Ismail (I/C : 900707-01-5024)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not been concurrently submitted for this degree or any other degrees.
- This research 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 Fakhira Binti Ismail

Signature : _____

Date : _____

LETTER OF SUBMISSION

9 January 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 '**DETERMINANTS ON SERVICE QUALITY THAT AFFECTING CUSTOMER SATISFACTION IN BUMIPUTERA PRINTING INDUSTRY**' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

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SITI NUR FAKHIRA BINTI ISMAIL

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ABSTRACT

The important issue of this research is to determine on service quality that effecting customer satisfaction in bumiputera printing industry. That means is there any relationship between all the independent variable with the dependent variable. Basically this research focus more on the bumiputera printing company in Pasir Gudang, Johor area. A framework was developed and tested whereby customer satisfaction is influenced by four element of service quality which is reliability, responsiveness, assurance and empathy. There are several problem with bumiputera printing company, when government change their policy which is printing industries in Malaysia will become private sectors, it was give a big impact to bumiputera printing company. From this problem, it become a question to bumiputera printing company it is they also can satisfy their customer and whether they also can compete with other competitor among the same industry such as chinese printing company. The research is being focus to 70 and randomly chosen respondent as the data sampling in order to identify whether the services quality element has a relationship towards customer satisfaction. The findings and analysis were based on the data obtained from questionnaires. The analysis of findings involved the used of Cronbach Alpha in order to measure the reliability of data and descriptive statistics that consist of frequency distributions. Other than that, the correlation was used to see if there any significance differences in the means for all variables of interest. F- statistics has been carried out in order to determine whether there is a significant different between each individual selected demographic factors. Lastly for the findings of this research are useful to determine on service quality that affecting customer's satisfaction in bumiputera printing industry.